

UDC 338

The Region of the Tara Mountain – Entrepreneurial Initiatives

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Abstract. The Tara Mountain is situated on the west border of Serbia. Terrain observation has provided comparative analysis of attractive mountains in Serbia. It has explained the position of the Tara Mountain in different important categories (geographic, touristic etc). Literature sources have helped in the analysis of the past entrepreneurial initiatives. Some important facts are provided by the questionnaire, in the form of the interview. The article has presented entrepreneurial initiatives on the two levels. “Time level” has divided entrepreneurial initiatives on: the time before socialist period, socialist period, then initiatives in the period from 1991 to 1999 and initiatives from the period of transition and owner transformation. “Space level” has differed entrepreneurial initiatives from the two points of view. Depending on the relief, different entrepreneurial initiatives have found “perfect place under the sun” on the different exposure of the Tara Mountain and on the different altitude levels. Short survey of genders and professions of entrepreneurs is given. Synthesis of explorations results has showed some common characteristics of all entrepreneurial initiatives. Data obtained in the Republic Statistic Bureau have used for analyze of tourist circulation in the last ten years. It has contributed illustration of the last results of new entrepreneurial initiatives. The article search the answer on the following questions: How entrepreneurial initiatives contributed to the development of the Tara Mountain? Which entrepreneurial initiatives can improve the quality of life on the Tara Mountain? Using interview, the answer was gotten and formed by locals, tourists and experts.

Keywords: Tara Mountain; Serbia; entrepreneurial initiatives; regional development.

INTRODUCTION

Serbia has not uniform regional development [Radovanović, 1993/94, Miletić, 2006, Miljanović, Miletić, Đorđević, 2010]. Mountains are less developed in compare with plains and valleys [Schild, Sharma, 2011, Maselli, 2012]. Discussion about entrepreneurial initiatives on the mountains is untypical theme in Serbian geographic practice. Results of exploration have confirmed existence a new trends of entrepreneurial initiatives in Serbia, which has reclined on the tradition. Influences of entrepreneurial initiatives in regional development of West Serbia are elaborated in the paper. Particular attention is given to the region of Tara Mountain. Characteristics of entrepreneurial initiatives were analyzing. Analyze recline on the some criteria, e.g. time, space etc. The task of the paper was to discover different types the characteristics. Aim of the paper was to find the answer on the following question: can good entrepreneurial initiatives promote sustainable regional development in the mountain regions? Importance of the paper is in the enriching geography knowledge about West Serbia region.

STUDY AREA

Tara is a mountain in western Serbia (Figure). It has a peripherally position in relation to the main tourist routes of movement in Serbia. The Tara Mountain, in general appearance, the character of a plateau–type mountain which extends NW-SE direction with an area of 183 km square and an average height 1150 m above Sea level of. The highest peak is a Zborište (1544 m). The Tara Mountain boundaries were determined based on

geomorphologic criteria, i.e. based on the orography. By Zeremski [1956], in the north and northeast Tara is limited by a steep section and piedmont that descends into the valley of the Drina River and Bajina Bašta broader. To the east, across Kaluđerske Bare, gradually goes into slightly wavy plateau Ponikve and here its border largely going through the valley of the Solotuška River. In the SE part of the surface of the Tara Mountain is a gentle slope down to Kremanska valley, and to the west by the canyon of the Derventa river and Mokra Gora-Rzavskim syncline. The center part of the mountain is: a combination of dry and blind valleys, interior valleys (small karst polje) and sinkholes, while in the periphery of the Tara Mountain cut through the source branches and tributaries of the Drina River. The biggest tributary is the Rzav River.

According to Nikitović [2006], the Tara Mountain belongs to 21 villages, with a total population of 9296 inhabitants. The average age of the population, according to the census in 2002, was 48 years old. However, there are villages such as Zaovine and Kršanje, in which she crossed 60.



Figure Geographic toponymes of the Tara Mountain

MATERIALS AND METHODES

Determining borders of the Tara Mountain and different historic facts demanded the use of various literature and cartographic sources. Some facts have ensued as the result of analyses of data received at the Republic Bureau of Statistics. Results of the survey were graphically presented and their comment was given. Future trends of the Tara Mountain development depend of mountain population as well as tourists. The other method is the questionnaire in the form of the interview, according to Thom [2009, 193]. The aim of the interview was to find their thoughts about development. Mountains are sparsely populated areas [Euromontana, 2004; Wohl, 2006], and that is also the case with the Tara Mountain [Nikitović, 2006], so the number of sample of respondents had to be smaller than planned. Factor analysis should not be done with less than 100 observations [Bartlett et al, 2001]. But, in interview studies, sample size is often justified by interviewing participants until reaching "data saturation" [Francis et al, 2010]. The questions had open character, and the answers not predictable. In addition, the specific facts described in the paper (without literature sources) were observed and noted in communication with the local population.

TARA MOUNTAIN AND OTHER CONCURRENT WEST SERBIA MOUNTAINS

Serbia has several mountains regions. In the part of Cenozoic which name is oligo-miocen, West Serbia was aroused by limestone last time. Its mountains belong to the Dinaric mountain range. Because of theirs beauty, some mountains are very attractive for tourists. The most developed mountains are Kopaonik, Zlatibor and Tara Mountain.

Kopaonik is situated on the southeast part of Serbia. Like a Tara Mountain, nature of Kopaonik is protected. Both are National parks. Kopaonik is well known because of winter tourism is developed on his top and because of many spas in his foothill. The biggest problem of Kopaonik Mountain is earthquakes which are unpredictable and very strong. Second problem is that all constructions are built illegal. Illegal constructions have initiated other problems. For example, on the Kopaonik Mountain didn't find the solution for drainage communal waters. Tara Mountain has not already as endangered as Kopaonik Mountain. Hence, the whole community must work on the protection of that comparative advantage.

In compare with Zlatibor and Tara Mountain, Kopaonik has no good geographic position. Roads are good, but rare. Zlatibor Mountain lies on the west of West Serbia region. In compare with Kopaonik, it is well linked. The main road from Belgrade to the Montenegrin coast is passing though Zlatibor Mountain. Roads have brought many tourists in transit. However, heavy and dense traffic makes negative influence on the nature of Zlatibor Mountain. Tara Mountain has not many roads, but they are traced very well. Experience and statistics show that good roads are necessary for regional development [Kovačević et al, 2006, 36].

Conifers are symbol of Tara and Zlatibor Mountain. Great part of Zlatibor is highland on the 1400 m above sea level. It is air spa and also very attractive space for tourists. During the last few decades many hotels were built on the Zlatibor highland. Besides them, many people build different types of hotels, motels, tourist houses, restaurants etc. From that period, Zlatibor has gotten urban atmosphere. Tara Mountain is completely different space in compare with other two tourist attractive and concurrent mountains. Common things for all three mountains are: beautiful nature and tourist affirmation in compare with all others mountains in the West Serbia region.

WHO ARE ENTREPRENEURS?

In the case of entrepreneurial initiatives on the territory of Tara Mountain, the first entrepreneurs were kings and dukes. With their financial support, monks and other people were continuing to develop their ideas. In the XX century, some entrepreneurial initiatives came from scientist and engineers. In recent times, leadership in initiatives is resumed by different types of artists. Local populations support all initiatives and try to involve themselves in it [Tomićević et al, 2005, 89]. Local people said that the first visitors to the Tara Mountain were wealthy people from Bajina Basta, Valjevo and Belgrade. After the First World War, businessmen, university professors, lawyers, engineers, composers, academics, biologists, sculptors, pharmacologists, surgeons, bankers, lawyers etc. have influenced the landscape mountain building houses. Some of them have

launched several initiatives. In September 1943, Bulgaria's punitive expedition set fire to the largest number of villas, summer houses and cottages livestock. Seventies of the 20th century, there has been enhanced building weekend houses, again. According to the results of the interviews, it was determined that in this way new people arrived, and with them new entrepreneurial ideas.

Officially, men are the initiators of entrepreneurial initiatives at the Tara Mountain. In the past, in patriarchal society, funds have belonged to men [Weber, 1978, Andersen, 2010].

TYPES OF INITIATIVES?

Types of initiatives can be analyzed from to points of view: time and space. From the point of view, which was named "time", it can be distinguished several periods. They are: old entrepreneurial initiatives or time before socialist period, after them entrepreneurial initiatives from socialist period, then initiatives in the period of Slobodan Milošević (from 1991 to 1999) and the recent entrepreneurial initiatives or initiatives in the period of transition and owner transformation. From the point of view "space", it can be distinguished differences of entrepreneurial initiatives according to the specific characteristics of the territory in which they are originated, developed and occurred. Different relief conditions correspond to different initiatives. In everyone it can be found some common things.

Point of view: T I M E

Old entrepreneurial initiatives: Rača Monastery represents the oldest entrepreneurial initiatives. In the Middle Age, monarchs gave confidence to monks, which had to save the spirit, faith, culture and knowledge of the people. Raca Monastery is unique in its milk-line. Every monastery feed itself. Because of that, all monasteries have always had small economy. In 1820, Duke Miloš Obrenović protected Forest of Tara Mountain the first time.

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The famous Serbian scientist, Joseph Pancic discovered spruce (*Picea Omorika*) [De Visiani, Pančić, 1862, Aleksić, Geburek, 2010]. Since 1875, he performed his famous field research with his students. From 1908, it was activated the first lift and the first forest railway for timber exploitation. From the early 1900's to 1925 Šargan Eight railway was able to work around the steep cutting and narrow gorges [Obradović, Simić, 2004]. Since 1925, there is a railroad "Užice - Vardište". Train Station in Kremani is only 8 km away from the Kaluđerske Bare. This distance is overcome using the oxcart and "wagon", which consisted of mountain horses. Ministry of Public Health 1928-1936 raises the sanatorium which was intended for the treatment of pulmonary patients. Tara Mountain is the most curative in the spring, in the time of flowering. Then the mountain aromas of various herbs (phytociodes), that a beneficial effect on the human body. In 1934, a post office was built and electricity was brought to the plateau. In 1938, a mountain lodge is built [Misailović, 2006].

Entrepreneurial initiatives from socialist period: From the end of the II World War to 1991 it can be distinguished different aims of entrepreneurial initiatives. From 1947 to 1956 there was a great cutting of timber on the mountain Tara. The wood is then transported by rail. Utilization of natural potentials of Drina River and endeavor to upraise quality of life, in 1966, hydroelectric power plant was built. Economic reasons, which are recline on the idea of saving energy, from 1976 to 1983 have constructed reversible hydroelectric power plant. Superfluity of Drina water makes electricity for force pump, which sends other superfluity water in the Zaovine Lake on 600 m relative heights above sea level. In the time of deficiency of the water in the river bed of Drina, water from the Lake on the mountain falling down on the turbines in the foothill. Then they produce electricity.

On the 7th decade of XX century, beauty of Tara Mountain inspires some state advisors. Some of them have worked for electricity industry; others worked for Yugoslav national army etc. In that time, several hotels and cottages complexes were built on the two locations [Dobričić, 2007]. On the right shore of Perućac Lake have been air spa and excellent fishing area. Winter tourism has started to develop on the Kaluđerske Bare highland. On the location of Mitrovac was made resort for children.

Nature protection was the second entrepreneurial initiatives in the socialist period. In 1981, Tara Mountain became the largest National park in Serbia (19.175 hectares) [Tomić et al, 2000, 189] [Tomićević et al, 2005, 81] [Tomićević et al, 2010]. It is one of the most important moments in the history of Tara Mountain. From that historical moment, saved and protected areas attracted more then ever before tourists and nature admirers (Picture 2). Tourism is one of the most profit economies.

At the end of 1990s, the post-communist transformation has been progressing in Serbia. The transformation process has done so under difficult political and economic circumstances [Čoček 2010, Blagojević, 2012]. Period of Slobodan Milošević has occurred between 1991 and 1999. It is well known as a period without entrepreneurial initiatives. On the north foothill of Tara Mountain flows Drina River. In that period, west state border was established on that river. War occurred in neighbor, in Bosnia and Herzegovina. Many refugees had gone to Belgrade, Vojvodina or Central Serbia, toward the east and northeast. On the space of Tara Mountain, they were in transit. Economic situation in Serbia was instable and bad. Embargo generated economic crisis, which had generated social crisis [Kovacevic, 2008, 226]. Emigration toward big towns was promoted. Cultural heritage and material basis were without maintenance. In 1999, NATO aggression was the last tragedy in that black period for Serbia and entrepreneurial initiatives in it [Kovačević, Kicošev, 2007, 305].

Period of transition and owner transformation: Till the last decade of XX century, state has been the owner the important share in Serbia. When state is owner of something, then responsibility is collective. Period of intensive transition and owner transformation have started after 1999. Hotels and restaurants on Tara Mountain, the firsts have gotten new owners. Personal interests for profit arises a level of responsibility. New owners have started to work on modernization and on marketing. As a result, level of service quality start to rise.

New trends in tourism propagate return of man to nature. According to the fact that Tara Mountain belongs to National Park "Tara", it became compatible with contemporary trends in tourism. In the base of new entrepreneurial initiatives was nature protection. From 30th July 1990, Public enterprise "National park Tara" has managed of the National Park. This enterprise was established by decision of the Parliament of the Republic of Serbia [Mirković, 2002].

Water from many fast mountain rivers has started to be used for fishponds. People search high quality of nature. Fresh and clean air, good and quality water and peace they have found on the Tara Mountains. Many weekend houses have started to appear. Mountain Tara becomes a great inspiration for different artists. Monks in Rača Monastery start to produce health and organic food (honey, jam, brandy of walnut, vine of blackberry etc).

Šargan Eight has been completely restored 78 years after the original construction and 30 years of disuse [Obradović, Simić, 2004]. Between 1999 and 2003 the section over the Šargan pass was rebuilt by the Serbian Ministry of Tourism and the Yugoslavian states railway, now the Serbian railways. Šargan Eight has become museum, because it is attractive in every respect: configurations of terrain, technical sophistication of the design and beauty of numerous landscaped localities along the route (Picture 2). In 2004, UNESCO supported project of world well known movie director Kusturica. In the same year, judge of Architecture Foundation, Philip Rotie, proclaimed Drvengrad for the best architecture project between 2001-2004. Drvengrad is an ethno village in urban form and structure [ECODEV, 2012, 17]. On the initiative of Emir Kusturica, toll rate was established on the gates of National Park. This money have used for promotion of health protection of local population. Ski ground "Iver" is situated nine kilometer far from Drvengrad, under one of the highest peak of Tara Mountain (1490 m above sea level). It belongs to the Drvengrad and it has ski lift (length of 1400 m) which can transport about 1000 people per hour. [Jovetić, 2008].

There are many activities of public economy on the territory of Tara region. Sometimes, its development has been opposite as nature preservation and protection as well living world. For example, hunting is overdone. Forest has often cut out of any projection. Cattle use the land very intensive. Exploitation of medical herbs is overdone too. There is no any mechanism for control entrance of tourists in the areas of special reserves etc [Romelić, Ćurčić, 2000].

Point of view: S P A C E

This topic try to find the answer, where entrepreneurial have seen possibilities for start to realize their initiatives? Entrepreneurial initiatives have started to develop in these parts of Tara Mountains where enough flat space was. All expositions are present. The oldest entrepreneurial

initiatives had developed on the north, in the canyon of tributary of Drina River (Rača Monastery). Early in the century, the main Monastery pub was located in Kaluđerske Bare, on the Mountain plateau. After that, development was continuing on the south part of the Tara Mountain (Šargan Eight) [Obradović, Simić, 2004]. According to traffic development, middle of Tara Mountain was occupied. New entrepreneurial initiatives have started to revitalize the space on the same turn. For people it is perchance. Other links it with the old Latin thing "history is a teacher of life", because she has often repeated.

Analyze of altitude have found that entrepreneurial initiatives exist on the different height of Tara Mountain. In the north foothill, from 215 to 300 m above sea level, spreads Valley of Drina River and Perućac Lake. Strong limestone rocks, small fall of river bed and enough water in it all over the year represented to good place for dam and lake. Perućac Lake was a perfect nature potential for tourists and for hotel building. Rača Monastery is situated in the gorge of Rača River of the Tara Mountain (about 350 m above sea level). In the Middle Age monastery must be hidden from Turks. Slopes of the Tara Mountain belong to National Park "Tara" [Dobričić, 2007]. Often, they have been very scarp and they finished with palisades. Zaovine Lake lies on the 900 m above sea level. Complex of hotels on the highlands lies between 950 and 1100 m above sea level [Stojović, 2003]. For this objects highland were perfect place. Drvengrad was built on the hill, high 745 m above sea level. Isolation gives privacy to this cultural and leisure complex. Šargan 8th prevailed altitude of 357 meters, from 453 to 810 m above sea level [Petrović, Pantić, 2004]. Entrepreneurs of Šargan tried to make quality of life much better. Every space can be used for entrepreneurial initiatives. Type of initiative have searched perfect place for realization.

COMMON CHARACTERISTICS OF ENTREPRENEURIAL INITIATIVES

Explorations show some common characteristics off all entrepreneurial initiatives. The first, all initiatives originate spontaneously. There is no any kind of plan for development. Every initiative have emanated from pleasure of entrepreneurs. All of them recline in the same base. Tourism has always been the strongest pull factor for entrepreneurial.

Common characteristics for old entrepreneurial initiatives went toward modernization (electrification, urbanization etc). In that time state support was very important, especially from the aspect of finance.

The same financial situation was in the socialist period. State money built power plants; roads, hotels etc, but no one have never worried about keeping and conservation. Very often material good and equipment have been decline and that have involved lost attention of tourists. During the socialist period natural resource has been used maximal. Restaurant was built above the Vrelo River. Limestone has started to use for production of white wash. Fish was exaggerate angled by local population and others visitors.

Also, it can be recognized some common characteristics of new entrepreneurial initiatives. Tradition has been returned in fashion. People prefer to eat health food which was prepared on the traditional way (local cheese and diary cream, corn bread, baked lamb roast and young goat roast, local roast – tenderloin and loin of pork etc). Traditional architecture with nature materials has given good condition for stay on mountain region. Old objects are in the process of rebuilds, like a houses and train line. New entrepreneurial initiatives come from artists, municipality government and students of tourism. In every case and in every time, local population has supported all entrepreneurial initiatives [Tomićević et al, 2005, 89].

THE LAST RESULTS OF NEW ENTREPRENEURIAL INITIATIVES

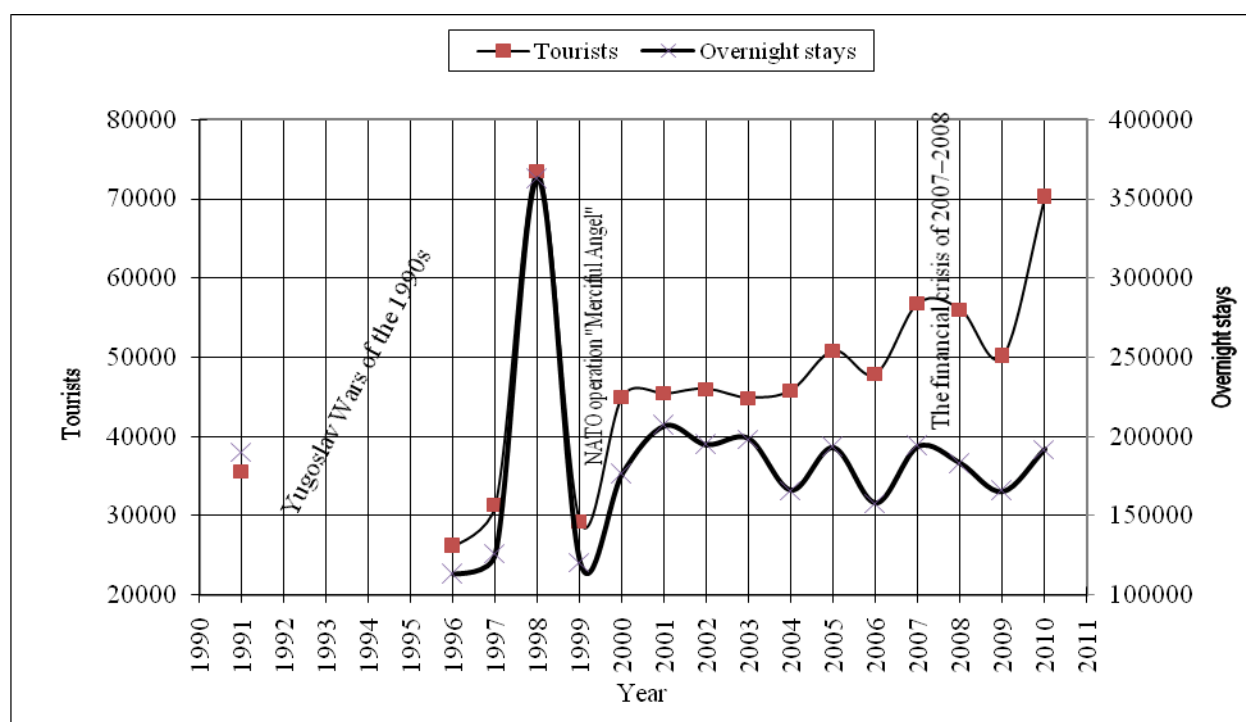
Statistics about the change in the number of tourists and the number of overnights stays are one of the indicators that can illustrate the impact of entrepreneurial ideas in the development of the Tara Mountain. They refer to the resultant consisting of both, new and old preserved ideas.

Data are presented concerning the last fifteen years, from 1996 to 2010.

Data from the period 1991 to 1995 are not relevant because of several reasons. During the disintegration of the former Yugoslavia, refugees and displaced persons have crossed over the Tara Mountain, with longer and shorter retention. In some accommodation facilities, refugees have been housed [Nikolic-Ristanovic, 2003].

During the existence of Yugoslavia, the tourist offer was varied and market was larger. The population of Yugoslavia has often wintered in developed ski resorts in Slovenia and Bosnia and Herzegovina [Gosar 1999, Verbole, 2000, Hamad et al, 2010]. Data are not comparable, among other things, for the following reason. If someone from Bosnia and Herzegovina today comes to Tara, he is considered by foreign tourist. Prior to 1991, he was the domestic tourist.

Statistics for the Tara Mountain refer to the following localities: Kaluđerske Bare, Sljivovica, Mitrovac, Perucac. According to them, at the Tara Mountain, after the NATO operation "Angel of Mercy", number of tourists did not fall below the 30000th. The number is changing, but it has a tendency of growth (Graph 1).



Graph 1 Changes of number of tourist and overnights stays on the Tara Mountain at the end of 20th century and on the beginning of 21st century

This statistic includes only registered visitors. Talking to locals, the following information was obtained. Particularly, there is certain number of people who spend time on the Tara Mountain, but they are not recorded anywhere. In Serbia, it is a common occurrence. Owners of weekend houses and accommodation facilities, because of higher profits, do not report all visitors. This means that in the Tara Mountain, especially in winter, there are more people than reported.

In addition, it should be noted that data for the localities: Iver, Drvengrad and Mokra Gora (from the south side of the Mountain) are not included in these statistics. Figure shows the fluctuation of the number of overnights stays. It does not exceed 200,000.

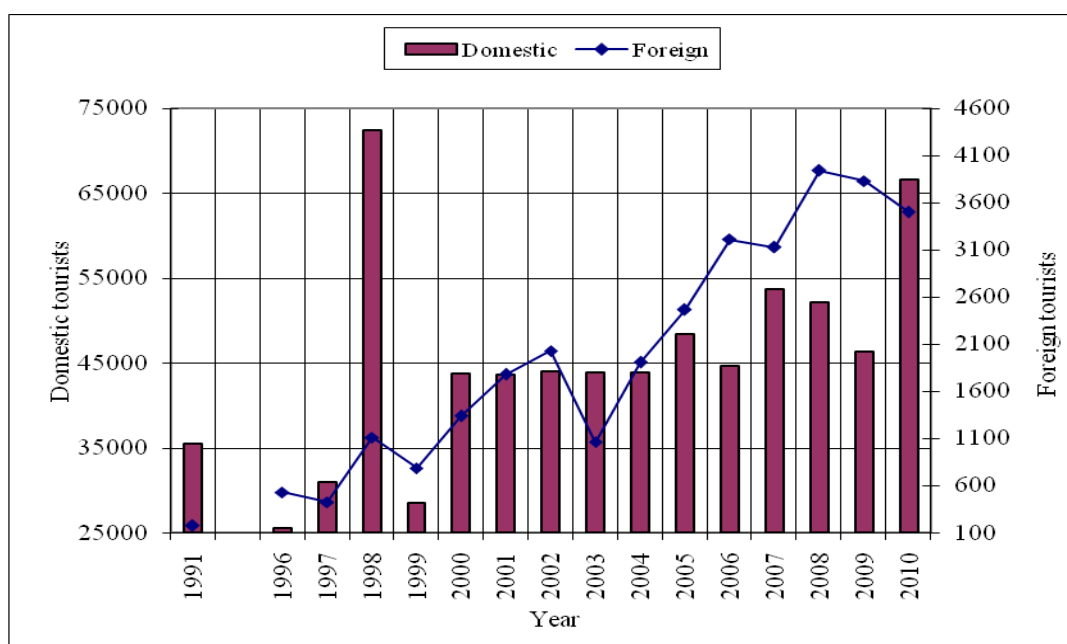
Domestic tourists on the Tara Mountain have more than foreign. In 1997, it was 73 times more domestic tourists than foreign. Ten years later, in 2007, in the above-mentioned four localities, which are monitored by official statistic, number of domestic tourists was 12 times more than foreign visitors.

According to statistical data, number of tourists, especially foreign tourists (Graph 2), continues to increase. For example, in 2008, the highest number of tourists was recorded. There were 3938 foreign tourists (7.0% of total number of tourists). In 2010, exactly 18400 overnights stays were realized (9.6% of total number of overnights stays) [Republički zavod za statistiku, 1992-2011]. Locals say, the incomes of tourism have started to grow.

Inclusion of the localities Drvengrad, Mokra Gora and ski resort "Iver" in the statistical monitoring would certainly increase the number of foreign tourists to the Tara Mountain. Locals say that foreign tourists have often visited these localities, but their accommodation facilities, for now, are still insufficient. Emir Kusturica, famous director and owner of Iver and Drvengrad,

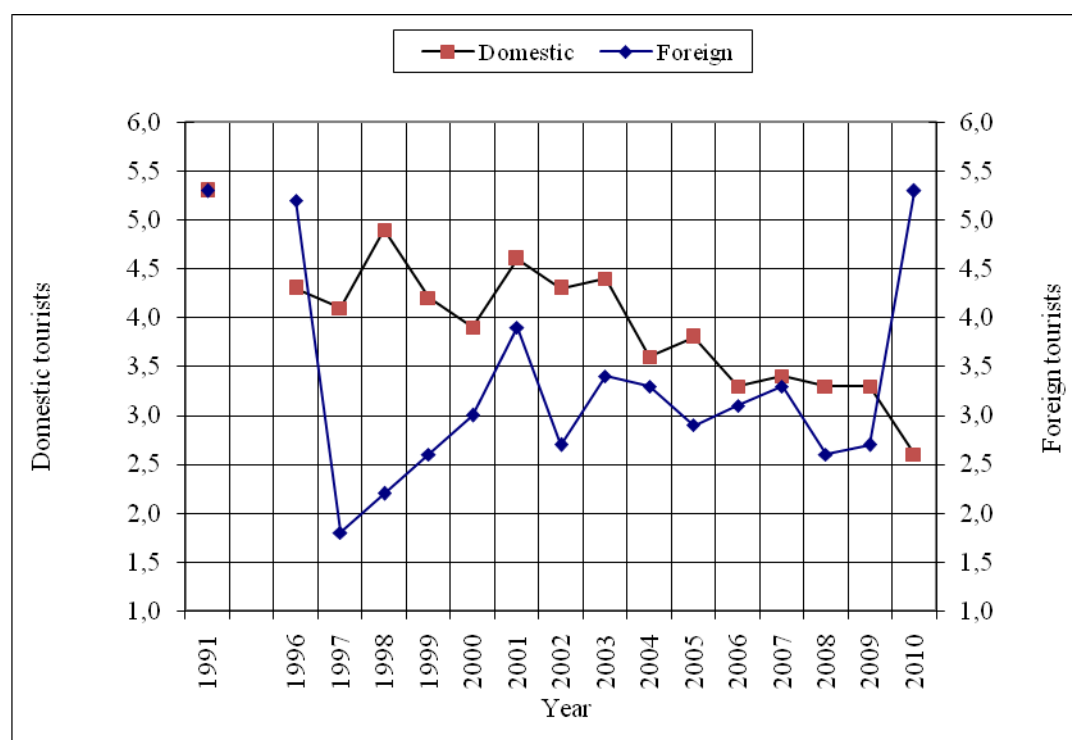
habitually organize different manifestations. His friends from the film industry often come to these events. Wet Mountains is located next to Drvengrad. Its beauty and attractiveness completes the offer.

In communication with the locals, tourists and experts, it was found that the Tara Mountain is the most visited by children in the excursion. Frequent visitors include: geography students on field exercises and weekend tourists, who do not stay more than a day or two. Tara is a very attractive during the New Year's holidays. Participants in the various conferences have often stayed on the Tara Mountain. Tourists who come for wintering and children, who use the facilities intended for health improvement, have the longest stay. The average length of stay on the Tara Mountain is variable. It depends on the prevailing type of tourist movement in a given year. Data in Graph 3 show that domestic visitors have stayed all shorter at the Tara Mountain. Locals have explained it to economic reasons. Foreign tourists, in their opinion, have just revealed the beauty of the Tara Mountain.



Graph 2 Changes of number of domestic and foreign tourists on the Tara Mountain at the end of 20th century and on the beginning of 21st century

The last results of new entrepreneurial initiatives have indicated some problems. The main problem have related on administrative division. Tara Mountain belongs to two municipalities (Bajina Bašta and Užice). Because of that, nature protection on the territory of Tara Mountain has often been hard [Dobričić, 2007]. Permanent adjusting of activities on the multi municipality's level is an imperative of sustainable development. Increasing the number of tourist can make negative influence on the quality of the nature. Work on the sustainable development must have a serious approach. Tourist potentials on the Tara Mountain are numerous and unique. Hence, development exclusive tourism is reasonable.



Graph 3 Changes of average number of overnight stays of domestic and foreign tourists on the Tara Mountain at the end of 20th century and on the beginning of 21st century

Well known destinations, which are situated in the protected areas, habitually remunerate visits. In the same time, they offer different thematic contents, products or services. Hence, for the future of development of Tara region, acceleration the transfer of experience on the field of interpretation and management of nature parks is very important. Master plan [2007] has defined five development zones in the Tara region: Predov krst, Bajina Bašta, Perućac, Kaluđerske Bare and Mitrovac (Figure).

On the base of analysis of situation, analysis of competitiveness and benchmarking, few tourist products of the region of Tara Mountain are defined: Health tourism – health and wellness, Touring, Business tourism – MICE, Mountain and lakes – during the summer and the winter, Special interests, Rural tourism, Short vacation.

From 2007 to 2016, about 185 million of euros of total investment are predicted by the Tara Master plan. About 80% is intended to the direct private investment. For the material basis, accommodation capacities and properties is intended about 75% of investments. Only 19% is intended for the tourist infrastructure and tourist attractions [Master plan, 2007].

THE SURVEY

The survey interviewed 60 respondents. According to gender, 42.1% respondents were female and 57.9% male. The majority of respondents were young, up to 35 years (41.7%), followed by 33.3% in the age group between 36 and 50 years, while the respondents with more than 50 years represented 25.0% of the sample. One-third (33.3%) of respondents had completed university levels of education.

Although tourists are able to evaluate a destination's attractiveness, they are less able to evaluate factors such as destination management or destination policy. Formica [2002] discusses that both experts' and tourists' evaluations of destination competitiveness could have the highest degree of accuracy.

The survey included three categories of respondents: locals, tourists and experts. Term "expert" has included following professions: tourism academics, postgraduate students on tourism management courses, tourist agency managers and hospitality sector managers. Everyone had been asked two common questions. How entrepreneurial initiatives contributed to the development of the Tara Mountain? Which entrepreneurial initiatives can improve the quality of

life on the Tara Mountain? The paper will give answers which the most repeated as well as the most interesting answers, according to opinion of authors.

The locals believe that only capital investment can raise the quality of life on the Tara Mountain. Under capital investments include more routes, with good infrastructure, better communications, and more hotels, which would bring more jobs. They think that the construction of new hotels could initiate a number of small family cooperatives that would be of service to them, so as to produce organic food and souvenirs, or provide various service activities. For the local population, the presence of foreign tourists is highly desirable. Foreign tourists are very few. Foreign tourists, who noted by statistics, are mostly people of Serbian descent living abroad and having foreign passports. Foreign tourists, the "real" as they called by locals, usually come in "Drvengrad" (Ger. Küstendorf, Wooden town) of Kusturica, and then they visit nearby station "Šargan Eight".

Tourists are different in origin, age, sex, occupation, level of educational attainment, etc. Survey of tourists gave the following information. However, the characteristic by which tourists mutually the most differ is the fact: if the first time on the mountain, or has previously visited. Most tourists who are interviewed (80%), the first time were on the Tara Mountain and did not sufficient inform about the past entrepreneurial initiatives. This suggests that the old entrepreneurial initiatives could be better presented. In this way, would enrich the content of the visit to this mountain. Perhaps the old entrepreneurial initiatives can become the inspiration for some new ones. A certain number of tourists, who were interviewed, were longtime visitors. In their view, the entrepreneurial initiative which consisted of increasing the number of accommodation in the private sector has contributed to the quality of service, has raised the standard of accommodation and attracts new visitors with the commercial "word of mouth". They agree that the obstacle to entrepreneurial initiatives is mountain peripheral position in relation to the main roads in Serbia. But thanks to him, the mountain is preserved. They agree in the fact that the mountain has different potentials, which resourceful entrepreneurs could well cash in tourist activity. They think that should improve road and rail links, in particular. Foreign tourists, fascinated by the mountain, highlight the need for heliport. They say that Tara is missing well marked hiking trails. Steep mountain side up to Bajina Basta town, allows to build funicular lifts, which could link foothill (where there are: accommodation facilities, well-stocked stores with consumer goods and other various and complementary facilities) and the Tara Mountain plateau. They believe that in this way the mountain will be better protected from all threats coming from the development of mass tourism.

According to experts, entrepreneurial initiatives have had a positive impact on the Tara Mountain. They have not yet seriously disturbed nature of the mountain. Experts say that Tara has 126 square km at an altitude of over 1000 m. However, most of the area consists of wavy plateaus with small angles of inclination and small differences in height. This is a limiting factor for the development of winter sports. In fact, it is inadequate for alpine skiing, but not Nordic skiing. It is necessary to improve the infrastructure and accommodation facilities, urban regulate the mountain and open the airport "Ponikve", then build: ski lifts, paddock for horses, golf terrains, paragliding airstrip. A few years ago, scientific meeting devoted to this mountain has been organized. On this occasion, scientists from different fields have discussed in detail about all the potential and importance of this mountain. They did not see any effect that has been achieved on this occasion. They agree that all ideas remain on paper only, if no investors. They say that it is essential that any entrepreneurial project should be under expert supervision, but point out that this rarely happens. They believe that the solution to this problem may lie in the legislation. They say that one should be careful with the development of various activities on the mountain, which, among other things, is a national park. It is essential that experts calculate sustainability capacity. Polluted or disturbed nature loses its attractiveness, which is primarily the initial motivation for any visitors.

CONCLUSION

Future of Tara Mountain is in development of small number of types of tourism movement, as winter tourism, rural, eco, excursion, educational and tourism of sport and leisure [Tomić et al, 2000, 199], [Obradović, Simić, 2004]. Woods of mountains are the lung of the country. Forest fruit and medicinal herbs are pharmacy of the country. Nature must be protected. Its utilization must be controlled. Incomes of tourism might be important. However, positive effects were observed by

repercussion with no doubt. It should be exceed using attentive and effectiveness management. Leading principle for development of tourism in the sensitive ecosystems is management of people and nature resources in order to improve the pleasure of visitors and minimize the negative influences from the development of tourism [Čurčić, 1998].

The line is tiny between sustainable development and nature destruction. Every entrepreneurial initiative is welcome if it is in accordance with sustainable development. Revival of old crafts must be attractive for tourist and useful for local population. Old crafts can produce souvenirs and equipment for management of interior.

Generally speaking, mountains on the Balkan Peninsula are undeveloped and spaces with small density of population. But they have some precious and very rare things. They are rich in fresh and clear air and water which has excellent quality. Some of them, they have something more and attractive, like a Tara Mountain. It is hard to follow Tara pattern, because Tara beauty is unique. But, Tara Mountain becomes a good example of entrepreneurial initiatives on Balkan. Good and well devised entrepreneurial initiatives can used nature potentials and animate society in the mountain region.

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Предпринимательские инициативы региона горы Тара

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Аннотация. Гора Тара находится на западной границе Сербии. Изучение ландшафта позволило провести сравнительный анализ привлекательных гор Сербии. Анализ определил показатели горы Тара в различных важных категориях (географической, туристской, т.д.). Литературные источники помогли проанализировать прошлые предпринимательские инициативы. Некоторые важные факты включены в опрос в форме интервью. Статья представляет предпринимательские инициативы в двух уровнях. «Временной уровень» делит предпринимательские инициативы на: время до социалистического периода, социалистический период, затем инициативы в период с 1991 по 199гг. и инициативы, начиная с переходного периода и периода перехода собственности. «Пространственный уровень» рассматривает предпринимательские инициативы с двух точек зрения. В зависимости от рельефа, разные предпринимательские инициативы нашли «место под солнцем» на разных позициях горы Тара и на разных уровнях высоты. В статье дается краткий обзор полов и профессий предпринимателей. Синтез результатов исследования показал общие характеристики предпринимательских инициатив. Данные, полученные в Статистическом бюро республики, были использованы для анализа потоков туристов за последние десять лет. Это позволило продемонстрировать последние результаты новых предпринимательских инициатив. В статье идет поиск ответов на следующие вопросы: Как предпринимательские инициативы способствовали развитию горы Тара? Какие предпринимательские инициативы могут улучшить качество жизни на горе Тара? Ответы были получены и сформированы с помощью опроса местных жителей, туристов и экспертов.

Ключевые слова: гора Тара; Сербия; предпринимательские инициативы; региональное развитие.