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**UNIVERSITY OF KRAGUJEVAC
FACULTY OF HOTEL MANAGEMENT
AND TOURISM IN VRNJAČKA BANJA**



RESOURCE POTENTIALS OF THE SUSTAINABLE TOURISM DEVELOPMENT IN THE MUNICIPALITY OF VRBAS

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Abstract

The aim of paper is to show that there are significant resource potentials on the territory of Vrbas Municipality which can contribute to the sustainable rural tourism development.

Authors especially analyze and research natural resources as the most important potentials for the improvement of the tourism offer, as well as cultural potentials.

When it comes to natural potentials, authors came to the conclusion that it is necessary to develop environmental awareness of local residents for the further sustainable tourism development of Vrbas, along with the improvement of tourism infrastructures.

When it comes to cultural potentials, bigger investments are necessary as well as the nurture of the cultural contents and manifestations, cultural heredity in the function of cultural awareness, identity and tourism offer.

For the development of tourism in the municipality of Vrbas, it is especially important to develop rural tourism because of the natural and cultural potentials of this area.

Key words: natural potentials, cultural potentials, sustainable development, rural tourism, environmental awareness, municipality of Vrbas.

JEL classification: O13, O18, Q01, Q57, Z32.

Introduction

Vrbas Municipality is located in Serbia, South Backa Region, on the territory of the Autonomous Province of Vojvodina. It is in the shape of a

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rectangular strip with the area of 376 km², near the Great Backa Canal. It has a very favourable geostrategic location since it is on the crossroads of important routes, the most important ones being the motorway E-75 and international railway Belgrade-Budapest-Vienna, which connect Serbia with Europe. It borders the municipalities of Kula, Mali Idoš, Srbobran, Temerin, Novi Sad, Bački Petrovac, Bačka Palanka and Odžaci.

Vrbas municipality consists of eight cadastre municipalities: Vrbas, Vrbas grad, Bačko Dobro Polje, Zmajev, Ravno Selo, Kucura, Savino Selo and Kosančić. The structure of land areas by the cadastre classification shows that 90.1% of soil in Vrbas municipality is fertile. The greatest percentage of the fertile soil is fields with 87%, while all the other fertile soil categories take only 3% of the territory and there is 10 % of infertile soil.

According to the 2011 census, the population of the municipality is 42,092, which is 3,760 residents less compared with the 2002 census. The age structure of the citizens has been continually worse in the last few decades, as a result of birth rate decrease, emigration of the younger citizens and the longer life expectancy. The educational structure of the citizens is as follows: almost 50% of the citizens have secondary school education (more precisely 48.7%), 24.9% of the citizens have primary school education only, 4.4% of the citizens have university degrees and more than 3.8% of the citizens have bachelor degree. Vrbas municipality is a multinational environment with the greatest number of Serbs, then Montenegrins, Rusyns, Hungarians, Ukrainians, Yugoslavs and Croats.

The territory of the municipality is covered by a very developed net of canals which belong to the Danube-Tisa-Danube hydro-system, with the Great Backa Canal being the biggest and the most important of them all. There are also four thermal springs on the territory of the municipality, in Vrbas, Zmajev, Bačko Dobro Polje and Kucura. On the site of CFK "Drago Jovović" Vrb-1/H and Vrb-2/H it has been determined that the water can be used for bathing and as additional means in treating numerous chronic illnesses.

The area of the Vrbas municipality is characterized by the sharp continental climate with long, warm and dry summers, and cold and long winters. Spring and autumn seasons are not so prominent. The medium temperature is about 10.8°C, which is for 0.2°C less than the average temperature in Vojvodina (Opština Vrbas, 2015; Skupština opštine Vrbas, 2010).

Methodology

The basic presumption of the authors is that Vrbas municipality has important resource potentials for the sustainable development of tourism. Firstly, the municipality has realistic possibilities to improve sports and hunting, fishing, nautical, recreational, cultural and eco-tourism, but there are also possibilities to develop health, spa, research and educational tourism.

Another assumption is that in the previous period these tourism potentials were not adequately developed nor valorized. According to this, the main objective of the study is to show that the territory of Vrbas municipality has important resource potentials which can contribute to the development of the sustainable rural tourism of the local area. The authors put special emphasis on analyzing and researching the natural resources as the most important potentials for improving tourism offer as well as on the local cultural potentials.

The starting hypothesis is that it is necessary to overcome the current concept of unsustainable development in order to valorize the existing natural and cultural potentials of this Municipality. The authors critically discuss the risks of the current unsustainable development and suggest possible principles of the new concept of sustainable development.

Tourism trends in Vrbas municipality

When analyzing the accomplished tourism turnover and the number of overnights in the last ten years, it can be concluded that Vrbas municipality holds the best results of all the other municipalities in the South Backa Region, except for Novi Sad. The detailed review of the tourism trends in the Vrbas municipality for the ten-year period from 2005-2015 is shown in Table 1.

Table 1: *Tourism trends in the period 2005–2015 in Vrbas Municipality*

year:	Tourists			Overnights			Average no. of overnights	
	total:	domestic:	foreign:	total:	domestic:	foreign:	domestic:	foreign:
2005	5,086	4,188	898	14,593	12,518	2,075	3.0	2.3
2006	9,304	5,346	3,958	22,055	17,787	4,268	3.3	1.1
2007	10,186	4,445	5,741	19,354	12,457	6,897	2.8	1.2
2008	12,415	7,900	4,515	17,635	12,054	5,581	1.5	1.2
2009	7,520	5,555	1,965	11,226	8,770	2,456	1.6	1.2

2010	4,044	3,704	340	29,341	28,740	601	7.8	1.8
2011	4,914	3,995	919	12,951	11,577	1,374	2.9	1.5
2012	4,958	4,190	768	10,575	8,817	1,758	2.1	2.3
2013	3,561	2,795	768	7,539	5,694	1,845	2.0	2.4
2014	6,264	4,492	1,772	17,014	12,793	4,221	2.8	2.4
2015	6,728	5,523	1,205	23,163	21,118	2,045	3.8	1.7

Source: *Authors' calculation based on the: Republički zavod za statistiku. (2005-2015), Opštine u Srbiji.*

Based on the data on the tourism trends in the period from 2005-2015, it can be noticed that the results were better in 2007 and 2008 than in the other years. It can also be noticed that after the period of a sudden decrease in tourism trends which lasted from 2009 -2013, the years 2014 and 2015 show a slight increase with the tendency of the further growth which is expected in the following period.

The assumption for the further sustainable development of tourism in Vrbas municipality lies in its natural and cultural potentials. In order to provide a long-term tourism development, the costs of the tourism manufacture have to be quantitatively and qualitatively oriented towards the increase in the values and possibilities of adjusting the nature and culture. The interest of tourism economy is in the protection of cultural and natural resources which are the essence of its activities (Premović, Pejanović, 2016).

Protected natural resources as the most important natural potentials

The basic importance of the protected area is in preserving authentic ambience values and in protection of the healthy natural environment of the area. This is the way to provide for the sustainable development of these areas. Vrbas municipality has three protected natural resources. These are:

1. Jegrička Nature Park;
2. Čarnok Natural Monument and natural asset and
3. White Poplar Tree in Savino Selo.

Jegrička Nature Park encompasses the area of 144,200 ha, with the average width of 14,5km and is the longest autochthonous river in Backa. The Jegricka is the right tributary of the Tisa, and its riverbed was a system of linked swamps. The maintenance of the Jegricka Nature Park is entrusted to the JVP Vode Vojvodine Public Water Company. Of the total

protected area, 21% is in the Regime II, and the rest is in the Regime III of protection. The part of the Jegricka which runs through the territory of Vrbas municipality belongs to the latter. Jegricka Nature Park is rich in flora and fauna. The Jegricka is declared an area internationally important for the preservation of birds (IBA) and plants (IPA) and is a candidate for admission into the international list of Ramsar areas. The presence of otter is of the great importance, as a species from the world Red list of the vertebrates (Pokrajinski zavod za zaštitu prirode, 2012; Skupština opštine Vrbas, 2010).

Carnok Natural monument is a botanical site protected since 1986. It is within the Carnok archeological site which is protected as a cultural monument and encompasses only one cadastre parcel number 1320 in Backo Dobro Polje. The area around the archeological site is protected due to its great floral and vegetational importance of its plant cover, and is one of few preserved remains of relatively slightly changed autochthonous steppe vegetation in Vojvodina. The type of habitat where the protected area of Carnok is located is determined as a priority on the national and international level and specified as a priority for the protection within the NATURA 2000 ecological network. The specific steppe vegetation is preserved in the area of about three hectares. 62.2% of the total area is under degree of protection II, and 37.8 % is under degree of protection III. The whole area is state-owned. The status of the strictly protected species is given to the steppe lizard - *poddarcis taurica* (Pokrajinski zavod za zaštitu prirode, 2011; Skupština opštine Vrbas, 2010).

The White Poplar Tree Nature Monument is in the cadastre municipality of Savino Selo, on the cadastre parcel 1029 in Marsala Tita St, in front of the no. 19. White Poplar Tree has been under the protection since 1986, and is in the third category as an important natural asset upon the Book of Rules on Categorization of Protected Natural Assets. The White Poplar in Savino Selo, protected as a nature monument, is a rare sample of flora.

Beside these three natural assets which have been declared protected natural assets by the decisions of the responsible authorities, the Municipality also has other important natural assets which should be placed under a certain degree of protection. Because of their specific ambient and natural values, the following are also recognised as important tourism potential: Provalije, which is also called “the lungs of Vrbas” and artificial lakes in Zmajevu. Moreover, the important tourism potentials

can be accomplished through the revitalization of the environment and construction of tourism educational and recreational centres-bioparks in the settlement of Kosancic and the former brickyard in Savino Selo.

Apart from the realistic possibilities for further improvement of sports and hunting and fishing tourism which have an important deal in the accomplished tourism income of the municipality, Vrbas municipality has also predispositions for the development of health and spa tourism. In this sense, in the future it would be necessary to valorize the thermal spring in Zmajevo by building spa-resort centre in place of the former thermal bath in the centre of the settlement.

In order to accomplish sustainable tourism development of the Municipality and tourism turnover, it would be necessary to invest certain funds to improve the existing tourism infrastructure and build other necessary facilities. The beginning steps in this direction should be the construction of cadastre areal natural and work acquired municipal values, tourism signaling and recognizable tourism product of the Vrbas municipality.

One of the major weaknesses of the Municipality in the terms of tourism is the pollution of the Great Backa Canal which has multiple negative influences on the life quality and the natural environment of the local residents. Although the perennial project of cleaning and remediation of the Great Backa Canal was initiated in 2004, it is still the “Black ecological spot” on the map of Europe, which has a very negative influence on the sustainable tourism development of the Municipality.

Based on the analysis of the existing situation, applying the SWOT technique and researching the natural potentials for the sustainable tourism in Vrbas municipality, the authors have come to the conclusion that the further development of sustainable tourism in Vrbas municipality requires not only the investments in tourism infrastructure but also the development of ecological conscience, in the first place with the local residents.

The development of the ecological conscience and ecological culture of modern tourists, local residents, and of those employed in tourism has one of the key roles in protection and improvement of the environment and life quality. The more rational use and protection of the natural resources is possible only though the strengthening of the conscience on the

necessity of applying the basic ecological standards in operations and applying the concepts of the sustainable green economy in the Serbian tourism (Premović, Pejanović, 2016).

The current level of ecological conscience as well as practical activities in the area of environmental protection is not a satisfactory one (Pejanović, R., Njegovan, Z., 2011). The research results in the Vrbas municipality show that the local residents' ecological conscience degree is low, especially with the elder population. However, the authors find it encouraging that the ecological conscience of the younger population, school and pre-school age, is on the much higher level, especially in Zmajevo and Ravno Selo where Jegricka Nature Park is located. Recently, the students and pre-schoolers from the Municipality have been more and more active in various competitions, performances, art and literary competitions on the topic of the Jegricka and environment protection, which led to their positive attitude towards the nature and environment. It is this fact that confirms the starting points of the authors, which is that Vrbas has important potentials for the development of research, educational and eco tourism.

The fact that the sustainable tourism mostly depends on the geographic physiognomy of the rural areas (Premović, 2016) and that over 90% of the municipal territory is the rural areas makes the comparative advantages for the development of the sustainable tourism in Vrbas municipality obvious. So, the responsible treatment of the natural resources, development of the system of sustainable protection and preservation of the environment are the basic preconditions for the development of the rural tourism and sustainable tourism development of the Vrbas municipality in general.

The risks of the unsustainable local development

Previous concept of the 'unsustainable development' is based on the homo economicus paradigm, profit economy and the dominance of the company interests. On the other hand, agricultural development based on the abovementioned concept has led to the negative effects, which result in the problems of health safety of food, and the health safety of the residents. All of these have a negative impact on tourism, both on the national and local level. Vrbas municipality is an example of the high risks of the further unsustainable development. Therefore, the sustainable development is the key factor to the new concept of development.

Sustainable development means a new development philosophy based on the environment preservation, energy efficiency, food health safety, and social sustainability (Pejanović, 2016).

Growth and development are therefore, parts of a broad economic and social development concept, where development is seen as far more complex notion in comparison to the economic growth, because apart from quantitative increase in the production and other economic indicators it also implies the changes in the economy structure. For this reason, it is often pointed out that the creators of the growth theory speak the same language of mathematics, whereas the creators of development theory use the language of value judgments, and this should be kept in mind both on macro and micro levels of economy policy.

Sustainable development is the qualitative factor of the new concept of economy development, which is necessary on the local level, too. According to the recent OUN Secretary General, Ban-Ki-Mun, the sustainable development is the “Biggest challenge of today”. What is particularly worrying is the irresponsibility of the economy subjects, especially big companies – great polluters.

The previous growth and development paradigm, which has a long tradition and “rich” history (especially with the occurrence and development of capitalism) faces two basic civilization limitations: ecological and social determination.

Ecological destruction is a side effect of the previous/current development paradigm. So far, the environment has been considered a free asset (a nature gift), and was extensively used, which left numerous negative consequences. The key factor of the development’s social dimension limitations are the social inequalities, as a side effect of the previous development paradigm. These inequalities are related to the initial inequality in the possibilities which leads to the inequality in the results. Social limitation are reflected in the high unemployment rate, poverty of the great number of people, emigration of the young talented and educated people abroad or in big cities, in demographical problems (white plague), abandonment and emptying of the villages, especially by the young human resources. All these are very serious limitation to the development of the economy and society in general, both on the national and especially on the local level, which has negative effects on the tourism development, too.

It is, therefore, necessary to formulate the objectives on all the levels: national, provincial, regional and local. On the Vrbas municipality level, those objectives could start from accomplishing the economy development within the sustainable borders of natural resources. Local communities are entitled and obliged to develop the economy, as long as that development respects the borders and is ecologically sustainable.

The next objective could be improvement of the agricultural systems and increase of the incomes especially in the small family properties, through the improvement of the agricultural practice, rural infrastructure and the access to the food production resources. This objective confirms the key importance of the sustainable agriculture, along with the sustainable agro tourism, which relies on natural beauties, healthy and high-quality food.

The previous step should be followed by setting the limitations on the anthropogenic climate changes and providing sustainable energy. The purpose of this objective is to limit the emissions of the harmful gases with the greenhouse effects, in order to avoid the growing danger of climate changes. The important objective is to provide the services of ecosystem and biodiversity, as well as proper management over the land and other resources.

Management transformation should be seen as another objective of sustainable development. The public sector, companies and the others should choose a proper managing. A proper management as a means of providing the sustainable development includes transparency, responsibility, access to information, and participation and efforts in abolishing the corruption.

Another objective is to provide conditions for education of all children and young people regardless of the social status in order to prepare them for life. This obligatory objective has been known as “effective studying”, which means that the young people should be enabled to develop the skills they need to be productive and capable in their lives. Effective studying includes paying greater attention to the development in the early childhood (by the age of 6). Demographic policy which would encourage starting families and increase in birth rate is closely related to this objective as this is the means to stop the alarming trend of the white plague, present in the Republic of Serbia, especially on the local community levels, including Vrbas municipality, too.

Achieving the gender and other equalities and social involvement, as well as respecting the human rights of all the Vrbas municipality citizens is the next objective of the sustainable development.

The last but not the least important is the health and well-being of the people regardless of their age. It is important to establish and maintain good functioning of the general and high-quality health care in all life stages, for all the citizens, with the special emphasis on the primary health services.

The purpose of these objectives is to direct the development towards the trajectory of the sustainable development in a clear, concrete, measurable, concise, and understandable way. The local community government has to choose the new objectives of the sustainable development and determine operational agendas for their implementation. In this way, the preconditions for the healthy, sustainable economic and social development would be created, and they would also include tourism as an important segment of social and economic development.

The importance and potentials of culture

Apart from the natural resources, the culture development is also important for the development of tourism. Why is it important to study the national culture?

One part of the answer can be found in the thought of Lawrence Harkins who says "Underdevelopment is the state of mind". As a matter of fact, culture influences the behavior of the individuals and their contribution to the process of economical and social development, as well as their economical choices and making the business decisions. According to Ratko Bozovic, the sociologist, culture is a presumption to every thorough change in the society or the life of an individual. He considers that it is the culture that communicates to the world, not the actions of the world power seekers.

Therefore, cultural values can have positive or negative influence on the social and economical development. Every social-economical system becomes a specific "cultural capital". Veselin Vukotic, the economist, says that that economy development is a cultural process. The relation between cultural and economical development becomes important subject of discussion in European frameworks.

Studying national culture, “national character”, i.e. “social genotype” is of a great importance. A famous economist, a Nobel laureate Douglas North thinks that the “social genotype” of the former socialist countries has numerous instruments (“social syndromes”) which impede the affirmation of the modern market economy. Therefore, it is difficult to establish new institutions here, and to remove the old ones. It is due to the inertness of the “social genotype”, which greatly influences the slow transition and inhibits the efficiency of the reforms. The reasons for this are numerous: historical, geopolitical, religious, social-economic, etc. All these factors have their own expression in the national culture. Culture is an important development resource of the modern society (Pejanović, 2013).

The notion of culture in the narrow sense implies artistic creation, and in its broad sense it includes the total lifestyle of a national and social community. Cultural heritage includes material and non-material cultural heritage. Material is divided into immovable (culture monuments, archeological sites and sights) and movable (museum collections, archive collection, audiovisual and cinema collections, library collections). Immaterial cultural heritage implies oral tradition, folklore, crafts, mythology and rituals, festivals, and costumes.

Vrbas municipality has all these cultures. The sector of the cultural creation includes: theatre, opera, ballet, visual arts - painting, sculpture, drawing, graphic, and applied arts. Creative industries include: cinematography, radio, television, literary works and publishing, and music. Tradition is an organic part of every nation’s culture, which means that it uses the abundance of experience to establish the cultural patterns as the most important forms of the primary conscience and behavior culture.

However, cultural patterns are not a simple consequence of cultural tradition; the greatest influence is acquired right from the cultural past through the process of spontaneous and organized modeling. Vrbas municipality has a rich cultural heritage. The characteristic of a national culture is that it has a long tradition and that it changes very slowly, much slower than ideas. Without knowing the “deep layers and network of the national characteristics – conscious and unconscious, rational and irrational, constructive and destructive - it is difficult to understand the complex spiritual and cultural identity of a nation, which has grown out of those foundations”, says Žarko Trebješanin, the psychologist.

Vrbas has a very rich national culture. It is marked by a long history and continual colonization. The first is proved by the turbulent history of Vrbas.

The history of Vrbas goes back into the distant past. Although Vrbas is first mentioned in the written sources in 1387, thanks to the archeological excavations on the Carnok, Suvakov Salas and Polet brickyard sites, we have become familiar with many other things from its past. Carnok is a Celtic opidum (earth fortification) which was first a sales center, and later it gets a fortifying role, too. From the 4th century BC these areas were splashed by the waves of different peoples, brought here during the great migrations. The Avars remained longest, which is certified by the necropolis on the Polet brickyard site. The beginning of the 4th century is also the ending of the Avars dominance, but the control was overtaken by the Franks, and then Bulgarians. At the end of the 9th century, Ugrian tribes came to the Pannonia Plain. This is certified by the necropolis from the 10th century with their nomadic characteristics, and by the medieval settlements explored in this area. Although the year 1387 is taken as the year of Vrbas foundation, the town was mentioned early in 1213, when the name “Orbaspalotaja“ occurs as the seat of the two noblemen properties. According to the written sources this area was mainly settled with the Slavic people (Serbs), which fled from the settlement on several occasions due to wars, floods or diseases. The citizens were mostly mentioned in the tax books (Turkish books), tax book of the Sombor Nahiye (Sombor county) and the Great Segedin Sanjak from 1570. Also the Vienna Court Archive has some information about the inhabited villages and about the citizens from the census of the soldiers. The year 1720 is the year of great changes in ethnic ratio in Backa. Serbs moved to Russia and Banat, and the colonization of Rusyns, Germans and Hungarians began in this area. The Rusyns settled in Vrbas in 1745, in Kucura in 1763. The Germans started settling in 1784, while there is no precise information on the settling of the Hungarians, except that after the year 1890 they started settling Stari Vrbas on a greater scale. In the 19th century, due to the digging of the canal and construction of the railway Budapest–Subotica–Novi Sad, Vrbas became a big industrial, crafts and trade center. New primary, vocational schools and a grammar school were opened. That process directly influenced the strengthening of the newly formed civil class, which became the main carrier of the cultural, social and economical life. At the beginning of the 20th century, the workers gathered in the vocational unions, strikes occurred one after another, and World War II began in 1941. Less than four years later, on

the 20th October, Vrbas was liberated from the fascism. After the war, the city was settled by the citizens from Montenegro, Bosnia and Herzegovina and Kosovo and Metohija (organised colonization).

Migrations in Vojvodina brought the people from various parts of Europe. It contributed to the more versatile economy and cultural diversity.

The most important cultural and hysterical monuments in Vrbas are:

- Serbian Orthodox Church built in from 1730-1738,
- Evangelistic (Lutheran) Church built about 1824 after the settlement of the Germans in 1785,
- Vodice Chapel, a unique type of chapel specific for Vojvodina and Slavonia, built in 1793,
- Reformatory (Calvinist) Church built in the same period as Evangelistic,
- The construction of the Methodist Church began just before the World War I, and was completed in 1921,
- Žarko Zrenjanin Grammar School was founded in 1809 as a Latin school, and in the period to follow was renamed several times - Patron Real Gymnasia (1835), Patron Lower Gymnasia (1872), Communal Gymnasia (1893), Comprehensive Real Gymnasia (1921), and Real Mixed Gymnasia (1947),
- The Museum in Vrbas municipality was founded in 1968 and it changed several locations. Today, it is located in the old Municipal Building. The Museum collection includes several thousand museum exhibits, excluding the exhibits which are in the Vojvodina Museum. The most important exhibits include the ones found in Carnok, Polet Brickyard and Suvakov Salas. Of the great importance are the exhibits which marked the lifestyle of the people and nations through the history on the Vrbas municipality territory,
- The Monument to the engineer Jožefu Kiš (1748-1813) is located on the hill near the Vrbas hydro-junction (i.e. "Šlajz"). This monument is devoted to the memory of the Great Backa (Franc's) Canal designer, who wanted to be buried on Šlajz since it was the place from where the first probe works had started,
- Base Center or Bapina's Base is the most famous illegal base on the Vrbas municipality territory from the World War II period. It is located in 137 Milivoje Cobanski St. The frontal, residential part of the house contains the objects, photographs and other exhibits used by the illegals. In the rear part of the backyard, there is a separate small house, base, the place for the operation of the illegals. It is of

importance because it reflects the interior and exterior appearance of a Serbian country house from 19th century (According to: Opština Vrbas, 2017).

In the Vrbas municipality there are many different cultural events. The most popular are:

- The festival of the youth poetry, set up 40 years ago is the oldest and the most important cultural event in Vrbas municipality. It is also one of the most important poetry events in the country.
- The youth Palette is the biggest accompanying event to the Festival of the Youth Poetry and it gathers a dozen of the most talented young professional painters from all over the country selected by a famous art critics.
- Festival of Vojvodina folklore traditions was established 30 years ago, and was held in many Vojvodina municipalities. Upon the Decision of the Institute and Vrbas Municipality, the festival is to become a permanent event and will be held in Vrbas in September.
- Autumn Arts Salon was founded in 1968 and represents the oldest event of this kind in the Municipality. Salon is held in October or November and lasts for about twenty days.
- Kostelnik's Autumn is an inter-municipality musical and poetic event, a gathering of choirs organised by KDP "Karpati" and KC "Vrbas". This event takes place in November.
- The Night of Museums is a cultural event organised by museums and cultural institutions, during which museums are opened for the visitors from 6 pm to 2 am. The aim of this event is to present the museums and galleries in a funnier and unusual way. It takes place in May.
- Neven's Festival of Children-Poets has been taking place in Savino Selo since 1989. It has an international character and is recognized by the work with talented children and writers. Children authors compete with their poems and short lyrical stories in the Serbian language. Festival's publishing activity includes a special edition which is The first book of the most talented poet, i.e. poetess.
- Triangl Art Colony in Savino Selo takes place traditionally in May when it draws together a lot of outstanding and talented artists who in a three-day period create their paintings.
- "Kucurska žetva" (Kucura Harvest) is an event where Rusynian and Ukrainian folklore ensembles perform together with several ensembles of other national communities from Vojvodina. The aim of the festival is to preserve and nourish the folklore tradition of Rusyns and other national communities.

- Tamburitza Festival in Zmajevu is devoted to the Sava Vukosavljev, born in Zmajevu who is one of the most prominent personalities on the music scene of Vojvodina during the second half of the last century.
- “Fijakerijada” (Fiacre Festival) in Ravno Selo is a traditional cavalry event of parade and competitive character. It is held in July and August, in organization of Mustang Cavalry Club from Ravno Selo (Opština Vrbas, 2017).

Conclusion

The Vrbas municipality tourism resources are rich and versatile. They come from the prolific natural capital, specific for this Backa Plain, located in the very heart of Vojvodinian “Pannonia Sea”. They also come from the rich cultural heritage, built during the centuries, in the process of continual immigration and emigration, migrations and colonization. The process in which many cultures were and are mixed, with a great number of people who lived and live here and who left their mark in the form of specific Vojvodina cultural heritage, easily recognized in the European frameworks.

Unfortunately, however, all these potentials are unused with a huge tourism and development capital, which is unfortunately “dead”. Therefore, it is necessary to turn these comparative advantages into competitive ones, and these great possibilities into reality. This requires the change in the consciousness of the previous/current unsustainable development into a new concept of sustainable development, and also the change of the previous passive and inefficient economical policy into an active and successful development policy, on all the levels. The realization of this requires competent human resources, strong will and devotion, as well as desire to leave the vicious circle of underdevelopment, passivity, stagnancy and the lack of ambitiousness.

It is the qualitative, value conditions that with financial investments can initiate resource potentials of the tourism and any other development in the Vrbas municipality, for the benefit of all the citizens of this, once developed municipality.

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