

Economics of agriculture

SI – 2

UDK: 338.48-44 (1-22) PETROVAC/M

RURAL DEVELOPMENT AND RURAL TOURISM IN THE MUNICIPALITY OF PETROVAC NA MLAVI

Vedrana Babić¹, Radovan Lala Davidov², Marko Jovanović³

Abstract

Community Petrovac na Mlavi is located in Eastern Serbia, in county Branicevo. His spread 654. 9 km². By the census in this community lives 45 706 inhabitants (Serbian and Vlahian origin). City Petrovac as the center of community has 8 772 inhabitant. Relief is represented with hills and plains. Climate is moderate continental. Hidrography is represented by river Mlava with her frubuteries. Tis community is tich with different animal and herbal species.

Economy of community is undeveloped, but natural and antropogenik fortune, peace, silence, green nature, loveliness of housekeeper... are important potential for development of rural tourism.

Plan of community Petrovac is to give a special attention for development of rural tourism and activation of country' s housing and inhabitation on this community. The theme of paper is a connection between rural (sustainable) development and rural tourism like possibility of development in community Petrovac. Rural tourism throughout the country, especially in economically disadvantaged and less developed areas, such as municipalities Petrovac na Mlavi, can have multiple positive effects not only on individual rural households, but also the overall development of rural space. The cause is to show a possibility of development a rural tourism on this area. Authors of this work is date collection trough experience on tarain, area monitoring and benchmarking.

Key words: Community Petrovac na Mlavi, rural development, rural tourism

1 Vedrana Babić, Phd student in the field of tourism , Faculty of sciences, Novi Sad, e mail: topetrovacnamlavi@gmail.com

2 Radovan Lala Davidov, B.Sc Agriculture

3 Marko Jovanović, Department of Economy, the Municipality of Bratunac, Republika Srpska, E-mail: marko.jovanovic11@yahoo.com;

Introduce

To stop the process weakening the village, land reclamation and the depopulation of rural areas, it is necessary, in accordance with the idea of sustainability, to position tourism business which in earlier development policies and concepts pertaining to these areas, it is not appropriate given the expansive role.

Tourism is developing in areas of special natural resources that other sectors of the economy can not form the basis of business. The biggest tourist markets are the developed countries, and tourism through the allocation of income from the developed areas in undeveloped areas, enriching the space with new investments.

Municipality of Petrovac na Mlavi belongs Branicevo county, which is the largest natural intersection of roads in this part of Europe.

It crossed the Danube highway, which connects Central Europe to the Black Sea coast and the Morava - Vardar road, which connects the Danube and Pannonia with the Aegean world. Represents a huge diversity of peoples, cultures and civilizations.

The goal is to strive to balanced development in rural areas through sustainable tourism.

Rural development and rural tourism

The concept of sustainable development has a progress in the eighties of the twentieth century.

One definition of sustainable rural development means that "sustainable development is the management of natural resources and their conservation, commitment to technological and institutional changes so as to preserve centuries-old legacy and to continue to meet the basic needs of people, as the present, and future generations. Such sustainable development in agriculture, forestry and fisheries, which preserves land, water, plant and animal genetic resources, is environmentally protected, technologically appropriate, economically viable and socially acceptable "(FAO, 1988)

In Serbia every year on 4, 6 million hectares of agricultural land produces about 10 million tons of agricultural products worth about 3, 3 billion (in 2006).. The territory of the municipalities of Petrovac na Mlavi occupies an area of outstanding and diverse natural features. It occupies an area of 655 square kilometers with 34 settlements living in 45 706 people (according to the census of 2002.). The relief is hilly - flat. Climate has a moderate continental. Hydrography is represented by river Mlava with her frateries. The area is rich in diverse flora and fauna.

Of the total municipal territory agricultural land covers 72% (46 900, 87 hectares) while 65, 80% of the population engaged in agriculture as its core activities. Registered 2296 farms. The average farm size is about 3, 79 acres, while the average size is only 28, 80 acres.

Thanks to the vicinity around the area, rivers, forests, rolling hills, there are opportunities for the development of many types of tourism, and contribute to the

attractiveness and cultural - historical monuments and many tourist - entertainment events.

The weak economy of this region suggests that potential investors should look outside the area. However, given that a large number of residents temporarily working abroad, investment in the tourism sector can be a motivator to attract capital to this region. There is no doubt that this territory is a significant tourism potential in the form of natural and human resources deployed in the territory of these municipalities. Despite the lack of built in traffic and tourist infrastrukturi, natural and cultural attractions to stamp this area and represent a "reservoir" of future tourist attractions. Therefore it is necessary to react quickly and put emphasis on environmental compatibility, social responsibility, the optimal satisfaction of tourist needs and economic profitability ... At a time when it is lived fast and unhealthy food, inhaling the smell of smog and exhaust gas increases, the direction of tourist flows to rural destinations (world average is about 10 percent). Since the rich historical significance and tradition of this primarily rural region offers a rich heritage and strong cultural identity. An important factor for rural development and tourism, the local culture. It's all a creation of man through interaction with the environment: social (landscape, clothing, food, architecture) and traditional (knowledge, skills, language, dialect ...).

In the municipality of Petrovac na Mlavi lives people of Vlachs and Serbs origin. Although there are clear and pure Serbian Vlach villages, living together in the true sense of the word.

About The Vlachs people are a relatively little has been written. Mainly information about them can be found in the description of customs, costumes and economic life.

However, a lot of unknown origin, the high mobility and the impact of the Vlach population in the formation of modern demographic picture. F. Kanitz shows Vlachs as a very hospitable and cheerful people. "Their costume is very original and colorful. By the huge winter hat, a leather bra and a white linen trousers below the knee Vlach ligation can be recognized already from a great distance. For Vlachs women the love of the colorful connection is much higher than in Serbian. His features are in Vlachs women soft and make you break out but the Serb, awful eyes and body movements inherent in a special grace, which is reminiscent of Italy's "(Kanitz, 264 -265).

In the interesting customs and equally participate in all the fun and the glory of the star in each other. Interesting folklore and authentic architecture of its old cottages, mills and give a special touch and tourism potential of all Homolje municipalities. Traveler in this region will always be nice and warm hospitality that welcomed and will receive here will surely long be kept in memory, and will want to re-visit this area ...

The region is specific for the multinational composition of the population and the food compared to other regions specific. Dominate food from own production, grown on the basis of a healthy diet, without spraying and artificial recharge, because just looking for specialties such foods. United Nations building, which is a bit to say that the healthy food, encourage the courts that are still environmentally clean. The healthiest are foods produced by nature itself, without the presence of man.

Modern man has already begun to forget the dishes which were fed to his old one. One of the main motives in making the decision for a particular destination is the cuisine of the area. The development of rural tourism and offers traditional dishes, and in this part of Serbia they have plenty: Cus, plašinte, žumjare, čulama, kolješa ...

Examples of reviving traditional crafts as a result of rural development are present in the Municipality of Petrovac na Mlavi and are closely associated with supply in rural households. The Bistrica, protected ethno - village, was restored in 12 mills - mill where the grinding wheat and corn flour. In the neighboring village of throat are the initial steps to restore production of hand-woven rugs, colorful handbags, as well as making traditional cradles of carved wood.

Folklore, food, costume, direct contacts with people on the street - in a word everything that makes life a nation, or rather his features, is a special and very complex group of attractive cultural tourist motives.

Rural tourism is tourism of local character, local initiatives, with local management, which generated revenue remains the local community. However, the experiences of countries in which this kind of tourism has developed significantly, however, show that state that for the most part, the different legal regulations and subsidies, could help this type of tourism and rural development. The most significant relationship between agriculture and tourism is rural tourism. In many European countries, provides rehabilitation and revival of agricultural areas through increased employment of rural population.

Agriculture and tourism meet a range of functions of vital importance not only for people who live there, but also society as a whole: provide food and renewable raw materials, maintain habitat for flora and fauna, which contributes to maintaining a healthy environment (ecology), representing important recreational and tourism potential.

In the European Union which, on the one hand, reached a high level of economic development, and in which, on the other hand, the economic importance of agriculture declined significantly, rural development not only survives, but in recent years and significantly strengthened.

Rural population still has an important role in the demographic, social and economic process. According to an estimate of the Organization for Economic Cooperation and Development (OECD), which is based primarily on population density, rural areas occupy about 90% of EU territory. More than half the EU population lives in these areas and over 40% of domestic products are produced there.

The European Union has entered the fourth generation of rural development plan (2007 - 2013). The main objectives of rural development policy in the EU are:

- Increase the competitiveness of agriculture and forestry by supporting restructuring, modernization, innovation and improving the quality of production;
- Measures to improve the environment: are aimed at protecting natural resources, preservation of traditional rural areas and improving the biodiversity (biological diversity) by which I should be understood and appropriate management of land resources, which takes into account specific environmental conditions of a

region (in relation to material compensation received farms in high - mountain and other areas where the soil is less fertile, but under the condition that does not harm the environment);

- Improving quality of life and incentives for a variety of economic activities in rural areas, in what are among the additional activities on farms, such as rural tourism; (Lazic, 2007)

Rural tourism is often considered essential for a sustainable form of tourism. This type of tourism attracts few tourists who do not have a major impact on the destination (in terms of damaging the environment), does not require significant investments in infrastructure, while tourism demand is interested in local culture, its introduction and cultivation. Rural households with current production do not make a satisfactory income, additional activities can provide additional income, in which they use knowledge and practical skills, natural resources, available facilities, agricultural products and forest trees, as well as the appropriate machinery and equipment.

For Serbia, the agriculture is a very important economic sector. It employs, directly and indirectly a large number of inhabitants, ensure nutrition of the population, is a significant exporter, is the most important factor in rural development, ensuring ecological balance ... The share of agriculture in national income of the Republic of Serbia is 21% and 26% export income. The average size of rural households in Serbia at 2, 37 ha. According to the Ministry of Agriculture only 5, 5% of farmers deals with possession of more than 10 ha. Farmers with small areas of agricultural land, often found in a number of problems on the production and marketing. In a large dependence on market and environmental conditions, and sometimes are not able to start a new cycle of production. Rural tourism provides an opportunity for income generation and activation of the entire family. Therefore, it is an activity that can help to provide additional economic effects. Through modification of traditional rural activities that are now declining, rural tourism tends to reduce the outflow of rural population.

Conclusion

Modern trends in life carry a range of advantages and many disadvantages. The rapid pace of life, everyday stress, caused by every man needs for relaxation, peace, the desire for a view of the reassuring picture of green landscape, the thought of the gurgling river, scream a lark, something that will return it to its roots, refresh with new power to go back into the maelstrom of life in an urban setting. Serbia offers excellent opportunities for developing rural tourism. The fact that this form of tourism a priority in the Strategy of Tourism of the Republic of Serbia, says that the state recognized the importance of rural tourism to revitalize rural areas. Specifically, rural tourism throughout the country, especially in economically disadvantaged and less developed areas, such as municipalities Petrovac na Mlavi, can have multiple positive effects not only on individual rural households, but also the overall development of rural space.

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