

LIVESTOCK AND TOURISM AS MEANS TO PRESERVE THE SPECIFICITY OF PRIJEPOLJE RURAL AREA

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Abstract

Prijepolje municipality has 38.205 hectares of agricultural land. Most of it is under meadows and pastures (21.098 ha or 77,6%). Livestock fund in municipality of Prijepolje consists of 7.165 heads of cattle; 16.366 sheep, 2.742 pigs and 1.552 goats. The rural area of the municipality represents a significant however still unused resource, not just for conventional food production but for development of sustainable organic animal husbandry production. Municipality has significant potential for tourism development. Touristic attractions could be mountain biking, biking, paragliding, canoeing, rafting, nature walking, free climbing, hunting and fishing and religious tourism. According to analysis, when we take into consideration the available resources, agricultural development in the future, especially development of animal husbandry and tourism should be the pillars of rural development of the Prijepolje municipality.

Key Words: *Prijepolje, agricultural resources, livestock, animal husbandry, tourism development*

JEL classification: *Q1*

Introduction

Agriculture is one of the most significant industries in Serbia. Many social factors influence the level of development and quality of primary agricultural production and processing industry in order to obtain the quality of food products, on which healthy nutrition of citizens is largely dependant (Mekić and Novaković Zorica, 2012). The development of agriculture is influenced by a number of factors, which are usually

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systematized into three main groups: natural, demographic and economic (Ševarlić et.al., 2008).

Serbia has 5.734.000 ha (0,56 ha per resident) of agricultural land, approximately 4.867.000 ha of that area is arable land (0,46 ha per resident). Approximately 70% of total Serbian territory is agricultural land, while 30% is under forests. Around 48% of Serbian population lives in rural areas with a population density of less than 150 inhabitants per square kilometer. Due to the relatively high share of active agricultural population in the structure of the total population of Serbia of 16%, and significantly lower income per unit of capacity, labor productivity measured by total production per active farmer in our country lags far behind the developed countries in transition (Mekić and Ćosić, 2019). For example, France has 1.8% of the active population in agriculture, Austria 4.9%, Bulgaria 6.4%, Hungary 2.9%. Domestic livestock production is in an unenviable position. According to RSZ data, at the beginning of 2019, there were 881,000 heads of cattle, 1.7 million sheep, 2.7 million pigs, 196,000 goats and 16 million heads of poultry in Serbia (Mekić and Ćosić, 2019).

The Zlatibor area is located in the southwest of the Republic of Serbia and covers an area of 6,140 km², which represents 6.9% of the territory and is the largest area in Serbia. The area is known throughout Serbia as a popular tourist destination, mainly due to its impressive nature and various tourist attractions. Tourism products with the highest business potential are products related to the use of nature and ecotourism, health, rural tourism, cultural tourism, river cruising, as well as business tourism. In the structure of agricultural land, 91% consists of arable land, meadows and pastures, while 9% is under orchards. The aim of this paper is to point to the prospects of development of agriculture primarily Animal Husbandry (cattle, sheep and goats), and the possibility of developing rural tourism in the analyzed municipality of Prijepolje.

Geographic-demographic characteristics of the municipality Prijepolje is a municipality of the southwestern part of the Republic of Serbia, which belongs to the area of middle Polimlje. With its 827 square kilometers, Prijepolje is the second largest municipality in this area and makes 13.45% of the territory of Zlatibor region, or 0.94% of the total territory of the Republic of Serbia. According to the 2011 census, the municipality was populated by 37,059 inhabitants, representing 12.93% of the total population of the area, with an average population density of 44.81 inhabitants per km². The average elevation of the territory of the Prijepolje

municipality is above 1,200m, which means that it belongs to the hilly-mountainous region, whose highest point is the peak of the mountain Jadovnik (Katunić) 1,734m. The lowest point is located at the mouth of the river Mileševka in river Lim at the 440m above sea level.

Relief: in the morphological appearance of the territory of Prijepolje, there are several smaller natural units that, together, make up the depot of the area of middle Polimlje. The lowest parts of the Prepolje region are the alluvial plains of river valleys: Lim, Seljasnica, Ratajska, Mipska, Komaranska rivers and river Mileševka. The Lim valley was widened at Brodarevo and Prijepolje, between which the Lim flows through narrow gorges cut mostly in limestone, sometimes in serpentine and other rocks and steep slopes, were a significant factor in the creation and design of rural settlements, the small town of Brodarevo and the urban settlement of Prijepolje.

Climate: Prijepolje is at the edges of maritime and continental air masses. Therefore, Prijepolje can be counted as a municipality with a temperate continental climate, which is significantly affected by the surrounding relief. Average annual temperature is about 9,3°C.

Climate parameters

- Average air temperature in January +0,7(°C)
- Average air temperature in June +19,1(°C)
- Average yearly air temperature +9,3(°C)
- Average number of frost days per year 21,4
- Average number of tropical days per year 60.
- Average yearly humidity 74(%)
- Average yearly rainfall 65,80 l/m²
- Average number of snowy days per year 60
- Average number of days per year with snow cover 90.

Natural characteristics

Land: Prijepolje municipality is full of diverse landscapes: from the gentle valleys in the Lim valley (Brodarevo, Velikozupska, Ivanjska and Prepolje-Zaluška), dense forests (Zlatar, Jadovnik, Kamena gora, Lisa, Pobijenik and Ozren), mountain pastures (Kamena gora, Jabuka, Babine, Vrbovo, Stranjani, Aljinovići, Pravoševa and others) to the canyons (Mileševka, Lim and Dubočica) and Sopotnica waterfall. According to the 2012 census of agriculture, the available agricultural land of the Prijepolje Municipality

is 61.878 ha of which: 29.081 ha (27.190 ha of used and 1.891 ha of unused agricultural land), forest land 31.002 ha and other land with 1,795 ha. Land in the Municipality of Prijepolje, by surface and quality, represents very important natural resource. The total structure of land in the municipality of Prijepolje is 827 km², of which agricultural land is 383 km², arable land 90 km² and forest area 697 km².

Rivers: Lim is the largest river that flows through the territory of the municipality of Prijepolje, and therefore all smaller waterways of this area are designated towards it. The 220 km long Lim River flows through Montenegro, Albania, Serbia and Bosnia and Herzegovina. It springs in Montenegro below the highest peak of the "Crna planina", Maglić (2,142m), just a few kilometers from the place where Tara rises, it flows through the "Plavsko jezero" and flows into the Drina between Goražde and Višegrad. Today, the river Lim is known as one of the most attractive rafting rivers. From the main stream to the medieval town of Mileševac, the river Mileševka has created a cut through a valley which is now called the Mileševka River Canyon. What characterizes it are: wilderness, inaccessibility, steepness, depth (in some places as deep as 300 m), the sides of which are almost vertically descending towards the river bed. Above the rocky river bed of this river, stands a tall and slender relic plant "Pančičeva omorika", Serbian spruce.

Forests: An important natural resource of the municipality of Prijepolje is represented by the forms of relief created by different geomorphological processes. Of particular importance are the canyon-type river valleys (Lim, Mileševka and Dubočica canyons) with diverse flora and fauna. Plant species which are especially prominent are: relict site of Serbian spruce "Pančičeva omorika", endemic species of black pine and chestnut trees in the canyons of Mileševka and Yew plant in the Dubočica canyon. The territory of the municipality of Prijepolje has significant forest complexes in the areas of Zlatar, Jadovnik, Ozren, Usa.

Mineral and geothermal waters and springs: The hydrological objects of this area stand for its exceptional natural wealth: water springs and inland watercourses of Seljašnica, Mileševka, Lim and other rivers. The area is supplied with water from the well of Seljašnica. It consists of two permanent and several occasional springs.

Population: The basic data we start from when considering the population movements of Prijepolje municipality since 1948 are the data from the

census conducted in 1948, 1953, 1961, 1971, 1981, 1991, 2002 and 2011. According to these data, on the day of the census carried out in 1948, 31,328 inhabitants lived in the municipality of Prijepolje, and according to the 2011 census, there were 37,059 inhabitants in 80 settlements in the municipality of Prijepolje. Parallel to the movement and changes in the population of the municipality of Prijepolje, significant changes have occurred in both the number and characteristics of households. The number of households in Prijepolje municipality has been steadily increasing since 1948 until 1991 when the municipality had the largest number of households. Since 1991, the number of households in the municipality has begun to decrease, so the number of households according to the census in 2011 is 714 households fewer than during the 1991 census.

Agriculture

The Prepolje region is very rich in pastures and arable land that are excellent for agricultural development. In addition, optimal climatic conditions as well as the Lim and Seljašnica rivers who enabled the construction of irrigation systems, also contribute to the development of agriculture. The most developed branches of agriculture in the municipality of Prijepolje are: - Vegetable production - Fruit production - Livestock production. The area of Prijepolje municipality covers 38,205 hectares of agricultural land. According to the 2012 Census of Agriculture, 29,081 hectares of agricultural land were declared and registered within agricultural land, accounting for 76.1% of total agricultural land. The conditions for livestock production, from the point of view of ensuring the volume and quality of animal feed, are favorable (Mekić and Novković Zorica, 2012). The remaining 9,124 hectares of agricultural land, or 23.9%, is either owned by private individuals who do not have registered households and have not declared the land or are socially owned. The municipality of Prijepolje has 6,345 registered agricultural households, which cover a total of 61,878 hectares of land. Meadows and pastures are the most used agricultural land with 77.6% (21,098 hectares), followed by arable land and gardens with 14.03% (3,814 hectares), orchards with 7.84% (2,133 hectares), garden with 0.51% (139 hectares) and nurseries and other 0.02% (6 hectares) of total utilized agricultural land.

Animal Husbandry: Regarding the livestock stock, according to the 2012 census in the municipality of Prijepolje, there are:

- a) 7,165 cattle, of which 4,855 are cows (67.8%),
- b) 2,742 pigs, of which 41 are sows (1.5%),

- c) 16,366 sheep, of which 10,134 are breeding sheep (61,9%) and
- d) 1,552 goats.

Agriculture is one of the potential economic sectors in the developing municipality. By intensifying livestock production and increasing the share of this activity in the structure of total agricultural production, encouragement can be given to changing the racial composition of livestock and increasing the production of meat and milk per unit of capacity (Mekić and Novaković Zorica, 2013).

However, agriculture has all the characteristics of underdeveloped and passive areas. In the agricultural sector, some of the main advantages of the municipality are: favorable agro-ecological conditions for the development of livestock, fruit growing, the existence of natural preconditions for the collection of wild medicinal plants and forest fruits and plantation cultivation of medicinal plants. Some of the most necessary measures that must be envisaged by this plan are: intensification of livestock development, rural tourism development.

Agriculture will be a priority branch of the development of the Prijepolje municipality in the coming period. The development of this branch is highly conditioned by the possibilities of placement in the domestic and foreign markets (Mekić and Ćosić, 2019).

Tourism

The municipality of Prijepolje has significant tourism potential, primarily for the development of rural tourism, mountain, transit, hunting, sports, recreational and religious tourism. Ecotourism as a contemporary form of selective or special needs tourism is becoming an increasingly important segment of overall tourism development (Milenković et.al., 2012). The most important rural destinations suitable for the development of rural tourism are: Sopotnica, Kamena Gora, Jabuka, Hisarđik, Hrta, Orašac, Babine, Tičije polje, the surroundings of the monastery Mileševa, river Lim and its tributaries.

In the immediate vicinity of Prijepolje, there are canyons ideal for rafting. Sopotnica waterfalls fall down the mountain slopes like pearls. Archaic villages sought after by adventurers, explorers, tourists, mountaineers and nature lovers. The pristine forests, rapids of the Lim and Mileševka rivers,

clear springs and streams, mountains and canyons offer true enjoyment of the unspoiled natural beauty in an environmentally friendly environment.

Prijepolje is an area where the cultures of many civilizations have been intertwined for centuries. Numerous monuments testify to the survival and existence of these civilizations: Roman period (2nd-4th centuries AD - Kolovrat, Roman altars of Davidovica and Seljane); Nemanjić Age, 13th Century Mileševa Monastery - monument of culture of exceptional importance, Davidovica Monastery - monument of culture of great importance, Kumanica Monastery, Medieval town of Mileševac; Ottoman period (Ibrahim-pasha mosque, Mahmut-beg mosque, Hisardik mosque, Clock tower, chieftain houses.

Tourist sites – Natural resources: The Lim River forms a composite valley in which gorges and valleys alternate, and the area around it is called Polimlje. Today, the river is known as one of the most attractive rafting rivers. Since 2000, rafting on the Lim River has been included in the tourist offer and today attracts a large number of nature lovers and river challenges. The Lim and tributary valleys provide favorable fishing conditions. Mostly present is freshwater fish (the common nase, European chub, the common barbel, cactus roach (*Rutilus virgo*), gudgeon), and from noble species huchen and grayling are present. The Lim tributaries, especially Mileševka and Dubočica, are rich in brown trout.

Petrovac Beach in Velika župa is one of the most beautiful beaches on Lim. Here, every year, at the end of July and the beginning of August, there is a traditional water jump competition "Memorijal Pajo Potežica", from the 16m high jump platform.

Mileševka river - from the main stream to the medieval town of Mileševac, the river Mileševka has created a cut through a valley which is now called the Mileševka River Canyon. What characterizes it are: wilderness, inaccessibility, steepness, depth (in some places and over 300 m). Above the rocky river bed of this river, stands a tall and slender relic plant "Pančičeva omorika" Serbian spruce. The unique and rare bird in the world - the Griffon Vulture, inhabits these areas of untouched nature. A strict nature reserve "Ravnište" was established in the area of the Mileševka River Canyon, and the canyon itself is a regional nature park. This space is sanctuary for over 317 rare plant species (Serbian spruce, chestnut, yew, walnut, black pine, pine...). The Griffon vultures, the dwarf owl, the dwarf eagle, the karst and the gray falcon, which are rarely seen in Serbia, nest

here. Due to its overall ornithological characteristics, this area has been declared an internationally important bird habitat.

The village of Hisardik is located 6 km southeast of Prijepolje, near the Mileševa Monastery, on the left side of the Mileševka river. Hisardik village has long been known for its varied and quality fruit, with over 30 varieties of pears and 20 varieties of apples growing in an area of 10.3 km². Hisardik is known for growing chestnuts. There are also many natural and cultural historical sites in the area of Hisardik: the remains of the medieval town of Mileševac (Hisarčika), the Sava Water, a mosque that houses the hand-written Quran, more than 300 years old, and the remains of the 13th-century Ružica church. Prepolje region belongs to the northwest, west and southeast of Zlatar. In a healthy natural environment, especially in its pleasant climate, coniferous forests and pleasant environment, the Zlatar area of the Prepolje region has great tourist potential. South of Zlatar, between the valleys of Lim, Mileševka and Međanska rivers, is the Jadovnik mountain. On the broad top plateau of the mountain are pastures and meadows.

Sopotnica is 17 km away from Prijepolje, at an altitude of 1,200m. Sopotnica is a village recognizable by its waterfall, which is created by the collapse of the Sopotnica River, the formation of waterfalls. The first waterfalls occur at the very source of the Sopotnica River. The area around the Sopotnica River spring, in the Lim valley, is protected as a nature monument "Sopotnica Falls" (Official Gazette of the RS, No. 110/2005) and the first degree of protection has been determined. On the main road Prijepolje-Pljevlja is the Jabuka. It is about 17 km away from Prijepolje. The Jabuka mountains are riddled with many different karst landforms - undulating hills and hilly areas, sinkholes and valleys, flat and forest covered hillsides. It is rich in caves, of which Popova Cave is of particular interest, whose entrance is at an altitude of 800 m and the total length of the cave corridors is 294 meters. The cave has not been explored.

Kurt's pit is the most beautiful cave-pit of the middle Polimlje. Although still under-researched, according to scientific researchers of the Institute for Nature Conservation and the Faculty of Mining and Geology, it is one of the most significant and beautiful speleological objects in Serbia. It is rich in stalactites and stalagmites. For now it is part of the Kamena Gora protected area.

Potentials for active tourism: The municipality has significant potential for tourism development: mountain biking, cycling, paragliding, rafting, hiking, sport climbing, hunting and fishing, orienteering, camping and other forms of active tourism.

In addition to natural and cultural motifs, manifestations are an integral part of the tourist offer. There are 18 events and happenings held in the municipality of Prijepolje during the year.

The geographical location of the municipality offers many opportunities for dealing primarily with rural tourism. The most important rural destinations suitable for the development of rural tourism are: Sopotnica, Hisardik, Hrtina and Kamena gora. The village of Jabuka is favorable for mountain tourism.

A significant tourist attraction in terms of religious tourism is the medieval monastery of Mileševa, with the famous fresco of the White Angel. This site is one of the most valuable cultural and historical resources of the municipality and should definitely be an integral part of the tourism product of Prijepolje municipality.

The accompanying infrastructure is generally in unsatisfactory condition and there is a need for renovation and upgrading. The accommodation capacities are not categorized, so some effort must be made to make a qualitative and quantitative shift here as well.

Numerous cultural and historical monuments, mountains and rivers, hamlets, rich tradition and folklore offer unlimited opportunities for tourism development and attracting local and foreign guests. The municipality of Prijepolje has significant tourism potential.

However, the natural and anthropogenic resources of the municipality are not in themselves sufficient for the development of tourism. The combined efforts of all development actors, including locals, as well as significant financial investments are needed to develop quality tourism offer and attract local and foreign guests.

Livestock breeding as a carrier of agricultural development

Taking into account that natural resources (77.6%, 21,098 ha) are mainly under meadows and pastures and the climate livestock production should

be the basic branch of agricultural production, faster and better development of livestock (cattle and sheep) would result in significantly higher production of milk, meat, dairy and meat products, wool and leather. Taking into account the fact from which area these products originate, their demand in the market would be high and the revenues from these products would be significant. Revenues from this "healthy food" would accelerate the revitalization of this region, especially in rural areas.

Concept of animal husbandry development: Livestock breeding is a very important activity of agriculture of the Republic of Serbia. This is, therefore, the main branch of agriculture, often referred to in the expert circles as the "Locomotive of agricultural development" (Mekić and Ćosić, 2019).

The importance of animal husbandry in agriculture of the Republic of Serbia is reflected not only in the direct sense when the products of animal husbandry mentioned, but also indirectly. From the aspect of rural development, livestock breeding ensures the continued employment of the labor force, as well as the additional employment of the female labor force, which is especially important in the context of high unemployment rate, which mostly affects the rural regions. In addition, livestock farms are more likely to generate income during the year than is the case in crop production, which has a positive impact on the solvency of the farms and on the standard of living of the rural population. In the Republic of Serbia, there is a regional nature of livestock production, which is the result of the availability of production resources and partial specialization. Looking from north to south, it can be concluded that the largest number of pigs (41%) and poultry (45%) are being bred in Vojvodina. The Sumadija and Western Serbia region are the leading breeders of cattle (46%), sheep (60%) and bees (41%), while in the Southern and Eastern regions goats (38%) and bees (35%) are mostly being reared.

Development opportunities: The following development factors will positively influence the future development of agricultural production in the territory of Prijepolje Municipality:

- Orientation to rural households and private entrepreneurship;
- Unpolluted natural environment;
- Education and application of new knowledge and technologies in agricultural production.

Prospects for livestock production: Within the total livestock production, the cultivation of ruminants in marginal areas (cattle, sheep and goats) and horses based on the utilization of available agricultural land can be clearly defined.

When designing further development of livestock production it is very important to have sustainable utilization of available natural resources. General statistical goals in Serbian agriculture should cover economic, social and environmental problems. In that sense it is necessary to:

- Build a sustainable and efficient agricultural sector that can compete in the global market, contributing to national income growth;
- Provide food that meets the consumers needs in terms of quality and safety;
- Provide economical support for people who depend on agriculture and are unable to follow economic reforms with their development;
- Ensure support by creating sustainable village development;
- Protect the environment from the effects of agricultural production;
- Prepare Serbia's agriculture for EU integration.

For faster development and improvement of animal husbandry in the territory of the Municipality of Prijepolje, programs are needed which will include: regulation of agricultural land and its better utilization, increase of animal feed quality, breeding, reproduction, technology according to production lines, professional service, favorable credits, education of producers, incentives from the state and protection, development and application of scientific results, development of milk and meat processing, increase of efficiency and development of domestic market and appearance on the foreign markets. Livestock improvement programs are very complex and long-term (Mekić and Ćosić, 2019).

Cattle and sheep breeding development concept

Genetic improvement of the cattle breeding: Based on the findings so far, we conclude that cattle for combined production, milk-meat or meat-milk should be bred, including domestic colorful cattle in the Simmental type. In extensive and semi-intensive conditions production direction meat-milk should be developed, and in intensive milk-meat production.

Domestic colourful cattle would be improved by selection and crossbreeding. Domestic colourful cattle would be bred for meat and milk. Breeders would be also producers of high quality calves for fattening.

Farmers with better breeding conditions would go towards the direction of milk-meat production and they would be producers of milk, calves and yearlings. They would rear a larger number of cows whose selection would be towards higher milk yield (Mekić and Novaković, 2018). The base for breeding operations must be controlled reproduction.

Therefore, it is necessary, first of all, to take all necessary measures in the field of artificial insemination of cows (A.I.) in order to improve the work of this service, because without addressing this issue, no improved production improvement goals can be realized. In addition to addressing the issue of fertilization of cows and heifers, it is also necessary to procure quality heifers for the purpose of changing racial composition and raising production levels more quickly.

The high quality of breeding material is of interest to the producers, but due to the lack of financial resources, the possibilities for buying breeding cattle are very limited for the time being. A special exogenous factor for intensive cattle production is that, that environmental conditions and health care is provided, food production (preservation of nutrients) and provision of sufficient quantities of food throughout the year. Production in cattle-breeding requires the support of the state over a long period of time in order for the effects of these measures to be felt.

Improvement of the sheep production: The main orientation in intensive sheep production in the world today is the production of higher quantities of quality lamb meat per sheep during one year, the production of larger quantities of milk, and in the third place comes the improvement of wool quality and yield. In the future it is necessary to take certain measures to improve sheep production:

- To plan to increase the number of sheep,
- To genetically improve production traits,
- To increase fertility,
- To reduce lambing intervals,
- To provide high quality animal food.

Intensive sheep production should be based on the genetic potential and the life cycle of the sheep, primarily on enhancing the biological base of the

sheep breeding process (Mekić and Ćosić, 2019). Considering that sheep production is with individual farmers, it is necessary to form sample farms with 100-300 breeding sheep, ie. commodity producers of meat, milk and wool. Specialist services would pay particular attention to these farms.

Genetic improvement and sheep breeding program: According to the breeding and selection Program (Breeding Objective and Genetic Improvement Strategy), it is determined that the improvement of genetic capacities and alteration of the racial composition of sheep in the Republic of Serbia should be realized first and foremost.:1) the cultivation of domestic strains of the pramenka breed to conserve genetic resources; 2) by modifying the hereditary basis of a certain number of pramenka sheep - by creating new established populations and types; 3) directing and upgrading the desired characteristics of existing groups of crossbreeds within defined breeding programs. In this sense, the concept of genetic improvement of sheep in the territory of the Municipality of Prijepolje (in short volume) would be as follows: it is necessary to create new more productive population of lighter dual type of production (meat-wool), and keep the milk production at the level of superior sheep of maternal base. Within the genetic concept, combination crossbreeding should be used. For maternal base selected flocks of Sjenica pramenka should be used and for paternal base rams of lighter merino type should be used, such is Württemberg sheep.

The ultimate goal of this work is to create a programmed population with a specific combination of genes, production and traits per sheep: adult sheep body weight 50-55 kg; rams 70-90 kg; yield of unwashed wool per sheep 3,0-3,5 kg; ram 4.0-5.0 kg; fiber diameter 25-29 micrometers; strand length 10-12 cm; fertility 120%; milk yield in lactation 80-90 kg; solid constitution and good health. In any case, breeding conditions should be improved in comparison with the traditional breeding of pramenka that is present (poor accommodation, poor and inadequate nutrition).

Development of organic animal husbandry: Due to the distance from large city centers and limited material resources of individual farmers in the Municipality of Prijepolje, there was no high level of pollution of land, water and air. That is why this space provides good conditions for the production of healthy food. Food safety and quality are crucial to the marketing of agri-food products on the domestic and global markets (Popović at.al., 2017).

General characteristics of organic animal husbandry: One of the most significant goals of organic animal husbandry is to provide living conditions that allow all the animals to behave naturally and satisfy the most important ethological needs of their organism. The increasing number of consumers demanding food that is biologically as valuable and as natural as possible is increasing thus organic livestock products are highly favored. Organic farming, whose synonym is ecologic agriculture and biologic farming, does not represent new agricultural activity. However, for a farm to be characterized as "organic", it is necessary to meet a number of conditions, since this form of livestock production is quite different from conventional, and especially from industrially organized. Most differences are due to the requirement that organic livestock farms pay close attention to the protection and conservation of the environment. One solution that will prevent environmental degradation is the transition from conventional to organic farming. However, mountainous agriculture is very close to organic farming. A large part of our agricultural land can be certified immediately without conversion period.

For organic production, it is important that animals are native breeds and strains of cattle and sheep that are adapted to the particular breeding conditions. The reproduction of animals should be natural, artificial insemination permitted. Hormonal and induced estruses are not allowed. The use of embryos, gene manipulation, embryo manipulation, as well as the use of species and breeds that are the product of genetic engineering is also not permitted. Animal husbandry facilities in the organic farming program must meet the animal welfare requirements. In order to preserve animal health, preventative measures are of great importance, since the use of preparations and medicines is minimized. Organic production in animal husbandry implies that health problems are mainly addressed through preventive measures.

Beekeeping: In addition to the listed branches of development of agriculture, the development of beekeeping occupies an important place.

Tourism development

The concept of sustainable development is gaining ground in the tourism market as well. Ecotourism, as a contemporary form of selective or special needs tourism, is becoming an increasingly important segment of the overall tourism development of many countries during the early 21st century (Milenković et.al., 2012).

The Prijepolje region is famous for its large number of villages with preserved ethnographic and folklore heritage (Plavša et.al., 2007). Agritourism is therefore part of the concept of multifunctional agriculture, or more broadly the concept of integrated rural development. Agro-tourism is, first of all, part of the tourist activity, which encompasses relation between jobs related to travel and temporary stay of people outside their place of residence for the purpose of rest, leisure etc. Tourism can be: resort, rural, hunting, health, entertainment, cultural, sports, picnic, tourist-seasonal and off-season, domestic, foreign and border, individual and collective work. Ecotourism means trips to destinations with recognizable flora and fauna that are the primary tourist attractions, with minimal environmental impact (Štrbac Maja and Hamović Vladana, 2011).

Tourism is important for the local and national economy because it brings income from tourists. The word tourism originates from the English word "tour" which in the Oxford Dictionary means: pleasure from travel, with staying in various places. A tourist is the person who undertakes such a journey (Pejanović and Vujović, 2008).

Tourism in the territory of Prijepolje Municipality depends on natural and anthropogenic potentials, as well as on local authorities, ownership transformation, population standards, tourism management and other conditions. The new concept of tourism organization is based on market economy principles.

The municipality of Prijepolje, with its rich, diverse and attractive natural and anthropogenic tourism potential, is a potentially interesting micro region, whose values have become increasingly significant on the tourist map of Serbia in recent years.

The municipality of Prijepolje has significant tourism potential, primarily for the development of rural, mountain, transit, hunting, sports, recreational and religious tourism. Rural tourism involves various forms of tourism activity (Štrbac Maja and Hamović Vladana, 2007).

Prijepolje has been a crossroads of many civilizations (Roman, Christian, Islamic) for centuries. From the Nemanjić era, the Mileševa monastery from the 13th century - a monument of culture of exceptional importance, the Davidovica monastery, the Kumanica monastery.

The Lim River is known as one of the most attractive rafting rivers. The Lim Valley and its tributaries provide favorable fishing conditions. Mostly present is freshwater fish (the common nase, European chub, the common barbel, cactus roach (*Rutilus virgo*), gudgeon), and from noble species huchen and grayling are present. The Lim tributaries, especially Mileševka and Dubočica, are rich in brown trout. In the area of Mileševka canyon there is nature reserve "Ravnište", where sanctuary for over 317 rare plant species (Serbian spruce, chestnut, yew, walnut, black pine, pine...) is located. The Griffon vultures, the dwarf owl, the dwarf eagle, the karst and the gray falcon, which are rarely seen in Serbia, nest here.

Hisardik village has long been known for its varied and quality fruit, with over 30 varieties of pears and 20 varieties of apples growing in an area of 10.3 km². The area of Prijepolje municipality has special tourism potential which is still under-explored and unexploited. In order to develop tourism in this Municipality, it is necessary to:

- To consolidate and design the contents of the tourist offer;
- Increase the attractiveness of tourist facilities along roads;
- Provide point-of-sale marketing on regional roads;
- To provide better accommodation for guests;

Include villages that are ready to participate in the tourist offer.

The existence of such distinctive "Landmarks" would initiate the development of tourism in villages such as Kamena Gora (Natural environment with coniferous forest), Sopotnica (waterfalls) and Milakovići (hamlet of Tičije Polje).

Conclusion

The aforementioned directions of development of the Municipality of Prijepolje can provide a greater degree of functional integration of the geographical area by defining priority activities and solving current development problems.

This can be realized because the municipality has natural resources as a factor of economic and rural development (forests, water, natural resources, tourist potentials). Clean unpolluted environment and significant agricultural and tourism potential.

Priority in investment should be in the development of villages through the improvement of livestock production. It is necessary to use existing,

currently unused natural resources in order to increase the volume of production. Moreover, it is very important to improve and increase production of sustainable agricultural products. It is of great importance to increase the productivity and competitiveness of the agricultural sector through use of human resources.

The development of tourism is possible through:

Strengthening the economic and communication links of Prijepolje and other tourist centers in the area (Zlatibor, Zlatar), in order to create a joint offer of regional tourism (natural sites, traditions, cuisine, agricultural activities and crafts, customs, festivities, manifestations).

Strengthening the comparative advantages of the municipality of Prijepolje by enhancing natural resources (rivers, cultural and historical contents, etc.) to create an additional supply of the most varied forms of recreational activities: rafting, hunting, fishing, sports schools, etc.

Therefore, the possibility of organic food production, the creation of a product brand with geographic origin and the promotion of rural tourism development are a chance for the prosperity for the Prijepolje municipality.

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