

# REHABILITATION AND TOURISM PLANNING OF LAKE CHAPEL (PESCARA)

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**ABSTRACT:** *Lake Chapel is located in Zrenjanin, a town in Vojvodina, and for many years, it has been neglected. Since 2005, the cleanup of the lake has been under way, so today it is in much better condition, but the tourism potential of this lake has still not been used sufficiently. Club of sport fishermen Banat played a major role in editing of the lake, and they created a pleasant place for free time enjoyment. The primary activity on the lake is fishing, but the lake also has can be used for other sport and recreational activities. The conditions for a longer stay on the lake are not favourable, primarily due to inadequate accommodation conditions and the lack of food facilities. In order to exploit the tourism potential of this lake, it is necessary to solve these problems, and it is highly important to create an interesting offer for all age groups. This lake has not been researched by now, so as part of this paper, detailed field survey was carried out (about editing of the lake, sports and recreation activities that are currently practiced, as well as plans for the future).*

**Keywords:** *Chapel, Pescara, tourism potential, fishing*

## INTRODUCTION

Zrenjanin and the space around the city, has considerable tourism potential, including important hydrographic potentials-river Begej, Carska bara, lakes. One of the lakes in the city is Lake Chapel (Pescara), which can be used for tourism development. Chapel was once a dilapidated space, but a lot of effort was invested into it, and because of that, Chapel become a settled lake for fishing and other sporting activities. Although this lake is now mostly used for fishing, it has a much greater potential, for which it should be used.

In the vicinity of Lake Chapel, there are two other lakes, which is shown on Map 1. The largest lake, locals call Didula, and recently it has been renamed to Napsütötte (orig-

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**Map 1.** Position of lake Chapel into the complex of lakes Pescara  
 (Source: Basis Google Earth)

inal name in Hungarian), which in Hungarian means *warms up the sun*. The lake now has a beautiful beach, as opposed to the third lake, which is called Kerek (original name in Hungarian), as translated from the Hungarian language meaning round, which is still neglected (Data obtained from Club of sport fishermen Banat).

The primary task of this paper is to analyze the current situation and the activities occurring on this lake. Also, in this paper will be presented appearance of the lake environment in the past and in the present. Another task is to determine the tourism potential of the lake, in order to further plan and form adequate tourism activities on Chapel.

An essential prerequisite for water recreation is the arrangement of watercourses, and the absence of contamination. It is necessary to emphasize recreation and development sites in areas where there is a predisposition for water activities. This primarily contributes to the conservation and protection of water. Positive example of editing lakes for sport and recreative purposes we can see in the immediate environment on the example of Bela Crkva lakes, and Lake Palic. The effort to take advantage of hydrographic objects for swimming and other forms of recreation, has influence at look of these lakes and organized activities focused to making conditions for recreation at Bela Crkva lakes. Population of Bela Crkva spontaneously began to use these lakes during the summer heat. During the time interest in Bela Crkva lakes goes upwards, and eventually began arranging organized around the lake shore, which led to the organized reconstruction of the lakes costs (Romelić Plavša, 1998). One more good example is the Palic, lake

with rich offer of sports and recreational activities. However, the situation before 1971. was not so good. The Subotica City Council in 1971. was decided to rehabilitate the lake. First step was emptying of lake basin, cleaning sludge from the bottom of lakes, treatment of wastewater of Subotica, refill the basin with water, and then was carried out the construction of tourist facilities and the evaluation of the lake (Stankovic, 1980). Today, Palic is place where people can practice water sports, horseback riding, there is a possibility to rent bicycles and rickshaws, and the ability to fly across the lake. Palic and Bela Crkva lakes can serve as an excellent example of editing and development of sports and recreational activities on lakes (Ivkov-Dzigurski, 2012).

Nowadays, more and more attention is paid to the environment. There is also the desire of tourists to stay in a healthy and pleasant environment, so it is understandable their desire to do something useful for the environment. Tourism is a global socio-economic phenomenon that is constantly exposed to changes, which could be quite turbulent. These changes have led to the present situation where the tourists are very interested in the trips that are more associated with the awareness of the need to preserve the environment (Sarpley, Sharpley, 1997). Negative effects caused by tourism development have put this activity under the umbrella of sustainable development. Sustainable tourism development is a concept that leads to a balance of environmental, socio-cultural and economic components of the environment and visitor satisfaction. This concept of development helps in finding the optimal form of tourism development that will not degrade the resources, and that will meet tourist needs of future generations (Stojanovic, 2006). Disturbance of the natural balance that almost can not be avoided, but it is possible to significantly slow the pace of disruption and synchronize it with the ability to restore the natural balance (Velickovic et al, 2012).

Sustainable development is a concept of development that should be followed for editing of lake Chapel. The fact that the lake, that is the subject of this paper, was abandoned, and governed by volunteers, citizens of Zrenjanin, says that awareness of the need to preserve the environment has increasingly develop. Club of sport fishermen Banat is trying to raise awareness of the importance of sustainable development to a higher level through their activities and promotions in the city. However, it is necessary to other companies, organizations and institutions join them and then will effect be significant.

## PLACE AND METHODS OF RESEARCHING

The methods that are used during the researchin for this paper are environment researching of Lake Chapel in Zrenjanin, as well as descriptive method. For the purposes of this study were conducted and interviews with experts of Club of sport fishermen Banat, because they greatly contributed to the current layout of the lake. Conversations with experts of Club Banat is very important because of significant information about how Chappel looked before, during, and after performing the first step of editing environment of the lake. Information about the future plans of the Club Banat are also very useful. In this paper are presented plans for the future as a combination of plans that already exist and ideas of authors of this paper.

Survey search is also executed for this paper. The subject of this survey search is Lake Chapel. The task was to explore whether the people have heard of this lake and to obtain opinions and attitudes through surveys, in order to form an adequate tourism offer on it. The survey contains 14 questions, which can be divided into three parts. The first group of questions (1 to 5) is about demographics of respondents and has a duty to provide information about the structure of the tested sample. The sample comprises of 100 people, 33% were male and 67% were female. Most respondents were between the ages of 21 and 40, which make up 69% of all the respondents. When it comes to the educational structure of the population, most of the respondents graduated high school (49%). In terms of their employment status, most respondents were students (64%) and least of all respondents were pensioners (only 1%).

The majority of respondents were from cities (78%). Surveyed respondents were from Belgrade, Novi Sad, Zrenjanin, Sid, Vrbas, Backa Palanka, Vrsac, Pirot, Sombor, Paracin, Cuprija, Jagodina, Kragujevac, Subotica and Loznica, while four respondents were not from Serbia (Skopje, Maribor, Banja Luka, Bijeljina). A minority were from villages (22%), from Klek, Belo Blato, Melenci, Lukicevo, Vronava, Simic, Gunaros, Novi Becej, Stari Becej, Beocin, Sutjeska, Veliki Gaj, Novi Itebej, Mali Idjos, Krajisnik and Curug.

## LOCATION, NAME AND SIZE OF THE LAKE

Lake Chapel is located in the town of Zrenjanin, not far from the part of the town called Nova Kolonija, in the southwestern part of the city, as can be seen on the map 2. The name of the lake is derived from a Hungarian word *Csepel* (original name in Hungarian), which means a drop of water. The fact that one of the two names which are in use (Chapel or Pescara) come from the Hungarian language is not surprising, because the lake is located in the vicinity of Muzlja, which after years of construction, became connected with the city of Zrenjanin, which is predominantly inhabited by a Hungarian population.

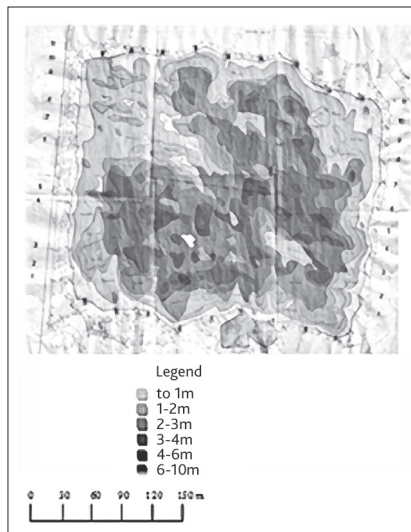
The lake is located at 45° 21' 06" north latitude and 20° 23' 15" east longitude. This waterform consists of 9 hectares and it has a quadrilateral form, a length of 320 m (Southwest-Northeast) and a width of 280 m (Northwest-Southeast). The average depth of the lake is 6 m (with a maximum depth of 10 m). Depths of lake Chapel can be seen on the map 3 (Data obtained from Club of sport fishermen Banat).

## NATURAL CONDITIONS FOR TOURISM DEVELOPMENT IN THE SURROUNDINGS OF THE LAKE

Lake Chapel began in the late fifties of the 20<sup>th</sup> century, caused by excavation of sand for use in construction. The area around the lake is mainly flat. Water is not in the ground level, it is apparent slight slope towards the water. All banks have a slight drop, except southwestern, which is steep. Water is 1.5 m lower than the area around it. The height above the sea level at which the lake is situated at is 71 m. The climate is steppe-



**Map 2.** Position of Chapel in Zrenjanin  
(Source: Google Map)



**Map 3.** Depths of the lake Chapel  
(Source: Club of sport fishermen Banat archive)

continental and the annual average temperature is 11.2°C. Average January temperature in Zrenjanin is -1.4°C and the average temperature in July is 21.7°C. The average temperatures with the negative values are still present in February and in December (Bogdanovic et al., 1995). Swimming and other sports activities on the lake can be exercised from June until the end of August. The fishing season is longer, it can be exercised from March until November. The lake freezes in second part of January, but the ice is melting in mid-February. Ice thickness is between 15 and 20 cm, so that the lake in the winter would not be used for skating for security reasons. At a time when the lake is frozen, the fish are supplied with oxygen from ground water sources, but also through the reeds surrounding the lake, and whose interior is hollow. The most prominent wind of this area is Koshava, which blows across the Serbian plains. This wind blows from the southern or eastern directions and brings cold air masses. The other prominent wind of this area is the wind which blows from the northwestern direction. It regularly brings rain and snow, and supplies the whole Vojvodina with a needed amount of humidity. The third significant wind is the Northern wind. It is cold and often quite strong.

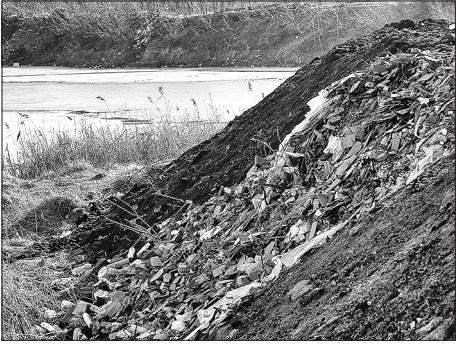
Condensation of water vapor creates a fog, clouds and all other forms of precipitation, depending on the air humidity. The average humidity, at its maximum during the winter, is at 86% , and it is at its lowest in the summer, at 68%. The relative average annual humidity in Zrenjanin is 76% (Bogdanovic et al., 1995). Zrenjanin has between 2.000 and 2.200 hours of sunshine per year. The minimum amounts of sunshine Zrenjanin receives occurs in December (42.5), and the majority is in July (314) when there are a lot of visitors at the lake. The most cloud cover that Zrenjanin receives also occurs in December, when 7.4 tenths of the sky is covered with clouds, and lowest in August when tens of heaven is 3.5. Annual precipitation is about 622 mm. Distribution of rainfall by seasons is fairly uniformed. During the winter, snow falls for 18 days on average (Bogdanovic et al., 1995).

Water temperatures range from an average of 3-4 degrees, to 27-28 degrees. The lowest temperatures are measured in January (3-4°C), and the highest in July (27-28°C). Low air and water temperatures, lead to this; in the winter it is almost impossible to see fishermen and other visitors on the lake, which is the opposite to the summer time, when there are a lot of anglers and a smaller number of swimmers at Chapel.

Club Banat planted Siberian elm, willow, linden and acacia, with the most common elm and willow around the lake. With reforestation impressions of anglers and swimmers are improved, but it is necessary to repeat it, for completely good impressions of visitors (Data obtained from Club of sport fishermen Banat).

## THE LAKE AND SURROUNDINGS, IN THE PAST AND TODAY

Members of Club of sport fishermen Banat, recognized the potential of Lake Chapel. They succeeded, after years of effort, to stand this lake out from the Tamis fishing area, and declare it Carp rewired under a special protection regime. This was accomplished by the first of January of 2005, after numerous negotiations with the water control in Banat, Fishing Alliance of Vojvodina and the Secretariate of water management, agricul-



Picture 1-2. Lake before editing in 2003  
(Photo: Sport Fishermen Club Banat)

ture and forestry. This lake is the first in Serbia, where the catch and release fishing regime was established. Today, this lake attracts anglers from all parts of Serbia, but also from the neighbouring countries. After being declared Carp rewire under the special protection regime, Club Banat was in charge of taking care of the lake.

Before this team began to take care of the water, the lake looked like a landfill, as can be seen in Pictures 1 and 2. People came from all parts of the city and threw away things that were no longer in use, ranging from paper, through clothing, to damaged technical machines. Before protection of the lake, large numbers of people came here and stole fish with all the equipment that is necessary for this, and they always preferred the largest fish and their unconscionable actions are impoverished fish stocks of the lake.



Picture 3. Editing places for fishing  
(Photo: Sport Fishermen Club Banat)

However, year of 2005 brings big changes. Club Banat started with organization of working actions in the form of cleaning the lake, as can be seen in Pictures 3 and 4, so the waste was removed. This was the first step to improvement. The job was not easy. On the contrary, it lasted almost a year. Working actions were mostly organized on weekends, and sometimes during the week. When the waste was removed, they made 18 places for fishing, in the form of accessible entrances to the water.

The next step was restocking. Chapel was stocked with 125 pieces (5-22 kg) of carp. Restocking is repeated every other year. Two KOI carps were released into the lake in 2012, both weighing about 2.5 kg. Koi fish are not in high demand, because Koi fish like to eat almost anything (Kuri, 2006). Initial funding for stocking was given by our famous volleyball player Vanja Grbic, a native of Klek near Zrenjanin, otherwise an avid angler. Today, he is an honoured member of the Club, because of the help that he contributed to Club Banat in editing the lake.

Water quality of Chappell was not examined before editing environment of lake. Testing water quality was carried out in 2009<sup>th</sup>, before application for determining categorization. Testing was performed by the Bio-Ecological Center Ltd. For researching in industrial production and environmental protection in Zrenjanin. Opposite to Didula lake, located next to Chapel, where there is a public beach and where the water quality is tested annually for safety of swimmers (from the Institute of Public Health Zrenjanin), water quality of Chapel was tested only in 2009<sup>th</sup> year. The quality is not tested each year, primarily due to the fact that formal swimming in the Chapel for now does not exist. Despite these facts, citizens of Zrenjanin and fishermen who come here during the summer, often use Chapel for swimming. Results of water quality testing Lakes Chapel are given in Table 1.

According to the results of physico-chemical parameters of quality, water of Chapel has no color, odor and visible waste, the pH value is in the alkaline range. It is characterized by low organic pollution, which is manifested in low-five-day biochemical oxygen demand and the high value of dissolved oxygen. The obtained values for most of the tested parameters corresponding I/II class according to the Regulation on Water Classification (Official Gazette of RS No. 5-68), except that the pH value of the tested water is classified into class III under the mentioned Regulation (Report on the microbiological testing of surface water (LO5393/09), Bio-ecological Center doo, Zrenjanin). Water of I class in their natural state or after disinfection may be used or exploited to supply the village with water to drink, the food industry and for the cultivation of edible fish (salmonids), Water of II class are suitable for swimming, recreation and sports, for growing less edible fish (cyprinids), and water that is the normal treatment methods (coagulation, filtration and disinfection) may be used to supply drinking water to the village and in the food industry, while class III water may be used or exploited for irrigation and the industry, except for the food industry (Regulation on water classification, Službeni glasnik SRS No. 5-68).

Members of the Club of sport fishermen Banat, played a significant role in editing the lake and they can be divided into two groups; active and passive members. There are 100 active members, those are members who participate in all of the activities related to the lake. Passive members became members of the Club by purchasing a license for fishing. The an-



**Table 1.** Results of water quality testing og Chapel in 2009.

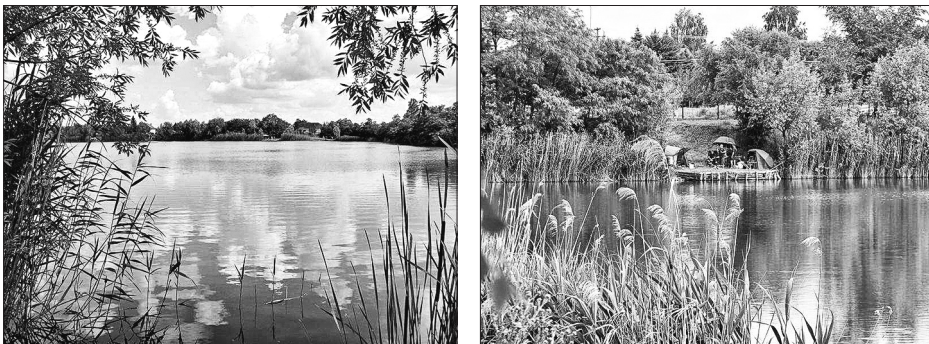
Parameter	Unit of measurement	Value of the sample	Measure of uncertainty	Reference value	Name of method	Accredited method
Color	descriptive	without	-	without (I/II)	Q5.22.037	Yes
Odor	descriptive	without	-	without (I/II)	Q5.22.038	Yes
pH value	-	8,77	+/- 0,23	6,8-8,5 (I/II)		
6,0-9,0 (III)	SRPS H. Z1.111:					
1987	Yes					
Visible waste materials	-	6e3	-	without(I/II)	Q5.22.013	Yes
The total dry residue at 105°C	mg/L	594	+/- 39	max (II)	Q5.22.007	Yes
Suspended solids	mg/L	13	+/- 1	max (II)	Q5.22.007	Yes
The five-day biochemical oxygen demand	mgO <sub>2</sub> /L	3,31	+/- 0,33	max (II)	Q5.22.035	Yes
Dissolved oxygen (O <sub>2</sub> )	mg/L	12,56	+/- 0,51	min (I)	Q5.22.015	Yes

Source: Report on the microbiological testing of surface water (LO5393/09), Bio-ecological Center doo, Zrenjanin

nual price for a water license in Serbia is 4.900 RSD (1 euro = 111,60 RSD, 12nd February of 2013) for seniors, 2.600 RSD for juniors, and for those younger than 14, a membership card is necessary, and its price is 400 RSD. However, for fishing at Lake Chapel, supplements are required, and the cost of the annual supplements for this lake is 10.000 RSD, which is a better solution for fishermen, considering that the price of a daily supplement license for this lake is 1.000 RSD. Next to the private water, Fishing Alliance of Vojvodina control the other part, with whom the Club Banat has signed a contract about technical cooperation; 70% of licenses remain to Club Banat, and the primary use of this money is to maintain the lake, restocking and improving conditions for fishing, while 30% goes to the Angling Alliance of Vojvodina (Data obtained from Club of sport fishermen Banat).

Fishermen need to get supplement licenses because of categorization. In fact, all of the water in Serbia is the property of the Ministry of Water Resources, which annually announces a competitive examination and decides who will get certain waters to manage. The Ministry also publishes an annual fishing license for all waters in Serbia. For fishing at those waters that receive categorization, in addition to the basic annual permit is required to pay extra certain amount of money (for supplement licenses). However, those waters that are set apart from the license, must have a certain quality, such as the number of fish, the presence of rare species of fish, or any other specified characteristics compared to the other waters. In order to protect these waters, the Ministry of Water Resources determines a price of the supplement licenses. First of all, fishermen need to buy an annual license, which is valid for the entire territory of Serbia, as previously mentioned. Lake Chapel, received a categorization based on the number of fish in the lake, which is why it is necessary to pay 10.000 RSD on an annual basis, or 1.000 RSD daily (Rules on Categoriyation of fishing waters).

The club has set high goals for raising the environmental awareness, especially when it comes to children. Another goal for the club is to preserve the fish stocks and nature. Since 2003, primary school "Servo Mihalj" from Muzlja introduced Sport Fishing into the regular school program. Due to the great interest, the Club introduced a fishing section in another primary school "2. October" in Zrenjanin. The lecturers were experienced fishermen, members of the Club. This session was held once a week. In addition



Picture 4-5. Chapel today  
(Photo: Sport Fishermen Club Banat)

to lectures, which were held in the classrooms of these schools, Club implemented practical training in the form of fishing at Chapel, and the impressions of the children were outstanding. In addition to the regular activities in two schools, Club members were involved in all of the discussions and trainings that Carp Federation of Serbia and Montenegro organized across the country. At pictures 5 and 6 it is shown how Chapel looks today (Data obtained from Club of sport fishermen Banat).

## ACTIVITIES ON THE LAKE AND IN ITS ENVIRONMENT AND THEIR ROLE IN TOURISM DEVELOPMENT

Club Banat often organizes fishing competitions at Lake Chapel. Competitors are 18 teams, with four anglers: three that are fishing, and one reserve member of the team. Catch depends on the season and water temperature, and ranges from 300 kg to 4.5 t (for all teams together). Competitors are not only teams from Zrenjanin and from its surroundings, but anglers from all parts of Serbia, and often from Slovenia, Russia, Denmark and Norway. Contests last for 48-72 hours of active fishing. Registration fee, which usually ranges between 50 and 100 euros (1 euro = 111.60 RSD, 12<sup>nd</sup> February of 2013), includes a fishing license during the competition, with lunch and trophies for the first three places. In addition to trophies, teams that win one of the first three places, also get rewards in form of fishing equipment. All the money from the registration fees go to the club. Earning from fees per competition is enough for restocking and editing the lake. Competitions involve keepers of the lake and judges, as well. All active members of the Club do not receive a salary for their contribution to the lake, they are volunteers. The Club of sport fishermen Banat, organized the Serbian national championship carp hunt in June and in July of 2012 (Data obtained from Club of sport fishermen Banat).

Competitions in angling are the most important activities at Chapel. The importance of competition cannot be ignored, because due to them, people from all parts of Serbia, and from abroad visit the lake. Anglers who visit the lake mostly come back (they often bring their families). Because of this, organization of these contests should be continued, with the plan on making them even larger and better. Also, in a bid for them, Club Banat can include trips to Kastel Ečka, Carska bara and Belo Blato. Specifically, these sites do not take longer than half an hour to get to from the lake, so they can be visited in a relatively short time. For this purpose, Club Banat could establish contracts with the travel agencies in Zrenjanin, which already organize trips to tourists that visit the city and its surroundings.

## PLANS FOR FUTURE DEVELOPMENT

Despite the fact that over the past eight years much has been done to improve the lake, there are a lot of things that could be done here to attract tourists and develop tourism at Chapel. The great advantage of this lake, is the possibility to make multiple offers, ranging from sports and recreational fishing opportunities to the practice of water

sports, beach sports, with additional facilities for young people, which are presented in the form of a night life in nearby bars.

One of the major problems is accommodation. In Zrenjanin, there is currently only one hotel, a four-star hotel Vojvodina, located in the city center, with relatively high prices. The price per night in a double room with a breakfast at the hotel ranges from 35 euros (1 euro = 111.60 RSD, 12nd February of 2013). The target groups of the hotel management are business people, and sports teams, which are frequent hotel guests when they arrive for training camps or competitions, so the question is whether the general management of the hotel plans on targeting guests who come to enjoy the tourism on Lake Chapel. Visitors of the lake will probably not be the guests of this hotel, because of its high prices. Anglers who come here for several days, for now overnight in their own tents, which fitted in place for fishing. Forming of camp is good solutions, especially if we consider the fact that visitors who come for fishing, prefer to spend their free time out in the nature. However, this may be an appropriate form of accommodation for people of all age groups in the region with more modest incomes. A formation of a camp does not require a lot of money for equipment, and it is not an expensive type of accommodation.

One of the problems for tourism development is the fact that the lake has no restaurants or other food facilities. Bars on the lakeshore only offer a variety of drinks. However, it is necessary to include food in their supply, which would make the guests stays longer. These bars operate seasonally, and their equipment is sufficient for relaxing of visitors. In the future, they should also work on the reforestation of the area itself, since there are not a lot of trees in the environment, and it has an influence to a general impression on the lake guests.

In the future, it should work on reforestation of the area, since there is not a lot of trees in the environment, and reforestation can significantly improve the overall impression of guests of the lake.

Plans of Club of sport fishermen Banat for future are focused at improving the conditions for the exercise of fishing. Also, they plan to do further restocking and further afforestation area.

To become an affirmed lake, it is necessary to invest more resources into its promotion. This means that less funding would go to other purposes, but it does not mean that it would be spent in vain. On the contrary, the lake will attract more people, and this is one of the conditions for the realization of the objectives of the promotion.

The absence of adequate sports facilities reduces the possibility of attracting professional athletes, sport recreation of citizens, children and youth, and other people who are looking for an active vacation. The main division is on indoor and outdoor sports facilities. For tourism development of the lake, outdoor sports facilities have a greater impact and importance. Outdoor sports facilities are especially developed on the land dedicated to the performance of certain sports activities (Klaric, 2012). If we consider the fact that visitors of Chapel often play volleyball and soccer in the sand, since there already is a large enough sand surfaces for that, one of the main suggestions for improvement would be setting up volleyball nets and goals for small football. This would further

enhance the sport experience, since guests of Chapel play these sports with improvised manner for now.

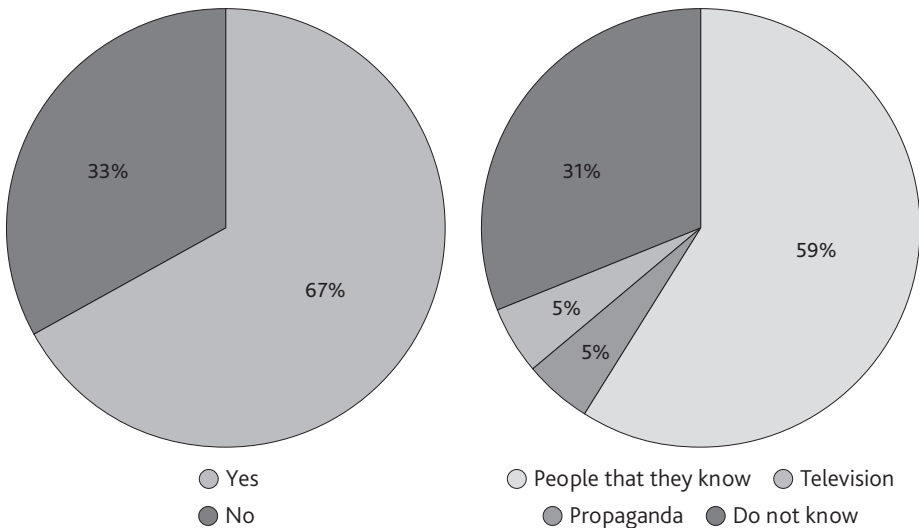
## ANALYSIS OF THE SURVEY SEARCH

This survey led to the information that can be helpful for future editing and creation tourism offers at Chapel. The questions were about the information that people have on Chapel, and their previous experience on the lake. Majority, 67% of the respondents have heard about Chapel, as can be seen in figure 1. From respondents who had heard of the lake, 59% of the respondents were informed about it by the people they know, as can be seen in figure 2.

Awareness through promotional materials is minimal, which is not surprising, because the lake is poorly represented in the media and the advertising material is virtually non-existent. This lake was visited by only 41% of the respondents, as can be seen in figure 3. The largest number came from Zrenjanin and the surrounding rural areas, but also from cities that are not far from Zrenjanin, such as Novi Sad and Vrsac. The main reasons of their visits are fishing and vacation (as can be seen in figure 4), so it is necessary to improve the conditions for these activities.

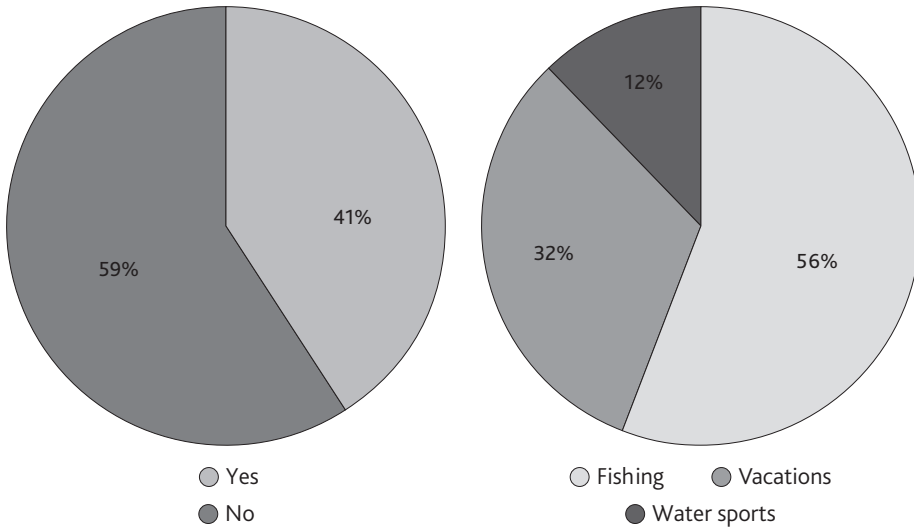
The potential for tourism development of the lake, 41% of the respondents did not know how to estimate, while 26% believe that the lake has great tourist potential, as can be seen in figure 5.

On questions about which forms of tourism should be developed at the lake, the respondents stated that there is great potential for sport and recreation and tourism in the



Figures 1-2. Informing respondents (heard / not heard about Lake Chapel) (1) Way of respondent's informing about Lake Chapel (2)

(Source: Maja Mijatov)



Figures 3-4. Respondents who have / have not visited Chapel (3) Motives of visiting Chapel (4)  
 (Source: Maja Mijatov)

form of water sports, sport events, fishing. They also believe that there are possibilities for developments of excursions, educational, nautical, and events of gastronomic tourism. Respondents emphasized the need to develop offers for elderly tourists. Some of the negativities that have been noticed by the visitors of Chapel are: lack of safety for swimmers (every year at least one death), expensive drinks at the nearby bars; poor adver-

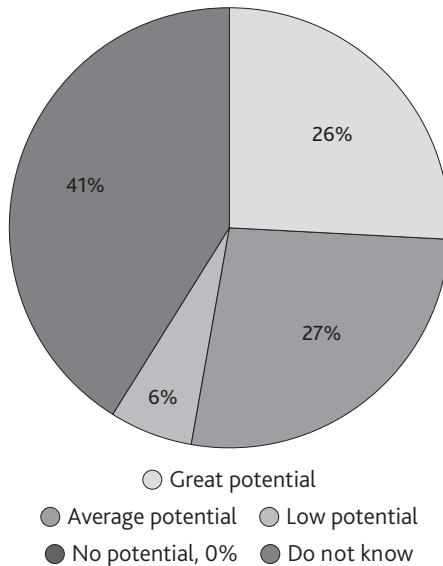
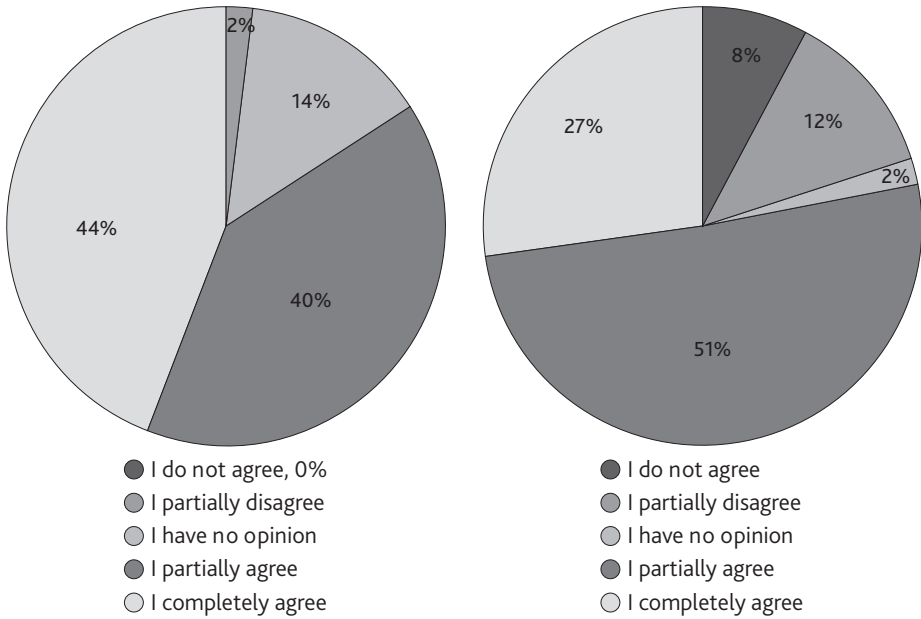
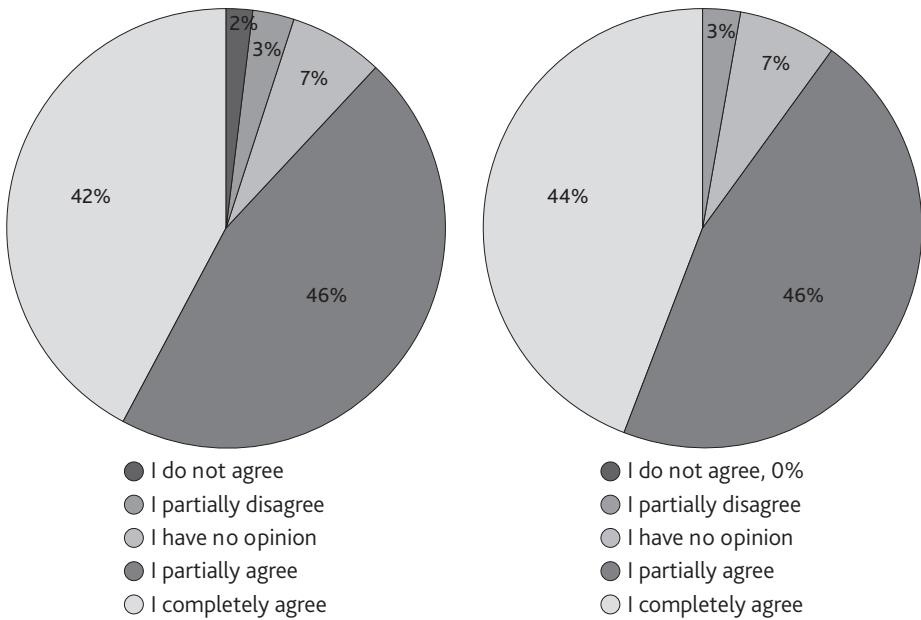


Figure 5 . Potential review of Chapel  
 (Source: Maja Mijatov)



**Figure 6-7.** Zrenjanin and the environment can be an interesting place to visit (6) The holidays are often engaged in sports activities (7)

(Source: Maja Mijatov)



**Figures 8-9.** Sports activities are sufficient driving force to visit some places (8); Location of accommodation in relation to the lake is important (9)

(Source: Maja Mijatov)

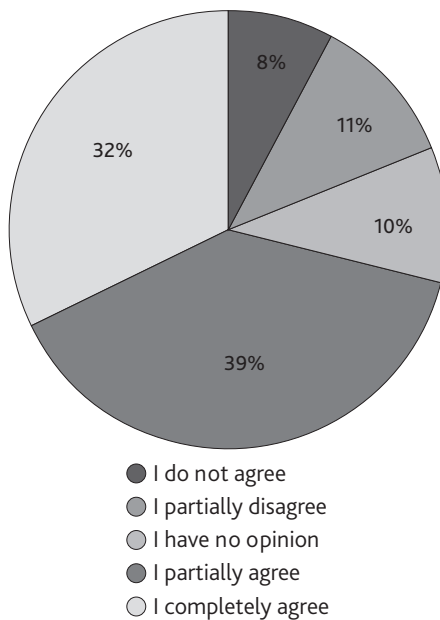
tising; poor editing, inadequate landscaping and architectural planning; lack of parking spaces; some respondents felt that access should be denied to animals; not enough courts for certain sports; it is often too noisy; lack of accommodation.

In the third part of the questioning process, respondents needed to present their views in accordance with the 11 following statements. The majority of respondents (44%) completely agree with the statement that Zrenjanin and the environment can be an interesting place for tourist visits, as can be seen in Figure 6. The respondents partially agree with the second statement, that they participate in sport activities on their holidays, as can be seen in figure 7.

Even 46% of respondents partially agree that sports activities can be of enough drive to visit a place, which should be considered in the formation of tourism, as can be seen in figure 8. For 90% of the tested sample, it is partially or completely important that the accommodation is not far from places of sports activities during their vacation, as can be seen in figure 9. This information is important for the formation of campsites near the lake.

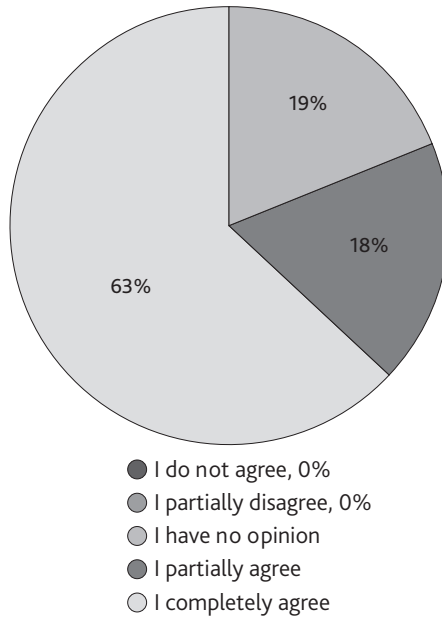
Most of the respondents (39%) think that the camps are an acceptable form of accommodation, while only 8% of respondents disagreed with this statement, as can be seen in figure 10. Opinions are divided for statement about often traveling with family; about half of the respondents agreed, and the rest said the opposite. This means that it is necessary to develop offers for families with young children, but also to develop offers for young people who usually come here alone or in company of their peers.

When visiting a site, half of the respondents frequently visit the tourist attractions and nearby places, so it is useful to offer trips to nearby cultural and natural resources.

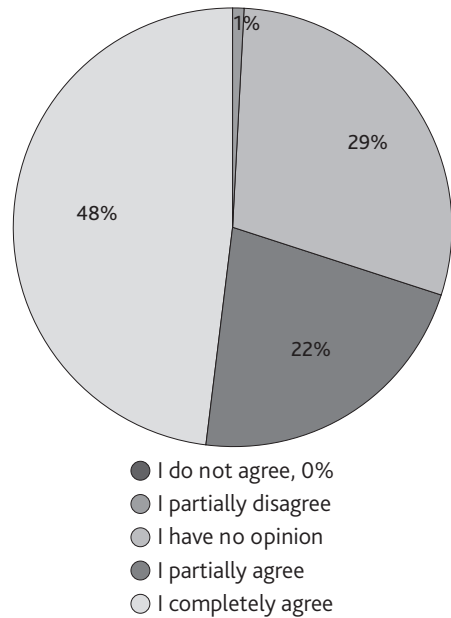
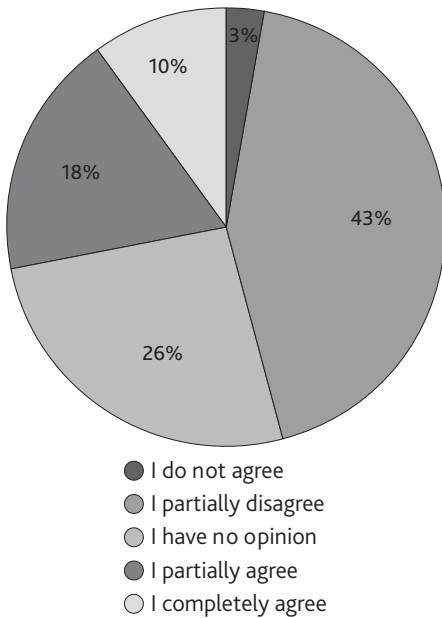


**Figure 10.** Camps are an acceptable form of accommodation  
(Source: Maja Mijatov)





**Figure 11.** Sports and recreational tourism of Chappel can enrich the tourist offer of Zrenjanin  
(Source: Maja Mijatov)



**Figures 12-13.** Chapel is under-represented in the media (12) It is necessary to do a lot more about editing Chapel, if we want to say that is representative (13)  
(Source: Maja Mijatov)

Majority (63%) of the respondents fully believe that sports and recreational tourism of Lake Chapel can enrich the tourist attractions of Zrenjanin, as can be seen in figure 11, and that fact should encourage Zrenjanin to do more on the editing of Chapel.

However, the lake is not well represented in the media. This was stated by 43% of the respondents (figure 12), while 48% think that there is a lot to do in order to make Chapel an attractive place for a visit (figure 13).

## CONCLUSION

Promotion and editing of Lake Chapel can have a positive impact on an overall image of the town of Zrenjanin. Editing of the lake should be continued in the same direction, but maintaining of the already edited parts of the lake should not be ignored, because maintenance is just one step towards progress. However, editing should not be driven by the potential financial gain, because if that happens, it may pose a threat to the environment. Preservation of the environment must be a priority, not only because tourists attach a huge importance on ecology, but because this is the environment in which we also live in. Also, it is important to pay attention to raising awareness about the importance of sustainable development. Increasing awareness of these issues is best achieved by holding discussions, workshops and lectures. In these workshops, the lake can be presented and talked about, which is just one aspect of the marketing activities. Marketing activities would have a great importance for Chapel, because there are places in its surroundings that people have visited for years because of fishing and water sports so it is necessary to focus on specifics of Chapel in its promotional activities.

Requirements for a longer stay must be important part of lake editing in the future. These requirements are currently at a low level, so there is the possibility of realization of various ideas that would improve the living conditions and do not damage the environment. The best solution to the current problem of accommodation of guests is the formation of the camp. Also, another important issue for future planning are restaurants, with food in their offer, which is very important for people who want to stay at Chapel some time.

It is necessary to include as many volunteers, and the fact that many people were involved in editing the lake on a voluntary basis, and that the work of Club Banat members is based in the same way, is an encouraging belief that there are still good people who are willing to do something for their environment.

Another big problem that needs to be solved is the issue of investment, and their lack of interest in investing in the renovation and equipping of the lake. The fact is that without their investment can not be a proper development of sports and recreational tourism. Therefore, it would be desirable to establish appropriate institutions to gather all interested parties for the development of sports and recreational tourism in the Lake Chapel (Klaric, 2012).

The offer can be multiform, not just because of the rich fish fund, but because Chapel can also be used for swimming and other sport activities, so we can offer the type of a family holiday weekend, targeted primarily at the sport fishermen and their families,

because primarily fishermen come to the lake and stay there for a few days. Formation of the camps and sports courts, as well as organizing trips, can make multifarious offers, because the number of patrons and fishermen who visit Chapel, are often not interested in spending a full-day fishing, and because of that, the potential of Lake Chapel in Zrenjanin should not be ignored.

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