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TOURISM AND TRAVEL AT DIVČIBARE

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Abstract: The nature of Serbia is a first-class tourist value, which is based, among other things, on a large number of mountains, which have different types and times of formation, tectonic structure, geological composition, extent, height and rise of the mountain mass, i.e. tourist attractions. Mountains of Serbia are often mentioned in tourism propaganda. They appear individually and in groups. They contribute to the development of various types of domestic and foreign, seasonal and year-round tourism, in organized and infrastructural well-equipped centres, which over time have formed appropriate contractive tourist zones and confirm with appropriate accommodation and catering facilities, the number of tourists, their overnight stays, health-recreational function and the corresponding manifestations. This is the mountain Maljen. This is its tourist center, Divčibare. Divčibare is less than an hour's drive from Valjevo and Požega and can be reached without difficulty. Tourist traffic in Divčibare has been observed for a long time. It is characterized by significant changes between individual years and longer periods. In the years with the best visitor numbers, more than 50,000 tourists and more than 330,000 of their overnight stays were registered in Divčibare. Domestic tourists were always more numerous than foreign ones.

Keywords: Maljen Mountain, Divčibare, domestic tourists and overnight stays, foreign tourists and overnight stays, accommodation facilities.

Introduction

Mount Maljen and its tourist center Divčibare are located in the western part of Serbia, south of Valjevo and Mionica, north of Požega and Kosjerić, east of Ljubovija and west of Ljig and Gornji Milanovna. Access to Maljen, a mountain over which the Roman road from Užice and Požega to Valjevo passed in ancient times, is now possible by train and road. Access by train is from the direction of Belgrade by the Belgrade-Bar railroad line to Valjevo and then continue by bus to Divčibare or by transit bus that goes to Požega and further to Kosjerić or Užice. You can take the train to Valjevo and from Užice to Požega, and the journey continues with a regular bus line. Particularly interesting is the Lastra station on the Belgrade - Bar railroad



Figure 1. Hotel Maljen, Divčibare

line, from which Divčibare is only 18 km away. From the direction of Kragujevac, Stalać, Kraljevo and Čačak, it is possible to travel by train through the Ovčarsko-Kablar gorge of the western curve to Požega, from where the journey continues by a regular bus line.

Mountain tourism in Serbia has a long tradition and history, filled with significant events that deserve to be studied and appreciated. Part of it belongs to Divčibare, which for decades was the tourist center of the Maljen Mountains. Based on the insight of the past, it is necessary to properly shape modern tourism in the sense that over time there is a clear competition, the structure of visitors changes, they demand better accommodation conditions, a more meaningful stay and more affordable prices. Moreover, special attention must be paid to the protection of nature and anthropogenic heritage. Due to relief and mountains of different formation type and time, complex tectonic, hydrological, morphological, climatic, biogeographical and settlement structure peculiarities, anthropogenic heritage, traditional and contemporary manifestations, mountain tourism in Serbia is characterized by a number of peculiarities. They should be researched and known in detail, and on this basis the tourist offer should be designed, with the possibility of developing two seasons, summer and winter, i.e. year-round operation of tourist reception (Stanković, Vujić, 2020)¹.

¹ Some existing reports, projects and studies are interesting for understanding the efforts to develop tourism in Divčibare. Almost all of these materials are very voluminous, often theoretical, difficult to apply and inadequate to the realities on the ground and the willingness of institutions and individuals to invest resources in the development of the material base of tourism. They are also characterised by covering a large area of Divčibare and Maljen, several municipalities and problems, which makes them cumbersome. Here are some studies that were produced in only a few copies and mostly ended up in the drawers of the clients: In 1966, the Republican Institute for Nature Protection from Belgrade presented a study entitled *On the Protection, Development and Tourist Use of Divčibare and Maljen* (280 pages). Within this study, the part of the authors from the Balneo-Climatological Institute of the University of Belgrade stands out under the title *Climatic Resort Divčibare*. In 1982, the Institute for Urban Planning, the Institute for the Improvement of Trade and the Institute for Nature Protection, all from Belgrade, elaborated the Programme for the Development of Tourism in the Valjevski Mountains (175 pages). In 2011, the National Tourist Development Society from Belgrade prepared a study on the justification of the declaration of Divčibar as a tourist area (170 pages).

Mountain tourism in Serbia

From the point of view of mountain tourism, Serbia can be recognized by Zlatibor, Kopaonik and Tara, with the highest ranking being Maljen Mountain with the tourist center Divčibare. With a number of peculiarities, Maljen and Divčibare form a basic feature of mountain tourism in western Serbia, especially in the area of Podrinjsko-Valjevo Mountains, which are also called Valjevo and Golubinjska Mountains in the literature.

In the mountains of Serbia, tourist recreation takes place, sports competitions are held, ethnographic, gastronomic and cultural events are organized, people stay for recreation, treatment and general recovery, children and youth schools are organized in nature, business, professional and congress meetings, sports and research camps are held. Hunting and photo safaris are organized, as well as stays in rural households. Our mountains are a versatile tourist value with numerous attractive features, landmarks, endemics, relics, special habitats and areas with flora and fauna, monuments, historically and ethnographically significant places, personalities and events. At the same time, there are many non-transferable, non-reproducible, unique objects, phenomena and processes that are particularly valued in tourism. Mountains enable year-round tourism traffic, which requires good organization of numerous measures and activities, especially care for nature conservation, monument protection and folk traditions, as well as improvement of habitats, territories and biocenoses, i.e. the ecosystem and habitat as a whole (Stanković, 2022).

Table 1. Tourist arrivals and overnight stays in the mountain centres of Serbia

Year	Arrivals			Overnights		
	Domestic	Foreign	Total	Domestic	Foreign	Total
1970.	192.000	23.000	214.000	704.000	28.000	732.000
1975.	317.000	14.000	331.000	1.136.000	22.000	1.382.000
1980	409.000	19.000	428.000	1.978.000	32.000	2.010.000
1985.	449.000	18.000	467.000	2.592.000	56.000	2.648.000
1990.	459.000	39.000	498.000	2.594.000	136.000	2.730.000
1995.	372.000	7.000	379.000	2.082.000	48.000	2.129.000
2000.	348.000	11.000	359.000	1.984.000	46.000	2.030.000
2005.	398.900	2.100	401.000	1.696.000	70.000	1.766.000
2010.	334.351	42.297	376.648	1.337.776	129.131	1.466.907
2015.	366.829	79.360	446.189	1.419.156	242.331	1.661.487
2019.	468.089	119.733	588.542	1.839.829	343.158	2.182.987

Statistics as an indicator of turnover

The mountain tourism areas of our country are characterized by frequent and sharp changes in the number of tourists, their overnight stays and accommodation and catering facilities. This situation is the result of a number of factors, including political, economic, demographic, business, war, multi-year sanctions, frequent unsuccessful changes of ownership of tourist and hospitality facilities, insufficient supply, insufficient tourist propaganda, as well as the lack of qualified personnel in tourist services.

In 2019, 468,089 domestic tourists and 119,733 foreign tourists (total 588,542) were registered in mountain tourism centres in Serbia. The domestic tourists had 1,839,829 overnight stays and the foreign tourists had 343,158 overnight stays (total 2,182,987). The share of mountain tourism in the total tourism in Serbia is 17% in terms of the number of tourists and 23% in terms of the number of overnight stays. Of the total number of rooms (48,190) in all tourist facilities in Serbia and the total number of beds (114,771), 8,509 rooms or 17.6% and 25,013 beds or 21.7% are in mountain tourism centres. Of the total number of beds in mountain tourism centres in Serbia (25,013), Divčibare accounts for 7.6% with 1,924 beds. The condition is satisfactory. It is felt that new facilities are not so much needed, as it is important to increase the annual occupancy percentage of existing facilities, as currently it is 35% for four-star hotels, 30% for three-star hotels, 25% for two-star hotels and 20% for hotels %, private rooms and resorts 5 to 10% on an annual basis.

Actions of interest for Divčibare tourism

Since 1822, when the Serbian Prince Miloš Obrenović stayed in Divčibare for business and health reasons, and a little later the Timoč Bishop Melentije Vujić, there were popular meetings and fairs held on August 9, the Christian vacation of St. Panteleimon, gathering a considerable number of people, one could see the outlines of tourism. Much later, some teachers from Valjevo stayed in shepherd huts during the summer and initiated important measures for the development of tourism by founding the Divčibare Health Association in 1925. Years and decades, wars and peace, stagnation and growth alternated. Some buildings were built, but also disappeared. Owners and tourists changed. A tourist complex was created, which can be seen today in numerous tourist and hospitality facilities, sports fields, weekend houses, apartments, cafeterias, summer guest gardens, the transit of people, an increasingly attractive winter season, well-kept ski slopes and cable cars, children's recreation areas, a church and a parish, an August fair, a market and a children's amusement park (Loma B. 2004).

After the establishment of the Divčibare Health Association, this mountain centre attracted a certain number of visitors from Valjevo and the wider area. In 1930, there were 35 buildings here. The health centre had 11 rooms. A butcher's store, a bakery and a restaurant were open. This situation led to the declaration of Divčibare as a climatic health resort in 1932. Before the beginning of World War II, there were more than 1,000 beds in Divčibare, intended for tourists. Almost all the buildings were destroyed during the war. Reconstruction began in 1947, and two years later Divčibare received the status of a tourist place of republican importance, recognizable by the Maljen Hotel, the first in Divčibare, which is still in operation today after several reconstructions and extensions.

According to the legal criteria, Divčibare is an urban settlement, but in tourism it should not be understood that way, because here there are no congested streets, streetcars and trolley busses, noisy squares, full of stores, workshops and large economic facilities. Here there is only a factory of fresh air and greenery for the benefit of tourists, for which several hotels, resorts, villas, boarding houses, restaurants, apartments, lodgings and sports fields have been built. Divčibare has less than 150 permanent inhabitants (group of authors, 2011).



Figure 2. Hotel Divčibare

A particular contemporary feature of Divčibare is the existing settlements and the numerous weekend houses in these settlements. Among the weekend settlements, Beogradsko, Obrenovačko, Stevan Filipović, Ljuti krš, Stari grad, Crni vrh, Kamenica and Kraljev sto stand out. The Program for the Development of Tourism in the Valjevo Mountains states, among other things: “The basic functions of Divčibare as the core of this large unit would therefore be general, sports and health recreation.” General recreation, mostly passive, covers the needs of a wide clientele of all ages and status and includes walks, easier mountain hikes, various types of entertainment, etc. Sport recreation refers mainly to the younger population and includes hikes,

bivouacs, ski tours, small sports, etc., and health recreation serves mainly for the rehabilitation of patients who have undergone primary recovery. In order to fulfil the above functions, a whole complex of accommodation, accompanying and sports/recreational facilities was created in Divčibare, which informally make Divčibare the main centre of the Valjevo Mountains due to its scale and abundance” (Group of authors, 1982). Little of what was planned was realized on the ground. The climate-therapeutically, medical function of Divčibare is not significant to this day because there is no suitable health centre, although the need has been repeatedly emphasized.

Tourists and overnights in Divčibare

There is no data for 1951, because at that time the buildings were being restored, the access roads were weak, and there were few people on the road to Maljen and Divčibare. Of course, there were no foreign tourists for a long time either. They were registered only since 1969. Throughout the period of tourism development in Divčibare, domestic tourists were always more numerous than foreign ones. Such a situation is typical for other mountain tourism centres in our country, which until recently had no offer to enter the foreign tourism market, especially for the winter recreation and winter competition season in snow sports.

Table 2. Tourist arrivals and overnights in Divčibare 1952-1972.

Year	Arrivals			Overnights		
	Domestic	Foreign	Total	Domestic	Foreign	Total
1952.	380	–	380	7.300	–	7.300
1953.	450	–	450	11.500	–	11.500
1954.	500	–	500	12.400	–	12.400
1955.	500	–	500	12.500	–	12.500
1956.	940	–	940	11.919	–	11.919
1957.	1.721	–	1.721	17.085	–	17.085
1958.	3.038	–	3.038	28.587	–	28.587
1959.	3.696	–	3.696	45.825	–	45.825
1960.	5.377	24	5.401	61.178	572	61.750
1961.	11.644	66	11.710	157.681	1.312	158.993
1962.	15.942	279	16.221	122.249	3.076	125.325
1963.	7.457	5	7.462	80.333	10	80.343
1964.	9.197	26	9.223	108.880	230	109.110
1965.	15.882	22	15.924	111.880	67	111.947
1966.	14.178	5	14.183	121.527	32	121.559
1967.	17.319	38	17.357	128.158	50	128.208
1968.	12.549	51	12.600	92.137	5	92.212
1969.	14.121	11	14.132	130.265	14	130.279
1970.	10.481	37	10.518	91.202	462	91.664
1971.	17.800	75	17.875	141.319	136	141.455
1972.	21.705	255	21.960	156.903	485	157.388

During two decades (1952-1972) tourism in Divčibare was modest, but it had an increasing tendency. The lowest number of domestic tourists (380) was recorded in 1952, and the highest number (17,800) in 1971. The fewest overnight stays by domestic tourists (380) occurred in 1952, and the most (157,681) in 1961. The first foreign tourists were registered in 1960, but they were very few. Good results were achieved in 1982, when 45,548 domestic tourists were registered and 291,552 of them stayed overnight. The average length of stay of domestic tourists was six days. Then, as now, domestic tourists outnumbered foreign tourists many times over. The highest number of foreign tourists (662) and their overnight stays (3,710) were registered in the mentioned period in 1976. The average length of stay of foreign tourists was five days. The indicated years represent the period of unionized subsidized domestic tourism, i.e. tourism of workers and students who stayed in corresponding resorts for free or at preferential prices. As part of the complementary facilities, the Divčibare spas were in operation two to three months a year. Their operation depended on the general economic situation and the amount of vacation allowance for children and workers.

Table 3. Tourist arrivals and overnights in Divčibare 1973-1982.

Year	Arrivals			Overnights		
	Domestic	Foreign	Total	Domestic	Foreign	Total
1973.	23.703	510	24.993	161.119	2.359	163.478
1974.	24.650	426	25.076	173.442	2.285	175.727
1975.	34.054	561	34.615	226.122	3.170	229.292
1976.	41.558	662	42.180	269.611	3.710	273.321
1977.	37.689	428	38.117	243.786	2.034	245.820
1978.	42.430	495	41.925	289.551	2.426	292.977
1979.	38.193	438	38.631	265.707	1.441	267.148
1980.	41.561	202	41.763	253.698	541	254.239
1981.	41.522	327	41.849	240.053	1.408	241.461
1982.	45.548	345	45.893	291.522	1.824	293.346

By showing the possibilities and needs of tourism development in Divčibare from the perspective of 1984, we conclude that in Divčibare there are favourable conditions for the development of various types of tourism. It is important to involve private households willing to provide a certain number of beds for tourists. This will provide a more complete offer and enable wider participation of the population in tourist trips to Divčibare and Maljen.

Since 1960, Divčibare, which until then territorially and administratively belonged to the Municipality of Mionica, was annexed to the Municipality of Valjevo, which was important for better trade supply, construction and maintenance of access

roads and traffic on them. Significant investments in material resources were also made in the following years. Interested investors for new buildings came from Belgrade, Zemun, Valjevo, Pancevo, Veliki Crljeni and other places. For example, the company PTT from Belgrade started building a resort for its employees. The People's Committee of the Municipality of Pancevo started the construction of a day care center for children. The company Remont from Valjevo built two weekend houses with 12 beds for its employees. Two weekend houses were also built by the company Jablanik from Valjevo. In 1959, Motor and Tractor Industry from Belgrade, Thermal Power Plant Kolubara from Veliki Crljeni, Agricultural Cooperative from Valjevo and Komunalna banka from this town built facilities for their remaining employees and their families. In 1961, the companies Krušik and Agrotrogovina from Valjevo built facilities for the vacation of their workers and employees. The Tourist Association of Serbia built a villa in 1962. The Zmaj Company from Zemun put up mobile homes and opened a restaurant.

The reconstruction of the Maljen Hotel took place in 1969, when the conditions for the winter stay of tourists were created. The Municipality of Valjevo commissioned the Belgrade commercial company Balkanija to build a category B hotel in the centre of Divčibare. It was suitable for year-round reception of tourists and for a while was one of the best equipped and most visited mountain tourism facilities in Serbia. Extensive works were carried out on the Mionica - Divčibare road, which was opened to traffic on December 25, 1971.

Table 4. Tourist arrivals and overnights 1983-1989.

Year	Arrivals			Overnights		
	Domestic	Foreign	Total	Domestic	Foreign	Total
1983.	40.100	120	40.220	275.000	300	275.300
1984.	41.065	140	41.205	288.987	294	289.281
1985.	42.100	200	42.300	291.406	800	292.206
1986.	46.000	100	46.100	317.800	200	318.000
1987.	43.300	300	43.600	294.900	1.100	296.000
1988.	44.400	200	44.600	294.400	600	295.000
1989.	43.400	-	43.400	293.00	-	293.000

After 1976, the number of tourists in Divčibare amounted to a little more than 40,000 per year for more than a decade. The number of overnight stays varied widely, from 241,000 in 1981 to 318,000 in 1986, and the number of foreign tourists and their overnight stays remained low. This situation confirmed the insufficient percentage of annual use of lodging establishments, some of which ceased operating or, like some spas, operated for only two summer months. The winter season, i.e. skiing on groomed slopes with corresponding cable cars, was almost non-existent.

In 1995, there were more than 2,100 beds in resorts, villas and hotels in Divčibare. The social and societal component of tourism is expressed by the free or subsidized stay of workers and their family members in resorts, caravans, villas and hotels. This situation has contributed to a significant visitation of tourists, especially during the summer months. The financially subsidized vacation of workers and the use of their own facilities proved to be justified. The situation changed after the economic crisis, the unfinished economic reform, the war events and the disintegration of Yugoslavia.

Since 2010, tourism in Divčibare has regained its former importance. There are new facilities, especially private rooms, villas, cottages, apartments and hotels. There are two ski slopes with corresponding ski lifts. At the end of 2019, the modern built and luxuriously equipped hotel Crni vrh with associated outdoor and indoor sports facilities was opened. At the same time, the renovation of the rooms and suites of Hotel Divčibare, the pride of tourism in Divčibare for decades, which was not in operation from 2000 to 2007, was carried out. It is also about the new Hotel Heba, suitable for a family vacation in the tranquillity of the mountain environment, built not far from the famous Belgrade weekend resort. At the end of 2021, the Royal Mountie Hotel was opened. From 2019, dozens of weekend houses and apartments will be built, which raises doubts about the possibility of environmental damage due to urbanization of the area.

In 2018, 468,089 domestic tourists and 119,733 foreign tourists were in the mountain tourism resorts of Serbia, which equals a total of 588,542. Domestic tourists had 1,839,829 overnight stays and foreign tourists had 343,158 overnight stays, for a total of 2,183,987. Of the total number of tourists registered in our mountain towns, Divčibare accounted for 7.8% and 8.5% of the total number of overnight stays, placing it behind Zlatibor, Kopaonik and Tara and ahead of Stara Planina, Zlatar and Mokra Gora.

Table 5. Tourist arrivals and overnights in mountain tourism centres in 2018

Mountain centre	Arrivals			Overnights		
	Domestic	Foreign	Total	Domestic	Foreign	Total
Zlatibor	158.723	58.588	217.311	616.742	147.125	763.867
Kopaonik	105.760	26.320	132.080	423.999	111.595	535.594
Tara	58.356	5.000	63.356	229.229	12.415	241.707
Divčibare	41.327	1.328	42.655	179.584	4.609	284.293
Stara planina	16.381	4.236	20.517	56.089	13.095	69.289
Zlatar	14.240	1.916	16.156	46.561	3.868	50.429
Mokra gora	7.090	7.475	14.565	16.498	10.525	27.023

A good insight and adequate presentation of statistical data on tourist traffic in Divčibare made it possible to draw certain conclusions that point to the need for a comprehensive overview of phenomena, processes and events relevant to tourism in this mountain centre, which according to some indicators has been stagnating for several years. In 2016, 133,148 tourist nights were registered in Divčibare, less than in 2001, and such a situation shows the need to take measures to stop these negative trends. According to the available data, the lowest number of tourists (16,881) in Divčibare in the last five decades was in 2014 and the highest (51,902) in 1998, which makes a difference of 35,021. The fewest tourist overnight stays (71,030) occurred in 2014 and the most (333,329) in 2000, which makes a difference of 262,039.

The existing accommodation capacities of Divčibare are occupied from 15 to 33% during the year, which is insufficient for more profitable economic operation and better business. The existing hotels are characterized by a higher percentage of annual occupancy, while the other accommodation capacities, especially resorts and private rooms, are significantly lower. This condition does not allow to employ a larger number of people in tourism and hospitality and to achieve greater economic, dinar and foreign exchange effects. The data on accommodation establishments in game farms are particularly interesting. There were years when 2,499 beds were counted (2005), but also years with 1,290 beds (1983), 1,290 less. There are also large differences between two neighbouring years, which is a consequence of the lack of statistical recording. In 2012 there were 2,160 beds and in 2013 there were 1,620 beds, i.e. 540 less.

The total number of tourist and gastronomic facilities and weekend houses in Divčibare is difficult to determine and classify, as they range from log cabins and log houses with only a few square meters, to richly furnished villas and apartments, to upscale hotels. In addition, there are complexes with an unusual micro-location, almost hidden among tall trees, often without the necessary infrastructure, especially without sewage treatment plants and sewage drainage, which is the problem of Divčibare as a whole. Several high-rise buildings in several localities disrupt the ambience in some way, suggesting that the aesthetics of the space have not been given the necessary attention.

Variety of tourist and hospitality facilities

From the available written documents and knowledge of the situation on the ground, we know that in 1982 commercial tourism and hospitality in Divčibare consisted of the Maljen (168 beds), Divčibare (250 beds) hotels and the Tourism Development Organization resort (122 beds in 30 uncomfortable houses in poor

condition that cannot be renovated). At that time, there were the following resorts of Belgrade workers' organizations: Self-government community of social insurance 8 beds, Community for recreation and leisure of workers Sava Veljković 54 beds, Factory Zmaj 105 beds, Engine and tractor industry 100 beds.

Modest facilities with a small number of beds were in Divčibare Kristal-import 10 beds, PTT 8 beds, Valjevska enterprises and institutions Krusik 72 beds, Agrosirovine 16 beds, SUP 20 beds, Termovod 10 beds, Penitentiary 10 beds, Hospital of the Central Prison 20 beds, Valjevo put 12 beds, trading company Divčibare 6 beds, self-government association of health insurance 15 beds in three houses, Basic Bank 10 beds, Remont 6 beds, company Gradac 6 beds, Municipal Assembly 5 beds, REIK from Vreca 22 beds, Vojvodina from Bač 10 beds. In addition to the above, there were also the following children's resorts: 25 May Stevan Filipović from Valjevo and Belgrade with 228 beds, Izletnik from Pancevo with 120 beds and DO Valjevo with 120 beds.

For the personnel employed in the tourist and hospitality facilities, who were not permanent residents of Divčibare, the Narcissus and Srbija villas were available with 10 beds each, and eight houses of the May 25 resort with 16 apartments were also used. A certain number of employees in Divčibare came from the surrounding villages, but also from Požega, Mionica and Valjevo.



Figure 3. Resort of Pančevo in Divčibare

Table 6. Beds number in Divčibare

Year	Beds no.	Year	Beds no.	Year	Beds no.
1941.	1.116	2004.	2.161	2012.	2.160
1947.	23	2005.	2.499	2013.	1.620
1985.	1.847	2006.	2.498	2014.	1.434
1990.	1.810	2007.	2.430	2015.	1.255
1995.	2.107	2008.	2.080	2016.	1.611
1999.	2.083	2009.	1.974	2017.	1.825
2001.	2.172	2010.	2.171	2018.	1.924
2002.	2.172	2011.	2.139	2019.	2.200

In literature and statistical publications there are interesting data about Divčibare accommodation capacities, varying in size, type, category and ownership. Typical for the eighties of the last century, there are the following facilities in Divčibare: Children's facilities (three facilities, 528 beds), facilities of labour organizations (21 facilities, 194 beds), commercial catering facilities (32, with 540 beds). Particularly interesting is the information, based on an estimate, that there are 670 private houses with 2,580 beds.

The reasons for the development of the number of beds over time, as well as for the differences between individual years, are manifold and cannot be easily captured statistically. For example, Hotel Divčibare was not in operation from 2002 to 2007, which was reflected in the number of beds. At the end of 2019, Hotel Crni vrh was opened, which means an increase in the number of beds by 250. At the end of 2021, the Hotel Royal Mountain opened, and the number of beds in Divčibare increased by another 80. When the apartments and hotel (Planinsko srce, Divčibarski izvori, Borovi, Wind resort, Diamond Hill) are added, the number of beds will increase significantly.

In 2020, Divčibare became a big construction site. People from Belgrade, Novi Sad, Valjevo and other cities buy plots of land and build there not only vacation homes for their own use, but also hotels, apartments and villas for rent and sale. According to some information, in 2021 there were 20 active construction sites in different parts of Divčibare. It is the construction of five hotels and 15 buildings with apartments. Due to the limited space, it is necessary to take into account the construction density of tourist, gastronomic and other facilities to avoid excessive urbanization. Unfortunately, the modern construction is insufficiently accompanied by the establishment and equipment of transport and utility infrastructure. It is more than necessary to improve the supply of electricity to buildings. It is even more important to solve the problem of normal water supply. The establishment of a sewerage network and a sewage treatment plant is particularly topical and urgent, since the current system of septic tanks does not even remotely meet the

necessary requirements. The establishment of the market has been completed, and the construction of two parking lots is planned.

Data on the number of tourists, their overnight stays and the number of beds in Divčibare can be found in several articles and books describing the development of tourism. For the period after the 1950s, the data were published in the Statistical Yearbook of Yugoslavia, printed in Belgrade and published by the Federal Statistical Office, and then in the Statistical Yearbook of Serbia, published by the Statistical Office of the Republic. It does not include excursionists, most of whom travel on summer weekends, state and religious holidays, and transit travellers who stay for only one day. The number of those staying overnight in their weekend homes is also not recorded.

The number of tourists and their overnight stays is important for assessing the efficiency of the use of the existing material base of tourism, determining the average length of stay of tourists, the level of daily and total consumption, the need for labour and suitable personnel. The fact that a small number of foreign tourists participate in mountain tourism in Serbia is fully valid for Divčibare, which has a local, regional and republican contraction zone. In order to conquer the foreign tourism market, it is necessary to design a targeted tourist offer and tourist propaganda.



Figure 4. Hotel Crni Vrh, Divčibare

Years of progress and stagnation

The volume of tourist visits and overnight stays in the years listed below is considered satisfactory. The number of tourists and their overnight stays was due to the presence of several workers' and children's resorts, which were well filled, especially during the summer months. From 1960 to 2000 it was a period

of subsidized tourism with emphasized social elements. Workers and their family members belonging to workers' organizations, which had their own ice rinks in Divčibare, stayed for free or at symbolic prices far below commercial prices, which was also true for children's stays in suitable resorts.

The hotels in Maljen and Divčibare were well occupied in the absence of other hotels that did not represent competition. The year 1982 was characterized by exceptional numbers of visitors (45,546 tourists, 291,522 overnight stays), with Divčibare ahead or on par with Zlatibor and Kopaonik. The average length of stay of tourists was five to seven days.

The data in the Great Geographical Atlas of Yugoslavia, published in 1987 by Liber College Press from Zagreb, appear particularly interesting. From the text part of the atlas, which refers to tourism in the mountainous regions of Yugoslavia, it is clear that Divčibare occupies a high place. The data for 1965, 1975 and 1984 show that this tourist centre was well visited and was ahead of several well-known mountain tourism destinations in Macedonia, Bosnia and Herzegovina, Slovenia and Croatia.



Figure 5. Hotel Heba, Divčibare

Table 7. Tourist stays and overnights according to Great geographical atlas

Tourist destination	1965.		1975.		1984.	
	Arrivals	Overnights	Arrivals	Overnights	Arrivals	Overnights
Divčibare (SR SRB)	15.800	112.000	34.600	229.000	41.200	289.000
Jahorina (SR BIH)	11.500	64.200	12.100	62.600	13.500	55.700
Jezersko (SR SLO)	4.700	29.900	5.100	21.800	8.200	22.800
Delnice (SR CRO)	5.100	10.100	11.400	28.300	9.000	20.600
Mavrovo (SR MK)	–	–	7.800	23.500	14.400	73.600
Tjentište (SR BIH)	–	–	52.700	99.700	39.200	53.500

The number of foreign tourists in Divčibare, as in other mountain resorts of Yugoslavia and Serbia, has always been small. In 1976 there were 662 foreign tourists registered in Divčibare, in 1980 there were only 202. The fewest overnight stays of foreign tourists were in 1980 (514), significantly more in 1975 (3,710). These were some travellers passing through, businessmen of some companies from the surrounding towns, for whom overnight stays with a short stay were intended here, as well as those who participated in the work of the international scientific, professional and business meetings organized at that time (Stanković, 2012).

The period between 1900 and 2000 is particularly relevant, as numerous events took place in our country, some of which had an extremely negative impact on the tourist movements of the local population and foreigners, and thus on the operation of tourist reception. In 1993, 25,032 domestic and foreign tourists came to Divčibare, less than in 1982. In 1990, the total number of overnight stays in Divčibare was 1.9 times lower than in 1973 and 3.5 times lower than in 1982. In the mentioned period, the number of domestic tourists was the highest in 1998 (51,392), and the number of overnight stays was also the highest (322,152). The number of tourists and their overnight stays in 1998 was not reached by 2021, which indicates a certain stagnation of traffic and, consequently, the corresponding economic impact, as long as new facilities have not been built and the tourist offer has not been modernized. The percentage occupancy rate of existing lodging and hospitality facilities has declined, resulting in a decrease in the number of employees and total tourism traffic revenue.

Similarly, the number of foreign tourists was almost non-existent between 1990 and 1999. In 1995, there were only 35 of them and the same number of overnight stays, which is a statistical error and a consequence of the sanctions, political turmoil and war events. The situation improved only in 2000, when 2,311 foreign tourists and 14,763 overnight stays were registered. This was the result of the arrival of a large number of people from the former Yugoslav republics and several professional and scientific meetings with participants from abroad organized in hotels in Divčibare. Also during the Covid 19 pandemic, there were no foreign tourists in Divčibare, except for a small number of people from the former Yugoslav republics, who are statistically counted as foreign tourists.

Table 8. Tourist arrivals and overnights on Divčibare 1990-2000.

Year	Arrivals			Overnights		
	Domestic	Foreign	Total	Domestic	Foreign	Total
1990.	33.721	114	33.835	83.017	484	83.500
1991.	30.520	53	30.573	205.977	1.234	207.111
1992.	43.580	40	43.620	311.753	93	311.856
1993.	20.702	57	20.759	155.644	244	155.888
1994.	33.600	35	33.645	238.199	95	238.294
1995.	38.378	35	38.413	306.337	35	306.372
1996.	41.628	956	42.584	283.261	7.024	290.285
1997.	45.994	133	46.027	298.137	479	298.616
1998.	51.391	511	51.902	322.152	4.808	326.960
1999.	37.922	250	38.172	238.777	1.337	240.114
2000.	48.506	2.311	50.817	318.566	14.763	333.329

The period from 1900 to 2000, in a number of economic activities in Serbia, so also in tourism, as a whole, as well as in Divčibare, is well known. From the statistical data it is clear that the number of overnight stays of domestic and foreign tourists in Divčibare was two times lower than in 1973 and three times lower than in 1982. After 1995, the situation has certainly improved. The most tourists in the mentioned period (51,902) came in 1998, and the most overnight stays (333,329) came two years later. Such a volume of tourists was not reached until 2021.

Dominance of domestic tourists

The number of domestic and foreign tourists, as well as the number of their overnight stays in Divčibare, shows significant differences in the multi-year statistical monitoring of traffic. This situation has an unfavourable effect on the business of receiving tourists, as the number of tourist and accommodation establishments was previously without major changes or even slightly higher. At the same time, as in other mountainous regions of Serbia, the number of domestic tourists and their overnight stays was always several times higher than the number of foreign tourists and their overnight stays.

As far as accommodation facilities are concerned, the total number of beds intended for tourists was over 2,000 between 1985 and 1999, which was also the case in 2002, due to the absence of new buildings and the closure of some workers' lodgings. It is particularly interesting that the projection of the development of tourism in Divčibare for the year 2010 foresees a number of 82,000 tourists and

the number of their overnight stays of 648,000. The opposite was the case. In 2010, 28,935 tourists were registered in Divčibare, which is 53,065 less than predicted. The tourists spent 117,215 nights, i.e. 530,785 less than predicted (Pjevač, 2002).



Figure 6. Hotel Mountain Royal, Divčibare

Table 9. Tourist arrivals and overnights on Divčibare 2001-2010.

Year	Arrivals			Overnights		
	Domestic	Foreign	Total	Domestic	Foreign	Total
2001.	39.500	1.200	40.700	257.500	8.500	267.000
2002.	27.100	200	27.300	179.600	600	180.200
2003.	22.000	–	22.000	134.000	–	134.000
2004.	22.00	1.000	23.000	133.000	4.000	137.000
2005.	21.042	200	21.242	120.067	1.000	121.067
2006.	20.776	361	21.137	113.673	1.650	115.323
2007.	24.500	500	25.000	134.000	1.000	135.000
2008.	34.000	1.000	35.000	159.000	2.000	161.000
2009.	29.161	1.642	30.803	135.270	3.795	139.165
2010.	27.899	1.036	28.935	114.397	2.818	117.215

The current state of travel

The number of domestic and foreign tourists as well as the number of their overnight stays did not change significantly after 2000. Thus, in 2006 there were 27,730 fewer domestic tourists than in 2000, and in 2000 there were 208,479 fewer overnight stays than in 1998. In the period between 2001 and 2009, the number

of tourists and their overnight stays in Divčibare stagnated. This was a result of the closure of almost all workers' settlements and the fact that the Divčibare Hotel was not in operation for six years during this period. The average length of stay of tourists was 6.5 days in 2001 and 4 days in 2010, which was not enough for more profitable economic operation of tourism and catering establishments.

Statistical indicators of the number of tourists and their overnight stays in Divčibare confirm that the existing accommodation and catering facilities are underutilized. This is especially true for complementary facilities (resorts, private rooms, private houses, apartments), whose average annual occupancy rate is between 10 and 13%, or 40 to 60 days per year. In contrast, hotels are occupied 30 to 35% or 120 to 140 days per year. Thus, it seems that it is not necessary to build many new buildings, but to better utilize the existing ones, which is neither simple nor easy, as it depends on a number of factors. The increase in the number of tourists and overnight stays would contribute to the activation of some resorts, in the renovation of which significant financial resources must be invested. All this requires a detailed analysis of a series of causes, phenomena and consequences from the field of initiative, absorption capacity and investment.

Table 10. Tourist arrivals and overnights 2011-2020.

Year	Arrivals			Overnights		
	Domestic	Foreign	Total	Domestic	Foreign	Total
2011.	28.952	1.475	30.427	124.132	4.766	128.897
2012.	27.776	945	28.721	112.844	2.789	115.633
2013.	21.962	1.517	23.479	98.463	3.303	101.766
2014.	14.960	1.921	16.881	68.253	2.777	72.030
2015.	22.180	948	23.128	97.272	2.522	99.793
2016.	29.700	673	30.393	156.816	1.631	159.447
2017.	37.356	949	38.305	156.816	1.631	158.447
2018.	41.327	1.128	42.655	178.584	4.609	184.193
2019.	41.095	935	42.130	169.615	3.018	172-633
2020.	44.775	602	45.377	158.210	1.723	159.993

Conclusion

Among the Serbian mountains that are better known on the domestic tourism market than on the foreign one, in terms of the number of tourists and their overnight stays, Zlatibor, Kopaonik, Tara, Stara planina and Maljen with the tourist center Divčibare stand out. Organized tourism in Divčibare began in 1925 on the initiative of some teachers from Valjevo, who founded the Divčibare Health Association because they knew about the beneficial effects of the Divčibare climate based on their

experiences. Although since then until today there are several studies confirming the climate-therapeutically values of Divčibare, there are still no organized medical facilities and adequate medical services here. Divčibare is developing into a mountain tourism center with several tourist attractions, both for summer and winter tourism.

A century of tourism development in Divčibare was accompanied by ups and downs, stagnations and setbacks, which had and still has a particular impact, both positive and negative, on the utilization of accommodation and catering facilities, the number of employees, tourism revenues, i.e. the number of tourists and their overnight stays. Almost all accommodation and catering facilities, most of which had been built on a modest scale by 1940, were destroyed and burned during the Second World War. The accelerated reconstruction thereafter began with the construction of the Maljen Hotel, one of the symbols of tourism in Divčibare, which is still in operation today. Over time, several children's and workers' settlements were built, but some of them were neglected for years until they finally collapsed.

Today Divčibare is a large construction site for tourist and hospitality facilities. Weekend houses and apartments for rent and sale dominate. In the period 2021-2022, there were 20 active construction sites. The general regulatory plan for the Divčibare tourist centre was amended three times in a short period of time. In this context, the issues are water supply, sewage treatment and drainage, regular electricity supply, bypass road, parking lot, justification for the expansion of the construction area and a clearer definition of the existing legally protected natural complexes. There are more than 2,000 registered beds here for the needs of tourists. The larger number of domestic tourists compared to foreign ones shows that Divčibare represents a regional and national tourist value. In some years, more than 50,000 tourists and more than 333,000 of their overnight stays were registered here.

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