

Tourism Evaluation of IBA Areas in the Serbian Part of Banat

Zeljko BJELJAC^{1,*}, Nevena CURCIC², Jovana BRANKOV¹

¹ Geographical Institute "Jovan Cvijić", SASA Djure Jaksica 9, 11000 Belgrade, Serbia

² Faculty of Natural sciences, University of Novi Sad Trg Dositeja Obradovica 4, Novi Sad, Serbia

* Corresponding author, z.bjeljac@gi.sanu.ac.rs

Received on <20-11-2011>, reviewed on <29-11-2011>, accepted on <12-04-2012>

Abstract

On the territory of the Serbian part of Banat there are registered 9 internationally important bird habitats (Important bird areas-IBA), which are an important resource of bio diversity, but also a significant market potential that can be marketed through tourism. The paper is based on Hilary du Cros model evaluation and analyses the tourism sector and management of IBA sites, investigating to what extent they are attractive to activate the tourism industry. In this way, we established utility value of IBA habitats with emphasis on qualitative and quantitative characteristics of subindicators.

Keywords: IBA areas, tourism, biodiversity, Banat, birdwatch

Rezumat. Evaluarea turistică a ariilor afifaunistice importante din Banatul Sârbesc

Pe teritoriul Banatului Sârbesc au fost inventariate 9 arii importante cu habitate pentru păsări (arii avifaunistice importante - AAI), care reprezintă o resursă importantă pentru biodiversitate, precum și un potențial economic semnificativ care poate fi valorificat prin turism. Studiul de față se bazează pe modelul de evaluare propus de Hilary du Cros și analizează sectorul turismului și managementul siturilor AAI, investigând în ce măsură sunt atractive pentru industria turismului. Astfel, am stabilit valorile de utilitate pentru habitatele IBA, punând accent pe caracteristicile calitative și cantitative ale subindicatorilor.

Cuvinte-cheie: arii AAI, turism, biodiversitate, Banat, birdwatch

Introduction

The protection and development of areas that are of international importance such as Biosphere Reserve, wetlands of international importance - Ramsar sites, areas of importance for the Protection of Birds - IBA (38 areas), areas of Green Belt network and cross-border areas (10 areas) are of great importance for the Republic of Serbia. "In February 2004, at the seventh meeting of the Conference of the Convention on Biological Diversity Parties, 188 countries, including Serbia, have made a huge step towards the protection of the global biological diversity through the Program of Work on Protected Areas. In the existing strategic plans (Spatial Plan of the Republic of Serbia, National Environmental Protection Programme, Strategy of spatial development of the Republic of Serbia), it is stipulated that the network of protected areas should be expanded to at least 10% of the territory, while preliminary plan states that area under

ecological network should be up to 20% of the Republic territory" (Porej at all, 2009).

As part of ICB (International council for birds presentation), in 1989 „Important bird areas” (IBA) paneuropean program was started . As of 2009, nearly 11,000 sites in some 200 countries and territories have been identified as Important Bird Areas (www.birdlife.org). The territory of Serbia is very heterogeneous biogeographically, with greatecological variety; consequently, the diversity of birds and their habitats in relation to the size of the country is among the largest in Europe.

In 2009, in Serbia 42 IBA areas were registered, covering 1,259,624 ha (14.25% of the total area of Serbia). In Serbian province Vojvodina, 22 IBA areas (www.birdwtchserbia.rs) are located.

Materials and methods

“Strong sustainability is implied in the bulk of the tourism-environment and sustainable tourism development literature. This is a demanding

guiding principle. It is suggested that the development of destinations may easily be characterized by significant spillover effects over time" (Collins 1998).

Natural geographic attractions in the last few decades has become a very important component in constituting the attractiveness of tourism destinations. For example, a modern way of life, based on technology and a relative alienation from nature, has influenced a lot of people (potential tourism users) to visit protected natural habitats. What also contributes to this type of tourism is the fact that because of the great impact of economic crisis in the past few years, more people are looking for "cheaper forms of tourism" which comprise visits to protected areas, local mountain tourism, rural tourism and other similar aspects of tourism. The emphasis is put on those geomorphological, hydrological and protected values which have the biggest potential for tourism development. Some of them have already been successfully capitalized and are recognisable on tourist market, whereas it is not the case with others yet.

As a result, a considerable number of tourist studies have been carried out in diverse natural geographic attractions (Collins 1998, Bateman, Turner, 1993; Prentice at all 1998; Deng at all 2002; Chhabra at all, 2003; Bjeljic at all, 2009; 2012; Mayer at all, 2010; Brankov, 2010; Venkatachalam 2004), tourism evaluation of IBA areas, a modified Hilary du Cros model was used (the model is primarily made for the evaluation of cultural heritage sites) (Bjeljac at al, 2012; Cros 2000; 2001; Li, and Lo 2004; Stanojlovic at all 2010). The model evaluates tourism and management of natural heritage sites, as well as the capacity of a natural asset to receive visitors It values two basic sectors – tourist sector (Table 1) and the sector of heritage management (Table 2), through a series of cultural and touristic subindicators, adapted for the features and main characteristics of natural resources. For every analysed subindicator, a valuation scale has been founded, whereas scoring has been conducted numerically. Based on the conducted valuation, the „matrix of market appeal/robusticity" has been set up and later on, for each natural resource and antropogenetic properties, depending on its score within scoring process there was allotted one of the cells of the matrix.

The purpose of the paper is to establish, by tourism evaluation, the market (tourism)

attractiveness and the capacity of nine IBA areas with the aim of establishing the significant sub-indicators and market activation in the form of tourism offer within the Serbian part of Banat and Vojvodina province.

Table 1 Subindicators of valorisation

| Tourism sector | |
|---|-----|
| <i>Market appeal</i> | |
| Natural ambiance | 0-5 |
| Well-known outside local area | 0-5 |
| Significant national symbol | 0-5 |
| Can tell an „interesting" story | 0-5 |
| Has some aspect to distinguish it clearly from nearby assets or attractions | 0-5 |
| Appeals to special needs | 0-5 |
| Complements other tourism products in the area/region/destination | 0-5 |
| Tourism activity in the region | 0-5 |
| Destination associated with nature | 0-5 |
| <i>Product design needs</i> | |
| Accessibility | 0-4 |
| Transport | 0-3 |
| Number of attractive natural values nearby | 0-5 |
| Service benefits | 0-5 |

Source: Bjeljic, at all, 2012

Table 2 Subindicators of valorisation

| Natural heritage management | |
|---|-----|
| <i>Natural significance</i> | |
| Educational value | 0-2 |
| Scientific potential / research value | 0-2 |
| Rareness on destination/region | 0-3 |
| Representativeness | 0-4 |
| <i>Robusticity</i> | |
| Fragility | 0-4 |
| Management plan or policy in place | 0-5 |
| Regular monitoring and maintenance | 0-5 |
| Potential for ongoing involvement and consultation of key stakeholders | 0-5 |
| Possibility of negative impacts of high visitation on physical state | 0-5 |
| -II- on the lifestyle of local community | 0-5 |
| Possibility of modifications (as part of product development) to have no negative impacts on physical state | 0-5 |

Source: Bjeljic, at all, 2012

1) *Pašnjaci velike droplje* (Great Bustard Pastures). This special nature reserve was proclaimed in order to safeguard Serbia's last remaining population of Great Bustards (*otis tarda*). It is located in the northern Banat region, between the Tisza river and the Romanian border. Ornithofauna includes about 170 species. Bustard is the candidate for the Red Data Book of birds of the world, and is on the preliminary list for the Red List species of

vertebrates Serbia and protected by law as a natural rarity in Serbia (Puzović at all, 2009; www.birdwtchserbia.rs)

2) *Stari Begej – Carska Bara (Old Begej river-Imperial bar)* is a Special Nature Reserve between the Tisza and Begej rivers, to the south-east of the town of Zrenjanin. There are 370 species, sorts and forms of plankton algae recorded here (16). This site is remnant of the once flooded area in the low stream of the Begej River and is rich in fishponds, swamps, marshes, forests, meadows, steppes, rivers, and canals. Dominant types of vegetation are salt-tolerant communities and steppe vegetation. Of the 250 recorded bird species, 140 species nest at the site and 100 pass through on migration. Human activities include recreation, bird watching sport fishing, and some traditional agriculture. There is an important commercial fishery nearby (Bjeljac at all, 2012).

3) *Deliblatska pešćara (Deliblato Sands)* the biggest sands in Europe, so called „European Sahara”, once part of a vast prehistoric desert. It is a Special Nature Reserve bordered by the Danube, Tamis and Karas rivers. Of the 150 recorded bird species that nest at the site, it is worth mentioning rarities such as European Molerats, Marbled Polecats and at least three packs of Grey Wolves (www.birdwtchserbia.rs)

4) *Slano Kopovo* is a Special Nature Reserve in the north-western part of Banat, close to the town of Novi Bečej and the Tisza river. The site, left over from the draining of an ancient meander of the Tisza River, is a rare and representative example of salt habitats; it also presents, on its eastern side, a smaller freshwater depression. It is one of Serbia's most important bird habitats and regularly supports more than 20,000 water birds, breeding and migrating. The area is threatened by a decrease in water level, as the drying up of the depressions during summer and autumn is becoming more frequent, caused chiefly by the development of a channel web and dam construction on the Tisza which has lowered the level of the underground waters. Other negative factors are ploughing of pastures, use of chemicals and artificial fertilizers for agriculture. Human activities include regulated hunting, livestock husbandry, agriculture, and the use of mud for curing ailments. There is a high potential of scientific research and conservation education. Church remnants from the 9th-11th centuries exist on site. Conservation priorities concern the

sanitation and improvement of the water regime (Bjeljac at all, 2012).

5) *Vrsac mountain* Owing to the diversity and relative preservation of native habitats, the animal life is very diverse. The approximately 130 species of bird are of particular significance, of which 90 are nesting. Because of the unique position of the Vršac mountain in the Banat plain, its diversity of plant life, its rich woodland habitats and its beautiful landscape and views, a large part of the forests on this mountain was protected as a nature park. There are also a large number of cultural and historical sites here, among the most significant being the remains of the Vršački Grad, a mediaeval fortification from the 14th century, the Mesić monastery from the 16th and others. (Puzović at all, 2009; www.birdwtchserbia.rs)

6) *Labudovo Okno* Special Nature Reserve. Marking the southern margin of the Pannonian Plain, the site encompasses an important stretch of the Danube and adjacent areas as well as the Nera River to the border with Romania. Following the construction of the Iron Gate reservoir, the Danube water level rose and the river flow slowed down, causing the flooding of many river islets, lower coastal parts, and lagoons along the southern areas in the Deliblatska Sands and created new aquatic and wetlands habitats. Permanent rivers and freshwater marshes are the main wetlands types, comprising diverse aquatic and wetland communities as well as wet meadows and steppe pastures along the riverbanks. Shallow waters of the Danube provide an ideal spawning area for many of the 50 supported fish species. Besides the strict protection zone and small-scale forestry mainly on river islets, the site is mainly used for agricultural activities based on cattle and sheep grazing. There were recorded 220 bird species (Bjeljac at all, 2012; Puzović at all, 2009).

7) *Okanj and Rusanda Lakes* is a highly saline, shallow wetland in the Vojvodina province. This lake is one of the last remaining natron lakes in Serbia and probably the saltiest one of all in the whole of Pannonian plains. Rusanda Lake has a C-shape and is surrounded by agricultural plough land, pastures and extensive reed-beds, while in the centre of the ellipse there are orchards and vineyards with cottages. A total of 210 bird species were found during the recent and historical research on the site. The lake itself is an outstanding migratory stopover site for dozens of species. The

spa in settlement Melenci offers medical treatment tradition based on mineral peloid, which is considered as one of the most sanative muds in Serbia. The spa is located on the shore of Rusanda lake. (Puzović at all, 2009; www.birdwtchserbia.rs)

The *Tamis river in Serbia* is 118 km long, and along this stream there are large areas of wetlands, dynamic water surfaces, along with numerous oxbow lakes, inlets, swamps, depressions, wetland pastures, alluvial forests, as well as fishponds, mosaic-like agricultural land and picturesque rural land. This region holds two internationally important bird areas: 8) *Upper Tamis* (where is recorded 150 bird species) and 9) *Lower Tamis* (with 180 bird species) (www.birdwtchserbia.rs).

Discussion and results

Based on the conducted evaluation, within the modified method, two groups stand out. The first group comprises indicators for tourism sector evaluation (tourist attractiveness and the factors important for the design of tourism products). The scoring comprises: low value (0-18 points), medium value (19-37 points) and high value (38-55 points) (Table 1).

Table 3 Sub-indicators of valorisation and scoring board - Tourist sector

| | 1) | 2) | 3) | 4) | 5) | 6) | 7) | 8) | 9) |
|--|-----------|-----------|-----------|-----------|-----------|-----------|-----------|----------|----------|
| Natural ambience | 1 | 5 | 5 | 3 | 5 | 2 | 2 | 1 | 1 |
| Well known outside local area | 4 | 5 | 4 | 5 | 3 | 3 | 1 | 1 | 1 |
| Significant national symbol | 2 | 5 | 5 | 3 | 5 | 3 | 3 | 2 | 2 |
| Can tell a story | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 3 | 2 |
| Assets | 2 | 2 | 4 | 1 | 4 | 1 | 4 | 2 | 2 |
| Special needs | 2 | 4 | 3 | 1 | 5 | 1 | 4 | 1 | 1 |
| Complements another tourism products in the area | 3 | 5 | 3 | 3 | 4 | 2 | 5 | 2 | 2 |
| Tourism activity in the region | 5 | 5 | 5 | 3 | 4 | 2 | 2 | 1 | 1 |
| Destination associated with nature | 3 | 5 | 5 | 5 | 5 | 5 | 3 | 4 | 4 |
| <i>Product design needs</i> | | | | | | | | | |
| Accessibility | 3 | 4 | 3 | 4 | 4 | 2 | 4 | 3 | 3 |
| Transport | 2 | 3 | 2 | 3 | 2 | 2 | 3 | 3 | 3 |
| Number of Attractive natural values nearby | 3 | 3 | 3 | 2 | 4 | 2 | 3 | 2 | 2 |
| Service benefits | 1 | 3 | 2 | 2 | 3 | 1 | 3 | 1 | 1 |
| Total | 33 | 47 | 44 | 37 | 48 | 28 | 39 | 2 | 2 |
| | | | | | | | | 5 | 5 |

Source: Public opinion poll, by Zeljko Bjeljic, Jovana Brankov, Nevena Curcic

Carska Bara, Vrsac mountain and Deliblato sands are well-known outside the local community for their characteristics, and together with Slano Kopovo are

important national landmarks because they represent an area with diverse bird species and biodiversity which can be found only in the observed areas, and these features make them unique when compared to other habitats. With their bio-geographic and anthropogenic surroundings, the mentioned habitats along with Rusanda and Okanj lakes can "tell" an excellent story which would be interesting for visitors. Being the protected areas with numerous regulations, the observed areas are not so attractive for mass activities, such as organising tourism events and educational camps, so these events are possible with supervision in bordering areas and areas outside the boundary of the protected zones. Carska Bara, the Vrsac mountain, Deliblato sands, and Rusanda lake possess a certain degree of complementarity with other tourism products in the destination, i.e. in the region (event tourism, eco-tourism, excursions and weekend tourism, educational, cultural tourism /archaeological sites, old fortresses, sacred sites, hunting, fishing, photo-safari and bird watching tourism). Tourist activity in the IBA areas is stronger and more organised, especially in the area of Carska Bara and Vrsac mountain, where municipal tourism organisations of Zrenjanin and Vrsac, as well as the Tourism Organisation of Vojvodina have a great role in the promotion of these natural heritage sites. The situation is similar for Rusanda lake, Deliblato sands and Slano Kopovo, where there is some tourist activity in the region. The vicinity of big cities like Belgrade, Novi Sad and Zrenjanin, and border areas of Romania, good accessibility are a particular advantage for the development of several forms of tourism, including rural and eco-tourism destination around IBA areas Stari Begej – Carska bara (kastel Ecka, etno haus in Belo Blato, fishpond Ecka, town Zrenjanin - cultural tourism, tourist event „Days of beer” - main road between Szeged – Belgrade-Timisoara) Vrsac mountain, Deliblato sands (Town Vrsac cultural tourism, tourist event „Vintage days”).

The main objective of special natural values is to implement regulations defined by law and national policy for the protection of special natural values, biodiversity and nature areas of outstanding features. Except Okanj and Rusanda lakes, Upper and Lower Tamis all IBA areas are regulated as areas of special use by spatial plans. In this segment, it is also evident that there is a conflict between planning documents and legal regulations at the system level.

Table 4 Sub-indicators of valorisation and scoring board- Natural heritage management

| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 |
|--|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Educational value | 2 | 2 | 2 | 2 | 2 | 2 | 1 | 1 | 1 |
| Scientific potential/ research value | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 1 | 1 |
| Rareness on destination/ region | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 1 | 1 |
| Representativeness | 2 | 4 | 4 | 3 | 4 | 2 | 1 | 1 | 1 |
| Robusticity | | | | | | | | | |
| Fragility | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 |
| Management plan | 1 | 4 | 4 | 3 | 4 | 2 | 1 | 0 | 0 |
| Regular monitor and maintenance | 2 | 5 | 4 | 4 | 4 | 4 | 1 | 0 | 0 |
| Potential for ongoing involvement and consultation of key stakeholders | 1 | 2 | 2 | 1 | 2 | 1 | 1 | 1 | 1 |
| Possibility negative impacts | 3 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 |
| -lifestyle of local community | 3 | 3 | 3 | 3 | 3 | 1 | 3 | 3 | 3 |
| Possibility of modifications to have no negative impacts | 1 | 2 | 1 | 1 | 2 | 1 | 1 | 1 | 1 |
| Total | 21 | 30 | 28 | 25 | 29 | 21 | 16 | 12 | 12 |

Source: Public opinion poll, by Zeljko Bjeljic, Jovana Brankov, Nevena Curcic

Regulatory monitoring and maintenance are present because the Institute of Nature Protection of Vojvodina has been engaged in the development of guidelines for the necessity of following certain regulations and permitted activities. A potential negative impact of large number of visitors on the physical conditions of protecting natural heritage sites on the IBA areas is high. According to scientific research (16), tourism and recreation, hunting and fishing belong to 17 risk factors (disturbing the birds, poaching, spreading of infrastructure, illegal construction, etc.), especially in the Great Bustard Pastures area, where the level of risks is extremely high. In other areas, they are evaluated as medium risk. There is a possibility of modification as part of product development which would not have a negative impact on the physical conditions of IBA areas, but it is minimal and depends on the degree of following regulations in protected zones and management, which influences life in the local community where there have already happened negative impacts, with the spreading of agriculture and disturbing the uniqueness of the habitat.

Tourism evaluation shows that in the Stari Begej – Carska Bara (47/30), the Vrsac mountain (48/28) and Deliblato sands (44/29), the level of market attractiveness is high, whereas the value of natural heritage management is medium. The mentioned heritage sites are in the matrix M (2, 3) - medium value for indicators of significance/ capacity and high market attractiveness, which means that the areas are appropriate for tourism development in the destination and represent a significant element

of tourism offer of Banat. Slano Kopovo (37/25), Labudovo Okno and Great Bustard Pastures (28/21) are in the matrix M (2, 2) - medium value for indicators of significance/ capacity and medium market attractiveness, i.e. they lack a quality promotion method. Okanj and Rusanda lakes (39/16), Upper Tamis (25/12) and Lower Tamis (24/12), are in matrix M(2,1) medium value of indicators significance / low robustness and attractiveness of the market), which means they have tourism potential but unexploited market.

All IBA areas in the Serbian part of Banat should be a constant subject of interest of tourism workers and experts in the Institute of Nature Protection of Vojvodina in order to define a purposeful marketable product and determine the optimal number of visitors from the aspect of sustainable tourism development (caring capacity).

Numerous natural and anthropogenic tourist values, which characterize protected objects, enabled the development of several types of tourism: ecotourism, day-tourism recreation, excursion, hunting, manifestation etc. Recreational forms of tourism activities are mostly present although the protected objects, thanks to their status, are predicted for the development of other forms of tourism which are based on ecologic principles. Recently, the development of ecotourism has been emphasized as a part of the concept of sustainable development. Ecotourism has to draw attention to the interdependence between the protected nature and tourism as a human activity. It is gravitated towards the respect of the principles of protection which needs to be carried out on these areas, and then to organization of visits which will not endanger natural characteristics. The activities of ecotourism are temporarily mainly present in the initial forms of development, with the tendency towards improvement. Therefore, in some objects they have already represented important factor of tourist offer (for example in Carska bara) (Brankov 2010).

The organization of tourist movement, which will put proper relationship towards natural values on the first place, is necessary as it became evident that recent mass visits have had negative impact on nature of protected goods. Hence, tourism has become a factor of degradation of environment. Because of the high risk imposed to their ecosystems, it was suggested that these objects should be excluded from the zone of protection. Therefore, ecotourism has the best perspective for

development in the scope of protected objects, and its organization should contribute to the improvement of balance between the protection of nature and the use of these goods by visitors.

Conclusion

Protected natural habitats represent a very important category in natural and ecological, as well as many other social interests (economic, welfare, etc.), not only in the country, but also in the wider area - taking into account big regions and unions of the countries which have these common interests. Today, most modern countries have recognized the significance of natural habitats and use important institutional efforts to support protection and efficient usage. This does not only refer to a mere usage of natural resources, i.e. exploitation, which is in conflict with the preservation of natural habitats and ecology, but also to the identification of intangible assets which can contribute to economic, welfare and other social purpose.

Based on the research, we have come to a conclusion that the observed bird habitats are important elements in the visits of domestic and international tourists, above all, due to natural and geographical features and ornithological diversity (Vrsac mountain, Stari Begej-Carska bara, and Deliblato sandy terrain). The evaluation of sub-indicators has shown that it is necessary to dedicate a special attention to the sustainability of the area, with moderate number of visits which will decrease the risk of degradation and destruction. The process of conservation must be more regular and solely the result of the expert assessment who will determine, in a competent way, the fulfilment of the necessary level of capacity and determine the periods of revitalization. The values of sub-indicators show that it is necessary to promote habitats in the quality way, which comprises a selective application of promotional instruments. Taking into account that all observed habitats are on the territory of AP Vojvodina (the northern part of Serbia), where big emissive tourism centres are up to a three hours drive away by road, i.e. in the zone of half-day or one day excursions, and parts of neighbouring countries (Hungary, Croatia, Romania) are in the weekend tourism zone, they can be treated as special tourism destination entity. The basic aim of tourism activation of wetland habitats (which originally do not represent a special tourism value) is to professionally and with

expertise present and place certain tourist "packages" bringing utilization value, and tourism offer gets a resource which encourages tourist movements. In this sense, the most important IBA areas are Vrsac mountains (Serbia) and the Almajand LocvaMountians, which rely on each other and they can present cross-border nature park.

Acknowledgements

The results are a part of the project III47007 funded by the Ministry of Education, Science and Technological Development Government of the Republic of Serbia.

References

- Bateman I. J. & Turner R. K. (1993). Valuation of the environment, methods and techniques: the contingent valuation method. In: R.K. Turner (Ed.) Sustainable Environmental Economics and Management: Principle and Practice. Wiley, pg. 120-191.
- Bjeljac Ž., Brankov J., & Popović B I. (2009). Tourism in undeveloped areas in Serbia *Journal of Geographical Institute „Jovan Cvijic“ SASA*, 59(2) pg.106. (on Serbian) doi:10.2298/IJGI0902095B
- Bjeljac Ž, Ćurčić N, & Vuković D. (2012). Tourism evaluation of bird habitats in the wetland regions of Serbia, paper presented on scientific conference "Innovation processes in the modern geography: scientific and educational aspects" Department of Physical Geography and geoeological education Nizhny Novgorod State Pedagogical University, october 2012 (on Russian)
- Brankov J. (2010). Ecological Tourism in Protected Natural Assets in *Banat Geografski Institut „Jovan Cvijic“ SANU*, Beograd, special edition, no. 81
- Chhabra D., Healy R., & Sills E., (2003) Staged authenticity and heritage tourism. *Annals of Tourism Research* 30(3) pg. 702-719, doi.org.proxy.kobson.nb.rs:2048/10.1016/S0160-7383(03)00044-6
- Collins A. (1998). Tourism development and natural capital *Annals of Tourism Research* 26(1) pg.98-109 doi.org.proxy.kobson.nb.rs:2048/10.1016/S0160-7383(98)00059-0

- Cros D.H. (2000). Planing for Sustainable Cultural Heritage Tourism in Hong Kong, Final report to the Lord Wilson Heritage Trust Council, SAR.
- Cros D. H. (2001). A new model to assist in planning for sustainable cultural heritage tourism. *International Journal of Tourism Research* 3, pg. 165-170., Doi: 10.1002/jtr.297
- Deng J., King B., & Bauer T. (2002). Evaluating natural attractions for tourism *Annals of Tourism Research* 29(2) pg. 422-438 doi.org.proxy.kobson.nb.rs:2048/10.1016/S0160-7383(01)00068-8,
- Li Y., & Lo R. L. B. (2004). Applicability of the market appeal - robusticity matrix: a case study of heritage tourism, *Tourism Management* 25, pg. 789-800 doi.org.proxy.kobson.nb.rs:2048/10.1016/j.tourman.2004.06.006
- Mayer M., Martin M., Woltering M., Arnegger J., & Job. H. (2010). The economic impact of tourism in six German national parks *Landscape and Urban Planning* 97(2), pg. 73-82 doi.org.proxy.kobson.nb.rs:2048/10.1016/j.landurbplan.2010.04.013
- Porej D., Piščević N., & Orlović – Lovren V. (2009). Rapid Assessment and Prioritization of Protected Areas Management (RAPPAM), project material, Ministry of Environment and Spatial Planning of Serbia, Belgrade.
- Prentice R. C., Witt S. F. & Hamer, C. (1998). Tourism as experience: The case of heritage parks. *Annals of Tourism Research* 25(1) pg. 1-24. doi.org.proxy.kobson.nb.rs:2048/10.1016/S0160-7383(98)00084-X
- Puzović S., Sekulić G., Stojnić N., Grubač B. & Tucakov M. (2009). Important Bird Areas in Serbia, Ministry of Environment and Spatial Planning of Serbia, Belgrade Institute for Natural Conservation of Serbia, Belgrade, Provincial secretariat for Environmental Protection and Sustainable Development of Vojvodina, Novi Sad (on Serbian)
- Stanojlović, A., Ćurčić N. & Pavlović N. (2010). Tourism valorisation of site "Lazar's town" in Kruševac, *Journal of Geographical Institute „Jovan Cvijić” SASA*, pg.77-92 doi:10.2298/IJGI1002077S
- Venkatachalam, L. (2004). The contingent valuation method: a review. *Environmental Impact Assessment Review* 24(1) 89-124 doi.org.proxy.kobson.nb.rs:2048/10.1016/S0195-9255(03)00138-0, [http:// www.birdwtchserbia.rs](http://www.birdwtchserbia.rs)
- (2012) Public opinion poll, by Zeljko Bjeljac, Jovana Brankov, Nevena Curcic