

THE DIRECTIONS OF REGIONAL DEVELOPMENT OF RAŠKA MUNICIPALITY

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Abstract: The important natural and human resources situated on the territory of the Raška Municipality, provide a good basis for its regional development. Previous development plans marginalized these resources due to influence of industrialization. Available resources were used in a small scale. The task of this research is to perceive current geographic changes that happen among nature, population, settlements and economy. The perceived changes show complex situation in this area that had not been studied by regional geographers. The aim of this research is to define natural and human directions of development that could provide even regional development of Raška Municipality. Various literature and fieldwork (especially observation and interviews) provided data for this research. The future development plans for Raška Municipality should consider possibilities of agriculture, mining and tourism development. These activities will contribute to the regional development. These activities are also factors of the revitalization of its rural parts.

Key words: Raška, natural and human resources, regional development, revitalization

Introduction

The territory of Raška municipality covers an area of 666 km². Administratively, it is divided into three urban, three suburban and 55 rural settlements. The municipality is not territorially large, but it has a well-developed network of regional and local roads, significant natural resources and cultural and historical heritage from different historical periods. At the beginning of the second decade of the XXI century these resources make this municipality perspective among the economic perspective municipalities in Serbia. Since the directions of regional development of Raška municipality were not clearly defined, this paper will indicate activities that could contribute to positive economic results and ensure its stabile demographic development.

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Research methods

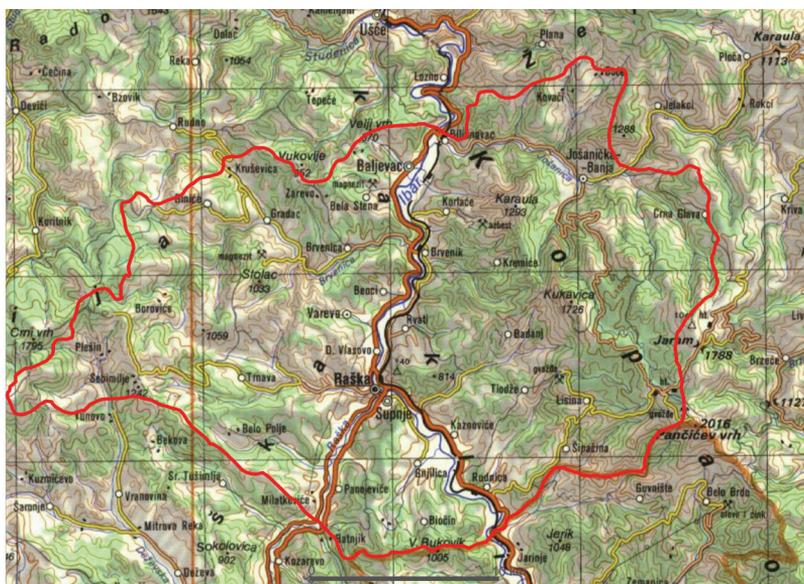
Within the methodological apparatus, as a general methodological procedures were used a statistical method, as a general method, and, method of analysis, synthesis and cartographic method as a special method. The field research in the Raška municipality revealed the geographical phenomena and processes that were not previously observed in the available literature. Applying the analysis and synthesis of collected data, the author derived the general conclusions reached during the research.

Researched area

The Raška municipality is located in the southwestern part of Serbia. Field research has proved that natural boundaries of Raška region and administrative boundaries of the Raška municipality are overlapping (Penjišević, 2010). From the morphological standpoint, Raška region consists of eastern parts of Starovlaško-Raška highlands and the middle parts of Ibar-Kopaonik region (Pavlović & Rodić, 1994). The municipality of Raška is morphologically divided into two parts: the valley-part (the basin of Ibar and Raška rivers and their tributaries) and hilly - mountainous part (branches of Kopaonik, Golija, Rogozna and Željin) (map 1). Along the valley of Ibar, which has meridianic direction of extension, the north part of Raška municipality is connected to more developed regions of Zapadno Pomoravlje and Šumadija, and in the south with Kosovo and Metohija. To the east, along the valley of the Jošanica, the right confluent of the river Ibar, the Raška municipality is connected to Toplica and Aleksandrovac valleys, and in the southwestern part, along the river Raška it is connected with the municipality of Novi Pazar (Military Geographical Institute, 1970).

The studied municipality is located in the central part of the Raška district that includes five municipalities: Vrnjačka Banja, Kraljevo, Novi Pazar and Tutin, along with Raška municipality. The Raška district covers 4.43% of the territory of the Republic of Serbia, while 17% of the territory of Raška district belongs to municipality of Raška. The Raška municipality is the second smallest municipality by area, as well as the smallest by population in the Raška district. This is worrying, since the population is the most important factor of regional development.

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Map 1. Map of the Municipality of Raška

Demographic situation

Based on the data of the Statistical Office of the Republic of Serbia relating to the census since the second half of the twentieth century to the first decade of the 21st century, it can be concluded that the population of Raška municipality affected by unfavorable demographic processes. These processes are reflected through the continuous decline in fertility, increased mortality, emigration and demographic aging of the population. Till year of 1953 the Raška municipality was predominantly agricultural area, which had a relatively high rate of natural increase. Families with many children contributed to development of agriculture, which was the main economic activity. However, after the 1961st year, with the rapid development of non-agricultural sector and increasing employment outside the farm, there was a decline in the rate of natural increase. For a period of 41 years (1961 - 2002), the population of Raška municipality declined by 2875 persons or 9.63% (SORS, 2004).

Declining number of inhabitants has been a result of negative natural growth and the intensive process of emigration from this area. Because of declining fertility and increasing mortality, the rate of natural increase during the second half of 20th century has been continuously declining. In 2010 was recorder the lowest value of natural growth, -6.8 ‰ (Municipalities of Serbia, 2010). Population

growth is uneven and rural settlements on the slopes of Kopaonik and Golija with unfavorable age structure are threatened by biological extinction. In 1961 age group under 14 years had share of 32.7% of the population of the Raška, while share of this age group in year of 2002 was reduced to 15.3%. On the other hand, the proportion of age groups over 60 years has increased three times, with 8% in year of 1961 to 24.3% in year of (FSOY, 1966 & SORS, 2004).

This is one of the most important issues and presents the hallmark of unfavorable demographic situation in the municipality of Raška at a beginning of the second decade of the 21st century. Modern migrations of younger population toward the town, led to a redistribution of fertility and reproduction transfer centers from the countryside to the city. For example, a mountainous villages Pokrvenik, Badanj and Lukovo according to the 2002 Census did not have any population younger than 19 years, and their aging indexes are very high (Badanj 57, Lukovo 29, Pokrvenik 11). On the other hand, urban and suburban areas have the lowest indexes of aging, because young population is predominant in these settlements (Supnje 0.29, 0.55 Raška, Varevo 0.66, Baljevac 0.89).

The different tempo of changes in population reflected in the change in population density. The half of the settlements of Raška municipality (30), at the beginning of the second decade of the 21st century, is in the area of low population density. This is a serious problem, which can quickly lead to a demographic threat to rural parts of the municipality. To ease these negative demographic processes to some extent, it is necessary to take measures to improve living conditions in the countryside. These measures should provide transportation connecting mountain villages with their centers and the construction of telephone networks in villages that still has no landline phones (Pokrvenik, Rakovac, Kremiče and Crna Glava). Also, it would be necessary to stimulate daily migrants to remain in the villages, by providing loans for the construction of individual rural households. Improving agricultural production by organizing purchase network and greater investment in agriculture by the state and local communities would be of great interest to those who want to live and work in the rural parts of municipality of Raška.

Results and Discussion

The first and main direction of regional development of the municipality of Raška is related to *the rational use of natural resources*. The important natural resources of the municipality are mineral resources, mineral water springs, agricultural land and forests. The coal, boron minerals, magnesite, lead, zinc,

asbestos, building and decorative stone are important among mineral resources. Some mines were in operation or still exploit (coal), while the occurrence of certain minerals is considered promising for the regional development of municipality of Raška. The greatest economic importance is the exploitation of boron minerals in Piskanja (ore reserves amount is 8 million tonnes) and in Pobrđe, but substantial investment in geological exploration is needed in order to get a clear idea of the economic viability of opening deposit (Obradović, Djurdjević & Vasić, 1992). According to the available reserves of mineral resources, in the future mining could be regarded as the basic direction of regional development of the municipality of Raška. The work of the mine in the past favorably affected the population density and concentration of population in Baljevac. This mitigated to some extent the process of migration of working-age population to more developed cities of our country. The economic crisis of the nineties of the twentieth century brought a stagnation of production. A large percentage of the population of the municipality of Raška moved to seek work and better living conditions. A planned exploitation of boron minerals in the ore deposits in the vicinity of Baljevac could to some extent alleviate the process of emigration of the population in this area.

Mineral springs are currently under-exploited natural resources of the municipality of Raška, although Jošanička spa water is used in the Roman period. Jošanička Banja has a total of 13 mineral springs, with a water temperature of 58 °C to 78.5 °C (Vasović, 1988). Despite the existence of a long tradition and proven results in treating patients, Jošanička Banja at the beginning of the second decade of the 21st century has not used the opportunity to establish itself as a medical-health resort, tourist and recreational place. Its values are not adequately valorized in the current plans for development of tourism in this region. The reason for this is that over the years of investment in tourism development in Kopaonik, spa functions in Jošanička Banja were completely neglected. Thermal mineral water treats certain diseases, but also for recreation and tourism. In addition, high temperature water source in Jošanička Banja represent a significant energy potential, which can be used in agriculture and in households for space heating. From this perspective, the future plans should consider use of mineral water available in Raška municipality, because mineral water can contribute to balanced regional development of the Raška municipality. In this regard, long-term plan of the Raška municipality and the Republic of Serbia provides a more rational utilization of mineral water. To affirm Jošanička Banja as health resort, tourist and recreational complex, it is necessary to invest in its development in terms of providing:

- Stimulating and restrictive measures to preserve agricultural land that belongs to more quality classes in alluvial plains of Ibar and

Raška river, preventing its conversion to other land-use and suppress illegal construction in these areas (Penjišević, 2010).

- A complete sewerage system for this spa resort,
- A control and regulation of riverbed Jošanica river,
- Planning, expansion and greening of the existing park in the spa,
- A construction of new accommodation facilities (hotels and motels) and expanding the number of beds in private ownership,
- A complementary development of spa and mountain tourism, the construction of the gondola from Jošanička Banja to Kopaonik, that will transport tourists through clean environment, with the possibility of enjoying the natural beauty of the region (Socio-Economic Analysis of the municipality of Raška, 2008).

The agricultural land is an important natural resource of Raška municipality, by its size, as well as the natural features that provide a variety of production in farming, cattle breeding and fruit growing. A significant proportion (37.3%) of the total area of the territory of the municipality Raška (66 641 ha) is agricultural land. It offers the possibility of optimal land use harmonized with the environmental principles of development. To aim this goal it is necessary to:

- Separate residential and industrial areas in the municipality of Raška and establish a harmonious relation between the built and natural structure,
- Define a special area for infrastructure development along the main output communication from the municipality to the surrounding municipalities,
- To create stimulating and restrictive measures to preserve more quality classes agricultural land in alluvial plains of Ibar and Raška rivers, preventing its conversion to other land-use and stop illegal construction in these areas (Penjišević, 2010).

The major significance for the development of agriculture has the arable land (fields, gardens, orchards, vineyards and meadows), since that land is suitable for the most intensive production. The quality land is located in the domains of villages located in the valleys of the Ibar, Raška and Jošanica river (Gnjilići, Kaznović, Rvati, Beoce, Piskanja, Kovači and Biljanovac), and in the lower parts of the rim of the Raško-baljevačka basin (Korlaće, Rudnica, Milatkoviće and Brvenica). The limiting factor, from the standpoint of agriculture, refers to the slope, which increases erosion.

There are natural conditions for livestock production in hilly and mountainous areas of Raška municipality, by using the available fields and pastures. For them

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It is possible to develop efficient cattle breeding on these areas, especially in the high villages gravitating to Golija and Kopaonik (Badanj Semeteš, Crna Glava, Lisina and Gradac). Given the fact that the meadows and pastures occupy 64.30% of the total agricultural area of Raška municipality, the livestock can be considered as most promising agricultural branch (Municipalities of Serbia, 2010).

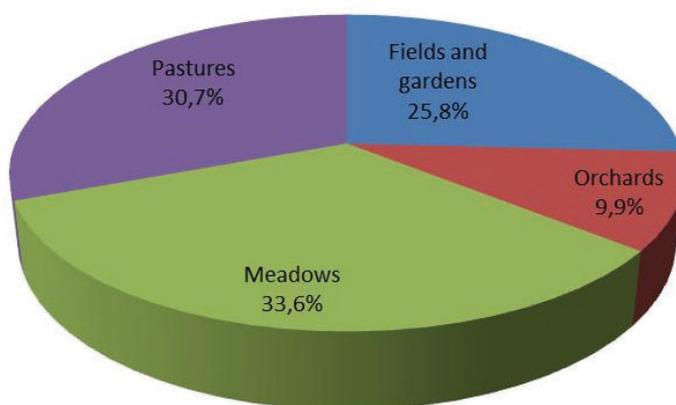


Figure 1. The structure of agricultural land, public and individual agricultural households in 2009

The forest area is also one of the most important natural resources of the municipality of Raška. The large areas of forest in this region are located in the Ibar valley (alluvial forests of poplar and willow) and on the slopes of Kopaonik, Golija and Rogozna (deciduous and coniferous forests). The forests cover 29475 ha or 44.15% of the area of the municipality of Raška, of which the public sector 46.8% and 53.2% in private property (Municipalities of Serbia, 2010). A significant share of the total forest area of the municipality of Raška, with its quality, provides the basis for more intensive development of the wood-processing industry in this region. In order to increase efficiency and profitability in forest management, it is necessary to constantly maintain existing and raise new forests, as well as strengthen their functions - the production of wood and forest seed of high quality, protection of soil from erosion processes etc. (Lješević, Milanović & Obradović, 2004).

The role of forests for the regional development of the municipality of Raška is based on the fact that in rural areas which are well wooded (Krusevica, Rakovac, Crna Glava, Gradac, Badanj, Plešina and Kovači) is possible to open a timber

plant, production of sawn timber and furniture. This would ensure the employment of the local rural population. The production process from the primary processing of wood to finished products could be completed in the municipality of Raška. At a time when most of the villages are affected by depopulation, this would be a factor in mitigating negative demographic processes and creating favorable conditions for living and working in a rural parts of Raška municipality.

The second direction of regional development is related to *the construction of transportation, utility, plumbing, electrical and telecommunications infrastructure in all settlements in the municipality Raška*. Transport and communications systems and management of utility services, form the basis for development, because they can provide more efficient performance of daily activities and activities of the population (Pavlović, 2004). When talking about the road network of the municipality of Raška, it should be noted that natural factors in this region impeding the transport links are very favorable. This primarily refers to the tectonic complex terrain, which is suitable for tracing roads in most parts of the territory. Exceptions are mountain villages at higher altitudes, which are due to difficult access, in traffic isolation. This particularly refers to villages Crna Glava, Rakovac, Pokrvenik, Vojmiloviće, Boće, Biniće and Belo Polje, which even at the beginning of the second decade of the 21st century have not solved the problem of road and communication infrastructure. Therefore, building a local asphalt roads in the mountainous part of Raška municipality is an important direction for regional development. This would lessen migration from villages to town.

Based on field research, it was concluded that further development of the entire municipality of Raška transport infrastructure should be based on:

- Reconstruction and modernization of local, regional and main roads and paving gravel roads to the remotest villages from the regional center,
- Modernization of utilities and water supply in urban and suburban settlements in the municipality of Raška and construction of local sewage network in its rural area,
- Construction of landfills for urban settlements Baljevac and Jošanička Banja and suburban settlements Supnje and Varevo. It is necessary to set up containers for disposal in rural areas, which are centers of local communities, to ensure a healthy environment,
- Rehabilitation of existing dumpsites near Ibar, Raška and Jošanička river

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- Reconstruction of the low voltage network in hilly and mountainous villages, as well in Biljanovac and Jošanička Banja,
- Developing a network of fixed and mobile telephony in the entire municipality of Raška (Penjišević, 2010).

The condition of the transport network at the beginning of the second decade of the 21st century is best illustrated by the following data. Here is categorized 552 km of roads, of which 275 with modern pavement. Of these, 39 km of highways, 113 km of regional and 400 km local roads (Municipalities of Serbia, 2010).

Table 1 Length of roads in the municipality of Raška, by the importance of surface, 2009 (in km)

		Main roads		Regional roads		Local roads	
Total	Modern road	Total	Modern road	Total	Modern road	Total	Modern road
552	275	39	39	113	101	400	135

Source: Municipalities in Serbia in 2010, SORS, Belgrade

Main roads are only 7% of the total length of all roads in the municipality of Raška and they are fully covered by modern pavement. The main roads Kraljevo - Raška - Novi Pazar - Ribariće (the Ibar highway) and Raška - Leposavić - Kosovska Mitrovica (the connector on the Adriatic highway) go through the territory of the municipality. Ibar highway is the main roadway, which is due to the satisfactory quality of pavement and a developed network of roads of the lower categories, fully utilized. This role of Raška municipality as a transit area is functionally active. The regional road network accounts for 20% of the total length of all roads in the territory. A significant fact is that 89% of their total length is covered with asphalt. The condition of the local road network is still not satisfactory. The local roads are 72.4% of the total length of all roads in the municipality of Raška and mainly covered with gravel (66.5%). A local community, thanks to foreign aid, conducted the modernization and reconstruction of local roads. Its aim is to provide modern asphalt road to villages in this area. It would caused balanced regional development and slow down the further migration of the rural population from the rural parts of the municipality of Raška. To solve these problems, one should consider the conditions of the existing socio-economic development of our country. A lack of funding for infrastructure is a limiting factor for its development.

The third direction of regional development is related to *nature conservation and conservation of cultural - historical heritage*. It defines the impacts and

consequences of human activity on nature and cultural heritage, but also establishes principles and criteria of protection. This development concept is based on the planning organization and regulation of the municipality of Raška, in relation with the activities that take place in it. All activities and development processes that are present in the municipality, affect on the environment. Based on analysis of existing conditions, natural and manmade factors, certain impacts on the environment are identified. This is primarily related to air pollution, water pollution, land degradation, the problem of noise and waste management problem. Defining measures of protection should lead to reducing at the environmental impacts, as well as preventing and reducing significant adverse impacts (Filipović & Obradović, 2008).

Environmental protection measures in the municipality of Raška refer to:

- Reducing air pollution caused by developed industrial features below the permitted level in urban areas of Raška and Baljevac, as well as in other areas of the municipality due to emissions from combustion in households that are heated by solid fuel (wood, coal),
- Taking measures to preserve and protect surface and groundwater, their reserves, the quality and quantity. Raška and Ibar rivers are threatened by the enormous amount of solid waste due to the existence of many illegal dump sites along its banks. Testing of water quality of the Raška, conducted in the year of 2005 by the Institute of Public Health in Kraljevo, showed significant deterioration from the source to the mouth. It contains a large amount of waste from the territory of the municipality of Novi Pazar, including a considerable amount of medical waste that is extremely dangerous. This waste is even more dangerous when frequent outbursts of the river bring it on the arable land,
- Strict protection and control of water sources for water supply. It is necessary to apply all necessary measures to ensure the protection zone, as well as to protect the water supply sources from the impacts of activities in this area. The most important source of water for the municipality of Raška is water intake on the river Brvenica, built in the year of 1997,
- Protection of soil, especially high-quality, erosion, unsanitary landfills (dumps), excessive use of agro-chemical substances, leachate, unplanned construction etc. Since that land is a major economic and ecological potential of Raška municipality, its protection and use should be based on a balance of economic and environmental development,

- Construction of town landfill and remediation of existing landfills and illegal dumps in the municipality, especially in Rvati and Baljevac. For now, there is still no documentation for the construction of the landfill, as well as the general project of solving the problem of solid waste disposal. The collected waste currently is not being recycled, but the responsible utility company in the future plans to introduce a selection of waste by setting containers for the paper and "pet" packages (Socio-Economic Analysis of the municipality of Raška, 2008; Penjišević, 2010).

An active policy of environmental protection is a prerequisite for improving overall quality of life in the municipality of Raška. Besides protecting nature, the third direction of regional development refers to the protection of cultural - historical heritage. Considering that there are culturally - historical monuments of national importance in this region (monasteries Gradac, Končul, Stara and Nova Pavlica), special attention should be paid to these monuments during spatial planning. To each monastery should be built of good access road, as well as a complete sewage and water supply. The regional development planning envisages their better presentation on fairs, so that the rich cultural - historical heritage can be included in the tourist offer of Raška municipality.

The fourth direction of regional development is related to *the even functional development of rural and urban parts of municipality of Raška*. This can be achieved by intensive development of agriculture (especially livestock and horticulture), decentralization of industry and development of rural tourism.

Indicator of economic activity of Raška municipality is national income by sectors. During the eighties industry was the leading economic sector in this region and its participation in the structure of the national income was the highest. Table 2 shows that the share of industry in the structure of national income 1981st amounted to 47.1%, which was nearly three times more than in agriculture, which share was 16.7%. However, after the year of 1990 in the municipality of Raška and the entire country, there has been economic collapse caused by the economic crisis. Then many of workers employed in the industry, lost their job. Although previously marginalized, agriculture has become the leading economic sector, which provided minimal livelihood to the local population. At the beginning of 21st century the impact of agriculture in the economic structure increases, as the economic situation has forced people to deal with it. This fact is best illustrated by the data presented in Table 2, where the share of agriculture in national income structure of the year 2002 was the highest of all other industries.

Table 2 The structure of the national income of Raška municipality by activities (%)

Year	Total	Industry and Mining	Agriculture	Construction	Transport and communications	Trade	Catering and tourism	Other
1981	100	47,1	16,7	7,3	6,7	10,3	5,8	6,1
1991	100	34,2	18,6	11	-	15	19,1	2,1
2002	100	24,2	33,4	8,6	9,8	14,6	8,5	0,9

Source: Municipalities in Serbia, SORS, Belgrade

The directions of agricultural development in the municipality of Raška will depend on investment in this economic sector, by state and local government. Based on field research, bad situation in agriculture was observed. This situation at the beginning of the 21st century is based on the financial exhaustion and low productivity. Minimum investment in this economic sector had an influence on the decline in yield and quality of all aspects of production, although the facts indicate that the villages of Raška municipality can support regional development.

A significant share of meadows and pastures in the structure of agricultural land of Raška municipality (64.30%), as shown in Figure 1, confirms the fact that the area has good prerequisites for development of livestock production. It is necessary to continue providing certain measures that will lead to better quality of meat, milk, cheese and wool. More intensive development of cattle breeding would have to follow the construction of processing plants (slaughterhouses and dairies), in order to produce quality products with a defined geographic origin. To accomplish this, it is necessary to purchase new machinery (baler, mower, seeder and combine for corn), because the existing machinery is outdated. Automatic machines would do the work faster and would provide bigger production. Those who want to breed the cattle would do their job much easier. The production of meat, milk, dairy products and wool would increase. To improve the situation in cattle breeding, it is essential to regulate product placement, so that this branch of agriculture gradually emerges from the crisis.

It is necessary to provide cash loans to farmers for purchase of modern instruments of labor, in order to accomplish economic empowerment of the rural parts of municipality of Raška and mitigate process of further emigration of

young people from the hilly and mountainous part of the municipality. Field research has shown that the number of cattle farms is very small. Considering the situation, one of the directions of development of livestock should be the construction of family mini farms in Trnava, Gnjilica, Pobrđe, and Gradac and Brvenica. The capacity to processing meat and milk are also scarce, so their construction would lead to the production cycle ends within the municipality of Raška. All these measures would lead to an increase in living standard, as well as improve of the living conditions in rural areas. It is necessary to provide rural people economic security through the purchase of their products, in order to achieve primary positive results. This would slow down the process of deagrarisation, which have been extensively affected villages of the municipality.

The agriculture must be intensified through the cultivation and production of quality varieties of fruits, vegetables and grains, what should lead to hiring more people. The plums and apples in the municipality of Raška have a much lower yield per tree than the average in Serbia, and therefore one direction should be increasing investment in fruit production. This is primarily related to changes in traditional production and growing of quality fruit varieties, which provide a guaranteed return.

In the municipality of Raška at the end of the 20th century increased interest in raspberry growing, as well as introduction of the new varieties of this fruit. Villages located near regional road that leads from the Kopaonik are known for growing raspberries: Pekovići, Žerađe, Priboj, Županj, Čamage, Palještica and Velež (Penjišević, 2010). Raspberry sale is a significant source of household income, especially if its purchase price is economically feasible to some extent. Given the willingness of people to grow this kind of fruit, one direction of future development should be increasing plantings of raspberries in other villages in the municipality of Raška. However, a disadvantage for the development of fruit growing is the lack of cold storage for fruits and adequate processing capacity, which is certainly a limiting factor for development.

Considering the nature of this area, future agricultural development program should not leave out the forest products and medicinal plants, which production would be maximally profitable. Ideal conditions for the production of blueberries, cranberries and other berries, in the foothill villages of Golija and Kopaonik: Lisina, Šipačina, Beljak, Semeteš, Plešina and Sebimilje. The necessary herb-driers should be raised and local villagers should be employed, to the mutual benefit.

One direction of agricultural development involves providing professionally assistance to the agricultural population, their education and information in terms of innovation in the development of the activity. Since 2012 this assistance is provided under the auspices of the Ministry of Agriculture of the Republic of Serbia. This field work is done by Advisory Service of Agriculture Department of Raška municipality, by organizing lectures for farms holders. Education and informing include:

- Providing expert advice on how to perform in a competitive market to the farmers by the experts,
- A constant informing of farmers about the possibilities of utilization of funds provided by state and local governments,
- Education of farmers so they can associate in the related industry to simplify market access etc.

Table 3 Overview of agricultural cooperatives and associations in the municipality of Raška in the year of 2010

Name	Location	Activity
Agricultural cooperative "Raška"	Raška	Agriculture
Agricultural cooperative "Rvati"	Rvati	Agriculture
Agricultural cooperative "Nikoljača"	Supnje	Agriculture
Fruit growers association	Baljevac	Fruit growing improvement
Beekeepers association	Baljevac	Beekeeping improvement
Beekeepers association	Raška	Beekeeping improvement
Environmental cooperative "Milatkovići"	Raška	Agriculture

Source: Local Government, Department of Agriculture, Raška

Another aspect of balanced spatial - functional development of rural and urban parts of Raška municipality is related to *the decentralization of industry*, which main goal is to reduce the inflow of employment contingent in urban settlements and improving conditions for living and working in rural areas. Favourable conditions for decentralization of small and medium firms are in Rvati (bakery "Žitko"), Beoci (water treatment plant), Brvenik (rubber hose factory "Rekord"), Gradac (factory for the production and bottling of mineral water "Iva") and Pavlica (processing plant and packing of seed potatoes). Industry development in a rural area would provide a more balanced distribution of the population, joined with production in non-agricultural activities and reducing migration from rural to urban areas (Pavlović, 2004).

Development of rural tourism is the third aspect of the spatial - functional development, which is based on the increasing role of local government in its

promotion. In the municipality of Raška rural tourism can be developed throughout the year in Brvenica, Pavlica, Semeteš and Badanj, while in other high-mountain villages this type of tourism can be developed only in the season. Local capacity should be promoted and their offer should adapt to the needs of tourism demand in order to achieve more spending by tourists in the villages. For many events, which take place during the year in the municipality of Raška, Tourism and sport organization has found that there is interest in the recreation of tourists in local villages. Therefore, the rural population should be encouraged to build houses that could accept the appropriate number of tourists, with the appropriate comfort. Here, members of households engaging in service providing and marketing of food products for the tourists, would represent a significant contribution to the indirect employment of the rural population. This would provide income, which to some extent should improve living standards and alleviate migration of young people from the countryside.

In order to use opportunity for rural tourism development in the municipality it is necessary to:

- Make a list of ecologically clean areas in the region with the aim of organic food production,
- Record the interesting architecture of old houses in rural areas and make their revitalization,
- Provide financial and professional assistance to households that choose to practice in rural tourism,
- Open the ethno villages in the areas near the cultural - historical monuments (Gradac, Pavlica et al.), as well as tourist centers on the edge of Kopaonik and Golija,
- Promote and foster the old crafts and home manufactured crafts, the production of souvenirs and tourist mascot of the municipality,
- Organize trade fairs for the promotion and sale of local products in the tourist centers of the region while most tourists visit,
- Establish a local travel agency that would be conceived and carried out a project. This agency should promote touristic values of Raška municipality (Penjišević, 2010).

The realization of aforementioned activities and respect the basic aspects of a balanced functional development of urban and rural parts of municipality of Raška, depends on citizens, local authorities and state and can only be achieved by it's linking and coordination.

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