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TOURIST POTENTIAL ON EXAMPLE OF RURAL SETTLEMENT GNJILI POTOK (MONTENEGRO)

POTENCIAL EN TURISMO RURAL EJEMPLO DE ACUERDO GNJILI POTOK (MONTENEGRO)¹

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Abstract

The rural settlement Gnjili Potok, located in the southeastern part of Andrijevica in Montenegro, has not developed tourism. It has very favorable natural and social resources for tourism development. The more so, and tourism has become imperative his further development, especially if we consider its effect on the economy multiplied as a whole. Most of the appeal has vet to be involved in further development projects in this rural village, and of Andrijevica, then in all of contemporary tourism development in Montenegro. An important role in this has to have the concept of sustainable development, which is the basis and precondition of any further planning of any future activities.

Keywords: Gnjili Potok, Tourism, Natural Attractions, Social Benefits and Sustainable Development.

Resumen

En el asentamiento rural Gnjili Potok, que se encuentra en la parte sureste de Andrijevica, en Montenegro, no se ha desarrollado el turismo. Cuenta con recursos naturales y sociales favorables para su proyección en ese sentido. Tanto así que el turismo se ha convertido en un imperativo de su desarrollo, sobre todo si tenemos en cuenta su efecto sobre la economía multiplicado en su conjunto. La mayor parte de los pobladores aún no se han involucrado en proyectos de desarrollo en este pueblo rural, y de Andrijevica, y luego en todo el desarrollo del turismo contemporáneo en Montenegro. Un papel importante en este sentido desempeña el concepto de desarrollo sostenible, que es la base y la condición previa de toda planificación futura de las actividades futuras.

Palabras clave: Gnjili Potok, Turismo, Atracciones naturales, Beneficios sociales y el desarrollo sostenible.



Introduction

"To learn from nature rather than trying to master nature and to manipulate it" (Fritjof C.)

Gnjili Potok is located in the southeastern part Andrijevice. It covers the area 42° 44'43" north latitude and 19° 43' 04" east longitude. It occupies an area of 8.83 km². According to statistics from 2003, in a rural village Gnjili Potok lives a total of 111 populations.

Traffic - Gnjilog Potok geographical location is unfavorable, since it is located far from major roads. Except for roads Andrijevica -Trešnjevik - Mateševo - Podgorica no other more important does not intersect or touch this rural village. Gnjili Potok is distance of 8 km Andrijevica, Mateševo 15 km, Berane 23 km and Kolašin 28 km.

The inclusion of a wider settlement in the economy can not count the construction of the highway Boljari - Belgrade with a tunnel under Trešnjevik. Construction of the highway would certainly Gnjili Potok experienced economic revival (agriculture, timber industry, small business, tourism). Of course this is closely and directly related to the construction of roads and modernization Trešnjevik saddle with a narrow base Koma, through press and Štavna where the Eco - pasture and through the communication of Trešnjevik Javorova over hills and mountains Lise, Bačko hill in the direction and Vranještica.

It is tourism and its effect could be multiplied to be reflected positively on overall economic life of this rural village. This is certainly in line with the commitment of the promoted rural development model (SAR), which assumes multi-functional economy.

Starting from the above mentioned statements Fritjof C. "Learning from nature rather than trying to master nature and to manipulate it" (FRITJOF, 2002), we wish to emphasize that the tourist potential of rural settlements Gnjili Potok herein are their own purpose, but as a whole and organically linked to the content topics and functionally subordinate to the proclaimed goal, that is, a rural village ecological oasis, that is not making good use tourism opportunity.

Related work

Although the social need for research in rural villages in Montenegro indisputable, not in this field able to meet their own current and other needs. Confirming clearly formulated position B. JAĆIMOVIĆ (1985) "and that this arises because they are more popular now studying large areas, where they can not even see the problems of smaller territorial units villages". These problems may stem from the general social attitude towards tourism development in rural areas and its present state, with a lot of trouble and uncertainty. That is to say that the current geo-tourism research of rural settlements in Montenegro are generally insufficient and partial, and the requirements for consideration of these social phenomena are frequent.

There is, in fact, a few important papers in which only incidentally mentioned Gnjili Potok. In this regard let us mention VEŠOVIĆ (1935), LUTOVAC (1957), DAŠIĆ (1986). The complex geographic survey of rural settlements Gnjili Potok, relatively clear individualizing whole, have not been conducted.

As for the lack of literature, mention the fact that until 16 years ago not a single comprehensive text that is treated from the standpoint of any scientific discipline, Gnjili Potok. In 1995 year, he appeared as the first information display. It is a book of V. RAJOVIC "Gnjili Potok and Trešnjevik". The above-mentioned book gives historical - sociological view Gnjilog Potok and makes a modest contribution





FIGURE 1. Gnjili Potok on the map of northeastern Montenegro

to the understanding of these issues, so we as such and used in our research.

The author of these lines has continued to research GNJILOG POTOKA (2009) and with RAJOVIĆ D. (2011) published a monographic publication "Natural and socio-economic characteristics of rural settlements Gnjili Potok". It is obvious that the formulation and publication titles, is a starting point for further study of the many development issues and formulate a business - geographical development strategy for rural settlements Gnjili Potok. Nevertheless, we believe that we basically answer the task set and if nothing else, we have given a certain geographical contribution to the study of rural settlements in Montenegro.

Methodology

The study was designed to be implemented in several phases of a certain procedure. In the first phase should determine the composition of the work presented to the subject, its content, purpose and method of research. In the second phase should be performed to determine the theoretical and operational research methods to gather facts. Achieving these goals is intended through multiple and complementary use of scientific methods.



Source: RAJOVIĆ, 2011.

The core of the methodological procedure used in this study makes the geographic (spatial) method and included the rural village Gnjili Potok. The method of observation was to provide access to the community and the tourism potential of the village.

Of course, a place directed the Internet and visual sources, represented primarily through photographs.

In explaining the research applied two methods: analytic and synthetic. The first discussed some of the dimensions of research subjects, and other entities, the relations between the subjects of research and proposals of measures deriving there from.

This study therefore aims to analyze the natural and social conditions for tourism development. In this way creates a basis for determining the structural characteristics of tourism that benefits the result of natural and social conditions.

The methodological procedures involved the use of the results published in the international literature. Among them this opportunity to emphasize this COHEN (1979), JORDAN (1980), MURPHY and BAYLE (1989), RITCHIE (1994), MURPHY and WILLIAMS (1999), ASHLEY and MAHWELL (2001), NEBA (2010).

Natural tourist values

Natural tourist attractions of Gnjilog Potoka are the form of occurrence, genesis, the basic characteristics and types of tourism that condition, can be divided into the following categories: geomorphologic, hydrological, and climatic and biogeography tourist value. "These categories are not mutually exclusive and isolated. On the contrary, make the unity of nature, whose tourism value, the more stress if it is larger and more diverse number of their interconnections and permeation, especially the relief of water, climatic characteristics and their qualifying wildlife. It is a natural tourist values that are complementary to the cultural and historical heritage and ethno-social tourist attractions of the region, and tourist valorization of complex and responsible task" (STANKOVIĆ, 1997).

- 1. Among geomorphologic relief, tourist values Gnjilog Potoka, the most significant is Trešnjevik Mountain (1573 m). The mountain is rich in vegetation, wildlife, water and ski slopes, but relatively well open to the roads (Podgorica-Kolašin-Mateševo-Andrijevica-Plav), which is the shortest travel route, although not the best. The immediate neighborhood is a high mountain range Trešnjevik and Komovi (2483 m) and Lisa Mountain (1878 m). From the saddle with a narrow base Trešnjevik Coma distance is 6 miles (Figure 2), through the press and Štavna (Eco - pasture). On the other side of the saddle Trešnjevik, over mountains and Lisa Backa Hills can enjoy the beautiful landscapes of the Suve Gore, or Vranješticu. Of course, whether starts in one direction or another, is bound to Trešnjevik holidav in the restaurant "Tavern". Therefore Trešnjevik should be preserved as an important ecological, hydrological and tourism potential for the future. Its tourist activation, you should move slowly through the village and hunting tourism and mountaineering, and tourism development under the influence of neighboring regions.
- Hydrographic tourist values Gnjilog Potok, presented Rajovi River and springs. Rajovi River is a lure for nature lovers and fishing. River flow, air, clean water, makes this river unique because it combines water and mountains, wildlife and vegetation. Creates a unique natural mix

 elixir health recovery. The river and its





FIGURE 2. Vehicular traffic - easy to get to the bottom of Koma

Rajovoj coastal zone, it is possible to develop hiking, manifestation, transit and fishing. Swimming season on Rajovoj words can be defined as a period in which the monthly water temperature over 18°C, and mean air temperatures over 20°C. However, conditional temperature limit of 18°C may not be the point of bathing in this case taken as an absolute rule. No, it can, first of all, as residents Gnjilog Potok relatively well acclimated to river water temperature conditions of water corresponding to an average of less or equal to 15°C. Among the hydrographic facilities in terms of tourist value, sources have special significance. The most important are: Osredak, Source Lomovi, fields Đinović, Perinka, Source Vukotic, Empire Rajović, Parlog, Jelar, Butrinjak, Banjišor, Ćošak. Sources are quite strong, dry, water them very cold and pleasant to drink and stay near the source, after walking, the man gives him a peace that heals the body (Figure 3).

3. Climate Gnjilog Potoka has a moderate continental and mountain character. It

is characterized by relatively long winters and snow and not so long, but the hot summers, between which are shorter seasons, spring and fall, characterized by heavy rains. On the slopes Trešnjevik and Lisa, that is the site Paljina snow starts to fall at the end of October, and the lower part of the settlement, usually in early November, ending months of March and April. Lately, more and more snow falls in May. The Trešnjevik, the thickness of snow cover reaches up to two meters. For tourism development is significant and the mean number of days with strong cover thickness over 10 cm and 30 cm across, as a minimum, i.e., medium thickness suitable snow for winter sports. Mean number of days with snow cover to over 10 cm is approximately 60 days at 1000 m above sea level and 120 days at 1500 m. The number of days with snow over 30 cm is about 30 to 1200 and at altitudes greater than 1500 moving over 70 days. Number of days with snow over 50 cm at 1200 m above sea level is about 13 days at 1500 m above sea level about 18 days. Therefore, the optimal snow conditions for winter







sports have a height zones above 1500 m. Special tests of climate on the studied area has not been, nor the measurement of rainfall, but the existence of a few years ago rain measuring station Vučji stone. According to some estimates the average air temperature ranges from 4°C to 12°C. These temperature differences are particularly large in summer, when the middle and lower part of the settlement more warm air than in the upper and Trešnjevik saddle, and at night they fall into colder air, so that the difference between day and night temperatures ranges up to 10°C. This causes the cold wind that blows especially at night. You'll easily recognize the environment from which direction the wind usually blows: to see grass, trees and shape the trees by the side of the inclined. Wind in summer days, pleasantly refreshing, it can be converted into bearer immediately rain and when it is above Pelinovice and Lisa form rain clouds (Figure 4). So, stay in this rural town that has a continental clean mountain air and the man seems very therapeutic. It is attributed to that familiar vigor and longevity of the population Gnjilog Potoka.





4. For the look of the landscape of rural settlements Gnjili Potok, is of particular importance biogeography tourist value. These include plants and animals and are expressed as the direct and indirect tourism value, i.e. have significant recreational, aesthetic, health and famous tourist attraction properties. Almost the whole area Gnjilog Potoka is under herbaceous or woody plant species dominated by deciduous and coniferous forests, it is beautiful meadows and pastures. The share of forests in total area of this rural village is 459 hectares or about 52%. Belt noise is particularly interesting especially Paljina



whole forest as a living space of venison, birds, fish and insects (Figure 5). From the tourist point of Gnjilog Potoka forest resources and have significant potential for developing various forms of tourism such as hunting, fishing, adventure, adrenaline. Tourist offer could include individual and group arrangements for hunting big and small game: bear, deer, chamois, wild boar, wolf, fox, rabbit, squirrel, grouse, partridge, wild duck, marten, and badger. Flora of meadows and pastures enriched with various kinds of herbs and edible fungi. Most of them ranked highly in traditional medicine, pharmaceutical production, which is important from the point sporadically in tourism development. In making a special appearance in this region, near and distant surroundings in the spring when everything becomes green in the fall when the flamboyantly colorful, is especially attractive in summer with fresh air, which intoxicates and makes rare corner space in which man forgets the time and worry. Meadows and pastures are covered with succulent grass, and mountain meadow flowers, so that together with the forest areas, giving special landscapedecorative value (RAJOVIĆ, 2010).

These natural tourist values are respectable Gnjilog Potoka potential for future tourism development and as such they offer the possibility of practicing different:

- 1. sport recreational activities,
- 2. benefits for stay and rehabilitation,
- opportunities for tourism development of special needs:
 - 1. Rural tourism,
 - 2. Hunting,
 - 3. Fishing,
 - 4. Excursion tourism,
 - Hiking in nature in the immediate vicinity of the village is an attractive natural setting with areas of Lomovi and Trešnjevik (Figure 6). Of course,



FIGURE 5. Paljine - the most striking unit Gnjilog Potoka

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FIGURE 6. Lomovi locality overlooking the western part Trešnjevik - framed by green deciduous and coniferous forests

no matter how natural attractiveness Gnjilog Potoka was satisfactory, they lay limitless and inexhaustible. Therefore, their use must be planned and rational. In this sense, as an integral part of tourism is increasingly promoting rural - locally and recently recorded in the world is immense interest in socalled. "Tourism of special interests".

Social benefits

Interesting and potential customers can be represented original and originality of the settlement Gnjili Potok, which is something quite different from the normal life in urban neighborhoods. Sometimes it is the very truth and naturalness, even poorer, more efficient models of imitating the rich, and again the true value of the price in the field of tourism.

Social benefits for tourism development in Gnjili Potok would include a number of factors (RAJOVIĆ and RAJOVIĆ, 2011):

1. Content related to the life and customs of the inhabitants of the village,

- 2. Content related to a specific group of tourist attractions that make the memorial (the memorial-slabs, memorials-Fountain),
- Ethnographic Heritage (various parts household, tableware, fabrics, parts of costumes, tools for agricultural production, remains of farm buildings, etc.). Particular attention is given to Watermill "Božovića", which still rotten Brook population used to grind corn in it (Figure 7).
- 4. The contents are important for the organization of tourist events, tourist events such as haymaking and purchased hay from meadows, which has a recreational and competitive character. Unfortunately for now there is not a tourist event in Gnjili Potok, which would affect the settlement to create the image.

In this situation, and given, the natural attractiveness of the village, there is a need to fit into the contemporary trends of tourism, which should include:





FIGURE 7. Watermill "Božovića" - resist the ravages of time

- 1. The issue of accommodation facilities is a priority, given that Gnjili Potok almost do not exist (except for an eco-lodge) but that does not mean a lack of basics (a) (keeping in mind the seasonal use of residential buildings). Eco-Lodge is located on the main tourism - hiking on the transverse ridge Trešnjevik that represents an entrance to the Bjelasica and Komovi. By combining with nature, we achieved another beauty Trešnjevik saddle with objects made of wood and stones that adorn this building. The facility has 14 beds, 2 double and 2 multiple rooms and a house for the holidays (www.montenegro.travel). In this regard it is necessary to develop the new municipality Andrijevica, and then the local community Kralje tourist bureau that would allow potential visitors to the private placement offer. This means that rural households Gnjilog Potoka which would decide to take tourists must make every effort to standardize the accommodation, as well as all conditions for the reception and guests. Restaurants give a special touch to each destination and are one of the main settlement of specific characteristics. In there is only one restaurant and tavern, "Tavern" on Trešnjevik.
- 2. It is necessary to also approach the construction of specialized commercial facilities. In the village there is only one such facility (private). Not sure the presence of commercial facilities would affect the poor quality of tourism potential and the potential supply of tourists.
- 3. Agriculture as the primary economic activity in the village would have a profound interest in complementary cooperation with tourism. Thanks to the natural, ecological and environmental characteristics Gnjili Potok with the surrounding rural areas, particularly those of Kralje and Bare Kraljske, it seemed to be promising for the development of space tourism socalled specific interests.

Our research evidence, based on similar studies VUKOVIC, and CECIĆ and CVIJANOVIĆ (2007), pointed out to the fore some of the aspects of the so-called. Tourism-specific interests, but might be reflected through:

1. Expert select a specific number of households to deal with rural tourism in the region as well as pasture and tourism on Trešnjevik and Ljuban. Clearly specifying the conditions and standards, that house-



hold Gnjilog Potoka must meet in order to deal with tourism.

- 2. Education of the population. Creating quality programs stay in the settlement should not be left to the resourcefulness of local people, therefore should be subject to expert analysis.
- 3. Sales of agricultural products to tourists where locals Gnjilog Potok, may find their interest.
- 4. Old crafts and tools. Priority would be such as to form a rural home in this rural village where presented to all facilities related to the life and work of residents that have long been forgotten and abandoned. It would certainly be to complement the tourist offer and would be a remarkable attraction.
- 5. National Handicraft. Unfortunately, over time the national crafts Gnjilog Potoka end of the abandoned and left to oblivion. If you went to the development of tourism, this area of tourism must be given due attention and respect.
- Construction of the pond. Gnjili Potok is rich, and there is certainly Rajovi rivers. In fact it should be noted that this rural village is very suitable for mini-ponds, which would certainly enrich the tourist offer.
- 7. Construction of a tourist infrastructure Rajovi river. Special attention is paid to contents related to stay at the river (for camping grounds, beaches, promenades, playgrounds for sports and recreational activities).
- The use of natural advantages for the development of hunting and fishing tourism. Sport club "Komovi" in Andrijevica has

cooperation with domestic and some international hunting associations.

- 9. One important item in the future tourism development is the solution of transport. By the early nineties through Gnjili Potok bus was operating between Berane -Most Bandović-over Trešnjevik-Kolasin-Podgorica (departure in the morning around 8.00 h and passed through the village at night about 18 h on the return). Since then, through the end of Gnjili Potok not established any bus or van transportation.
- 10. Terms of sustainable tourism development. Would be reflected through improved supply while helping to preserve the policy space and environmental protection. Bearing in mind that in the present town largely agricultural population, agriculture would, even more, and should play its undoubtedly a large and important role in future economic development. Tourism as a supplementary source of income for residents Gnjilog Potoka, could certainly improve their quality of life.

Instead of conclusion

In many European rural areas, and increasingly in our area, they recognize different forms of tourism to achieve just that all the aforementioned effects, it is particularly related to:

- 1. Tourism in nature that relates to any activity that directly or indirectly depend on the natural environment and natural attractions and is the activities such as hunting, fishing, hiking tourism, etc,
- Ecotourism is a combination of spending time outdoors, with elements of the cultural traditions of the village. Provides a positive experience to visitors and hosts, bringing financial benefits local residents,



raises a positive relationship with local, environmental and social "climate",

- 3. Rural tourism refers to all types of holiday activities that are outside of the urban tourist destination (Andrijevica) and weighs introducing rural culture and lifestyle of the population, with the possibility of a specific site accommodation and food in rural households, including recreational and sports activities,
- 4. The term green tourism is used for everything connected with the natural environment and cultural heritage. The goals of green tourism is reflected in the wise use of natural resources-land, water and energy, pollution prevention and environmental protection and biodiversity conservation (www.centar-jls.com).

Rural tourism would provide a sound basis for economic and demographic revitalization of the village, which would be developed on family farms in order to attract more tourists and generate additional revenue. This activity is often viewed as a complementary activity to agriculture. A significant advantage of this type of tourism is expressed by the secured revenue settlement colony studied, with a relatively small investment by households. Positive effects could be manifested through: mitigate depopulation and the negative migration flows, reviving and revitalizing traditional rural occupations, such as farming and traditional crafts (wood processing, leather, wool, fur,), protection of the natural environment and cultural heritage. The ultimate goal of the development of rural tourism in the study colony is to improve the lives and living standards of the population, economic activation of villages and creating new sources of income residents, which would motivate them to stay and live in this area. Revenues from tourism would contribute to raising the socio-economic standard of the villages and improve living conditions. This can be achieved by investing in rural infrastructure: roads, building address, rehabilitation of existing schools, shops, activating the agricultural cooperatives (PAVLOVIĆ and GOLIĆ, 2011). In this way, rural tourism, in complementarily with agriculture, can become a significant factor in demographic and economic revitalization of rural settlements Gnjili Potok.

Flora of forests and pastures of rural settlements Gnjili Potok is are enriched with various kinds of medicinal plants and edible mushrooms. Especially important are some types: mushrooms, wild strawberries, raspberries, cornelian cherries, rose hip, blueberries, juniper berries. Most of them are ranked highly in traditional medicine, pharmaceutical production, which is very important for the tourism development. Medicinal herbs rich in its diversity, physiological and pharmacological effect, and a healthy quantity of raw materials, offers immense possibilities in the development health and educational tourism. From early spring until autumn at the latest, in forests, meadows, grow many varieties, most of which are edible and medicinal. Many of them have with the highest nutritional value. Do not forget herbs such as St. John's worth, thyme, wormwood used as a tea. Thanks to widespread forest (489 ha), pastures and meadows (267 ha) landscapes are varied and colorful, providing significant environmental and tourism values and makes Gnjili Potok extremely attractive. Meadows and pastures are covered with juicy mountain meadow grass and flowers, so that together with forests, a special landscape-decorative value. Belt noise is particularly interesting as a living space of venison, birds, fish and insects, that is a pearl of the unique natural beauty and unspool nature. From the tourist point of view has significant resources and a predisposition to the development of different forms of tourism, such as fishing, hunting, adventure, and adrenaline. In the first place puts the hunting and fishing. Forests of the studied villages are rich in tiny and big ga-



me, and that aspect is very interesting tourist destinations for hunting tourism. Travel offers could include individual and group package tour for hunting small and big game: bear, deer, mountain goats, wild boar, wolf, fox, rabbit, squirrel, grouse, partridge, wild duck, marten, badger, et al. Rajova Rivers is rich in fish (trout). For the purpose of improving fish stocks in particular salmonid stocks continued to implement restocking. For fishing tourism, it would be necessary to elaborate and present the current situation and based on that insight to create policies and programs as well as the further development of sustainable tourism. Sport fishing is dealing with about 12 registered sport fishing and recreation. The large number of people who regularly resides in nature should be with proper training, use it as an important and indispensable factor for its protection. With sports - fishing, as well as the hunting, we should build primarily rural - tourism offer in the form of accommodation, local cuisine specialties and the like, service with a night spent in hunting and forestry buildings in Trešnjevik and Ljuban (RAJOVIĆ, 2010).

It is necessary to design professional tourism and travel facilities, emphasizing the functions of rural settlements Gnjili Potok, relying on natural resources, activities and lifestyle of the local population - from agricultural activities (in the form of recreation for tourists), to prepare local dishes, making handicrafts, to participate in dance events, festivals of folk art and festivities. Rural tourism development is not possible without the activities related to the promotion of its tourism market. Creating marketing materials, websites, a constant presence in the media and trade shows are essential activities in creating the conditions for sustainable development of rural tourism. Stay of tourists in the study colony should be based on the optimal combination of attractive natural and anthropogenic values. Therefore, the development of tourism must be taken very seriously and

professionally, with full respect for the principles of environmental protection (PAVLOVIĆ and GOLIĆ, 2011).

Modern tourists looking for experiences that provide them with a sense of closeness with the natural values and the local community. Each destination is intended to attract these visitors must protect its natural resources while emphasizing a sense of integration with the local community. "The present generation needs to plan and make themselves relevant environmental quality, but this right must retain the next generation. In accordance with the concept of sustainable development it is expected that the work culture is based on humane principles of ecumenical environmental and social performance. Environmental movement in our society is justified by a compelling necessity, and obligation " (VASOVIĆ and BIOČANIN, 2007).

This imperative of sustainable development of tourism has a strong environmental dimension. However, the economic component requires special attention because for sustainable development is extremely important to connect and regulation of economic interests. Economic profit, which today is achieved in a very short period, but at the expense of the environment, positively can not tolerate the way to further sustainable development of rural settlement of any and of course no Gnjilog Potoka. Confirming clearly formulated position J. KRIPENDORF (1986): "All who live as tourists and who live from tourism need to realize We should develop and promote forms of tourism that would bring maximum benefits to all partakers - tourists, their hosts which may not be associated with intolerable adverse effects, particularly environmental and social".

In conclusion, in most countries of the European Union's farm is part of the strategy for the development of rural areas, which has a good chance and that helps in keeping the



population in rural areas, creating new jobs and contribute to the socio-economic development of underdeveloped areas (TOMKA, 2003). Such an approach should be applied in a rural village Gnjili Potok. Tourist function has a growing impact on the economic, social, functional and physiognomic transformation of rural settlements. This phenomenon is a consequence of the increasing needs of urban residents for rest, recreation and residence in a rural setting.

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