

TOURIST VALORIZATION OF ANTHROPOGENIC TOURIST VALUES OF THE MUNICIPALITY LAZAREVAC

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ABSTRACT: *Taking into consideration resources of anthropogenic motive-related potential, the urban municipality of Lazarevac has favorable predispositions for the development of tourism economy. There is a significant cultural heritage in this area with distinct attributes of tourist attractions that are beneficial for the development of tourist activities. For this to be scientifically proven, artistic, environmental, and event tourist values that are significant for the enlargement and raising the appeal of offers made to tourists were highlighted, followed by conducting tourist valorization using Hilary du Cros method (artistic and environmental values) and its modified version for events by author Tomić et al. According to the tourist valorization of anthropogenic values of the municipality of Lazarevac, it can be seen that event tourist values have the highest tourist value (cell M (1.3) in market appeal/robustness). They are followed by environmental tourist values (also cell M (1.3)), while in last place there are artistic tourist values (cell M (2.2)), which include sacred architecture, archaeological sites, characteristic examples of architecture and monuments. Inbound bases of the municipality, but also a lack of cooperation with the relevant institutions at the promotion of tourist potential, impose themselves to be the main cause of the insufficient use of potential and the current state.*

Keywords: *tourist valorization, the municipality of Lazarevac, anthropogenic tourist values*

INTRODUCTION

The municipality of Lazarevac administratively belongs to the city of Belgrade and it is one of the 17 municipalities within the mentioned region. It covers an area of 379 km² (Statistical Office of the Republic of Serbia, 2012). In this area, according to the 2011 Census the municipality has a total population of 59,349 inhabitants in 34 communities. The center of the municipality is the community of the same name – a town Laza-

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revac, situated 55 km from Belgrade with the total population of 24,850 inhabitants. In north and northwest, Lazarevac borders another municipality that belongs to the city of Belgrade – Obrenovac, in west it borders the municipalities of Lajkovac and Ub, in south – the municipality of Ljig, while on east it borders the municipality of Arandjelovac. This area is of both flat and hilly character. Around the rivers there are shallow river valleys that are main natural communication links with the neighboring municipalities, whereby it's important to point out the river Kolubara valley, the most significant and the longest river in this municipality. Here are located the Ibar main road and Belgrade-Bar railway, whereas the road network is complemented with main roads to Arandjelovac, Valjevo and Obrenovac, as well as several regional roads. Due to the favorable natural predispositions, as well as the dense road network, the area of the municipality of Lazarevac is well connected with numerous tourist values in its immediate surroundings (Stefanovic, 1991; Stankovic, 2013).

To begin with, when it comes to tourist valorization of anthropogenic tourist values of the municipality of Lazarevac, we should look at two important facts. Firstly, we can notice a favorable tourist-geographical position compared to areas and localities of exceptional tourist appeal, areas with a high level of tourist demand and the directions of tourist movements. Therefore, a tourist-geographical position is a great potential for the development of all the activities which belong to the tourism industry. Secondly, a long continuity of life and creation in this region left behind an exceptional cultural and historical heritage, i.e. material heritage. It possesses special attributes of tourist appeal that can often have an effect on the intensity of tourist activities development to a significantly greater extent than the quantity and quality of hospitality services (Jovicic and Brankov, 2009).

The goal of our research is to determine the condition of the municipality of Lazarevac anthropogenic tourist resources and estimation of their tourist value and importance for the development of tourism in the municipality. This paper aims to show that with the adequate tourist valorization and promotion of tourist attractions of the destination that is not affirmed enough can positively influence the increase in the number of tourists, but also to attract new segments of tourist demand. We believe that the municipality of Lazarevac can enrich the existing Belgrade's tourist offer.

ANTHROPOGENIC TOURIST VALUES OF THE MUNICIPALITY OF LAZAREVAC

Anthropogenic tourist values are facilities, public events in an area that can get the attention of tourists. Visiting this type of tourist resources generally does not depend on weather conditions, so they can be used to extend the tourist season and to have a full-year turnover, whereas their contractive zone may be local, regional, national and global (Stankovic, 2008). In this paper, we have outlined three main groups of anthropogenic tourist values that have a special significance for the development of tourism and the enlargement of offers in the municipality of Lazarevac, they are: artistic, event and environmental tourist values.

Artistic tourist values

Artistic tourist values are the most numerous form of anthropogenic tourist values. They mostly occur in the form of architecture, art, or theatre works. They have a lot of attributes which attract tourists, and among them are notability, rarity, and the familiarity. They are used to enrich the content of staying at tourist destinations. They are a common motif in the means of tourist propaganda, especially when presenting the tourist offer and making souvenirs. These establishments are protected by special laws and admitted into the cultural heritage of people and nations to the UNESCO World Heritage List. The protection of particular works by the government and international organizations speaks volumes about the quality of their artistic values (Cirkovic, 2005).

The Temple of Holy Martyr Demetrius in Lazarevac (cultural monument of great importance) – Stefanovic states in his monograph (2002) that it is a monument that preserves the memory of the victims of one of the largest battles in the Serbian war history, but also of "soldiers' courage and the skill of the command staff". The project for the construction of the temple was designed by architect Ivan Rik and it was implemented between 1938 and 1941 in the spirit of Serbian medieval architecture. The temple has five domes with a vast nave, narthex and a belfry, that ends in one more polygonal dome. Inside the temple there is a large crypt containing the bones of 20,000 Serbian heroes, along with the bones of 30,000 Austro-Hungarian soldiers, which is a unique case in the world. The memorial ossuary is a rare example of a nation who with their killed soldiers buried their enemies as well. In the World War II, during the bombing of German occupying forces, the temple was quite damaged, but it was quickly rebuilt after the liberation. Then, the crypt was decorated differently according to the project of architects Pavlovic, Tadic and Hrabovski. The crypt was given a bronze relief that evoked the battle (the work of sculptor Mihailo Tomic), marble panels, as well as plates with the names of regiments that took part in the battle. Judging by the capacity of its ossuaries, this church is the largest church-memorial building in Serbia.

Vasic's family Downtown House in Lazarevac (cultural monument) is the oldest preserved architectural building in the municipality of Lazarevac. It was formed in the mid 19th century as an accommodation for business and residential purposes. It's a typical small-town 19th century Serbian house. This type of house has its origins in the two-part wicker-work huts from Sumadija and the so-called "Moravska" house. That is exactly why it has a great value, because it is a synthesis of different styles of Serbian traditional architecture (Stefanovic, 2012).

Church of Holy Demetrius in the village of Leskovac (cultural monument) – the present day church was built in 1892. where the original seventeenth century log church used to stand. The church was built in Serbian-Byzantine style according to Svetozar Ivackovic's project. It is a construction that has a base in the form of a free cross. On the facade there is an alteration of broken stone and brick belts. An iconostasis carved in the classicistic style by a well-known Serbian painter Zivko Jugovic dominates the interior. The church treasury keeps archival artefacts of exceptional value: old church books, artistic and documentary material, records and drawings by archimandrite of the Bogo-

vadja monastery Hadzi Ruvim Neskovic. There is a charnel house of Serbian warriors from 1914-1918 in the church yard.

Archaeological site Batasina in Stepojevac is located at the exit of the village, near the Ibar main road. The first test archeological excavations of smaller scope were conducted in 1981. These diggings revealed the remains of third-fourth century architecture, then the remains of a rustic villa, as well as the remnants of a necropolis from seventeenth-eighteenth century. Considering that the built tomb was discovered earlier and dated to fifth-sixth century, it confirms the continuity of life on it. The findings from Batasina, i.e. economic property from the Roman period, are very important for the study of economic and political developments in a broader area of Singidunum (Group of authors, 1995).

Archaeological site Lugovi in the village Zupanjac is located south of the village on the right side of the Ibar main road towards Ljig. On the basis of the existing data found in literature and the archeological findings from the surface, test excavations were conducted in 1982. These diggings confirmed that there had been a larger complex for ore processing and remnants of residential buildings. The site is significant primarily for the study of ancient metallurgy in this area. It is believed that the site dates from the late third and early fourth century (group of authors, 1995).

Wooden churches in Vreoci, Barosevac and Brajkovac were built in secret places, relatively close to villages. This type of architecture emerged after the fall of Serbia under the rule of the Turks. From that moment, Serbian people did not have the opportunity to freely perform religious services, because of that the churches that resembled the houses were built in remote areas and they could be moved if necessary (Pavlovic, 2001). The best known wooden church in the municipality of Lazarevac is Brajkovac church, also famous because of priest Ranko's grave, who was one of the initiators of the Second Serbian Uprising.

Memorial monument at Vrace hill is located right next to the Ibar main road, in village Celije. It is built in the memory of the death of Dimitrije Tucovic on 20th of November, 1914, during the Battle of Kolubara. Dimitrije Tucovic was the leader of the Serbian Social Democratic Party and "the founder of the Serbian socialist thought" (Vujovic, 1994). The memorial monument is made of stone and a modest obelisk.

Event tourist values

Events are anthropogenic tourist values that have a long tradition, they affected, and contemporary events still affect, people's movements and the development of tourist activities since the first Olympic Games, Roman gladiator fights and medieval knight tournaments (Bjeljac, 2006). The events are important for the extension of tourist season and increased tourist expenditures. In cultural, economic and social terms, events can be of great significance for the development of tourism in the area, of course, only if there is an adequate tourist valorization. First of all, the events allow the nation's cultural heritage (art, tradition, folklore) to be preserved and presented, but they also contribute to the realization of significant income from tourism, they contribute to valorization of certain natural values, as well as preserving cultural identity and social integrity of the local community (Стевановић, С., Малинић, В., 2015).

Throughout the year, according to the data from Tourist Organization of Lazarevac, 25 cultural, sport and other types of events are held in the municipality. However, the most common are local events of neglected contractive zone. Therefore, we have highlighted three best known and most visited events that are of major importance for the development of tourism in Lazarevac.

”**The Days of Kolubara Battle**” is the most popular event that takes place in the municipality. It lasts seven days and it is held in memory of Serbian soldiers who defeated the Austro-Hungarian army in December 1914, thus it marks the anniversary of one of the greatest victories of the Serbian army in the World War I. During the event, numerous theatre performances, exhibitions, book promotions and concerts are held. The sponsor of the program is the municipality of Lazarevac and event holders are Puls, theatre from Lazarevac, and Tourist Organization of Lazarevac (<http://www.lazarevac.rs>).

’**The Serbian Wine Festival**’ is a traditional event that takes place in the first week of November for already seven years in a row. The motto of the event is ‘It’s time for wine, let’s drink local.’ Each year around fifty local wine-makers introduce their products, so this event gained significance even beyond the borders of the municipality.

’**The Festival of Children’s Humour**’ is traditionally held in the third week of September, in ten primary schools and just as many regional departments, at the Center for Culture and on the streets of Lazarevac. This festival includes literary, art and drama program, as well as the closing ceremony consisting of children’s cabaret and costume party. This is an event with a unique theme in Serbia.

Environmental Tourist Values

Environmental tourist values are a special form of anthropogenic tourist values. They are ‘easily recognized, stylistically defined, architecturally and artistically designed sections for different purposes’ (Stankovic, 2008). Most commonly, they are viewed as complementary tourist values, which means that they are not enough appealing for tourists to come and visit the destination just because of them. What is typical of these resources are attributes of notability, rarities and curiosities, whereas their value on the tourism market depends on their recognition, purpose and uniqueness. Practice has shown that the easiest way to evaluate environmental values is to have a good position compared to already evaluated, well-known and well-visited tourist destinations (Stankovic, 2008).

Bogosav Zivkovic’s Garden in the village of Leskovac is the work of a folk painter of the same name in a typical rural environment of Sumadija. There is an art gallery in the open, i.e. a permanent exhibition of wooden and stone sculptures. In this natural setting ‘folk architecture, rural furniture, rural tools, ceramic dishes, handmade grindstones and large mill stones brought from the surrounding villages’ are brought together (Stefanovic, 2002).

Ethno village ”Babina reka” – covers an area of one hectare in the village Trbusnica, halfway between Lazarevac and Arandjelovac. It was opened in 2010. It is located at the very end of the village, so it is isolated from everything urban. It is surrounded by pristine environment; only fifty meters away there is a lake beside which a stream, after

which this complex got a name, flows. Ethno village also has a national restaurant whose interior is decorated with paintings that contain motifs of Sumadija.

TOURIST VALORIZATION

Tourist valorization, according to Stankovic (2003), is a complex valorization of tourist values which are of importance for the present and future development of tourism in the observed area. It is one of the most important questions of modern tourism's theory and practice, as well as its development on the level of specific places, regions and countries. It is of great significance for planning the future tourism development, conservation and protection of the environment, as well as for a variety of economic and non-economic indicators of the degree of tourism industry's development.

The tourist potential of certain destination is established by using the procedure of tourist valorization. All tourist facilities, phenomena, or spaces formed by natural process or human activity that possess certain attractiveness for visitors, can be the subject of valorization (Beric, et al. 2012). However, the tourist valorization cannot be made equal to economic valorization, which means that not only the mark of the existing, but also the creation of the new value, because anthropogenic tourist values, regardless of the importance of tourism, are not goods in the economic sense and are not subject to the laws of the economic market (Stankovic, 2003; Cirkovic, 2005). Valorization means the economic recovery that is maximally subjected to preserving the integrity of the tourist value (Romelic and Markovic 1994). That confirms the fact that tourist facilities, phenomena and processes (and their mutual combination) which do not have any significance for a whole range of other activities and which can obtain functional value thanks to the tourism valorization, are interesting to tourism. The purpose of valorization is to emphasize usability and market value of potential (Comic and Pjevac, 1997). Tourist valorization should identify the status of tourist values, which is based on determined objective possibilities for development of tourism, and then the possible protection of resources is evaluated, the necessary investments and opportunities of tourist traffic (Besermenji, Markovic and Jovicic, 2010).

There is still no specified set of valorization methods in the area of tourism, but many of them are used. It is the result of non-existing unique criteria, which is why the tourist valorization is the issue of many discussions and confronting thoughts in tourist theory and practice. Qualitative and quantitative Ahmetovic – Tomka Dragice method had large scholarly research significance within domestic framework, published in the Proceedings of the Department of Geography, Tourism and Hotel Management in 1994. The results of research are reported numerically and descriptively, rarely graphically. In the following years, other numerous methods were developed as a result of local authors' efforts (Hadzic, 2005; Tomic i Bozic, 2014, Hadzic, et al, 2010; Tomic 2011, et al.). Foreign authors have attached even greater significance to the issue of tourist valorization, which can be seen through numerous literature (Bruschi, V. M., Cendrero, A., 2005; Mc Kercher, R. & Ho, P., 2006; Coratza, P., Giusti, C., 2005; Pralong, J. P., 2005; Reynard et al, 2007, Pereira et al, 2007; Mc Kercher, R. & Pamela, S. Y. Ho, 2011).

One of the scientifically accepted and recognised models of tourist valorization for cultural property is Hilary du Cros model (Du Cros, 2001; Du Cros, 2000). In the process of tourist valorization, she introduced cultural and touristic sub-indicators and the degree of their values into the process of tourist valorization, specifically for the tourism sector and in particular for the sector of management of cultural assets. Sub-indicators are specifically evaluated with marks from 0 to 5. However, some indicators rarely have less than 5 points. In the tourism sector the market appeal of cultural goods and the product design needs are evaluated. Conclusion on the sub-indicators of market appeal of cultural property for the tourism sector: low attractiveness 0-20, medium attractiveness 21-40, high attractiveness 41-60. In the cultural heritage management sector, cultural assets and robustness are evaluated. Conclusion on the sub-indicators in the management sector is the following: sensitivity / low cultural value 0-20, the central value of 21-40, high value 41-60 (Hadzic, 2005; Stanojlovic et al, 2010; Besermenji, Pivac, 2008; Markovic, Petrovic, 2012).

Based on the valorization score, a matrix of “market appeal” with 9 cells is set. The cells are marked with M (i, j) (i, j = 1, 2, 3) and each cultural asset occupies one cell in the matrix, depending on the score given in the previous assessment process (Beric et al, 2011). We used Hilary du Cros model for tourist valorization of artistic and environmental tourist values of the municipality of Lazarevac. For the purpose of tourism valorization of public events, we used modified version from 2013, especially created for public events. This model was presented by Tomic, Stojisavljevic and Bozic in their scientific work, by introducing three new event sub-indicators (marketing, safety of visitors, and logistics) which are certainly of great importance when it comes to event organizations. Conclusion on the sub-indicators of the tourism sector is different due to the existence of a number of assessments (weak appeal 0-25, medium appeal 26-50, high appeal 51-75), while in the sector of management there is no difference in relation to the Hilary du Cros model.

TOURIST VALORIZATION OF ANTHROPOGENIC TOURIST VALUES OF THE MUNICIPALITY OF LAZAREVAC

1. Tourism sector

a) The market appeal

Environment. (*bad 0-1, adequate 2- 3, good 4, excellent 5*) Most of the tourist values of the municipality of Lazarevac are incorporated into surrounding natural values, or a good harmony between the natural and anthropogenic is created. Archaeological sites should be pointed out, where well-preserved material remains from the ancient period are found, as well as wooden churches, which faithfully reflect difficult life of Christians during the rule of Turks. Certainly, good atmosphere among visitors (and contestants), that can be seen at public events such as ”The Serbian wine festival” and ”The festival of children’s humour” contribute to qualitative environment.

Familiarity outside the local area. (*none 0, somewhat 1-3, very good 4-5*) This tourist valorization element is related to how much the values of the municipality of Lazarevac are interesting and attractive to tourists, but also to tourist traffic, the number of people who visit particular value. However, the main problem in the valorization of this element is lack of records about visiting tourist facilities and public events since ticket sales for almost all values do not exist.

The Church of Holy Martyr Demetrius in Lazarevac is the most attractive and famous anthropogenic tourist value of the municipality of Lazarevac. Church possesses attributes that do not depend on the period of the year, so it is visited throughout the year. However, lack of records disables detailed analysis of the number and structure of visitors. There are most foreign tourist in the summer period, most school trips in spring and autumn and many visitors come during the December, when public event "The Days of Kolubara Battle" takes place in honour of the great victory of Serbian army. The rest of artistic and environmental municipality values are not as attractive and recognizable on the market as the Church of Holy Martyr Demetrius is, so it is necessary to do more in order for them to become a brand and obtain a place in people's consciousness. It seems that archaeological sites are in the most difficult situation, but it is clear that only with the tourism development they could be evaluated, which results into providing funds for their preservation, presenting, and maintenance.

When it comes to public events, "The Days of Kolubara Battle" is the most famous public event of the municipality of Lazarevac, which has wider regional significance and belongs to the group of artistic and political and historical events. "The Serbian wine festival" is an economic event, which gained regional significance and recognisability in the last couple of years, while "The Festival of Children's Humour" is still of local significance in Serbia, although unique by theme.

Important national symbol. (*none 0, has the potential 1-3, yes 4-5*) It is the fact that the Church of Holy Martyr Demetrius has the national significance because it is the monument that symbolizes heroism and resistance of Serbia in the fight against aggressors in World War I. However, regardless of their symbolism and monumental characteristics, it can be said that it still lags behind the Serbian medieval monasteries, and archaeological sites from the Roman period such as Viminacium and Felix Romuliana. The church is associated with the event "The Days of Kolubara Battle", but this event lags behind the tourist significance of church and its value on a national level. Other tourist attractions of the municipality area do not have the significance of national symbols, and it is hard to believe they will be able to have it.

The possibility of telling an interesting story. (*none 0, has the potential 1-3, yes 4-5*) Numerous legends and myths, historical sources, events and folk traditions enable the awakening of curiosity among tourists, and their animation. Foreign and domestic tourists are mostly interested in stories of the World War I, but the fact that is also interesting to them is that during the event "The Days of Kolubara Battle", the government elite is usually in town.

The authenticity of the tourist values. (*poor 0-1, adequate 2-3, good 4, excellent 5*) The Church of Holy Martyr Demetrius is unique case in the world because Serbian people showed remarkable humanity for burying their fallen soldiers with enemies as well.

The church is the most significant place of the remembrance on the great victory in the Battle of Kolubara. It can therefore be said it possess characteristics that differentiate it from the surrounding cultural property.

Bogosav Zivkovic's garden has a special value as well, as it is a work of an artist who is known as one of the world's best self-taught sculptor and classic whom many associated with both naive and marginal art (art brut).

Even though unique by theme, "The Festival of Children's Humour" has local significance in Serbia and should be especially pointed out.

Appealing for special purposes. (*not at all 0, has the potential 1-3, yes 4-5*) Tourist values of the municipality of Lazarevac are suitable for development of various tourism forms. They have significant cultural role. There is a possibility of organizing numerous public events along with the already existing ones, which would link (most of) tourism values in one entirety. Educational role would gain significance by investing in archaeological sites, as well as by promoting cultural remembrance at Battle of Kolubara and World War I.

Professional conferences, art exhibitions, concerts and sports events are held during the event. Since "The Serbian Wine Festival" lasts only one day, the following programme is not particularly rich and includes lectures for farmers and their associations, as well as some performance of cultural societies. The situation is more favourable when it comes to the remaining two events. During "The Days of Kolubara Battle", theatre performances, concerts, exhibitions and book presentations are held. "The Festival of Children's Humour" has many support programmes of entertaining character for children animation, but also literary, art and drama programs, as well as the final event consisting of children's cabaret and masquerade.

Complementary to other tourism products. (*not at all 0, has the potential 1-3, yes 4-5*) Complementarity space is reflected in the interpenetration of the natural and the social and in combining all the elements, therefore on the tourist market, higher value have a multi-purpose tourist regions (Beric, Ivkov-Dzigurski and Tomic, 2012; Cirkovic, 2005). The compound of anthropogenic and physical-geographical values makes the offer of destination or region more diverse, and staying may be longer and more interesting to visitor.

The municipality of Lazarevac is extremely rich in forests and it should be used as a developing potential for improving recreational space network. The main factor of recreational use of forests is their accessibility and good connecting with the urban fabric. Lake Ocaga is a not-recognised-enough tourist attraction. It is supplied with spring water that is daily filtered by contemporary devices. Water quality is regularly checked and fulfills all the conditions of river water used for swimming and water sports. Around the whole lake there is one walking path, and in one part there is a gravel beach. The lake is adorned with an artificial geyser for which were applied atypical solutions, designed due to variable water level. In east and south-east part of municipality are many sources of mineral water – in Rudovci, Krusevica, Cibukovica, Zupanjac, Trbusnica and Brajkovac, but it is still not used to a greater extent for industrial production and a wider consumption (Stefanovic, 2002). When we talk about the events, they are well integrated with the rest of the offer in the municipality and are used specifically for their promotion.

Associations with culture. (*not at all 0, somewhat 1-3, absolutely 4-5*) Cultural heritage of the municipality of Lazarevac, in proportion to the size of the municipality, is

great and gives it a certain authenticity and values based at major advantage over the competition. All major tourist attractions of the municipality can be related to culture and association for culture. The event ‘Days of Kolubara battle’ takes place just in cultural institutions (Cultural Centre, library, galleries, museums, the Church of Holy Martyr Demetrius), while ‘Festival of children’s humour’ is organized in ten elementary schools and as many regional offices and at the Centre for culture.

Tourist activity in the region. (*almost none 0, to some extent, 1-3, high 4-5*) Tourist organization of the municipality of Lazarevac was founded several years ago with the idea to perform the development, conservation and protection of tourist values in the municipality of Lazarevac and with the aim of developing the potential of municipality. However, the problems and deficiencies are numerous - the tourist offers is short of professional tour guide services and a souvenir shop website is outdated and infrequently updated, and participation in tourism fairs in the region is rare and disorganized. Positive step forward has been made by creating a one-day trip from Belgrade which includes visiting all significant tourist values in the municipality, and the Church of Holy Martyr Demetrius is increasingly important station for pupils and students on school trips.

Table 1. Rating tourism sector of artistic tourist value of the municipality of Lazarevac

Subindicators	The temple of Holy Demetrius	The Downtown house	The Church of Holy Demetrius	Arch. site Batasina	Arch. site Zupanac	The Wooden churches	Vrace hill
Environment	5	5	3	4	4	4	3
Familiarity outside the local area	4	2	2	1	1	3	2
Important national symbol	4	1	1	0	0	1	1
Interesting story	4	1	2	3	3	4	3
Different from the other festivals	4	2	2	2	2	3	2
Authenticity of the tourist values	4	0	2	3	3	4	2
Complementary to other tourism products	4	4	4	3	3	4	3
Tourist activity in the region	2	0	0	0	0	2	1
Associations with culture	5	2	3	4	4	4	2
Accessibility	4	3	4	3	3	4	4
Transportation from population centres	2	2	2	1	1	1	1
The proximity of other heritage attractions	3	3	2	2	2	2	2
Service availability	4	4	2	1	1	3	0
Total score	49	29	29	27	27	39	26

b) Factors of importance when designing a tourist product

Approach to the tourist values. (*not allowed 0, limited access 1-2, allowed access to all elements of a cultural property 3-4*) Accessibility to tourist values of the municipality of Lazarevac is favourable, because all the values are located in the immediate surroundings of Belgrade (55km), the largest outbound and inbound centre of the Republic of Serbia, as well as of Valjevo (30 km) and Arandjelovac (25 km). All the resources are connected by local and regional asphalt roads with the Ibar main road. The only exception are the remote wooden churches, which were built far away because of the historic circumstances, thus it is necessary to walk to them for about 10 minutes after leaving your vehicle. The Ibar main road is another name for the main road M-22, which is called E-763 in the European frames (the part from Belgrade to Cacak) (Jovicic, 2009). It is planned that the modern highway Belgrade – South Adriatic coast will replace the Ibar main road on this part by 2017. Railway Belgrade - Bar is located in parallel with the Ibar main road, across the territory of the municipality.

Transport from outbound centre to the tourist value. (*very far/difficult to access 0, facilitated accessibility 1-2, excellent accessibility 3*)

Trains run daily on the railway line Belgrade – Bar, stopping on two stops – Lazarevac and Stepoevac. From Belgrade, Valjevo, and Arandjelovac, there are direct bus lines, but to some localities (like archaeological sites), there are no lines of public transport. Therefore, tourists are advised to use taxi services or to come with their own vehicles.

Vicinity of other attractions. (*very far 0, facilitated access 1-2, distance can be easily crossed on foot 3*) All values of municipality of Lazarevac are located close to each other. The distance between them can usually be covered by a means of transportation in about 10 minutes, while the heritage in the town of Lazarevac can be seen on foot. On the other hand, the closeness of cities Valjevo, Arandjelovac, and Belgrade enables visitors of municipality of Lazarevac to enrich their stay. In Valjevo, they can visit Tesnjar – old city neighbourhood, National Museum, and they can attend the public event ”Tesnjarke veceri”. In Arandjelovac, hotel ”Staro zdanje”, hotel ”Izvor”, Liberty square, and famous excursion spot on mountain Bukulja are emphasized. Orasac, the place where the First Serbian Uprising took place, is located 6 km from Arandjelovac.

Service facilities (*weak 0, adequate 1-2, good 3-5, excellent 5*) A significant drawback in the municipality of Lazarevac’s tourist offer is a small number of accommodation units. In Lazarevac city centre, there is a hotel ”Vis”, the only hotel in the municipality. The hotel has 43 rooms, i.e. 99 beds. There are single rooms, double rooms, triple rooms, four bed rooms, as well as one five bed room. Family Vujnovic household is located on the outskirts of Lazarevac, in a village Dren. There are two fully furnished apartments available. ”Rasino selo” in Rudovci has 5 single rooms, 7 double rooms, one triple room, and there are two more suites. Ethno village ”Babina reka” has 4 suites and one single room.

Transport infrastructure exists, but it is mostly of poor quality. The Ibar main road is in the best shape, while other roads in the municipality are of low quality.

The tourist offer lacks professional guiding services, as well as parking space, and information boards for visitors. Archaeological localities have another major problem: lack of any tourism and hospitality facilities. The nearest restaurant and accommoda-

tion facility is located in Lazarevac. Moreover, visitor’s centres (or something like them) do not exist, nor are they planned to be established, and without them, a significant number of movable archaeological materials cannot be shown, nor can it be explained in a proper manner.

Table 2. Evaluation of the Tourism sector of environmental tourist values of the municipality of Lazarevac

Subindicator	Zivkovic's Garden	'Babina reka'
Environment	5	5
Familiarity	3	2
National symbol	1	1
Interesting story	4	4
Authenticity	4	4
Attractiveness for special occasions	3	3
Complementarity	3	3
Tourist activities	3	4
Culture association	5	2
Accessibility to cultural values	4	4
Transport to outbound centre	2	2
Closeness of other attractions	2	2
Service facilities	4	4
Total score	43	40

Logistics of events (for public events only) (*weak 0, adequate 1-2, good 3-4, excellent 5*) – this criteria refers only to elements of importance for enhancing the guests’ experience (Tomic et al, 2013). Tickets for ”The Festival of Children Humour” and ”The Days of Kolubara Battle” do not exist, i.e. it is free of charge, while tickets for the ”The Festival of Serbian Wines” can be bought on the same day when the event is taking place in Old hall of the sports centre ”Kolubara”. All services during the manifestation are provided with no major problems and without crowds, given the fact that the number of visitors is relatively low, and organization is adjusted to the flow of the tourists.

Safety of the visitors (during the public event only) (*weak 0, adequate 1-2, good 3-4, excellent 5*) – separated manifestations for this criteria deserve a high mark, since never before have there been any serious incidents. To all the three events, the police that secures them, conduct selective control of the visitors and controls the entry of the objects that are not allowed, and provides other safety checks. Safety measures are raised to the highest possible level during ”The Days of Kolubara Battle”, because of the presence of the respected domestic and international guests. Having in mind all of the above, it is clear that the safety of the visitors and participants is at a high level.

Table 3. Evaluation of the Tourism sector for manifestations of tourist values of municipality of Lazarevac

Subindicator	'The Days of Kolubara Battle'	'The Festival of Children's Humour'	'The Festival of Serbian wines'
Environment	5	3	3
Familiarity	4	3	2
National symbol	4	0	1
Interesting story	4	2	2
Authenticity	4	4	4
Appeal for special occasions	4	4	2
Complementarity	4	3	3
Tourist activity	3	2	3
Cultural association	5	4	1
Accessibility to tourist values	4	4	4
Transportation to emitting centre	3	3	3
Nearness of other attractions	3	3	3
Service facilities	4	4	4
Logistics of events	4	4	4
Safety	5	5	5
Marketing activities	2	2	2
Total score	62	50	46

Marketing activities (for public events only) (*weak 0, adequate 1-2, good 3-4, excellent 5*) – the event organizers do not use all possible means of promotion. No manifestation has its own website, while advertising via the Internet is done mostly through the Tourist Organization of the Municipality of Lazarevac's website. In the last couple of years, campaign on social networks has gained in importance, especially on Facebook. Advertising leaflets and posters are used only in Lazarevac, and advertising was done via the local printed media, too. Radio and television are barely used, and the public events got the largest non-paid space on the national public service, especially "The Days of Kolubara Battle" for marking the centenary of the Kolubara battle. It is true that the marketing activities are currently directed to the local community and its wider surroundings, but it is clear that there is potential for expanding the contractive zone.

Total average mark of the tourism sector artistic tourist values subindicator is 32.29 (medium attractive), environmental values 41,5 (highly attractive), and public events 52.67 (highly attractive).

2) Management sector

a) Cultural importance

Aesthetic value. (*low 0, medium 1, high 2*) A mark of aesthetic value consists of appreciation and evaluation of aesthetic qualities, uniqueness, and how monumental it is. As previously mentioned, the protection of the particular parts by government and world organizations speaks for itself about the quality of its artistic values (Cirkovic, 2005).

The downtown house of the family Vasic in Lazarevac, the Church of Holy Martyr Demetrius in Leskovac village, archaeological sites Batasina and Zupanjac, and the Temple of Holy Martyr Demetrius in Lazarevac are protected by the law and can be found on the list of immovable cultural properties of the Republic of Serbia. The downtown house, and the church in the Leskovac village are categorized as cultural monuments, while the temple in Lazarevac is protected as a cultural monument of exceptional importance. Wooden churches are of great artistic value, because their architecture represents a clear testimony of the Serbian material and spiritual culture. Today, on the territory of Serbia, about fifty of them are preserved, three of which can be found in the municipality of Lazarevac.

Bogosav Zivkovic's Garden is also of special value, since it is a piece of art of an artist known as one of the world's best self-taught sculptor and classic, whom many have linked to naïve and marginal art.

Aesthetic value of the public events is low. Decoration for "The Festival of Children's Humour" is modest and adjusted for children, while at "The Festival of Serbian Wine", a vast diversity of marketing products can be seen, like banners, which definitely do not contribute to aesthetic value. In this respect, "The Days of Kolubara Battle" has advanced the most. It comes from the already mentioned fact that local, regional, and national level officials, representatives of different associations of citizens and non-governmental sector attend the anniversary of Kolubara battle, which requires pedantry, and 'refreshing' of the inner city centre, as well as adequate space for the such an event to take place.

Historic value. (*low 0, medium 1, high 2*) Lazarevac is a community which does not have a long continuity of existence, but still, it has had a dynamic development and it has left a significant trace in Serbian history, thanks to the Kolubara battle. On the other hand, discovered archaeological sites do not point to the former presence of a great community or culture in these areas – people have always lived in small, village communities.

In their scientific research paper, Bjeljic i Curcic (2007) pointed out that traditional public event is the one that has the continuity in taking place at least 5 years, but with familiar date and place of occurrence, too. It can be said that our events are traditional, because they have been taking place for 10 years ("The Days of Kolubara Battle"), 7 years ("The Festival of Serbian Wines"), while "The Festival of Children's Humour" has been taking place for 27 years now. Still, even though they are traditional, it cannot be said that they are of great historic value.

Educational value. (*low 0, medium 1, high 2*) "The Days of Kolubara Battle" and the temple of Holy Martyr Demetrius have the greatest educational value, and they are becoming an important stop at school trips, for both pupils and students, talking about the glorious battle of Serbian army and the unique manner in which the winner treated the defeated. Nevertheless, the other two public events are significant for education, because of the numerous lectures and work shops. Other values in this respect fall behind, although they could be used for creating modern, educative tourist tour which would invite history lovers and young people from our country and from abroad.

Scientific research value. (*low 0, medium 1, high 2*) In the area of municipality of Lazarevac, there is not one scientific research centre, nor the adequate equipment for research and accommodation of scholars, which is an important problem for the scholars who would conduct research on archaeological sites. However, even though the conditions for scientific research work are poor, it does not mean that some values lack in importance for science.

Social value. (*low 0, medium 1, high 2*) In this context, public events should have advantage, having in mind that they are the point where people with same interests meet (Tomic, Stojavljevic, Bozic, 2013). During the past couple of years, especially in 2014, municipality of Lazarevac has been the target of numerous researchers, but also of political, military and social elite of the country for marking centenary of Kolubara battle. Community value of this place, a principally tourist values related to the Great war has increased a lot.

Rarity of tourist values. (*common cultural properties of the same type 0, less common properties of the same type 1, rare properties of the same type 2, unique properties of the same type 3*) Archaeological sites are not a unique example, considering that across Serbia there is a large number of remains of similiar characteristics, although they are of great importance for studying economic and political opportunities in the wider surroundings of Singidunum. Ethno village "Babina reka" and memorial tablet on Vrace hill in this segment fall behind in comparison to previously mentioned tourist values, because they do not possess the rarity which would give them a unique stamp. Wooden churches are among the few remained examples in Serbia, while Temple of Holy Martyr Demetrius and Bogosav Zivkovic's Garden, which the president of the USA Jimmy Carter visited at one time are more rare (<http://www.tolazarevac.rs>). Once again, it should be mentioned the unique theme of "The Festival of children's humour".

Representativeness. (*weak 1, good 2-3, excellent 4*) Tourist values of the municipality of Lazarevac are representatives of the culture and needs of the time in which they were established, even though they are usually not unique examples.

Table 4. Evaluation of the municipality of Lazarevac management sector of artistic tourist values

Subindicator	The temple of Holy Demetrius	The downtown house	The Church of Holy Demetrius	Arch. Site Batasina	Arch. Site Zupanjac	Wooden churches	Vrace hill
Aesthetic value	2	2	1	1	1	2	1
Historic value	2	2	2	2	2	2	2
Educational value	2	1	1	2	2	2	1
Scientific value	2	1	1	2	2	2	1
Social value	2	1	2	1	1	2	1
Rarity	3	1	1	2	2	3	2
Representativeness	3	1	1	2	2	3	1
Sensitivity	3	3	3	0	0	3	2
Reparation status	3	3	3	1	1	3	1
Management plan	1	1	1	1	1	1	0
Monitoring and maintenance	4	3	4	4	4	4	2
Adverse impact on physical state of value	4	4	4	3	3	4	4
Adverse impact on local community	4	5	4	5	5	4	5
Modification and physical state	2	3	2	2	2	2	3
Modification and local community	4	5	4	5	5	4	5
Total score	43	39	36	37	37	45	35

b) Robustness

Sensitivity of tourist values. (*great 0-1, somewhat 2-3, not sensitive 4*) Taking their age into consideration, archaeological localities have the greatest sensitivity. That is why any turbulent activity could lead to its damage. Other tourist values are not endangered to such a degree. From the economic and ecological aspect, public events are not troublesome. Namely, none of the three events include the great influx of the tourists and their long term staying, thus the impacts on the environment are minimal. On the other hand, regarding the organizers of these events, it is clear that they have stable financial background – “The Serbian Wine Festival” is organized by The Association of Serbian Vintners and Winemakers and the municipality of Lazarevac cooperating with the Serbian Chamber of Commerce, while the other two events are organized by the municipality of Lazarevac and Tourist Organization of the town Lazarevac, with the help of the city of Belgrade.

Table 5. Evaluation of the environmental tourist values of the municipality of Lazarevac management sector

Subindicator	Zivkovic's garden	'Babina reka'
Aesthetic value	2	1
Historic value	2	0
Educational value	2	2
Scientific value	1	0
Social value	2	1
Rarity	3	2
Representativeness	3	2
Sensitivity	3	4
Reparation status	3	3
Management plan	1	2
Monitoring and maintenance	5	5
Investments	4	4
Adverse impact on physical condition of the value	3	4
Adverse impact on local community	5	5
Modification and physical state	3	5
Modification and local community	5	5
Total score	47	45

State of reparation. (*weak 0, partially done 1, good 2-3, excellent 4*) Most of the facilities are protected by the government organizations, which provide enough money for at least current maintenance. Just like with the previous parameters, archaeological localities are in the worst position, they are minimally protected with the special layers, while the rest of the goods are in a significantly better position. When we are talking about public events, it is evident that a lot of effort is put every year in the improvement of the contents and economic base. It seems that the public event "The Days of Kolubara Battle" have reached its current peak, so it would be desirable to put more effort in the other two public events while trying to keep the current, advanced level of "The Days of Kolubara Battle"

Management plan. (*there is no plan 0, in preparation 1-4, it exists 5*) There is no adopted long term plan for any of the mentioned tourist values. Information received from the local self-government shows us that the plans are not even in preparation, thus it can reflect on the realization of the developmental goals negatively. Annual development plans exist only for public events, but they are not developed in long terms.

Regular monitoring and maintenance. (*weak 0, somewhat 1-2, good 3-4, excellent 5*) Certain resources have been invested in putting up the fence around archaeological localities and providing video surveillance, while, when it comes to maintenance, the greatest attention is paid to environmental tourist values.

Table 6. Evaluation of the Lazarevac municipality management sector of the eventful tourist values

Subindicator	'The Days of Kolubara Battle'	'The Festival of Children's Humour'	'The Wine Festival'
Aesthetic value	1	1	1
Historic value	0	1	0
Educational value	2	2	1
Scientific value	1	0	0
Social value	2	2	2
Rarity	3	3	2
Representativeness	3	2	2
Sensitivity	4	4	4
Reparation status	4	3	3
Management plan	3	3	3
Monitoring and maintenance	4	4	4
Investments	4	2	4
Adverse impact on physical state of the value	5	5	5
Adverse impact on local community	5	5	5
Modification and physical state	5	5	5
Modification and local community	5	5	5
Total score	51	47	46

Investment potential. (*weak 0, adequate 1-2, good 3-4, excellent 5*) Investment possibilities are numerous, above all regarding investments in infrastructure and supra-structure. This primarily refers to the previously mentioned parking space, advancement of the road network quality, tourist signalization, as well as to the accommodation buildings which are very modest and old-fashioned. The problem is specifically prominent regarding archaeological localities, where the small visitors' centres should be emphasized. Furthermore, investment forms suitable for public events could include different sponsorship contracts with the organizers, and they are not rare at all in the contemporary tourist practice.

Possibility of visitors' adverse impact on the physical condition of tourist values. (*great possibility 1, somewhat possible 2-4, small possibility 5*) This possibility is justified when we are talking about archaeological diggings due to the very nature of the digs, i.e. due to their sensitivity. When taking the public events into consideration, we can say that they are something that should be experienced, not something tangible that could be damaged.

Possibility of visitors' adverse impact on the local community. (*great possibility 1, somewhat possible 2-4, small possibility 5*) This possibility is not prominent due to the small number of tourists and their short staying when visiting public events, as well as

when visiting for the purpose of seeing artistic and environmental values. The fact that certain values are not located in the populated areas, but somewhere away from them, contributes to this conclusion.

Possibility of modification having adverse impact on physical condition of tourist values. (*great possibility 1, somewhat possible 2-4, small possibility 5*) This possibility is prominent because cultural heritage could be easily damaged without being under the expert supervision of archaeologists, geo-morphologists, engineers and other qualified specialists. This possibility is not evident when it comes to the public events as tourist values.

Possibility of modification having adverse impact on the local community. (*great possibility 1, somewhat possible 2-4, small possibility 5*) As stated, some of the values are placed away from populated areas, while the further development of the public events could be carefully balanced and adjusted to the needs of the local community. It should be borne mind that the development of the tourism directly and indirectly helps the development of the local economy and fosters the improvement of citizens' standard of living.

Total average score of sub-indicators for the management sector of artistic tourist values is 38.86 (mean value), of environmental values 46 (high value), and of public events 48 (high value).

Based on the analysis a “matrix of market appeal/robustness”, which consists of nine cells, has been set up. Cell M (2.2) is assigned to the artistic tourist values, cell M (1.3) to the environmental values, and cell M (1.3) to public events.

Table 7. The matrix of market appeal and robustness according to Hilary du Cros method

Robustness	41 – 60	M (1, 1)	M (1, 2)	M (1, 3)
	21 – 40	M (2, 1)	M (2, 2)	M (2, 3)
	0 – 20	M (3,1)	M (3, 2)	M (3, 3)
		0 – 20	21 – 40	41 – 60
	Market appeal			

M (2.2) – mean market appeal and mean value of the indicator of the cultural significance/ robustness

M (1.3) – great market appeal and high value of the indicator of the cultural significance/ robustness

DISCUSSION AND CONCLUSIONS

In the tourist valorization of anthropogenic tourist values of the municipality of Lazarevac it can be noted that the public events have the greatest tourist value. They are followed with environmental tourist values, and artistic tourist values are the last, they include religious buildings, archaeological remains, representative examples of architecture and monuments.

Artistic tourist values are potentially important tourist resource which has not been valorised enough. In order to achieve that, coherent institutions operation is necessary, above all operation of The Tourist Organization of Belgrade, Ministry of Trade, Tourism and Telecommunication, local authorities of the municipality of Lazarevac, as well as other institutions which could contribute to better tourist affirmation and presentation on the tourist market. Moreover, it is important to mention that one of the reasons for the lower average score in comparison with other types of municipality's tourist values is the great diversity within the very artistic values. Namely, if every value is analyzed for itself, it is clearly noticeable that the biggest potential of the municipality, individually observed, is the Temple of Holy Martyr Demetrius with the assigned cell M (1.3) and the biggest total score in both sectors (tourist and management) is the tourist value itself. This group includes values with the lowest scores in the territory of the municipality (Vrace hill, archaeological remains) as well, and that influences the low average score.

Public event tourism is one of the biggest potentials of the municipality, although the current economic effects that stem from the organization of such events and the number of tourists visiting them are pretty modest. The reasons for this kind of state are diverse, and we have identified the most important ones with this analysis. Firstly, the municipality of Lazarevac does not have natural or anthropogenic tourist values known on the regional or national level (except for the Temple of Holy Martyr Demetrius) which would make visitors stay longer in this area. Secondly, the fact that the websites for the public events do not exist in contemporary era is severe drawback. The websites are the basic sources of information through which more and more potential tourists are informed; they are specific data basis which include all relevant information. Thirdly, the visitors most often organize their trips by themselves, there are no organized groups of tourists and there is no contact with the organizers of the public events or with local tourist agencies. Fourthly, accommodation capacities in the municipality are small and huge investments in expanding of the offer are necessary. Fifthly, there is no exact record of the visitors. Potential solution to this problem includes cooperation with certain sectors of the Ministry of Interior of the Republic of Serbia, not only regarding visitors' safety, but also regarding the process of gathering the information about the exact number of visitors.

However, as it has already been said, tourist valorization should not be identified with economic valorization – this kind of events, regardless of the economic benefits and small number of visitors, have great artistic, cultural and economic value for the local community, preserving the cultural tradition and historic heritage and preserving the area and community spirit. This is why it is necessary to work constantly on the improvement and implementation of the promotional activities plan, with which the equalization of non-material events' value and their tourist rank could be achieved.

Tourism, culture and their mutual relationship are becoming more and more important when it comes to planning sustainable development. This kind of cooperation enables the protection of the public service on the one hand, and on the other hand the achievement of economic success, which has to be specifically taken into consideration when developing tourist economy. For improvement of the municipality of Lazarevac tourist offer and for the better usage of its resources, it is necessary to think of additional contents. That would enable greater complementarity with the attractions in the vicinity, connect physiographical and anthropological values and strengthen the tourist offer. Furthermore, it is very important to improve the communication with the local community which currently does not have any significant use from the development of tourism. Greater investments in the building of transport infrastructure, public utility, and tourism infrastructure should be emphasised; accommodation units are small and old, and there is insufficient number of signs and they are in bad condition.

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