

POTENTIAL DEVELOPMENT OF SPECIAL FORMS OF TOURISM IN VRBAS MUNICIPALITY

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Abstract: The changes in the tourism market have led to the emergence of certain types of tourists in response to requests from individuals or small groups of tourists. Tourists look for new destinations, activities and experiences as an opportunity for underdeveloped tourist places. The municipality of Vrbas is one of those places that can be positioned in the market. Because of this, the paper will present potentials for the development of some special forms of tourism in this place.

Key words: Special forms of tourism, environment, Vrbas, natural resources, cultural resources

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INTRODUCTION

International tourism is experiencing a metamorphosis and open many questions of its restructuring. This is especially important for those who expect more from tourism and its programs see tourism as a strong support for economic and social development while preserving natural resources and improving environmental conditions of the local environment. Consumers are becoming more sophisticated and demanding. Travel motivations and expectations of tourists are a significant segment of modern tourism. Tourists are increasingly looking for new tourism products (services) and new tourist destinations. With the rise of environmental awareness, more and more tourists avoid too commercialized and polluted destinations.

At the same time, there is more deregulation of the legal, technical, technological development and radical transformation on the tourism market. The ability of the business in the tourism industry will depend on the skills of participants to implement the best practices of modern tourism. Modern tourism is characterized by flexibility, segmentation and authenticity. It must be understood and accepted as a necessity, fashion and a way of life of modern man. It is the result of a component society, community organization, and the standards of modern civilization.

Notwithstanding the obvious differences in the contemporary tourism, whether it is a mass tourism or special forms of tourism, common objectives are reflected in the following:

- ensuring the appropriate level of development,
- protect the interests of the local population,

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- ensure the tourism experience and understanding of the original culture tourism destination;
- encouraging a responsible attitude towards the environment;
- ensuring local tourism profits;
- ensuring socio-cultural, economic and physical harmony.

Why Vrbas? Because Vrbas at the end of the twentieth century represented one of the most important business centers in the region, which have a large number of visiting tourists looking primarily for hunting, sporting, cultural, event tourism activities. The transition has had a great impact to the overall situation which affected the municipality of Vrbas and led to the present situation, both in terms of living standards and in terms of tourism development.

Besides resources, primarily natural and cultural, alongside with the improvement of infrastructure and accommodation, Vrbas could be well positioned in the tourism market. This position would be much lower than the previous period, but it is certainly a basis for further improvement and upgrade.

The requirements of modern tourists are changing. There is an increasingly present demand for activities which do not have a strictly seasonal character. This demand is characterized by requirements for nature, improving health, raising environmental and cultural awareness. This form of tourism activities is based on the attractiveness of the tourism resources of the city and the city environment. At the same time the number of providers of tourist services based on the interest of tourists is increasing. Local population considers this as an opportunity to increase profits by improving existing and creating new tourist services.

Based on the above is any of an open discussion about the need for presentation and adjustment of tourism and other resources of the municipality Vrbas to the needs and possibilities for the development of specific forms of tourism.

METHODOLOGY

Special forms of tourism occur as a result of individual desires (needs) for the tourists for an authentic experience in the travel and leisure. To make specific demands, typical for individuals to be realized, the tourist offer should be filled with a variety of amenities and programs that conform to the natural and cultural resources of the village. Supporting the above statement, Vrbas stands as an example, which so far by tourists is not recognized as a tourist destination (tourist spot). In this case, the responsibility is higher in local policy makers and potential service providers who should use the existing natural and social resources for tourism purposes.

The paper will present natural resources, cultural resources, events and facilities for the development of several specific forms of eco-tourism, cultural tourism, rural tourism, recreation and hunting. At the end of the SWOT analysis the author will give his opinion on the (destination's) current and potential state and final recommendations for next steps and activities (to be carried out).

GENERAL CHARACTERISTICS OF THE MUNICIPALITY OF VRBAS

Vrbas is crossing the central and southern Backa along the route of the Great Backa canal, which forms the backbone of a hydro system Danube-Tisa-Danube Canal. While the centre of the Vrbas municipality has a central position in relation to the Backa, other settlements are more inclined towards its southern part. In addition Vrbas, which is also the center of the municipality, consists of the following settlements: Bačko Dobro Polje, Zmajevo, Kucura, Ravno Selo and Savino Selo (Miljković et al., 1998).

Vrbas municipality covers an area of two geomorphic units: the loess plateau and loess terrace. Although the relief is clearly defined as having distinct morphological

categories, these units have many common features. Height difference between them is not the same everywhere, most notably in the border area to the tower, where the loess plateau dominates the loess terrace 17 m high.

The total dissection of the relief is 24m and ranges from 80 m to 104 m above sea level. Meadow calcareous chernozem soil is most common in the area of the municipality of Vrbas (Miljković et al., 1998). This is the most common type of soil on loess terrace. The average thickness of the humus horizon of this soil type is 65-70 cm. Meadow calcareous black soil has good structure, water-physical and chemical properties, in particular, is rich in nitrogen, phosphorus and potassium, and an agricultural land of high productive value. Chernozem on loess plateau, meadow black soil has a relatively deep humus horizon, very favourable and stable structure loamy and is well supplied with plant nutrients in available form, water has good physical and thermal properties. Good physical and chemical properties of the deeper layers of the basic characteristics of production for which it is classified as a land of high productive capacity. Carbonate chernozem - extends also to the loess terrace and the loess plateau. On the loess terrace carbonate chernozem is present in several locations, while the loess plateaus extends over southern parts.

The average thickness of the humus horizon is 40-70 cm. Colour is brown calcareous chernozem-brown on the loess plateau, while the loess terrace brownish-black. Solonchak is a type of brine created during salinization. In the municipality there is a small territory solonchak. This salty soil can be successfully unsalted lowering the groundwater levels (Mrkša & Milanović, 2012).

Climate has no pronounced specificity compared to other parts of Vojvodina, and has continental steppe climate features. Annual average air temperature is around 11°C and annual average rainfall is 560 mm. The value of insolation is about 2003 h per year, while the cloudiness is about 60% per year. For much of the territory is most frequent north-westerly wind in the summer and spring, while the intensity somewhat weaker southeast wind-wind, which is most frequent in autumn and winter.

The most important hydrographic facility in the territory is the Grand Backa Canal. Digging of the canal has greatly contributed to the creation of the Vrbas as a strong industrial centre, because the channel was designed primarily for transportation. However, the major waterway channel has today become a major environmental problem in Vrbas, because it is used for industry, and still used for wastewater discharge. In addition to DTD hydro system, through the municipality, Jegrička river flows, which is partly protected as a nature park category III. The importance of groundwater, except for water, is reflected in the existence of three thermal spring waters that have both energy and health resort potential (Mrkša & Gajić, 2013).

Flora and fauna are directly related to the geomorphologic, soil, climate, hydrological and anthropogenic factors, so that in the community, depending on the type of land, developed adequate wildlife. Forests to a significant extent do not exist, except for some trees near the banks of the canal Jegrička, mostly poplar, black locust and pine. Along the roads are chaparral and shrub, while at the site Carnok, there is a significant number of protected species. The most numerous faunistic groups are over 100 bird species, and more than 20 species of fishes, while for hunting you may encounter deer, rabbit, pheasant, quail and others (Mrkša & Gajić, 2014).

PROTECTED AND NATURAL RESOURCES

In the municipality of Vrbas there are three protected areas: Jegrička Nature Park, Natural Monument Čarnok and White poplar trees. Nature Park Jegrička is designated as an important area for the Protection of Birds (IBA), as well as plants (IPA), a candidate for entry into the list of Ramsar sites. On the territory of the nature park Jegrička has so

far registered 76 species and 16 plant communities. Among those is a rare, protected species and the disadvantaged in the Red Book of Flora of Serbia: white water lily, marsh fern, water earthnut, bladderwort. From relict species from the Tertiary warm were held: water lilies, water fern, water orašak, uvijuša. Security mode allows scientific research, regulation points for the presentation of natural heritage, education, tourism and recreation and recreation, arrangement of the settlements, tourist and recreational trails. Natural Monument Čarnok is a small botanical site of exceptional natural features, covered with primeval steppe vegetation.

Cultural and archaeological values are created - ellipsoid fortress like "oppidum", a protected monument. Vegetation Čarnok natural monuments have characteristics of relict and authenticity, and its inventory of the flora of 120 species of plants in a small space is a feature of representativeness. Steppe relicts that are here are cotton grass, wild carnation, srpica and wild asparagus. From the Pannonia endemic is represented cornflower, a new taxon species is a type of thistle.

Natural monument white poplar tree is located in Savino Selo. Zmajevačka lakes represent four artificial reservoirs created by excavating earth for a brickyard. The complex consists of four lakes: big yellow, lime, feeding and big blue lake. Large yellow and lime lake is a great place for anglers while feeding is a separate entity in which the food is grown and younger. Big Blue Lake is privately owned, fenced and not accessible to fishermen. The most common species are carp, grass carp, silver carp, catfish, pike, perch and babushka and a lot of white fish. The lake is open year round and is provided solely for the fishing coast. Special advantage is the possibility of night fishing. On a nice-constituted coast there are 12 platforms for the competition and 19 carp fishing village. At the lake there is a where the hut from where a fishing permit can be taken.

CULTURAL RESOURCE

The oldest residence in the municipality of Vrbas dates from the Neolithic period, the so-called Starcevačka culture. The first organized settlement dates from the second millennium BC and is one of the largest lowland settlements in Central Europe. The existence of settlements testify Celtic oppidum, Charnock, an archaeological site dating from the first century BC. From the period of the great migration of the Dragon are found gold pins that are recorded in the almanac. On the left bank of the ponds was investigated Avar- Slavic necropolis which comes comes from Pseudo attributed to the Slavs. At the site Šuvakov farm they found the remains of the village Vrbas, church and necropolis, which was first mentioned in 1387. It was in the same period for the same period the village with a church and a necropolis near the site Čarnok.

Both settlements were destroyed and extinguished by the late fifteenth and early sixteenth century. Settlement on Šuvakov farm was moved to the coast of the bar, and after a few decades the population moved to the present location of Old Vrbas. The emergence of new Vrbas is associated with colonization of the Ruthenians in 1745 and Germans in 1785. After World War II the Germans leave these areas and settlers from Montenegro, Croatia and Bosnia inhabit them.

Today, as witnesses of history and multi-ethnic composition of the population, the most significant forms of cultural heritage are archaeological sites, religious buildings, palaces and buildings, monuments.

From religious buildings stand out: the Serbian Orthodox church which was built between in 1730, and in 1738 the, Evangelical (Lutheran) Church was built around 1824. Chapel Guide is a unique type of chapel characteristic for Vojvodina and Slavonia was built in 1793. Reformed (Calvinist) Church was built in the same period as the Evangelist Roman Catholic Church was built in 1884, and its precursor was the first Catholic school was built in 1872.

The Orthodox Church in the Dragon was built around 1794. Orthodox Church in Flat village was built in 1804. The church keeps two valuable religious books Oktoih - Bozidar Vukovic and Osmoglasnik - Jerome Zagurović. Greek Catholic Church in Kucura, founded in 1765, the Roman Catholic church in Kucura built in 1859. This is the hard material in honor of all the saints (Čučulović et al., 2014).

Significant buildings and castles in the municipality of Vrbas are: High School "Zarko Zrenjanin" was founded as the Latin School in 1809, The 1835th was renamed the cartridge gymnasium, and in 1872. Cartridge in lower high school in 1893. Utility in high school, 1921st in total real a high school in 1947, mixed in real high school. Museum Vrbas municipality was established in 1968, and changed a few locations and today housed in the old municipal building. Base Center or Bapina base is the most famous illegal base in the municipality of Vrbas from the Second World War. Villa in Savino Selo was built in the late nineteenth century, the Hungarian Art Nouveau style.

It was built as a family home then landowners who had a mill in the same place today at the villa is separated clinic medical center; Toman's mansion in Vrbas is built Jewish landed gentry Toman, a representative house for living in the early twentieth century, today the mansion is a subsidiary D.D.O.R. Novi Sad; Tabor Castle was built in the mid-nineteenth century to unknown owner, and in the early twentieth century it was bought by Gyula Tabori, who dealt with the hospitality, wine, fruit and grain trade, today the castle is owned by JP "Vrbas Gas" that it was a few years ago modernized for its basic needs; Straight Windmill Village - owned by painter Vladimir Stpanova, built at the site of illegal dumping. The interior of the windmill has been converted into a studio (ground floor), and above the studio showroom that reflects the traditional life of the region, filled with hundreds of items (old furniture, carpets, furniture pottery, old tools, etc).

Monument Jozef rain is on the hill above the dam near Šlajz. This monument represents the memory of the designer of the Grand Canal, which although not a citizen of the Vrbas wanted to be buried in Šlajz as they headed out for the first test works.

The most important events in the municipality of Vrbas are: Youth Poetry Festival, established 40 years ago, and is the oldest and most important cultural event of the municipality, but it is one of the most important and poetic events in the country and takes 5 to 7 days; The range is the largest youth poetry festival event supporting young people. Established 6 years after the festival brings together a dozen talented young painters from the country of your choice selectors - known art critics; Festival of folklore traditions of Vojvodina was established 30 years ago and held in many municipalities in Vojvodina. Decision of the Bureau and the municipality of Vrbas festival will continue to be a permanent event and will be held in Vrbas, in September; Autumn Art Salon was established in 1968, and is the oldest event of its kind in the municipality.

Salon is held in October or November and lasts about twenty days; Kostelnik in autumn is the intermunicipal musical poetic manifestation with meetings choirs organized by KDP "Carpathians" and KC Vrbas, in November; Night of the museum is a cultural event which is jointly organized by museums and cultural institutions, during which the museum is open for visitors from 18.00h to 02.00h pm; Neven's children festival poets is held in Savino Selo since 1989.

It has an international character and excels in working with gifted children and writers; Art Colony "Triangle" in Savino Selo gathers a lot of important and talented artists, traditionally in the month of May, the three-day interval create their images, mostly of landscapes, still lifes, and figurative composition associative, author and aesthetically liberated.

Kucura harvest is an event with performances of Ruthenian and Ukrainian cultural clubs and several companies of other national communities in Vojvodina; Tambura music in the Dragon is held in honor of Sava Vukosavljev one of the most prominent figures in

the music scene of Vojvodina during the second half of the last century, is being held at the Cultural Center of the Zmajevci; Fijakerijada in Ravno Selo is a traditional equestrian event, which has revue and a competitive nature, takes place in July or August, and the organizer of the Equestrian Club "Mustang" from the Ravno Selo.

Table 1. Manifestations in the municipality of Vrbas

	One day	Two day	Multy day
Vrbas	5	1	4
Bačko D. Polje	1	-	-
Zmajevci	1	-	-
Kucura	1	1	-
Savino Selo	1	-	2
Ravno Selo	1	-	-

CATERING FACILITIES

Units of accommodation, food and beverage dispensing perform basic activities and therefore are important for the catering company. However, with most catering units the first and second types of business units are represented, but a judgment was made based on whether catering unit performs predominantly one or the other type of service. Catering units for accommodation and restaurant services consist of the issuance of furnished rooms, suites, beds and extra beds. Basic food and housing unit for the hotel, and its allied units are motels, motor- hotels, pensions, etc. Other units to accommodate the tourist resorts, tourist campsites, guesthouses, hostels, etc.

Catering units for food and beverage dispensing offer guests a variety of shopping services, individually or in combination. With these services the consumer receives certain products for final consumption, because, for example, food and drink are consumed during lunch. Catering services include processing activity consisting in preparing and serving guests cold and hot dishes and desserts, while providing a beverage dispensing activity includes serving guests drinks and soft drinks, mixed drinks - cocktails, hot drinks - coffee and tea.

The restaurant is basic catering units for food and beverage dispensing, and its her allied units are canteens, restaurants, pubs and the like. In other catering units for food and beverage dispensing includes cafes, bars, grills and catering units in mass passenger transport (Janićević, 2008; Lončar, 2001; Kovačević & Nikoloć, 1999).

The accommodation facilities are the main indicators of the tourism base material because of them binds basic local infrastructure, services and related services (Mrkša, 2011). If we look at the number and the current situation in the municipality of Vrbas, it can be concluded that they are not at a high level.

The largest accommodation facility is Hotel Bačka, which is located in the center of the Vrbas. The hotel was built in 1955. It represents the structure characteristic of the time in which is built. After privatization, most of the units and related facilities have been renovated and are categorized with three stars (***). The hotel has 22 single rooms, 29 doubles, 2 triples and 3 quadruple rooms, 3 suites, with a total capacity of 104 beds. Within the hotel there is a restaurant with 450 seats, banquet hall with 90 seats, 4 lounges (large lounge has a capacity of 40 seats, two smaller halls with capacity of 12 and 8 seats and a small lounge with capacity of 5 seats), bar, exchange office, a barber shop, cages for dogs, parking space.

CFK Hotel is a newly built facility within the Center for Physical Culture. The facility has 47 beds in 4 suites, 19 double rooms and 1 single room. Hotel guests have at their disposal all contained Sports Center. Farm 49 is located in the courtyard in the center of the Vrbas and the City Cafe makes catering accommodation complex.

The accommodation part has one single and four double room, one four apartments with total capacity 13 beds. The restaurant has a capacity of 60 seats, terrace 16 seats. Within the complex there is a dog cage.

Brothers Madnić Motel is located on Highway E -75, in the direction of Novi Sad. It was built in 1994 with 6 single rooms, 24 double rooms and 4 suites. Each room has a bathroom, air conditioning, TV and Internet. The motel has a restaurant within which operates a banquet hall, breakfast room, a gallery with a coffee bar and terrace. The complex includes a gas station and fast food restaurant with a cocktail bar.

Table 2. Battle of the ownership structure restaurants in the municipality of Vrbas

Place	Object	Number of seats		Ownership
		Indoors	Terrace/ Garden	
Vrbas	CFK	600	220	National
Vrbas	Hotel Bačka	640	148	private
Vrbas	Klub M	200	50	private
Vrbas	Klub A	70	30	private
Vrbas	Marezi	50	35	private
Vrbas	Balkon	30	30	private
Vrbas	Pescatore	40	30	private
Vrbas	Čavo	600	200	private
Vrbas	Gradska kafana	50	16	private
Vrbas	Kairo	59	36	private
Bačko D. Polje	Durmitor	250	100	private
Bačko D. Polje	Braća Mandić	80	50	private
Zmajev	Jezero	72	16	private

It is evident that the size of the accommodation capacity in a small municipality, a quality structure is unfavorable, and with such an accommodating base it cannot achieve a significant progress in the development of tourism. However, one of the main tasks is to create the conditions and the business environment, which should lead to the improvement of existing and construction of new accommodation (Čučulović, et al., 2013).

Hospitality is a specific activity that is related to environmental quality and the aesthetics of the landscape. When it comes to the quality of the environment it depends on the quality of food and water, but the clean air important factor in the success of catering services (Lješević, 2005).

POTENTIAL SITES OF SPECIAL FORMS OF TOURISM

Ecotourism - the main potential activities for ecotourists would be the following: walking network discreetly marked trail excursion, with possible editing of individual sections of cycling; horse, accompanied by a local guide, or ride a horse-drawn carriage or another; educational and scientific activities; bird watching; harvesting with a guide or host; observation and participation in the processing of milk and other traditional works within the authentic rural households; observation or participation in traditional arts, games and contests; lodging and stay in tents or in huts that are purpose- built for this purpose in traditional/authentic architectural style of the building (EPCD 2006; Mrkša, 2009; Čučulović et al., 2012).

Potential eco destinations in the municipality of Vrbas are: Nature Park "Jegrička"; Natural Monument "Čarnok"; precipice; Zmajevačka lakes; Kosančić; Windmill in the straight country; Motel Zodiac Savino Selo and unpolluted coast canal watercourses. The cultural tourism resources include various types of cultural heritage (Đukić-Dojčinović, 2005).

The different classifications are usually distinguished: cultural and historical monuments, architectural objects, ethnographic complexes, monastery complexes and churches, museums and monuments, exhibitions, galleries and fairs, cultural forums, folk festivals and various cultural attractions (Hadžić, 2005). Cultural tourism attracts many tourists. Every event and each group of cultural and historical monuments (mentioned in the previous part of this paper) represent specific cultural motifs which is a common combination that triggers attractiveness and appeal for potential future tourists.

The special significance of hunting lies in the fact that modern hunting is conceived and constituted so that it is in the function of sustainable development. It means that hunting which represents a complex activity of managing wildlife populations for their protection, breeding (artificial production, population, health care, nutrition), hunting and rational use, as well as maintaining and improving the habitat conditions in hunting grounds, not only provides the optimum reproducibility of the existing wildlife populations according to the potentials of their habitats (biological and economic capacity of a hunting ground), but also aims to prevent and repair any damage wildlife may cause in a given ecosystem or biotope (Prentović, 2005; Prentovic et al., 2012).

Hunting Association "Vrbas" managing the hunting ground "Koviljak" has a total area of 37,566 ha, of which hunting area is 33,835 ha. The association is composed of a hunting society "Pheasant" from Vrbas, "Hawk" from Kucura, "Pheasant" in Savino Selo, "Rabbit" from the Ravno Selo, "Deer" from the Zmajevu and the "Partridge" from Backa Dobro Polje with about 570 members. At work the next hunting facilities: 5 stable waiting 73 for feeding deer, 191 for feeding pheasants and partridges, 97 soloists, 21 watering holes, two shelters for pheasants.

Constantly reared species of wildlife are deer, rabbit, pheasant and partridge Poland. Professional service has the gamekeeper employed full-time and 36 volunteer rangers. For hunting the most important is summer hunting quail, doves and turtledoves, and winter hunting ducks hang out-and-White-fronted geese.

The main task of the association is the preservation of fishing delegated control of surface waters and fish stocks. This is accomplished through the action of maintenance, stocking and storage of poachers and illegal means of fishing. Often, in accordance with the regulations and hunting seasons are organized competitions and sports fishing. In the municipality of Vrbas, the following associations function: "goldfish" from Vrbas, "Perch" from Kucura, "Jegricka" from Zmajevu and "carp" in Savino Selo. In addition to regular activities that include situation of sport fishing grounds, fish stocks, conservation and management of the same, organized the championship, league competitions, schools, fishing, etc. Important fishing events include "Stukijada" in Savino Selo, the Dragon's Children's camp - the school of carp fishing, "Carp Cup" on Zmajevačka Lakes and others (Mrkša, et al., 2013).

Sport and recreation touristic activities - the relationship between sport and tourism today is emerging as a mutually beneficial process, because it created an interactive relationship, and sport is shown as a separate part of the tourism industry, and more and more opportunities to enrich the tourist offer of the sport and support the development of sport through tourism. According to Plavska (2007) sports activity is not the same for everyone, nor is its experience the same even for the same person at different ages, the specific importance of sport and tourism is the effect it has on different people. This type of tourism in recent times is growing in popularity and is of interest to very different target groups, from children to the very elderly.

The basis for mass organization and the dominance of this type of tourism in the destination represent natural conditions (suitable relief, climate, well-preserved environment, etc.) and a well-developed general infrastructure, facilities for adequate housing and facilities for sports and recreation. Population, it can be divided into two

parts, one of which involves providing athletes with the desire to have as many elite athletes from a variety of disciplines and others, which involves the creation of content for the widest and most varied forms of recreation that is now common practice of people regardless of age, constitution, and even health.

Center for Physical Education "Drago Jovic" is one of the best and most comprehensive sports centers in Vojvodina. It has two halls, an indoor swimming pool, a modern bowling alley, fitness center, outdoor swimming pool, outdoor courts for basketball, handball, basketball, volleyball, beach volleyball, tennis courts, mini pitches and others. In addition CFK in the municipality are several gyms that their predispositions and facilities could be classified as a basis for the development of sports and recreational tourism activities, such as Sports halls in primary schools "20 October", "P. P. Njegos" and "Svetozar Miletic".

In each of the settlements there is an outdoor football field, tennis courts, football and handball. These two sports have the highest traditions of the region. The Flat Village's 2012 year built mini pitch, while that same court has existed for several years in the sport complex "Obilic" in Zmajevo, which still includes open fields for soccer, and indoor facility is a restaurant and a table tennis room.

All outdoor handball courts and basketball courts are located within the primary school until the completion of the school room in all localities (except Kucura that already has a school sports hall) expected in the 2013 year. In addition to these fields and facilities under construction, sports and leisure activities are possible on unpolluted rivers, of all the river channels DTD hydro system and Jegricka. In addition to bathing activities on the water as possible and boating and kayaking, while banks can be planned arrange for beach volleyball, mini football, table tennis and others.

SWOT ANALYSIS

Benefits are seen near the auto roads, primarily highway E-75, which causes a good transit position; preserved environment in the urban areas (protected areas, unpolluted streams); numerous and diverse wildlife; biogeographic values and protected natural areas. Opportunities for development of special forms of tourism are reflected in the willingness and support of relevant institutions, primarily national and provincial, for the preparation of planning and development documents related to tourism, and hence its individual shape. It also has significant readiness implementation of strategic goals and objectives and monitoring and improvement by these institutions. Closer to the European Union opens up the possibility of applying the access to funds for financing of infrastructure projects and the building which contributes to improving the quality of life in general and the development of the entire region.

Weaknesses are manifested primarily through underdeveloped awareness among local people and institutions that tourism is a chance for development of the municipality, the development of special forms of tourism, mainly related to the populated areas, thus creating the conditions for serious involvement of local population in the creation and provision of tourist services; lack of direct and indirect investments in infrastructure and human resources from local to higher levels of management; lack of political stability, which would create conditions for the safe investment of private capital.

Hazards can be viewed through an unbalanced and uneven development, both at the provincial and at national level; excessive centralization leads to a negative trend that manifest outflow of the young population through educational challenges (high school and college) due to lack of adequate facilities; most young people will not be returned to places of origin, and educational and age demographic structure of the population is very poor and do not make efforts to improve it. As a threat to mention conflicting development options and the dangers of uncontrolled hunting tourism.

SWOT analysis indicated that it was necessary to immediately start the process of rapid change, which is also seeking specific activities to their maintenance at current levels, or promotion. Depending on fitness, speed and effectiveness of strategic actions will depend on the success in the development of tourism, and therefore special forms of tourism in the municipality of Vrbas.

FINAL CONSIDERATIONS

The main resources / funds for the development of specific forms of tourism in Vrbas are natural and human resources, while main activities are agriculture and tourism. Combining the stable development and improvement of the aforementioned resources and activities can achieve the desired results. Based on the established natural and anthropogenic resources presented are the possible forms of tourism.

All of the above work addresses the potential for the development of specific forms of tourism but also certain disadvantages which are as important as resources to be able to talk about the development. Primarily refers to the shortcomings of the local to the regional level regarding the serious and responsible attitude towards the sustainable development of the municipality within which the important place occupied sustainable tourism development and therefore the special forms of tourism as an integral part thereof.

Before proposing specific guidelines necessary to note the lack of strategic documents and highlight one of the major steps towards the promotion potential and to the establishment of the Tourist Organization in late 2013-and Goin (until then, the municipality of Vrbas was one of the three municipalities that did not have a reasonable Tourism Organization).

For the purpose of evaluation of the potential it is necessary to: preparation, adoption and implementation of the overall strategic document; development and implementation of strategic documents in the field of tourism; infrastructure improvements; work on enhancing opportunities in rural areas for education, information and communication, as well as opportunities for cultural ascension of the population; creating the conditions for investment and private equity investments available; participation in educational meetings on developments and trends in the tourism market; training of personnel for writing projects and applications for grants from the safe area to improve the quality of life and tourism development; create realistic and achievable marketing strategy that will highlight the advantages compared to other local governments; improvement of the local population in the development of tourism as development opportunities; provide as many real benefits from the state and local governments and to stimulate the commitment of funds for the development of tourism; Multicultural population structure provides a good basis of diversity of experience of potential tourists, mainly due to the traditional hospitality.

As main deficiencies or limiting factors are: lack of built infrastructure; inadequate awareness of local population about the importance of special forms of tourism and opportunities for them; creating better living conditions in the rural areas of the municipality; Lack of strategic documents in the field of sustainable development, tourism and agriculture.

All this indicates that there is a reasonable possibility, but to rely entirely on the state of awareness and responsibility of local governments and the state.

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