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MUSEUM UNDER THE OPEN AIR “OLD VILLAGE” SIROGOJNO IN FUNCTION OF TOURISM DEVELOPMENT ON ZLATIBOR

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Abstract

Traditional architecture has very important role in preserving national identity, but also it is very important because of its cultural, historical and tourist value. Particular attention should be paid to the ethno parks and museums under the open air which can have a numerous tourist features as attractive environmental entities in order to attract the interest of a large number of visitors. One of these museums is Museum “Old village” in Sirogojno which has a positive influence on tourism development in region of Zlatibor, for many years.

Keywords: *tourism, traditional architecture, Zlatibor, Sirogojno, ethno villages*

Introduction

We live in the 21st century and the technical and technological development and progress, that it inevitably follow, as well as accelerated urbanization and modernization, the increasing number of migration from rural to urban areas, in many parts of Europe have caused the avian flu epidemic fostering awareness, highlighting the history, spiritual and traditional values of people, preservation of tradition, culture, language and folklore. As a result of aspirations to save and preserve material and spiritual heritage, we have ethnographic museums, unique museums under the open sky and ethno villages, like complex where all ethnological values of one nation are preserved, restored and presented to the public.

First museums under the open sky were constructed in Scandinavian countries. The main year was 1891 when the first open air museum was

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constructed. It was museum Scansen, near Stockholm, which shows the way of life Swedish people in the past. Over time, these ethno parks and museums under the open sky became a sort of tourist attraction and contributed to the development of ethno-tourism, as well as specific form of cultural tourism that is increasingly spreading.

Intense initiative for the opening open-air museums in Serbia, dates back from the sixties of the 20th century, as a result of the need to protect objects of folk architecture. Some of the planned projects were complex Rajačke pinnice in Negotin region, ethno-park in the memorial park Sumarice, monumental rural continent in Kupinovo, ethno park in Zlatibor, as well as the project of construction of the central Serbian ethno park at the foot of Avala (*Ivanović-Barišić, 2010*).

The first successful implementation of projects open-air museums in Serbia is an open air museum Old Village Sirogojno, which is the subject of this work. The aim is to highlight the importance of the open-air museums and ethno park in Sirogojno and to summarize all the positive effects that this museum has on development of tourism in Zlatibor as one of the most visited and most attractive tourist resorts in Serbia.

Open-air museums and their classification

In the professional literature, it was necessary to allocate a specific form of museums such as open-air museums from other kinds of museums and cultural institutions, and now there exist several definitions of open-air museums. The first definition that is officially recognized dates back from the conference of the International Council of Museums - ICOM, UNESCO, held on July 1957, the in Denmark and Sweden (*Zippelius A., 1974*).

A little later, in 1966, at the same meeting of the working group ICOM in Bokrik in Belgium, was adopted a shorter definition, which becomes the basic definition of the open-air museums. According to this definition, "Museums in the open air are scientific guided ethnographic collections that expose the settlement, construction, housing and economic forms in the open air" (*Zippelius A., 1974*).

Because Scandinavia was a pioneer in the establishment of open-air museums, in Helsinki in 1972 held conferences and established the Alliance of European open-air museums - AEOAM who redrafted and

actualized existing definition so that it reads: "Museums are open to the scientifically guided collections, representing the settlement of a comprehensive, architectural, residential and commercial form, under the open sky". At the General Assembly of ICOM 1983 in London adopted the new "Basic principles for the organization and operation of open-air museum". There were new definitions specified: "Museums in open air are collections of - scientific planning and management of collections, subject for scientific observation which reflecting the complete settlement, construction, housing and economic forms in the open air at the site which was declared for the museum territory". The new is that, the open-air museums have to be built on the courts, which were previously identified as the museum territory (*Zippelius A., 1974*).

In the professional literature, attention is paid to researching and definition, but also to classification of open-air museums and ethno villages. So we come to the classification of the Declaration of ICOM, held in 1983 in London, which make difference between museums under the open sky as: central, regional and local. Central museums under the open sky are museums where in one place is shown ethnographic heritage from all around the country, from all regions of that country. Regional museums under the open sky refer to the ethnographic and cultural heritage values of a certain part of the country, that particular region, while local museums are designed so they represent the traditional local culture, architectural objects and ethnographic collections of individual, small parts, usually a city or village and have local character.

Zippelius gives us the classification of the open-air museums according to several criteria. According to the spatial area of origin he gives classification of museums to: central museums, regional museums and local museums, which can be a rural house-museums and museum courtyard. According to the principles of building Zippelius museums Open divided into: museums with preserved architectural monuments in situ, museums transferred to the architectural monuments and museums, including the reconstruction architectural monuments. According to the third criterion, according to the principles of presentation, museums under the open sky divided into a museum-park and a museum-village.

Czajkowski classifies museums under the open sky according to the: kinds of museums, types of museums and the surface that include museums.

According to kinds of museums:

1. General themed museums which show:
 - Culture in rural areas
 - Culture in urban and other specific areas
 - Culture in rural and urban areas
2. Specialized museums which show:
 - Rural crafts and techniques
 - Urban crafts and techniques
 - Technical culture
 - Early industrial forms
 - Contemporary forms
3. Museums classified by economic activities such as farming, horticulture, fisheries, animal husbandry beekeeping, pastoral
4. Museums with archaeological and ethnographic exhibits (Czajkowski J., 1984).

According to the types of museums:

1. According to the materials and the method of exposure
 - Museum-village
 - Museum-cities
 - Museums which have rural and urban parts
 - Rural and urban museums with in situ protection including eco-museums
2. Museums type of Skansen
 - Museum of architecture and civil engineering museums
 - Reserves of construction rural, urban, artisan and industrial
3. According to the geographically - ethnographic or administrative characteristics:
 - Central (national) museums
 - Regional museums
 - Local museums (Czajkowski J., 1984).
4. According to the surface they cover, Tchaikovsky divided open-air museums into:
 - Very small – less than 5 ha
 - Small – between 5 ha and 15 ha
 - Medium – between 15 ha and 30 ha
 - Big – between 30 ha and 50 ha
 - Very big – between 50 ha and 100 ha
 - Giant – more than 100 ha (Czajkowski J., 1984).

Museum under the open air “Old Village” in Sirogojno is showing regional specificities and characteristics of traditional folk architecture and construction, style, way of life and the economy of the population of the Dinaric mountain area, so according to the classification of ICOM this museum belong to regional museums in the open air. According to the classification given by Cipelijus, open-air museum in Sirogojno can be classified as a regional museum with architecturally transferred monuments, while according to the principles of presenting museum in Sirogojno is museum-village, also according Cipelijusovoj classification. According to the classification of Tchaikovsky's museum in Sirogojno can be classified into general themed museums that show the culture in rural areas, which means that according to the method of exposing this museum is museum-village with regional character, while according to the surface covered this museum is a very small museum, because it extends to an area of 5 ha.

Open-air museum “Old village” Sirogojno

Open Air Museum “Old Village” in Sirogojno is located in the southwestern part of Serbia, in Zlatibor district. Administratively belongs to the municipality of Čajetina and it is located on the territory of the cadastral municipality village of Sirogojno. Museum is 25 km away from the touristic center of Zlatibor and it's the same distance from the main road E-763, which connects Belgrade to the Montenegrin coast. From Uzice, the nearest urban center is 33 km away and 230 km away from Belgrade, capital of Serbia.

The complex of open-air museum “Old Village” in Sirogojno is located on a slope near the village church dedicated to St. Peter and Paul. Church of St. Peter and Paul, along with the museum complex Old Village, 1983. was placed under state protection and has been declared as cultural heritage - a cultural monument of exceptional importance. The museum was in 2013. declared a cultural institution of national importance for the Republic of Serbia by the commission established by the Government of the Republic of Serbia and the National Council for Culture. In 2012. the museum was given a special award by the jury of the European Union in the field of cultural heritage for the project Houses from Zlatibor region from XIX century to the present.

Open Air Museum “Old Village” in Sirogojno was created as a result of the initiative of the Republic Institute for Protection of Monuments of

Culture of Serbia to form ethno parks that represent museums of folk traditions and folk architecture. The first such project which was successfully implemented was a museum in Sirogojno. The initiative began back in 1960. but in 1979. the activities of the Working Organization of Sirogojno been formulating a proposal for the construction of ethno-ambient, ethno-park or a hamlet, in order to expand the core business based on domestic industries and the revitalization of traditional occupations of rural women - knitting garments made of wool (Zlatić-Ivkovic Z, 2012). The construction of this museum was supposed to protect the numerous monuments of traditional folk architecture of the Dinara mountain region, which was represented both in Serbia and the western area of the Old Vlah region, in northern parts of Bosnia and southern parts of Montenegro.

After selecting the location where it will build a museum, a group of holders of the project which consisted of the architect Ranko Findrih and ethnologists Bosiljka Rosic, Dušan Drljaca and Nikola Pantelić, they began to do researchs in Zlatibor villages. They researched out buildings in 28 villages of Zlatibor, where they found numerous objects that bear witness to the traditional architecture of the region. The survey covers all types of buildings, such as the family home furniture, sculpture, dairy, barns, farms, bakeries, mills, stables and other industrial facilities. With the selection and purchase of buildings there were collected and other items belonging to the material culture of villages without which life in the countryside was unthinkable (*Zlatić-Ivkovic, 2012*).

All selected objects and items that were collected during the research were transferred to a new location that was chosen for the central part of the museum. In the area of 5 ha were carefully transferred and installed the original buildings of folk architecture, together with objects, tools and furniture that were collected during the research. For better organization, presentation, storage and maintenance of all buildings and objects in the museum, in 1992. was established open air museum "Old Village" Sirogojno as official cultural institution.

The museum today is a modern institution that brings together a team of ethnologists, historians, art historians, conservators and tourismologists, and together they try to take care of this museum and bring it in the line with the best European and international institutions in the related field.

Activities of open-air museum „Old village” Sirogojno

The permanent exhibition in the museum "Old Village" in Sirogojno represent two households or courtyards with residential and commercial buildings dating from the late 19th and early 20th century, the collected in the region of Zlatibor mountain area. During the period of late 19th and early 20th century in such households lived cooperative families who numbered a large number of members of different ages and the whole household was adapted to everyday life and economic activity of household members. As a major architectural form of all buildings within the household appears a dinaric type of cottage with regular rectangular base and small dimension. Cottage was always built on sloping terrain, because of the terrain of mountainous area, the lower part of the building leaning on a stone basement area, whose height is dependent on the slope of the terrain. Cottage had a high and steep roof, also made of wood, for the snow to fall easier during the wintertime and on the roof were placed opened dormer windows, through which the smoke went out. The wooden walls are assembled from horizontal stacks of ancient dams, which were tied at the corners of the so-called "cert". On the top of the logs "poklopnice" were placed, with attic beams between them. Above the "poklopnice" construction elements another ones called "rogovi" were laid. (*Findrik, 1981*).

Households in villages of Zlatibor area consisted of the yard, part of the household where were placed objects of daily life, and especially separate part of the household where there were stalls for farm animals and industrial facilities. The central part of the household was the main house, or how the members of the household called just a house. The main house was a two-part log cottage, classic Dinara type, the largest and most conspicuous object in the household. One part of the house was a part where was a main fireplace, a room for preparing food where family members ate and the members of the cooperative family spent most of their time together in this room. The second part of the house was the room where the furnace was placed, and since the main house was the only building which was heated during the winter, in this room in main house slept the oldest and the youngest members of the family. The main house always had two doors, one on the east and the other on the west side and very small windows because it was way for saving warmth in winter. It was the most important object of the whole household, because the family gathered around the fireplace and all important events took place on this important site.

Next to the main house in every household there were a several smaller cottages called “vajati”. “Vajati” are smaller objects made only for sleeping mostly families of married members of the cooperative household. Number of these little cottages varied from household to household, depending on the number of married sons. These were the modest building, a lot of smaller and of poorer quality than the main house. “Vajat” was usually contained a large bed, crates for storing clothes, weaving looms, and as an integral part of the cottage there is a porch with a high fence at the entrance to the cottage.

Beside the mail house and cottages “vajati” in every household were several more buildings, also cottages. These cottages were for production, processing and preservation of food mostly. Very important building was dairy, which was built closest to the main house. This cottage was used exclusively for processing and storage of milk and milk products. Also in household there was a bakery, a building for preparation of bread for all family members. Corn crib was an economy building in which ears of corn was stored immediately after harvest. It was woven of brushwood. Next to the corn crib, there was a building called grain crib, intended for keeping and drying mostly wheat, barley, rye or oat. Very interesting building in household was “misana” building for drying plumbs or other fruits and “kacara” was specially built household facility in which brandy still and tubs for storage of plum-processing residue were kept.

In addition to residential and commercial buildings, a part of households were stables for animals, as well as some workshops. In the museum "Old Village" in Sirogojno are preserved pottery workshop, cooper's workshop the blacksmith's trade.

In addition to these objects in museum “Old village” is constructed a shepards dwelling. In past it was a special section of the household which was built in the mountains where a few members of each family used to spend summer days with cattle. In the museum also is constructed the most primitive hut called “kulaca”, where the people inhabiting the Stari Vlah region lived in the beginig of 19th century.

All the buildings in permanent museum exhibition are furnished with authentic household objects, dishes, devices and tools. The presented samples form part of ethnographical collection consisting of approximately 1500 artifacts belonging to the following categories: textile, dishes, objects for wool and hemp processing, old crafts,

agricultural tools, ceramics, means of transport, fragments of folk architecture. Apart from the ethnographical, the museum presents an art collection consisting of 450 works made in workshops or during gatherings of painters and summer schools organized in the museum. This collection partly includes the works of art presented in the museum. It is split into the categories such as paintings, drawings, graphics, photographs, mosaics, copies of frescoes, sculptures, ceramics and applied art (*Zlatic-Ivkovic, 2012*).

Very important activities of museum “Old village” in Sirogojno are preservation of entire heritage exhibited in the museum. Preservation implies the processes of dismantling and cleaning the constructions as the first step, their conservation and restoration within the museum complex, which is followed by daily monitoring of the shape of facilities, modifications incurred by unfavorable weather conditions and incidental or purposeful running or damaging (*Ivkovic, 2012*).

Protection and presentation of material culture is one of the main tasks of the museum, but a great deal of attention is paid to the preservation of the spiritual and intangible heritage. In the museum "Old Village" in Sirogojno this is implemented through the reconstruction of some folk customs, traditional crafts or showing how people from this area used to celebrate the biggest Christian holidays. These reconstructions of celebrating holiday usually are accompanied by interesting workshops and cultural or artistic program. Within the museum there is a gallery and exhibition space, a hall and a summer theater stage are places where are held numerous seminars, exhibitions, performances, literary meetings and concerts. In the old cottage is interesting and retail souvenir shop where visitors of museum can buy products of traditional crafts, as well as copies of museum exhibits created by craftsmen from the surrounding villages.

Within the museum there is a traditional inn, where are prepared domestic meals prepared by old recipes, serving the best spirits, teas and homemade juices. Open Air Museum “Old Village” in Sirogojno, in addition to ticket sales, itself provided an additional source of income. In fact, not far from the inn are residences designed accommodations and apartments for visitors. Apartments are located in the old wooden cottages and rebuilt so they can satisfied the needs of modern man, for example, each cottage has a toilet, telephone and the Internet. Apartments are also used for an accommodation for participants of various programs and

summer school who stay longer in Sirogojno during the ongoing activities of the programs.

Museum "Old Village" in Sirogojno has an educational activity, thanks to a number of educational programs that are designed for students. These educational programs are implemented through summer schools, short courses and workshops, where participants have the opportunity to become better acquainted with the cultural heritage of Zlatibor.

Museum "Old Village" Sirogojno has publishing activity also. Through numerous publications museum aims to contribute to a better presentation of cultural heritage of Zlatibor area and whole Serbia as well. Within the publishing activities of museums there are brochures about museum, collections, printed publications, museum publications and catalogs.

Tourist function of open air museum “Old village” in Sirogojno

Museums under the open sky are a good way for the comprehensive protection and presentation of traditional architecture and heritage and our spiritual and material culture of villages in Serbia. The goal of many collections in open air museums is to show continuous increase awareness of the importance of local, regional and national identity, cultural values, rich cultural heritage, as well as to show the relationship that people from local and regional communities have towards such important guardians of tradition and cultural institutions (*Todorovic & Pavlović, 2010*).

In addition to the important cultural and ethnological role played by ethno parks and museums under the open sky today, they are also places of great interest for tourists who visit these sites interested to get to know the culture and tradition of the country they have visited. This gave a new dimension and more function to the open air museums, tourism. Tourist facilities such as ethno parks allow visitors to explore the material and spiritual culture, way of life, customs and beliefs of the nation whose country they visit.

In addition to the conservation and restoration, the ethno parks and open air museums must organize various cultural, entertainment and tourism programs which should be designed in accordance with the natural and cultural environment. The various segments of entertainment activities including planning and design of entertainment programs should be in the function of tourists and visitors satisfaction (*Todorovic M., 2006*).

Traditional architecture is an important factor in the tourist offer of rural mountainous areas in Serbia and can be a powerful driver of economic and tourist development. Tourism is now one of the most important economic sectors in which, in addition to industry and agriculture, based on future economic and general social development of Serbia. It was founded and confirmed in the Spatial Plan of the Republic of Serbia, passed at the national level, for the period 2010-2014-2021.

Adoption of the Strategy for the Development of Rural Tourism of the Republic of Serbia has also confirmed the importance of tradition in tourism of Serbia country. SWOT analysis of rural development and rural economy, the preservation of tradition is presented as a priority. The vision of rural development in both programs is the vision of the rural economy and rural society in which the cultural identity of the local rural communities is preserved and strengthened (Pavlović et al., 2012).

Open Air Museum "Old Village" in Sirogojno is an extremely important cultural institution and the carrier is to preserve traditional forms of building and architecture, old crafts and customs, folk spiritual traditions and culture in western Serbia. In addition to the very large ethnographic character, this museum is important for the development of tourism of this part of Serbia, especially the mountain Zlatibor.

Zlatibor region is one of the most developed and the most visited parts of Serbia where the visitors have a variety of activities, from sports and recreation to cultural resources and attractions. "Old Village" museum contributes greatly to the tourist affirmation of Zlatibor mountain as a tourist center, but also the village Sirogojno, which thanks to this museum, in addition to farming, received a tourism function.

"Old Village" museum can be regarded as an independent tourist attraction, because very often museum is subject to individual tourists or interest groups. Its business over twenty years, tidiness and equipment, and a wide selection of interesting attractions, museum singled in the tourist market of Serbia and the region, and museum is often the subject of the visit of different categories of tourists.

In addition to visitors from the Serbian market and the markets of countries in the region, the museum each year recorded growth of foreign visitors who recognize this place as the best way to learn about the history

and tradition of this part of Serbia and the Balkans. In addition to the fact that the museum "Old village" can be independent tourist attraction we need to say that there are apartments which can accommodate visitors and there is an inn also within the museum. It's pretty sure that a growing number of visitors are very important for the development and promotion of the entire tourism on Zlatibor, a large number of visitors who visit the museum also visit some sites that are prepared for tourists in surrounding and get acquainted with many beauties of Zlatibor, which can be an extremely positive impact on the overall demand and tourist visits for this mountain.

The museum can also be characterized as a complementary tourist attraction of the whole area of Zlatibor mountain because it's just 25 km away from the tourist center of the mountain and it is one of the most common sites that visitors of Zlatibor selected as a destination they want to visit during their stay on the mountain. In this way, the museum has a great positive impact on overall tourist offer of Zlatibor, with its offer and contributes to a better satisfaction and greater satisfaction of tourists who are staying on Zlatibor.

Table 1: *Number of visitors of museum "Old village" Sirogojno by categories*

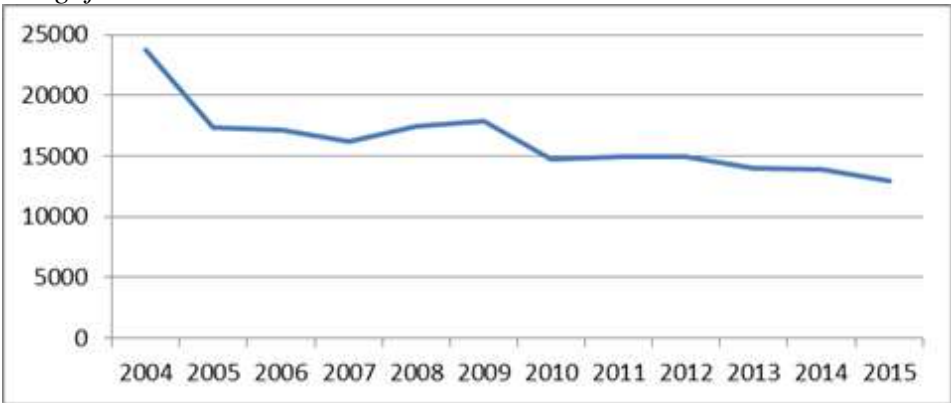
Year	Number of visitors	Students and excursions	Foreign visitors	Free tickets	Total
2004	23.724	22.273	384	6.731	52.728
2005	17.334	22.664	887	3.708	43.706
2006	17.179	19.029	893	6.371	42.579
2007	16.232	24.479	877	5.328	46.039
2008	17.511	24.728	637	3.427	45.666
2009	17.889	19.882	614	3.007	40.778
2010	14.699	21.887	387	2.190	38.776
2011	14.974	20.970	417	3.148	39.511
2012	14.918	19.046	1.593	1.131	36.688
2013	13.980	15.457	1.576	804	31.817
2014	13.878	13.599	2.337	2.058	31.872
2015	12.932	14.686	2.258	2.570	32.447

Source: *Museum "Old village" Sirogojno*

The above table shows the number of visitors to the museum "Old Village" Sirogojno in the period since 2004. When museum started to date records of all visitors to the museum till year 2015. From the submitted data we can see that the largest number of museum visitors recorded in 2004 and in following years the number of visitors is falling, with a slight increase between 2007 and 2008. The number of domestic guests has been steadily declining since 2004 which can be explained by the fact that domestic tourists often choose Zlatibor as a holiday destination, and during each re-visit to Zlatibor, they go to visit other sites, so that only a small number of tourists decide to re-visit the same attraction or tourist site.

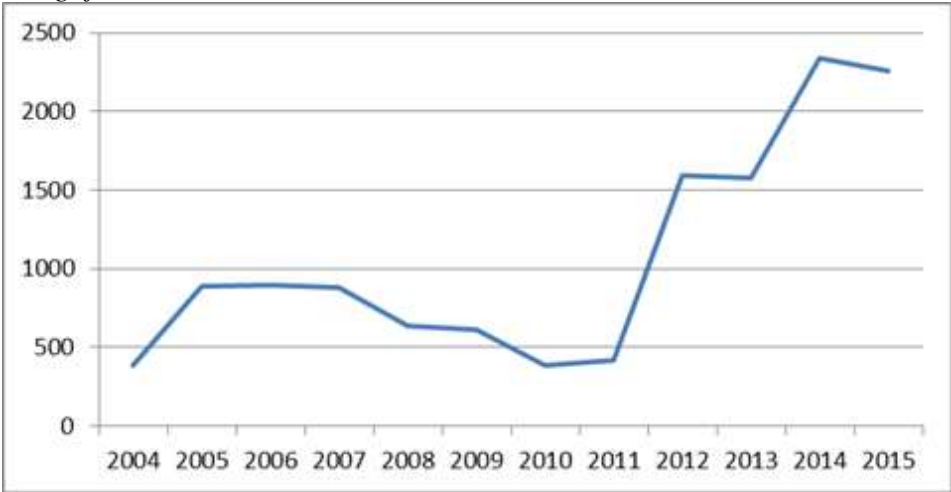
The information that is important to point out is that in the period from 2004 to 2015 number of foreign visitors of the museum is growing, and in 2015. That number reached a record number of 2,570 visitors. This information is extremely important because it indicates the growing interest of foreign tourists to get to know the Serbian culture and tradition through museum institutions like this one in Sirogojno, but also points to the very positive propaganda activities of the museum in order for better representation in foreign markets. Naturally, the increase in the number of foreign visitors can also be explained by the increase of the number of visitors from the former Yugoslav republics and from region, which are tourists each every in Zlatibor, traditionally.

Graphic 1: *Number of domestic visitors in museum "Old village" Sirogojno*



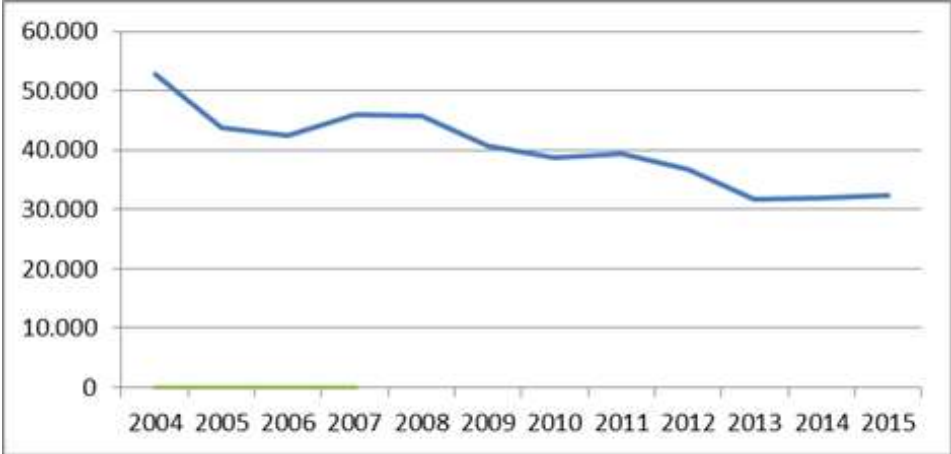
Source: *Museum "Old village" Sirogojno*

Graphic 2: *Number of foreign visitors in museum “Old village” Sirogojno*



Source: Museum “Old village” Sirogojno

Graphic 3: *Total number of visitors in museum “Old village” Sirogojno*



Source: Museum “Old village” Sirogojno

In the graphs shown previously, the number of domestic, the number of foreign and total number of visitors in the museum "Old Village" Sirogojno in the period from 2004 to 2015. The graphs clearly shows decline in the number of domestic visitors and total number of visitors, with minor fluctuations during the period from 2007 to 2009 as well as a pronounced increase in the number of foreign visitors, with a sudden leap recorded in 2012.

Table 2: *Number of visitors of museum “Old village” Sirogojno and number of tourists on Zlatibor*

Year	Number of visitors in museum “Old village”	Number of tourists in Zlatibor
2004.	52.728	83.191
2005.	43.706	80.518
2006.	42.579	88.002
2007.	46.039	101.613
2008.	45.666	103.854
2009.	40.778	93.093
2010.	38.776	104.824
2011.	39.511	116.302
2012.	36.688	110.934
2013.	31.817	114.976
2014.	31.872	111.963

Source: *Museum “Old village” Sirogojno*

The above table shows the total number of visitors who visited the museum "Old Village" Sirogojno and total number of tourists on Zlatibor in the period from 2004 to 2014. From the data provided it can be seen that the number of museum visitors is falling, while the number of tourists on Zlatibor is growing, without the constant growth, but with smaller fluctuations. An interesting fact is that in 2007 and 2008 is recorded an increase in the number of museum visitors, as well as the increase in the number of tourists on Zlatibor compared to the previous and next year, when both parameters declined.

Conclusion

The spread of urbanization and the construction of modern architectural buildings of modern materials can be enough to distort the appearance and destroy the identity of an environment, in particular in rural and mountain areas. For this reason it is necessary to protect and preserve the traditional way and style of construction as well as natural materials of which the buildings were built in the past. It should not be omitted, and the preservation of traditional crafts, which today can be part of a very good tourist offer and source of income of rural households from the sale of souvenirs or engaging in rural tourism. The spiritual heritage of a people, customs, folklore, folk costumes, also must be subject of valorization, protection and involvement in tourist offer. All of this has

imposed the need to protect the tradition and culture of rural areas, which is best achieved through in situ conservation, forming ethno villages, ethno parks and open-air museum. The construction of these types of cultural institutions has proven to be the best solution, because all of it is in one place, adapted to the needs of the museum and ethno parks, preserve, protect, being restored and presents everything what in the ethnological sense makes one nation.

Open Air Museum "Old Village" Sirogojno is one of the best examples of how the formation of ethno parks can have positive results in practice. As the first museum of its kind in Serbia, but also in the region, this type of the museum was and still is a leading institution in this field. Today, the museum "Old Village" is modern institutions, which from year to year recorded an increasing number of visits, expanding its functions and improving the protection and presentation of folk tradition. This museum already became one of the most important tourist sites of Zlatibor mountain, which as a complementary tourist attraction can positively affect the tourist offer of Zlatibor, as an independent tourist attraction can positively affect the increase in the number of visitors and overnight stays in the village of Sirogojno, as well as in the entire area of Zlatibor.

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