

# The cultural-historical heritage as a potential for the development of tourism in the municipality of Arandjelovac

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## Abstract

When it comes to tourism, cultural heritage keeps gaining attention and interest. A tourist's wish to learn more about the destination he is visiting is mirrored in his growing demand for cultural landmarks from different historical periods, from the oldest - to the most recent ones. Today, tourists do not decide only on one content, it is usually enriched with a whole spectrum of new ones. In the context of cultural heritage, new approaches have a special role in the development of tourism, so all of the aspects of its influence are being taken into consideration. The presentation and conservation of cultural heritage can contribute to the development and advancement of local and regional communities. In terms of tourism, each space is more interesting if cultural heritage has been integrated into the spatial development (in the level of development). An important segment of development and advancement of cultural tourism is the sustainable use and management of cultural potentials. The paper explores the capability of including cultural heritage into cultural and tourism policies. It presents and describes the tourism potential of the historically and artistically important urban wholes of Arandjelovac, a city with a preserved historical heritage. The municipality and town of Arandjelovac belong to the district of Šumadija in central Serbia. Arandjelovac occupies a territory of 375.89 km<sup>2</sup>, of which 15.75% of the total area of the Šumadija district (2.386.71 km<sup>2</sup>) belongs to the municipality of Arandjelovac. Arandjelovac is situated at the foot of Bukulja Mountain (696 m), at about 250 m above sea level, where the river Kubršnica has its springs. Apart from its natural beauties, this area is known for its historical importance and abundance of cultural monuments. This is why the aim of our paper is to introduce landmarks such as the Risovača cave, Bukovička spa, Marićevića jaruga, the Church of Saint Archangel Michael near Arandjelovac, the Church of Saint Archangel Gabriel with a memorial fountain and plaque in Bukovik (just to name a few) to the public, and to point out the tourism potential of those places. Tourism is becoming one of the leading branches of economy in the world today, and its development can be based on natural and cultural-historical values of cities. Owing to tourism, the conservation of natural, cultural and historical values (in municipalities like Arandjelovac) can be achieved in accordance with the economic potential it owns.

*Keywords: cultural-historic heritage, tourism, development, promotion, protection*

## 1. INTRODUCTION

Tourism is becoming one of the leading branches of economy and its development is mainly based on natural and cultural-historical values of cities. For tourism, cultural heritage is the most important segment of culture. The tourist offer is achieved through valorization of certain aspects of cultural heritage, which are marked as cultural attractions or tourist motifs. In countries all over the world, a pattern for including cultural heritage into the developmental cultural and tourist offer has already been established. On the other hand, cultural-historic wholes with diverse and rich contents and with a developed function and structure from different periods can often be exposed to changes, that is, to degradation or improvement, depending on the current interests [1]. In the sixties, the

Parliament of the Council of Europe defined a large number of recommendations, conventions, resolutions and regulations to deal with the preservation of heritage. The preservation of cultural-historic wholes is also a part of the Venetian charter and the Convention of Granada (1985), which represents a key document in the field of the European architectural heritage protection. A resolution dealing with the strategy of cultural tourism and the improvement of various categories of cultural heritage was established at the Fourth European Conference of Ministers (Helsinki, 30-31 May 1996). Also, it refers to the dangers of overexploitation of natural and cultural heritage which belong to the non-renewable resource category.

## 2. CULTURAL TOURISM

If we view the tourist development globally, we can see that cultural tourism often has an important role in the overall development of tourism of a place, region or country. The diversity and abundance of cultural content generates the development of this type of tourism and affects the environment in a major way, because the fusion of the two sectors, culture and tourism, is specific and dynamic. In the development of tourism of an area, apart from their obvious connections and dependences, dynamic interactions which influence tourism as a whole (but culture as well), are necessarily made.

One of the important segments of cultural tourism of an area is the authenticity, but also the continuity in terms of maintenance. We must mention that not a single culture had started on its own and that all the values of a culture cannot be ascribed solely to the cultural community in question. Its elements, meaning, skills and material products are subject to change and influences of other cultures with which it interacts. The authenticity can simply be measured by a specific value system, rules and institutions which can be built by the community. Tourism plays an important role in the making of an original culture, because tourists are interested in the specifics of a certain culture. This is why every town, region or country emphasizes the specificity of its culture as a factor which attracts tourists, when creating its tourist offer and promotion. In the global tourist market, cultural tourism should offer a specific cultural product, based on the particularities of a certain cultural group. Today, when we talk about cultural tourism, we talk about a form of tourism which is based on cultural heritage of an area, its contents and motifs. Smith (2009) describes cultural tourism as: passive, active or interactive engagement in culture or communication, during which a visitor acquires new experiences of an educational, creative and/or fun nature [2]. According to Richards (2007), in contemporary conditions of tourism development, cultural tourism does not only include the "consummation" of cultural products of the past, but also that of the current culture or way of life of a nation or area. By doing so, cultural tourism also represents a "tourism of heritage, i.e. heritage", which refers to the products from the past, but at the same time of "cultural tourism" which refers to contemporary art. The author also states that cultural tourism does not only manifest itself in a passive form (visitation of historic places, museums or theatrical plays). Many tourists also have a growing interest in the so-called "creative tourism" which implies a direct participation in cultural activities (painting, photography, folk dance, crafts, etc.) [3].

We can conclude that cultural heritage plays a great role in the development of tourism. The growth of tourism is looked upon as one of the most perspective concepts in the development of an area, due to which differences in the level of advancement of a town, region or country, can be seen. Tourism is understood as a resource and potential which can affect economic growth, the revival of economy, the promotion of the quality of life, etc. The significance of cultural heritage depends on its uniqueness, diversity, historical or aesthetical values. This is mirrored in the fact that tourism will develop better in areas in which cultural heritage has an immeasurable value and thus becomes more interesting for a greater number of tourists. Cultural heritage carries important symbolic messages and opinions, creating a special image, familiarity and brand of a nation or country, by means of which it produces the effect of interest and attraction.

### 3. BRIEF SHOWCASE AND EVALUATION OF TOURISM IN THE MUNICIPALITY OF ARANĐELOVAC

According to the Spatial plan of the Republic of Serbia (2020-2035), the area of the municipality constitutes, together with Venčac, Orašac, Bukovička Spa and Aranđelovac, the cluster of Central Serbia, and the tourist region of Šumadija mountain as a primary tourist destination with a predominant summer offer, with Kragujevac as its center. Bukovička Spa is categorized as a primary spa center of distinctly national and potentially international significance with a year-round offer [4]. The available tourist potential and the closeness of bigger town agglomerations (primarily Belgrade, the center of state and international significance and the main tourist center of Serbia) represent a factor of development for many types of tourism. The existing tourist offer is organized in Bukovička Spa, the municipal center of Aranđelovac with historic landmarks in its direct proximity. The most significant segment of the tourist offer of the municipality is spa tourism. The mineral springs, suitable climate and natural beauty enable an all year round use and occupancy of accommodation capacities, which classifies Aranđelovac as one of the most important spa-tourist settlements in Serbia [5]. During the summer, an addition to tourism is currently based on the activation of natural potentials and cultural heritage for the development of other types, such as: cultural, excursions, eco-tourism, transit, water, hunting, etc. There are notable potentials for the development of rural tourism in the south part of the municipality, which has, up to now, been based only on local initiative, without adequate support from municipal authorities and organizations. Also, in terms of function and organization, it has not been appropriately connected to the spa and other types of tourism. There are many service stores in the municipal territory, mainly located in Aranđelovac and Bukovička Spa, and partly alongside transit routes and in the rural area. The tourist development of the municipality of Aranđelovac mostly depends on the liveliness of commercial tourism and recreational demands, primarily domestic, but on foreign too. The domestic tourist demand for tourist potential of the municipality of Aranđelovac is largely based on big emissive centers like Belgrade, and closer urban centers of Šumadija. The demand is primarily directed towards spa tourism and only partly towards cultural, excursion, event and rural tourism. The demand of foreign tourists cannot be answered exclusively by means of accommodation potentials and recreational and amusement offers, but must be based on the improvement of health tourism quality, combined with cultural and ecotourism, established on preserved nature, diversity of the cultural landscape and the authenticity of cultural values (especially cultural-historic and ethnographic).

According to the data of the Statistical Office of the Republic of Serbia, in 2020 Aranđelovac municipality was visited by 21.227 tourists, of which 18.972 foreign (about 89%) and 2.225 domestic (about 11%). The overall number of overnight stays was 52.975 of which 5.555 were foreign and 47.420 of domestic tourists. The average number of overnight stays was 2.5 for both tourist categories [6]. Hotel "Izvor" has the biggest accommodation capacity with 165 units fit for 500 guests and the rehabilitation hospital "Bukovička Spa" has a somewhat humbler capacity. Accommodation is also available in village households [7]. Natural and cultural tourist values are the dominant tourist potential of Aranđelovac, on which contents of the current offer and longevity of the season depend most, but also, in their valorization, special attention should be paid to their authenticity, protection and promotion. The most important natural values are the natural whole and the area of Bukulja Mountain (696 m asl) and Venčac Mountain (658 m asl), part of the Orašac village (spatial memorial monument Marićevića Pit), Risovača cave (monument of nature) with its archaeological finding site, the Park of Bukovička Spa with the mineral water resort (Spatial Cultural-Historical Unit which includes the Park of "Bukovička Spa" with the mineral water springs) and Lake Garaši [5]. In regards to cultural values, the following have been noted [4]:

**Table 1.** Established Immovable Cultural Heritage in the territory of the Municipality of Arandelovac

Settlement	Name of CH	Type of CH	Category of CH
Arandelovac	Building of the old Post office	Cultural Heritage	Cultural Heritage
	Building of the old Municipal court	Cultural Heritage	Cultural Heritage
	House in 22 Knjaza Miloša Street	Cultural Heritage	Cultural Heritage
	Estate of Ilija Milošević	Cultural Heritage	Cultural Heritage
	St. Archangel Gabriel church	Cultural Heritage	Cultural Heritage
	St. Archangel Gabriel church in Bukovik	Cultural Heritage	Cultural Heritage
	Risovača cave	Archaeological site	Immovable Cultural Heritage of Great Importance
	Bukovička Spa	Spatial Cultural-Historical Unit	Cultural Heritage
Banja	House of Milorad Manojlović	Cultural Heritage	Cultural Heritage
Brezovac	St. Archangel Michael church in Brezovac	Cultural Heritage	Cultural Heritage
Partizani (Darosava)	Wooden church in Darosava	Cultural Heritage	Cultural Heritage
Stojnik	House in Stojnik	Cultural Heritage	Cultural Heritage
Orašac	Marićevića Pit	Historic landmark	Immovable Cultural Heritage of Great Importance

Source: Spatial plan of the Republic of Serbia (2022-2035), Draft plan

Apart from the mentioned cultural heritage, in the territory of the municipality, 126 facilities and landmarks have been evaluated, of which, 52 are facilities of national construction, 35 of archaeological sites, 4 sacral buildings, 2 buildings of profane architecture, 10 graveyards and "krajputaši" memorials and 25 monuments and markings of previous wars [5].

### 3.1. Most important Cultural Heritage of Arandelovac municipality

The city of Arandelovac, which represents the center of Šumadija, is situated at the foot of mountains Bukulja and Venčac. Apart from its natural riches, the area abounds with cultural and historic landmarks, whose potential should be fully recognized and adequately incorporated into the tourist offer.

#### *Immovable cultural heritage of great importance*

- Risovača cave

The history of Risovača cave dates back to the Paleolithic era (the Old Stone Age). It is located at the entrance of Arandelovac, above the Kubršnica River, on the hill of Risovača, which it was named after. Fossil remains of cave hyenas, steppe bison, cave bears, lions, wolves, foxes, but also traces which prove the existence of other animal and floral species, non-existent today, have been found among the cave layers [8:13; 9:220; 10:40]. Even though remains of prehistoric people were not found on location, due to the damage of 10 m of the cave's threshold, caused by the work of the stone pit [10:38], archaeologists found remains of tools from bone and stone made by humans and used in everyday life [10:40-42]. The cave represents one of the oldest archaeological finds in the

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*of the International Conference on **Changing Cities V:**  
Spatial, Design, Landscape, Heritage & Socio-economic Dimensions  
Corfu Island, Greece • June 20-25, 2022  
ISSN: 2654-0460  
ISBN: 978-618-84403-6-4*

Balkans, which makes it an extremely valuable and interesting tourist attraction. Archaeologist Branko Gavella, who was the first to explore the cave (160 m of cave passages) concluded that Neanderthals inhabited the cave some 45.000 to 40/35.000 years ago (Middle Paleolithic Period) [10:37-40]. Life-sized replicas of cave animals are exhibited in side-expansions of the channel, which leads to the main and furthest chamber of the cave. Statues of a Neanderthal family are on display in the chamber, named the Hall of the Neanderthal man. In 1983 the cave was declared a national archaeological site of great importance and four years later it was opened for tourists [11:126; 12].

### *Cultural heritage – cultural monuments*

- Saint Archangel Michael church in Brezovac

The church of Saint Archangel Michael is situated in Brezovac, on the south slopes of Mount Venčac. According to the founder's inscription, which is located above the south door of the church, it was erected by Despot Đurđe Branković in 1444. The church was abandoned and destroyed at the end of the 16<sup>th</sup> century. It was renewed in 1795 and again in 1836, during the reign of Prince Miloš Obrenović, when it was transformed into a parochial church. Also, that is when the church was given its present day look. It is a big rectangular single-aisle church with a barrel vault and a semi-circular apse on the east. The main entrance of the church is on the south side, which was conditioned by the terrain. There is another door on the north side. There are no traces of frescoes on the church walls. The monument is made of crushed stone plastered with mortar, and is white-washed. The church was proclaimed cultural heritage in 1969 [8:88-90].

- Wooden church in Darosava

The church in Darosava, or Partizani (as the village was called after World War II), was built in 1832 and dedicated to Saints Peter and Paul. It was greatly changed in 1905 and 1978, but regained its primary appearance during the 1980s [13]. The church has a rectangular base with a semi-circular apse on the east side. An authentic wooden iconostasis separates the altar from the nave. The inside of the church is very dark as there are only a few windows on its walls. The porch on the west side is encircled by planks and its roof is supported by eight wooden pillars. The most important decoration of the church is the west wooden door, adorned with differently colored carved rosettes. There is a bell-tower northwest of the church, and there are some gravestones on the south side of it. The inn and the well in the churchyard are no longer in use. Even though it was protected as one of the most important monuments in this part of Šumadija in 1951 [8:150], it deteriorated greatly since 2002 when the church's daily sermons were canceled. The damage it suffered during a storm in June 2014 led to the conservation and restoration works in 2015, 2017 and 2018 [13]. The fact that the church represents a rare preserved monument of this type in Serbia, its rich ornamental decorations and the possibility for the organization of cultural and religious manifestations, gives it huge tourist potential.

- Church of Saint Archangel Gabriel in Bukovik

The church of Bukovik is situated at the foot of Bukulja Mountain in the Municipality of Aranđelovac. According to oral tradition, the church was built on the ruins of a 12<sup>th</sup> century temple [14:17-18]. Today, it is a single-aisle church with an apse that is semi-circular on the inside and hexagonal on the outside. It has got a barrel vault. The façade is white-washed and decorated with a frieze of arcades under the wreath of the roof [14:129]. A massive bell-tower is located above the

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narthex of the church. The most significant possession, among the preserved church objects, is an 18<sup>th</sup> century cross, which is believed to have belonged to Archpriest Atanasije of Bukovik. It is said that Atanasije swore and blessed Karađorđe and his insurgents with it in Orašac, shortly before the beginning of the First Serbian Uprising in 1804. Apart from the cross, the church's preserved liturgical books are also of great importance [14:202-206, 208]. The iconostasis has been changed five times and the church walls are now decorated with frescoes. A memorial fountain was built in the churchyard in 1927, during the reign of King Aleksandar I Karađerđević [14:238-245]. The church had been destroyed and renewed many times, and in 2005 the church and the memorial fountain were proclaimed cultural heritage [14:129].

- Church of Saint Archangel Gabriel in Arandelovac

It is believed that Prince Miloš Obrenović built the church of Saint Archangel Gabriel in Arandelovac as a sign of repentance for the murder of Karađorđe in 1817. In 1859 Prince Miloš ordered the name-change of town Vrbica into Arandelovac, promising that he will build a church in it, and dedicate it to Saint Archangel Gabriel [8:166; 15:13]. It was also his wish for a fair to be organized in Arandelovac every year on the patron saint's day (21<sup>st</sup> November), and this custom is still honored today. The erection began in 1860 and continued after Miloš's death, under the patronage of his son and heir, Prince Mihailo. The church was finished in 1863. It is a single-aisle church with a semi-circular apse in the east and niches in the east wall for both prothesis and diaconicon. It has a tall bell-tower on the west, above the narthex [8:166; 16:220-221]. The church was built from sandpit stone which was plastered with thin layers of mortar. The façade is divided by pilasters, rosettes, windows with semi-circular arches and portals. The iconostasis and the icons, created by artist Nikola Marković, were set up in the church in 1863 [8:168]. During World War I, Austro-Hungarian soldiers stole a lot of the church's valuables. It was declared a cultural-historic monument in 1976.

Apart from sacral monuments, there are many important memorials of profane culture in Arandelovac, so we will only name a few: the Building of the old Municipal court in number 74, the Building of the old Post office in number 72 and the House in number 22, all located in the main street, Knjaza Miloša Street, in Arandelovac.

### *Spatial cultural-historical units*

- Marićevića pit

The monument in the pit marks the place in which the agreement about the beginning of the First Serbian Uprising was made in November 1803 [17:349-351]. Gathered around Archpriest Atanasije of Bukovik, the insurgents pledged allegiance to Karađorđe and swore to rise against the Ottoman Empire [8:136; 14:252; 18:246-247; 19:98]. The pit was named after the owner of the land in which it is located, Teodosije Marićević, who was a well-known merchant of the time. The memorial complex, built in 1954, consist of a memorial fountain encircled by a wall. The central and taller part of the wall houses three marble plaques. The central one has the date, which marks the beginning of the Uprising (15 February 1804), inscribed on it, while the side plaques carry the verses of the poem "The Beginning of the Revolt against the Dahyjas". The two lower sides of the wall have bronze plaques, the right one with the image of Karađorđe in relief, and the left one with the scene "The Pledge of the insurgents" [17, fig. 3, 4 and 5]. The Church of the Ascension (1870), the teacher's house (1871), the Memorial School (1932) and the parish home (1933) were built to commemorate the event. The beginning of the uprising was marked by the lighting of the Turkish inn which was located on the hill above the later erected church [11:127; 17:352].

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- Bukovička spa

The development of Bukovička Spa, along with Vrbica town, started in the first half of the 19<sup>th</sup> century, due to the growing number of the spa's visitors [11:14-15]. Further development was encouraged by the construction of a railway, the opening of a library, a post office and telegraph and the modern road and macadam construction [11:42-43]. After the proclamation of the Sultan's edict *Hatişerif* in 1830, a significant development of healthcare occurred in Serbia, and this is when Bukovička Spa got its first doctor and cold water swimming pool (the *Taplara*). Because of its favorable climate and perfect natural conditions, it became one of the most important and most visited spas in Serbia. It is located at the foot of Bukulja Mountain and is encircled by Venčac Mountain (on the south), Risovača hill (on the east) and Orašac hill (on the northeast). Due to the ample vegetation on the surrounding hills it is protected from strong winds, and at the same time, it is under the influence of a favorable climate, characterized by cold winters, mildly warm summers and pleasant springs and autumns. Dr Emerich Lindenmayer was the first to point out the beneficial effects of the mineral water in 1836 [11:14, 28-29]. Due to its healing characteristics, the water can be used to prevent, heal and rehabilitate many illnesses and sports injuries [11:24, 86-89, 103; 18:228; 19:20-21], while the large number of prizes it has won confirm its quality [11:44; 20:70].

The next big phase in the development of the spa occurred during the reign of Prince Mihailo Obrenović. This is when the Sauna and Đulara, with wooden tubs in which the water was heated through the immersion of red-hot cannonballs, were made [11:31]. The first hotel was built on the grounds of the 25 acre park (from 1868 to 1872) in the style of international romanticism [11:33; 21:257]. It was later named the Old Edifice. During the reign of King Milan and Queen Natalija Obrenović, the number of visitors grew, which led to the erection of a new hotel, named "The New Edifice".

After the period of development and prosperity, the spa began to deteriorate with the start of the First and then Second Balkan Wars (1912-1913), followed by the First World War (1914-1918), when the Old Edifice was turned into a war hospital. The Đulara was knocked down between the two wars, and later the same fate met the Sauna and *Taplara* [11:53-55].

During the 1930s the spa underwent another revival. This is when Hotel Šumadija was built [8:220; 11:64, 69], the park was fenced and arranged, and the Mountaineers' lodge was erected on Mountain Bukulja, which was of great importance for the development of tourism in this area [11:73]. However, World War II brought new sufferings as first the German and then the Bulgarian soldiers devastated all of the spa's facilities and ruined the park [11:76-77]. That is why a renovation of the facilities was conducted from the nineteen-fifties to the nineteen-seventies. During the nineties, when the war in Yugoslavia started, the Old Edifice was once again turned into a hospital, after which its deterioration continued, resulting in its shutdown in 2003 [11:93]. Hotel Šumadija met a somewhat better fate and was categorized as a B category hotel during the eighties. Today it is classified as a "lodge with a coffeehouse" [11:95].

During the nineties the Special Hospital for Rehabilitation became the most important component of tourism in Arandelovac [11:89]. In the seventies a three-star hotel, *Izvor*, was built next to the park. The hotel was renovated between 2003 and 2011, and is now an A category hotel. In 2011 an aqua park has been opened for visitors, within the hotel grounds [11:96].

Apart from its natural beauty, positive effects on health and the huge potential for further development of spa tourism, Bukovička Spa is also a host of many important cultural events. The "White Venčac" symposium has been held in the park since 1966. From that year to the present day, more than 215 sculptures (of which 79 are kept in the park) have been carved from the marble of Venčac. This makes it the biggest European open-space gallery [11:82]. The first review "Marble and Sound", which is still held today, was first organized in 1968 [8:220-224]. The review lasts from July to September, during which many literary, drama and folklore performances are held.

Apart from these, the International Festival “World of Ceramics“, first held in 1973, is also of great importance [22:63].

#### 4. STRATEGIC DIRECTIONS OF THE DEVELOPMENT OF TOURISM IN ARANĐELOVAC MUNICIPALITY

From the aspect of motif potentials, which represent the basis for the development of tourism, the area of Aranđelovac municipality abounds with diverse possibilities. Differing in form, there are numerous attractive potentials in it, which include an almost equal presence and importance of relief, hydrographic, cultural-historic and other contents. The strategic directions of Aranđelovac municipality’s tourism development should be aimed at the branding and promotion of the area as one of the most attractive tourist destinations within the national and international frameworks. The strategic and methodical consideration of the current conditions of the area and the analysis of the natural and anthropogenic resources will benefit the creation of better conditions for the development of tourism, point out the importance of the preservation of the environment, define the regional priorities of tourism development and identify the structural characteristics of the most important forms of tourism (cultural, spa, recreational, rural, hunting, fishing, etc.).

What should especially be taken into consideration, when selecting the priority for the development of tourism in Aranđelovac, is: the value of tourist potentials of a narrower and wider tourist spatial whole of the municipality, the presence of basic infrastructural contents, the achieved level of development and the viewing of further expansion and completion of tourist capacities and the perspective of development and improvement of individual aspects of tourism.

As part of the Šumadija Mountain tourist region, the municipality of Aranđelovac has a special meaning in view of the regional guidance in the development of tourism and the upper-hand when it comes to planning and channeling the investments, because it represents a regional whole which has excellent perspectives in the tourist market of Serbia and its surroundings. Plans for the development of tourism in Aranđelovac municipality must be explicitly comparative on the market. The development of tourism must be coordinated with the opportunities of the region and its tourist economy. It should maintain a balance between different sides and interests: the users of tourist services, stakeholders, the economy and the local community. In doing so, a phased solution and realization of corresponding goals, by means of local advantages and external chances, are inevitable. One of the main tasks of planning the advancement of tourism is for it to develop in accordance with, and within the principals of sustainable development, with a possibility of being one of the leading branches of economy.

The purpose, use and improvement of tourist space in the municipality of Aranđelovac should be based on the strict reverence of legal regulations, goals and measures in all the fields that are defined by valid planning documents which involve the aforementioned area. Through planning documents, the principles of protection, preservation and development of cultural and natural values are established. They are based on integral principals of protection, while covering the relations between the preservation, promotion and management of natural and cultural heritage as a resource, an efficient mechanism which will provide terms for permanent protection of the heritage and the integration into present day development, and the possibility of its survival and rehabilitation. The main tasks of the Law on Nature Protection [23] (“Sluzbeni glasnik RS“, no. 14/16) and the Law on Cultural Heritage [24] (“Sluzbeni glasnik RS“, no. 71/94, 52/11 – state law, 52/11 – state law and 99/11 – state law) are the primary protection, i.e., maintenance and use of natural and cultural goods by means of conservation and renewal which are implemented in accordance with rules of urban protection, depending on the characteristics of the natural and cultural heritage. A careful re-evaluation of natural and cultural goods through the system of acts and the protection of urban plans, all the while following the conditions listed by the Ministry, are necessary.



A permanent and integrative protection of cultural and natural goods is defined by zones and regimes of protection in the spatial plan of the municipality. **Zone of I degree of protection** is the zone of the protected/direct natural environment of immovable cultural heritage which has the same status as cultural property with a regime of strictly controlled building and spatial organization. It implies a prohibition of the erection of buildings which do not serve to protect and present cultural heritage, with approved use, maintenance and, possibly, the reconstruction of facilities within the existing grounds and with the approval of the governing institute for the protection of cultural monuments, and it allows the current way of use of agricultural land and the labors of forest arrangements which are not in collision with the protection and presentation of the immovable cultural heritage and with the preservation of the landscape image of the protected area. **Zone of II degree of protection** makes a spatial whole with the I zone of protection within the landscape image of closer perception (to the closest visual obstacles in the surrounding), which it protects from negative influences of the surroundings and enables a presentation of the immovable cultural heritage, it has a regime of limited and strictly controlled building and organization of the area. This degree allows the reconstruction and maintenance of existing and, exceptionally, the erection of new residential and secondary facilities for the purpose of agricultural production for permanent residents. It also allows the access of traffic and the organization of checkpoints for visitors and officials, with accompanying contents for the presentation of the immovable cultural heritage and arranged walking paths for visitors, and also enables the forming of ethno-folklore building complexes with extant replicas of facilities of national construction. **Zone of III degree of protection** is a wider protection zone which covers the environmental space and/or the landscape whole in which the immovable cultural heritage is located, and it also has a regime of selective and controlled building and space arrangement. It allows the development of activities which complement the protection of the immovable cultural heritage and the change of purpose and way of use of the agricultural and forest lands, providing it does not disturb the preservation of the landscape's image. It enables the construction of access, and the reconstruction of existing roads and transport routes in the settlement, the organization of different types of walking paths for visitors, vacationers and tourists (hiker, panoramic, mountain, mountain bike and others) and the building of tourist, sports and recreational, residential, agricultural and other facilities in order to develop cultural, ecological, ethno and rural tourism, but also allows the reconstruction of existing settlements based on the corresponding urban plan [5].

The vision of the development of tourism in Arandelovac must be based on the fact that, through sustainable use, the natural and cultural potentials gain importance and the place they deserve, because some of them are of priceless value and can be part of the world cultural heritage. The chance for development should be sought in the rich and diverse tourist offer. Natural, cultural-historic tourist values and the favorable traffic-geographical location are the basis for a better positioning of the municipality on the European and World map. The promotion of the tourist offer, which would only be carried out as a united Serbian offer, would insure an easier and better positioning and ranking on the international market. The prioritized and main choice for the development of tourism must be directed on better presentation and promotion of tourism as an economic activity which will influence the development of economy and provide bigger financial means for the local community.

## 5. CONCLUSION

Based on the analyzed potential (abundance, preservation and attractiveness of natural resources and the cultural-historic heritage, and the increased demand for different types of tourism in this area), it can be concluded that Arandelovac municipality has all the necessary characteristics for the development of contemporary tourism and an excellent base for its further development in Serbia and beyond. For the placement of the municipality on an admirable tourist level, a long-term period

and more direct promotion of Arandjelovac and its surrounding as a tourist destination, plus the branding in commercial purposes in the domestic and foreign frames, are needed.

As a tourist destination, the municipality of Arandjelovac must be carefully analyzed with all its perks and limitations, so that a selection and choice of tourist contents within it could be made, for the purpose of a better and greater use. The tourist turnover is statistically tracked only by the number of visits, overnight stays and accommodation capacities, and in all the other aspects only as part of the food service industry. The undifferentiated values of natural and cultural resources, in regards to the longevity of the season, the insufficient standard of tourist accommodation and the underdeveloped tourist infrastructure and other contents of offer in the area, represent a limiting factor, especially for the all year round season. A grey economy is also present because of the unregistered turnover, accommodation capacities and other contents, which limits the income of the local self-government. In terms of tourist, transit and other accompanying infrastructures, public services, etc., this makes the planning of economic and spatial development of tourism more difficult. An unrealized regionalization of tourist areas and destinations, and unsuccessful networking of tourist centers and places on a regional level also have a negative impact on the municipal tourist development. Depopulation and sidelining of traditional tourist space also affect the hiring and activation of local population in tourism. Also evident is an absence of state support for the development of specific types of tourism, which are mainly carried out self-initiatively and outside affirmed tourist areas – such as rural tourism, because a precise merger of rural communities with big tourist subjects does not exist yet. A limiting factor is also the inadequate technological literacy of tourist subjects and organizations in regards to contemporary information technologies and an insufficient presence of educated staff in tourism.

The development of tourism should be based on domestic and foreign demands for an active offer of experience and an introduction to unfamiliar areas which contain preserved nature and natural values, cultural-historic monuments, ethno culture and tradition, but also good service and competitive prices. The last step in solving the problem of tourism development is the forming of different tasks, projects and activities, in order to create competitive plans, investments and marketing. It is necessary to provide an adequate policy of development and an array of economic measures whose aim will be to improve the standard of local population through the development of tourism and accompanying activities.

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