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**SUSTAINABLE AGRICULTURE AND RURAL
DEVELOPMENT IN TERMS OF THE REPUBLIC
OF SERBIA STRATEGIC GOALS REALIZATION
WITHIN THE DANUBE REGION**

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DEVELOPMENT OF TARA MOUNTAIN ON THE SUSTAINABLE DEVELOPMENT PRINCIPLES

Snežana Milićević¹, Nataša Đorđević²

Abstract

Having in mind that it is about the National Park of Serbia, tourist valorization of natural and cultural values of Tara Mountain requires a careful approach. Tourism of this area must be developed in accordance with legal constraints in approach and usage of natural resources and in accordance with the principles of sustainable development. The aim of this paper is to point to the necessity of applying the principle of sustainable development of tourism on Tara Mountain. Tourist activity is observed as a possibility for social-economic prosperity of this area, while sustainable development is that path to the reduction of negative effects of tourism on environment. The application of the sustainable development principle, as a crucial factor of the destination success implies the participation of different stakeholders whose interests are often rather different. The task of destination management is the coordination and fostering of the cooperation between all destination stakeholders.

Keywords: *sustainable development, Tara Mountain, National park, tourist destination, tourism, destination management.*

Introduction

As a phenomenon of the second half of the 20th century, sustainable development was, as still is, the subject of numerous discussions in literature. Basically, conceptual definition of sustainability comes from the requirements to harmonize the needs of development, i.e. to consume the resources in a manner that does not endanger the capacity of their

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renewal, but it encourages it and simultaneously provides the prosperity of contemporary society (Milićević, Podovac, Jovanović, 2013). The application of sustainable development principle prevents or mitigates negative effects of tourist activity on the environment.

One of the most popular destinations of modern tourism are the protected natural goods. Planning and development of tourism in destinations of this type require a proactive approach and elimination or minimization of negative effects of this activity on the environment.

Protected natural good of Serbia, National park Tara (NP) Tara, possesses rich biodiversity, as well as numerous cultural and historical values which enables the development of different forms of tourism. The purpose of the paper is to point to the necessity of applying the principle of sustainable development on Tara mountain. Main goals of the paper are:

- 1) Analysis of natural and cultural values of Tara mountain in order to present possibilities for tourism development;
- 2) Point to the necessity of careful planning of tourist activities in accordance with the legally defined constraints that are valid for the defined protection zones in NP Tara;
- 3) Through the analysis of material base of tourism and through the analysis of tourist turnover present current situation of tourism on Tara mountain;
- 4) Show the guidelines for future development of tourism that will be based on the principles of sustainable development.

Sustainable development of tourism

Sustainability, as a conceptual creation of the advocates of the theory of environment preservation, is not a phenomenon of the modern age. The sustainability concept in ecological sense is mentioned for the first time in 1970's of the XX century (Milićević, Podovac, Jovanović, 2013). However, the idea on sustainability is mentioned for the first time in 1980 in World Conservation Strategy, which was defined by the International Union for Conservation of Nature and Natural Resources (Liu, 2003).

Sustainable development implies the development, which meets the needs of contemporary generations, without endangering the possibility of future generations to meet their needs (Milićević, Podovac, Jovanović, 2013). The concept of sustainable or harmonized development should be understood as a process of harmonization of relations between economic,

social and cultural development, without the impairment of environment (Stefanović, Azemović, 2012). The concept of sustainable development promotes (Maksin, Pucar, Korać, Milijić, 2009):

- Life quality of local population and environment quality,
- Wise/rational usage of general and individual resources,
- Social justice in distribution of resources and goods,
- Possibility of choice of present and future generations,
- Balanced territorial development.

Sustainable tourism happened in the end of 20th century, as a need for establishment of the balance between tourism development, which is in expansion and environmental protection (Hrabovski Tomić, Milićević, 2012). Sudden development of tourism resulted in uncontrolled usage of natural resources, which are limited and many of them are not renewable. For that reason, a drastic turn in tourism development was required. The solution was found in development of sustainable tourism concept (Kostić, Milićević, Vulićević, 2016).

Sustainable tourism is defined as the seeking for a balance between environmental, economic, and sociocultural aspects (Mcintyre, Hetherington, Inskip, 1993; Vera Rebollo, Ivars Baidal, 2003; Pforr, 2004; Milićević, Kostić, Đorđević, 2016). Ecological sustainability implies compatibility of development with preservation and maintenance of basic ecological processes, biological diversity and biological resources; economic sustainability implies economically efficient development and resources management in the manner that they will be available for future generations to use, while socio-cultural sustainability implies compatibility of development with culture preservation and value system of the people that are affected by that development, as well as permanent preserving, and expressing the local community's identity (Hrabovski-Tomić, Milićević, 2012). World Tourism Organisation, by the term sustainable tourism, implies tourism which takes into consideration the present and future economic, social and ecological impacts, paying attention to the needs of visitors, tourist industry, environment and local population.

The aim of the development of sustainable tourism is to meet the needs of tourists for the stay in naturally preserved areas, with the preservation of identity of the place itself and providing of the benefits for the local community, primarily through the increase of employment and providing

the conditions for higher quality of life (Milićević, Podovac, Jovanović, 2013). Sustainable development of tourism implies tourism development that meets the needs of present tourists, tourist destinations and all participants in tourism, with simultaneous preservation of natural resources (Pavlović, Radivojević, Lazić, 2009).

World Tourism Organisation and UN Programme for the environment, by sustainable development imply such a development of tourism that meets the needs of tourists, as carriers of demand, tourist destinations as carriers of the supply, with a simultaneous preservation and enlargement of possibilities of future generations to meet their own needs (Hrabovski-Tomić, Milićević, 2012). For tourism to properly contribute to overall development, it is necessary to be planned and managed along with regarding the concept of sustainable development (Popesku, 2011).

Overall sustainability of tourist destination implies achievement of the balance between the type and scope of tourist activities on one hand and the capacity of natural and created resources, on the other hand. Sustainable development of tourism at the level of tourist destination should contribute to the maximization of positive effects, as well as minimization of negative effects for the environment, society, culture of one tourist destination.

Analysis of natural values of Tara Mountain

Tara is situated in the Western Serbia and belongs to the internal range of Dinarids. The highest peak is Kozji rid with 1.591 m. the surface of Tara is 183 km², and the average height of the entire area is about 1.200 m (Plavša, Savić, Nenadović, Jaćimović, 2005).

In spatial geographic aspect, Tara Mountain stretches directly from Zlatibor. This points to the statement that their vicinity makes this area tourist-complex in a wider sense (Marinoski, Stamenković, Ilić, 2015). Transitivity of Tara Mountain is reflected in its border position between the Republic of Serbia and Federation of Bosnia and Herzegovina. The narrowest contractive zone consists of: Užice, Čačak, Valjevo and Višegrad (Bratić, 2015).

Vast areas of forest of this timid and, in all aspects, wealthy area is rightfully counted as one of the most woody areas in Europe, where some forest complexes are included among the most preserved and most

productive ones, with the highest qualities. Different forest ecosystems cover more than 75% of the total territory of Tara mountain.

On Tara Mountain, there are identified more than 40 herbaceous phytocenosis, herbaceous-coniferous and coniferous phytocenosis, then 1.156 types of vascular flora which makes 1/3 of the total flora in Serbia. Among the present plant species, 76 are endemic species. Among the well-preserved forest complexes, there dominate the forests of spruce, fir and beech (85% of forest complex), while the areals and habitats of Pancic's spruce (*Picea omorika*) are particularly interesting. This type is considered a living fossil of the world of plants, because it comes from the age of tertiary. It was discovered on Tara Mountain by Serbian botanist Josif Pancic, in 19th century. Forest communities of Tara are under the first regime of protection, because they represent nature reservations (Ministry of Public Administration and Local Self-Government, 2014).

According to the results of previous studies, the region of Tara Mountain is inhabited by more than 50 types of mammals, about 140 types of birds, 23 types of amphibians and reptiles and 19 types of fish. Here you can also find the greatest population of the brown bear (*Ursus arctos*) in Serbia. The best known kind, for which we can say that it is the symbol of the invertebrates fauna of Tara, is the endemorelite, Pancic's grasshopper (*Pyrgomorphella serbica*). Among the birds we can especially stress golden eagle, grey falcon, snake eagle, partridge and others. In clear waters of the park there are brown trout and grayling, while on the shores there are numerous mammals. The first attraction are brown bear, chamois, wildcat, otter, alpine scoop and even 12 kinds of bats (Fauna of Tara National Park, 2017).

Wider region of Tara was identified as an area significant for the plants (Important Plant Areas - IPA) and the area significant for the birds (Important Bird Areas – IBA). In addition, since the year 2003, the area of the National park Tara represents a selected area for prime butterflies (Prime Butterfly Areas – PBA), and it is also identified as significant within EMERALD network, European ecological network for preservation of wild flora and fauna and their natural habitats in those countries that are not EU members (PC „National park Tara”, 2013).

The region of Tara is characterized by the mosaic of mountaneous elevations and surfaces that cut the valleys of the rivers and their

tributaries. In addition, there are present different geomorphological forms (caves, ravines, sinkholes, gorges, canyons and the like). Karstic relief increases the vividness of mountain space, which is clearly contributed by more shallow and deeper-cut river valleys, particularly gorge-canyon part of the Drina valley with the well-known viewpoint Kozje stene (Stanković, 2002).

The Drina River surrounds Tara from north-west and north side. The color of water is green, it is classified in the II class of soundness and it is classified among the purest water flows of Serbia. The Drina Canyon, 24 km long is probably the prettiest, and after the Colorado Canyon and Tara Canyon it is the deepest in the world.

Analysis of cultural-historical values of Tara Mountain

On Tara mountain there are two immovable goods: Raca monastery and „Mramorje“ locality in Perucac, which possesses 80 monuments (tombs) which originate from XIV and XV century. „Mramorje“ locality is classified among the most significant and best preserved necropolises in Serbia and for that reason it is protected as a cultural monument of exceptional significance (Institute for the Protection of Cultural Heritage of Serbia, 2013).

On north-western slopes of Tara there is the place Kremna – by far known for Kremansk prophesy and Tarabic family (Ranisavljević, 2011). In the vicinity of Kremna, on the road to Tara, there is a complex “Kremansk Prophesy”, single-room chalet which is a kind of a museum.

In the middle of Tara and Zlatibor, there is ethno village Drvengrad. Drvengrad (Mećavnik) is a film city of the director Emir Kusturica, which was made for filming “Life is a Miracle”. It consists of the church-log cabin of Serbian Orthodox Church dedicated to Saint Sava, as well as houses-log cabins (Todorović, Bjeljac, 2007). The attraction of the Tara Mountain is also museum-tourist complex „Sargan Eight” which belongs to the group of industrial monuments. It is a part of the railway of a narrow track between Uzice and Visegrad, i.e. Mokra Gora and Kremna, through the Sargan hill. This railway has many bridges and 19 tunnels of which Sargan tunnel is the longest: 1660,80 m. by the number of bridges and tunnels and the ascent of 18 promils, Sargan Eight is unique in Europe (The Šargan Eight, 2017).

Protection zones of the National Park Tara

In order to preserve natural values that Tara possesses, on the 13th of July 1981, the National Assembly of the Republic of Serbia has announced by a special law that this region is the National Park. The care of the park that includes 19.175 ha was given to the public company (PC) “National park Tara”.

National park Tara with Zaovine and Mokra Gora is nominated by MAB UNESCO Committee as a potential reserve of biosphere which will have overborder character because it will also include the area of the future National park Drina in Bosnia and Herzegovina (PC “National park Tara”, 2013).

Spatial plan of the area of the National park Tara (Official Gazette of RS, no 3/89) defines three zones of protection and the protection zone of NP. In I protection level we determine the prohibition of using natural wealth and we exclude all other forms of using the space and activities, except scientific studies and controlled education. In the II level of protection, there are managerial measures for the sake of restoration, revitalization and total improvement of natural good and traditional activity that have not endangered primary values of space during their development. In the III level of protection, there is allowed selective and constrained usage of natural resources, among other things, through the development of ecological, rural, health, sport-recreational and other forms of tourism (Stojanović, 2011).

Within the borders of this park, we can distinguish (National park Tara – position, announcement of the National park and protection zone, 2017):

- a) High Tara, which includes approximately 60% of park territory or 11.562 ha and
- b) Flat Tara with 7.613 ha.

High Tara is distinguished as a separate spatial-functional whole because there is a set of the most valuable parks of nature and natural values with the least level of change, more precisely in the I level with about 2.948,75 ha and in the II level of protection about 7.732,39 ha. In this part of the NP, nature protection is the priority and as for the economic activities, forestry is allowed, hunt and traditional mountain agriculture. In this part of Tara there is Predo’s Cross which represents a tourist station and the starting point towards all significant localities of this part of NP.

Within the area of the Flat Tara the priority is also nature protection and there are natural values and cultural goods of significance for NP, but in this pair of NP there is a more diverse economic activity. In the regions implied by I (274 ha) and II (1.310 ha) level of activity protection are reduced and strictly controlled, but on the space remaining, except the forestry and tourism which are priority economic activities, there are already constructed facilities in tourist centers Kaludjerske Bare, Sljivovica, Mitrovac, and it is also planned to build new capacities in Oslusa, Sokolona and Krnja jela zone.

Material base and organization of tourism on Tara Mountain

On Tara Mountain there are defined 5 development tourist zones (Yugoslav Institute for Town Planning and Housing, 2012):

1. Predo's Cross,
2. Perucac,
3. Kaludjerske Bare,
4. Bajina Basta and
5. Mitrovac.

Predo's Cross is a locality, on 1.075 meters above sea level. It is situated in the most distant part of Tara, in the far west. It borders with the Republic of Srpska by the Perucac Lake and one part of land border. Precisely this remoteness has helped it to preserve its flora and fauna. In this region, there are also 3 nature reservations: Star Mountain, Cranberry and Karaula stula. The best ski courts are in the region of Predo's Cross, with height difference of 500 meters. The length of the track is from 3 to 5 km. There is a well-developed network of forest roads that are suitable for mountain cycling (Predo's Cross - location, 2017). Development zone of Predo's Cross is the most suitable for the development of rural tourism, meeting special interests and short vacations.

Zone „Peručac“ is situated at about 12 km from Bajina Basta. It is a well-known tourist settlement with a big place for swimming, restaurants, pools for children, showers, etc. On Perucac, there are hotels „Vrelo“ and „Jezero“ as well as different private accommodation capacities. Here you can also find the trout fishpond. You have on your disposal a walk or boat or raft trip through Drina Canyon (Peručac Lake, 2017). Development zone „Peručac“ has all the conditions to specialize itself and to become the leading fishing destination of Serbia and a destination that offers

different activities and experiences on water, development of summer and winter vacation, as well as shorter stays and usage of rural advantages.

Kaludjerske Bare are 16 km away from Bajina Basta. It is the south-eastern part of Tara as well as the best-known tourist center. There are regulated hiking trails, as well as trails for skiing and sliding, and thus this is a zone suitable for the development of mountain tourism in winter (alpine, Nordic skiing), for walking and cycling in the summer, then health (mountain wellness) and business (conferences, workshops, etc) tourism. Hotel complex in Kaludjerske Bare is situated outside the NP Tara, but it is in organizational, territorial and transport manner connected to the NP. In this zone, there are modern hotels „Omorika“, „Beli Bor“ and „Javor“, and next to them there are private capacities with rooms of different categories. There are 345 beds and dependans „Javor“ with 50 beds. Its level of services is categorized with 3 stars. The visitors have on their disposal modern halls, saloons, cabinets for counseling, cinema, library, swimming pool and complete sport-recreation facilities and courts. In this zones there is also horse haras and a horse club „Dora“. The activity of horse haras and horse club had an exceptionally positive effect on the improvement of the contents of Tara Mountain, tourism development and sport, primarily because here are perfect conditions for horsemanship (a great number of abandoned meadow, high quality food and other).

Development zone „Bajina Bašta“, is a zone of great impact on the implementation of entire concept of tourism related to the potentials of Tara mountain. Here, there are popular tourist manifestations held, such as Drina Regatta, Bridge Fest, Sprout days, etc.

At the height of 1080 m, in the middle part of Flat Tara in the year 1979, there was formed a recreational-tourist center for school children. Having in mind that it is about a flat, grassy depression in the form of a plate which is surrounded by the complexes of coniferous forests, it is actually a real place for vacation and recreation, as well as learning. The complex consists of 7 pavillions of mountaneous type. It disposes with about 700 places, with a complete sport courts and three ski lifts. Within this complex there is also a smaller hunting lodge, post office, shops and about 60 weekend houses. Development zone Mitrovac is a destination characterized by the youth, activity and sport orientation, with constant innovations of the suuply of products and services. From Mitrovac, it is possible to organize interesting trips to all parts of Tara and the greatest

attraction is to visit the Kozja stena, from which there is a magnificent view of the Drina canyon, the lake above Perucac and entire valley downstream from Perucac (Ristanović, 2005).

For the tourism of Tara Mountain it is significant also to distinguish the localities: Zaovine, Sljivovica, Sokolina, Oslusa. Zaovine is a region of rich biodiversity which belongs to Bajina Basta administratively. Great attraction are the lakes of this part of mountain. Sljivovica is a part located on the road Kaludjerske Bare – Mitrovac. In this region, very significant for the tourism is the information-education center, which was formed by the reconstruction of the abandoned grove house. The purpose of this object is multiple. There are held summer and winter camps for young rangers, where the students of elementary schools from Serbia in ten tours of seven days have a chance to extend their knowledge from ecology, geography, biology, environmental protection and to find out more about this, as well as other national parks in Serbia. This facility is also intended for the journalists who come to write about NP Tara. Center also receives smaller groups of tourists in free terms, who plan to spend several days there. Sokolina is about 8 km from Kaludjerske Bare. It is about the driest part of the Flat Tara, well-sunned and protected by terrain configuration from dominant winds. Above sea height of 1000 m especially contributes to the identification of the Sokoline locality for the development of health tourism.

Oslusa is situated near Mitrovac, above steep slopes towards Drina, directly along Tara's main road. On Oslusa, there is also a take off place for the ones who like paragliding, as well as viewpoint from which there is a great view of the Drina River and Bajina Basta.

On the border between Tara and Zlatibor in Uzice municipality there is also the nature park Mokra Gora, which is specific for the great difference in height between the highest and lowest point.

Tourist traffic of Tara Mountain

The most visited mountain in the Republic of Serbia in the last five years in Zlatibor, Kopaonik is at the second place, while Tara is on the third. Only in 2016, Zlatibor was visited by 178.620 tourists, Kopaonik by 117.942, while Tara was visited by 63.741 tourists. In the same year, mountain places in Serbia were visited by 511.164 tourists. Based on the

previous, we can conclude that Tara mountain participated with the total of 12,47% is tourist visits of the mountains in Serbia with 34,94%.

On average, this region is visited by about 57.210 tourists. Tara is significantly more visited by domestic tourists than foreign and they stay longer on the average (3,8 nights). The greatest number of visits of foreign tourists is achieved in 2013, 5.376, which in relation to previous years does not represent a significant growth. The greatest number of visits are recorded in 2016, when it also came to the increase in the number of visits of domestic tourists, but simultaneously to the drop in the number of visits of foreign tourists by 11,85% in relation to the previous year (The Statistical Office of the Republic of Serbia, Statistical Yearbook of Serbia 2017).

Table 1. *Tourist traffic of Tara Mountain 2010-2016*

Year	Arrivals			Nights		
	Domestic	Foreign	Total	Domestic	Foreign	Total
2010.	46.589	4.418	51.007	147.270	13.490	160.760
2011.	51.731	3.751	55.482	186.293	12.021	198.314
2012.	56.249	4.211	60.460	214.333	14.367	228.700
2013.	52.498	5.376	57.874	210.391	16.544	226.935
2014.	48.117	4.555	52.672	194.564	12.090	206.654
2015.	54.140	5.096	59.236	208.953	12.514	221.467
2016.	59.249	4.492	63.741	232.038	11.575	243.613

Source: *The Statistical Office of the Republic of Serbia, Statistical Yearbook of Serbia (2011-2017)*

Guidelines for future development of tourism on Tara Mountain

Specificity in tourism management of Tara Mountain comes from the fact that this region is a protected natural good – National Park. IUCN (International Union for Conservation of Nature) (2017) states that main goal in management of the national parks is: to protect natural biodiversity along with its underlying ecological structure and supporting environmental processes, and to promote education and recreation. Others objectives are:

- To manage the area in order to perpetuate, in as natural a state as possible, representative examples of physiographic regions, biotic communities, genetic resources and unimpaired natural processes;

- To maintain viable and ecologically functional populations and assemblages of native species at densities sufficient to conserve ecosystem integrity and resilience in the long term;
- To contribute in particular to conservation of wide-ranging species, regional ecological processes and migration routes;
- To manage visitor use for inspirational, educational, cultural and recreational purposes at a level which will not cause significant biological or ecological degradation to the natural resources;
- To take into account the needs of indigenous people and local communities, including subsistence resource use, in so far as these will not adversely affect the primary management objective;
- To contribute to local economies through tourism.

Tourism development management within one destination implies primarily the determination of crucial stakeholders, their roles and tasks. One of the crucial stakeholders in development of tourist activity of Tara mountain is PC “National park Tara” which has the responsibility for the protection of the region, which implements the tasks of program development and management plans, protection programs; tasks of planning and arrangement of woods; tasks of spatial arrangement; tasks of cultivation and protection of woods; tasks of protection and promotion of hunt and fishing; information technology tasks, tasks of informing, presentation and popularization of values; tasks of tourism and education. Important role in development of the tourism on Tara mountain, in addition to this company also have: Tourist organization of Serbia, Tourist organization of the Western Serbia region, STC “Bajina Bašta”, TO Uzice, TO Visegrad, Ministry of Trade, Tourism and Telecommunications, Ministry of Environment and Spatial Planning, Bureau for the protection of nature in Serbia and others. Wishes, attitudes and preferences of local population on one hand and tourists on the other hand can have an important impact on future course of tourism development of each destination.

All the activities aimed towards tourism development on Tara mountain should be harmonized with the National Strategy for Sustainable Development (Official Gazette of RS, no 57/2008), Tourism Development Strategy of the Republic of Serbia (Official Gazette of RS, no 98/2016), Spatial plan of the Tara National Park region (Official Gazette of RS, no 3/89), Management plan of the National Park Tara, Master plan for tourism development with business plan for Tara mountain and its surroundings.

In recent years, there appears ecological trend of hotel business – “green” hotels. Their role is to reduce the consumption of energy and water and emissions of carbon dioxide by the application of innovative methods of the responsible manner of building and managing a hotel; also to take care of the separation of solid waste and increase the recycling of waste matters; to reduce the usage of classical detergent and other chemical agents to the minimum, i.e. replace by “ecological” means; to prevent or reduce the environmental pollution and, wherever it’s possible, to affect the preservation of local biodiversities (Milićević, 2016). By the construction of such facilities on Tara, accommodation capacities would achieve better business results and simultaneously they would give a significant contribution to the environmental protection.

For the purpose of sustainable development of tourism on Tara Mountain, there are following suggestions of measures given:

- In addition to zoning, which exists within NP, it is required to determine the carrying capacity, i.e. maximum usage of Tara mountain as tourist destination without causing negative consequences for natural resources, reduction of satisfaction of visitors or causing the opposite effects in relation to local population, society, nature and culture of the specific field;
- Construction of new tourist capacities and renewal and modernization of the existing ones, in a manner that will provide minimum effect on the environment, reduce the energy consumption and other resources required, whose style of construction will fit into the local construction style;
- In order for the sustainable development to be the support to tourism, one of the management options is “to strengthen the location”. The most widely present manner of adapting the environment is setting of the protection structures such as concrete walls, promenades, walking trails and facilities for visitors. Such measures prevent the appearance of erosion and infliction of damage to vegetation and they can also be used as a protection measure of wild animal world;
- Force tourist companies to pay taxes for environmental impacts in order to finance the process of recycling, capacity for waste processing, electrical energy, water supply, because tourists also need these services;
- Provide the reports on the impact of tourism on the environment;

- Organize training programs for local population in order to include them in tourism development;
- Develop those forms of tourism, which imply the activities of tourists that will not greatly affect the environment in a negative sense, such as: ecotourism, educational, rural, health, adventure, cultural tourism, photo safari, birdwatching and other.
- Main role in sustainable development of tourism and coordination of interests of all crucial stakeholders should be given to a special organization, i.e. establish Destination management organisation of Tara mountain.

Conclusion

Tara Mountain is a destination that possesses natural and anthropogenic values that can be used for different forms of tourism. The fact is that Tara is proclaimed a National park already speaks about the wealth of its nature. Rich biodiversity is difficult to exceed with anthropogenic values, due to which natural tourist attractions are still greater in number than cultural tourist activities. Material base for tourism development is insufficiently developed. The number of visits on Tara is significantly less in relation to the leaders in mountain tourism, Zlatibor and Kopaonik. The increase of the number of tourists in 2016 should be observed with caution, having in mind that in addition to positive effects, the increased tourist traffic can also have negative effects on the environment. Main focus of tourism of this destination must not be the attraction of a great number of tourists, but also the creation of a quality offer for a certain segment of tourist demand. The accents should be put on the development of sustainable tourism which will among other things imply a strict control of the number of visitors (creation of tourist tours that will imply a smaller number of tourists). Common task of crucial destination stakeholders is the implementation of different strategies in order for the integrated tourist supply of Tara to be in accordance with the principles of sustainable development. Line ministries and tourist organizations are at the macro level in charge for the planning and implementation of significant investments. PC “National park Tara” has a significant role in implementation and planning of sustainable tourism. For the coordination of many and often conflicted interests of crucial stakeholders, when managing the development of the tourism of Tara mountain, it is required to establish Destination management organisation.

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