THE VALORIZATION OF TOURISM POTENTIAL OF OVCAR-KABLAR’ ORTODOX MONASTERIES BASED ON THE USE OF TWO METHODS: THE QUALITATIVE AND QUANTITATIVE RESEARCH METHOD AND THE HILARY DU CROS RESEARCH METHOD

Bojana SPASOJEVIĆ, Dejan BERIĆ, Igor STAMENKOVIĆ
University of Novi Sad, Faculty of Sciences, Department for Geography, Tourism and Hospitality
Email: bojana.spasojevic@ymail.com

Abstract: For almost two centuries, monasteries of Ovcar-Kablar gorge attracted attention of many researchers, artists, believers, and in recent times they became pull factors for modern tourists. These monasteries along with natural beauty of Ovcar-Kablar gorge and healing properties of Ovcar-Kablar Spa, make an extremely important area and tourist potential. Although Ovcar-Kablar monasteries by overall artistic achievements are behind Serbian medieval work of art, not many people can remain indifferent for their beauty and spirituality. The appearance of these temples (ten monasteries and two holy places) can be determined only approximately, which leaves a lot of space for numerous assumptions. In opinion of historians Ovcar-Kablar monasteries were built in the late XIV century, during the arrival of The Sinaite monks in Serbia. Monasteries of Ovcar-kablar gorge suffered numerous wars and destruction, but they still represent a place which keeps the true value of Orthodoxy. As religious and cultural-historical objects of great importance these monasteries attracts more and more visitors every year, leading to needs for tourism valorization, since the basic religious functions of monasteries should not be disturbed. Also, care should be taken about tourism impact on active life of the monastery and the environment. According to destination needs in this paper work author will present tourist valorization of these monasteries applying Quantitative and Qualitative research method and Hilary du Cros method. As a final conclusion will be presented comparative analyze of both results.

Key words: Ovcar-Kablar gorge, monasteries, Orthodoxy, Tourism valorization

1. INTRODUCTION

For almost two centuries, monasteries of Ovcar-kablar gorge attracted attention of many researchers, artists, believers, and in recent times they became pull factors for modern tourists. These monasteries along with natural beauty of Ovcar-Kablar gorge and healing properties of Ovcar-Kablar Spa, make an extremely important area and tourist potential, not
only for Čačak, but for whole Serbia. Although Ovcar-Kablar monasteries by overall artistic achievements are behind Serbian medieval work of art, not many people can remain indifferent for their beauty and spirituality. The appearance of these temples (ten monasteries and two holy places) can be determined only approximately, which leaves a lot of space for numerous assumptions. In opinion of historians Ovcar-Kablar monasteries were built in the late XIV century, during the arrival of The Sinaite monks in Serbia. Monasteries of Ovcar-kablar gorge suffered numerous wars and destruction, but they still represent a place which keeps the true value of Orthodoxy. Ovčar-Kablar Gorge is located in the central part of the Western Serbia. It is cut between the mountain ranges of Ovčar (985 m) and Kablar (890 m). Gorge connects Čačanska and valley of Požega. For centuries this area was wild and inaccessible, but after the construction of road and railway gorge becomes an important route linking the Central and Western Serbia with Montenegrin coast. The law of the Republic of Serbia pronounces the Ovcar-Kablar gorge an exceptional region of the first category, as a landscape of exceptional characteristics and a natural resource of great importance. "National Tourism Organization of Cacak" is determined for a guardian Valorization and traffic of this region are extremely disproportionate to its potential. According to the Tourist Organization of Cacak Ovcar-Kablar gorge annually visits about 60,000 tourists. These data must be interpreted with caution as they were obtained on the basis of the record of visits to the monastery Blagovestenje, which is the most visited monastery. The structure of the highest percentage of visitors make excursions and tourists in transit. About revenue generated from tourism, there are no official figures, but he considered insignificant. Tourist organization of Cacak organizes tours through Ovcar-Kablar gorge mainly at the request of the travel agency. These are short, usually one-day tours as part of some other travel packages.

The subject of this paper is to analyze condition of Ovčar-kablar gorge monasteries (ten monasteries and two sacred places) and to give propose for their implementation in culture routes through Ovcar-kablar gorge.

The aim of this paper is to make a presentation of mentioned monasteries and natural attractions of Ovcar-kablar gorge, and to give a proposal for route creating on sustainable development principles, with raising awareness of local population and monasteries’ priests about importance of tourism development.

The task of this paper is tourism valorization of mentioned cultural and natural attractions and possibilities for their implementation in cultural routes.

2. LITERATURE REVIEW

Sacred spaces have been defined by Jackson and Henries (1983, p.94) as 'that portion of the earth's surface which is recognized by individuals or groups as worthy of devotion, loyalty or esteem'. Such places are not simply discovered or constructed, but they are also claimed, owned and run by people supporting specific interests (Chidester and Linenthal, 1995). Although sacred sites vary in size and shape, they share the characteristics of being relatively permanent and inspiring respect and devotion (Terzidou, 2010).

National identity of Serbs is in a closets relation to monasteries because they represent not only foundation of religious roots, but first territories, countries and rulers from the moment that Serbs settled Balkan Peninsula. Inspire of historical alters and rule of other nations over Serbian people, monasteries and churches as a symbol of spiritual
freedom kept their role for centuries. From the very beginning monasteries were built and donated by rulers where architecture was evolutionally changing in three different styles: Raška School (XIII century), Serbian Byzantine School (XIV century) and Moravian School (XV century). Those styles mostly depended on significance of ruder countries in Europe and Mediterranean at the time and countries where the painters and constructors were coming from. Today, in Serbia, there are around 115 monasteries evaluated as monasteries of extraordinary and great importance, mostly equally scattered Serbia vide with few locations, situated as a groups of monasteries. For example, monasteries of Fruška Gora consist of over 15 cultural monuments similar as 11 monasteries in West Morava Ovcar- Kablar valley. Monasteries in this valley are known as Little Saint Mountain cause reminds at Athos Mountain (Saint Mountain) in Greece where Serbian, just as Bulgarian, Russian, and Greek monasteries are situated, in a way, that monasteries originally were located in some kind of protected places, were enemy could hardly reach and harm sacral buildings, some of them are even today isolated from direct civilization, in naturally preserved landscapes. Therefore, it is not unusual for cultural monument to be protected as naturally valuable sites. Decision on proclamation of suggested protection for certain area is accepted by Serbian Government. Protected is supported by legislative: Law on Environmental Protection and Law on Cultural Monuments; as well as by Institute for Natural Protection of Serbia and Institute for Cultural Monuments Protection of Belgrade, Novi Sad etc (Pantić, 2007).

During the last two decades some studies have been conducted about Orthodox sacred shrines, such as St. Katherine's Monastery, Mount Sinai, Egypt (Shackley, 1998) and Mount Athos (Andriotis, 2009; Gothoni, 1993; Kotsi, 1999). Common for these studies as well as for research on non-religious Byzantine sites (e.g. Chronis, 2005, 2006) is that they have paid little regard to the context authenticity plays to the study of experiencing Byzantine past. Andriotis (2011) in his study examined various aspects of experiencing Byzantine tourist attractions including authenticity on the World Heritage Site of Mount Athos. Visitors to sacred places have multiple motivations, interests and activities, some of which have nothing to do with religion directly, but are connected with holiday making or with journeys undertaken for social and cultural reasons (Collins-Kreiner and Kliot 2000; Nolan and Nolan 1992). In this respect, religious trips are frequently multifunctional journeys which involve religious dominant factors along with other tourist motivations (Weidenfeld, 2005).

Among the various reasons for which people decide to travel, religion has been one of the oldest, including the importance of the visitors’ attraction to shrine sites or locations due to miraculous happenings. More than 2/3 (88%) of the World Heritage sites have religious significance, while the visitation of religious monuments is part of the normal tourism behavior (Shackley, 2001). Depending on the degree of their religious belief, people travel to sacred places searching for truth, enlightenment, or an authentic experience with the divine, to satisfy their spiritual or material needs (Vuconic, 1996).

The World Religious Tourism Association (WRTA, 2009) identified three primary reasons for the growth of religious tourism: (1) the increase of the overall number of travelers worldwide; (2) the increasing number of people who wish to display their faith, and act accordingly; (3) the many ways that people include their beliefs in their everyday life, such as regular participation in religious events (Petreas, 2011). Whether we consider religious as niche market or a major segment of tourism industry, the real aspect, is that
religious tourism is growing to become an important part of overall tourism (Lanquar, 2009).

The majority of studies on religious tourism and pilgrimage have been concentrated on congested shrines (Andriotis, 2009). The main finding of these studies is that these sites are experienced by visitors as “commodities”, in other words as “cathedrals of consumption” offering increasingly magical, fantastic and enchanted consumption settings (Ritzer 1999:8). Although most religious shrines offer "a commodified version of heritage", what MacCannel (1973), this is not the case in Ovčar-Kablar valley. It combines past and present, conveying a causal relationship.

All objects, phenomena or spaces formed by natural processes or human activity which possess a certain attraction for visitors can be a subject of tourist valorization. In practice, two methods of tourist valorization are most often used. The most common is a quantitative–qualitative method, which allows a fair amount of freedom in the evaluation, and it is based on six indicators. The second, more complex method, is the Hilary du Cross method of tourist valorization, which is, due to its complexity and variety of indicators that are included in the process of cultural property evaluation, considered to be more appropriate and more reliable (Stanojlović, 2010). In this paper, using the above methods, we tried to determine the tourist potential of Ovcar-Kablar monasteries. The results obtained using these two methods will be placed in a position of comparison, in order to determine whether they differ significantly from each other.

It should be noted that in tourist valorization difficulties arise from the imperfection of the methodology used for the quantification of indicator values for valorization by giving them numerical scores. It should also be noted that different approaches lead to results with limited reliability, bearing in mind that the assessment is based on the subjective perception and evaluation of the grader, as is the case with this assessment. For this reason this type of research must intersect and complement with contact studies of tourist clientele, because it is the only way to reliably determine how tourists experience the cultural and natural values of a given space.

Shackley (2001) thinks that in many cases the economic benefits of tourism to religious sites outweigh the negative impacts associated with tourism development, especially for those sites without steady incomes. However, tourism development is not only an opportunity, but also a challenge, as it brings economic benefits as well as management problems, which demands a balance between accommodating tourists’ needs and maintaining the normal religious function and spirit of place (Shi, 2011).

3. THE CONCEPT OF TOURISM VALORIZATION

According to Ćomić (1990) tourism valorization includes "Evaluation" or, the qualitative and quantitative assessment of the value of tourism resources previously listed, as well as other constituent elements of the tourism potential (tourist equipment). Valorization is professional and methodological proceedings made by experts before the tourist use of the monumental space. In this regard, valorization represents the establishment of a tourist evaluation or appraisal of tourist attraction, or evaluation of tourist attractions and assessment of any phenomena, objects and spaces that have, among other properties and characteristics that are attractive (interesting) to tourists, and through them tourists can meet their tourists’ (cultural or recreational) needs (Томка, 1998).
Tourism valorization is not a goal of itself, but serves a specific purpose. The main objectives of tourism evaluation are:
1. Evaluation of tourist values of all individual objects of a space or area as a whole.
2. Assessment of possible tourist visits.
3. The assessment of potential investment activities (both in terms of volume of investment, and by type of object).
4. Protection of area in which we want to develop tourism.
5. Tourism organization.
6. Tourism marketing and advertising.

The Characteristics of tourism values are:

- Tourist value is the relative size which depends on the time, space, development and characteristics of tourism demand, as well as subjective assessment of experts.
- Tourism value is more or less subjective assessment, we provide experts from many years of practice, which leads to an increase in the degree of objectivity.
- Tourism value is variable and depends on the development of tourism demand and supply, as well as the volatility of the fundamental properties of the tourist facility, which is valued.

Before joining the tourism enhancement, it is necessary to determine the elements on which it will be carried out. Elements vary depending on the type of tourist motivations. Selection of elements of tourist valorization of cultural heritage sites must be such as to include all the elements that form the basis of future tourism presentation of the monument.

3.1. Results of the quantitative – qualitative method of tourist valorization

In particular, quantitative–qualitative method consists of the so-called „complete methods“ (based on the system of factors which also include examination of cultural and geographic factors, i.e. the cultural values of space, then superstructure and infrastructure) (Ćirković, 2005). The quantitative evaluation in reality can not encompass all the components of space, and therefore the so called complete methods are also called „quasi-total“.

The evaluation process is done by using the scale of values which is not universal – it is determined according to specific needs. In this paper the scoring was carried out by using a scale with a range from 0 to 5. It should also be noted that different approaches lead to results whose reliability is limited, bearing in mind that the evaluation is based on the subjective perception and evaluation of a grader, which is the case with this valorization.

Tourist valorization of Ovčar-Kablar monasteries is carried out by analyzing:
- microlocation’s position and availability (position relative to the homeplaces of tourists, traffic communication and accessibility),
- artistic value (aesthetic quality, monumentality, rarity, cultural and historical significance),
- tourist attractiveness and recognizability (attractiveness for tourists, the level of tourist visits),
- tourist value of the ambience (arrangement, preservation of nature, etc.),
- construction and equipment of the space (the
level of construction of basic and additional tourist facilities, incorporation into tourist richness (complementary tourist motives in the narrow dispersive area, their connection, etc.)

The next step, after analyzing these elements, is their evaluation (conducted after a detailed field and afterwards cabinet research) to determine the overall value of tourism. The evaluation was carried out as follows:

- grade 1 (unsatisfactory quality) – inability for tourist presentation,
- grade 2 (satisfactory quality) – local tourist importance,
- grade 3 (good quality) – regional tourist importance,
- grade 4 (very good quality) – national tourist importance,
- grade 5 (excellent quality) – international tourist importance

(Ćirković, 2005).

Microlocation’s position and availability of most Ovčar-Kablar monasteries is favorable. The monasteries that are located next to the regional road Čačak-Užice are extremely accessible. All monasteries are located in immediate vicinity of Ovčar Spa, and the Spa itself is 18 km away from Čačak, 162 km from Belgrade, 204 km from Niš. Besides the international airports in Belgrade and Niš, the nearest airport (“Ponikve”) is located in Ladevci near Kraljevo and it is about 30 km far from Ovčar Spa. Its reconstruction began in 2011 and in the near future it will be open to civilian traffic. In the vicinity of the protected area (in the southeastern part) passes the planned highway route E-763 Belgrade – South Adriatic, whose construction began in 2010 (Програм развоја туризма подручја Овчар Бање и заштићеног подручја ПИО „Овчарско–калбларска клисура”, 2012). Ovčar spa is also connected with standard gauge railway on the realtion Kraljevo – Požega. Ten trains run daily between Čačak and Požega, with a commitment to stop in Ovčar Spa, and 4 express trains do not stop.

Although Ovčar-Kablar gorge is well connected with various emitting centers and nearby tourist sites, many sites in the gorge are not properly connected. Most of the monasteries can be reached by bus, and there exist also parking spaces. On the other hand, there are monasteries which can hardly be reached by a car. For example, the monastery Savinje is reached solely by steep pedestrian path. The road to the Uspenje monastery, Jovanje, Sretenje and St.Trojice is extremely narrow and passable for only one car, which is a major obstacle for mass visits. Grade: 3.

Artistic value of Ovčar-Kablar monasteries is high, especially when we consider their age (some of them are old almost 8 centuries). Nevertheless, architecture and frescoes of the monasteries have no artistic value like other Serbian medieval monasteries. Their greatest value lies in cultural and spiritual significance for the Serbian people. High value also have antiquities kept in monastic treasuries. Grade: 3.

Tourist attractiveness and recognizability of religious heritage is still insufficient and unused in relation to the potential that they have. Visitors to monasteries are mostly believers, organized excursions and rare cultural tourists for whom this is a primary destination, not a passing point. Some of the monasteries that are located along the regional road invest more effort to attract more tourists (e.g. monasteries Vavedenje and Blagoveštenje). None of these monasteries generate considerable tourist turnover. It is necessary to create a unique tourist offer of natural and cultural values of the gorge and improve cooperation between Tourist Organization of Čačak and monks. Rating: 4.
Tourist value of the ambience of Ovčar-Kablar monasteries is more than beautiful. On all sides are surrounded by beautiful nature made from the banks of the West Morava river and the slopes and peaks of Kalblar and Ovčar mountains. This area is also protected by the state as outstanding landscape. The monasteries are surrounded by silence, well isolated and away from any noise, which is the proper setting when it comes to spiritual monuments. All ten of the monasteries, and two sanctuaries are built so that one gets the impression that these monasteries belong only to that nature, and that in other environments they would not fit. Rating: 5.

Construction and equipment of the space has progressed in recent years. Almost all monasteries have been restored over the last two decades thanks to bishop Nikolaj Žički. The biggest problem are the bad and narrow village roads leading to the some monasteries. Tourist Signalization is pretty bad, tables which indicate the direction of the monastery are not placed in good places, nor is the information given by them what kind of road is leading to the monastery. It is necessary to open the monastery’s treasures to the public. In addition, monastic quarters can not be used for tourist accommodation, and accommodation facilities across the whole gorge are scarce. It is needed to further mark and regulate access to the monasteries. Rating: 3.

Incorporation into tourist richness of Ovčar-Kablar monasteries is extremely good. All monasteries are close to each other. Each of these monasteries is a single tourist destination, but a compact tourist product can be also formed. As part of the gorge, there are a number of natural attractions. All of this benefits the overall impression that monasteries offer and as a result are more attractive to tourists. Rating: 5.

<table>
<thead>
<tr>
<th>Elements of tourism valorization of Ovčar-kablar's monasteries</th>
</tr>
</thead>
<tbody>
<tr>
<td>Microlocation's position and availability</td>
</tr>
<tr>
<td>-------------------------------------------</td>
</tr>
<tr>
<td>3</td>
</tr>
</tbody>
</table>

Ovčar-Kablar monasteries were graded with overall rating of **3.83**, indicating that these sites are quality tourist resource of regional importance (according to the spiritual and historical values of national importance) and suggesting the potential for further tourism development. General assessment of current tourist attraction of the monasteries is very good, with the possibility of further tourism development and improvement of the current situation. The potentials of the monasteries are large and need to be constantly developed in order to obtain multiple benefits.
3.2. Valorization of tourism potentials of monastery Vavedenje by using Hillary du Cros model

Hilary Du Cros (Du Cros, 2000) introduces the process of tourism evaluation of destination, cultural-tourism sub-indicators and the degree of their graduation (Hadžić, 2005). Tourism sector is represented by two sub-indicators: market attractiveness of cultural assets and the factors important for designing of tourism product. Sub-indicators are graded by marks 0 to 5, but certain indicators have different ranks of marks. The grades are later summed up and market attractiveness of cultural assets is evaluated. After that the sum is ranked as: low attractiveness, medium attractiveness, high attractiveness for tourism development. The sector of cultural asset management also contains two sub-indicators: cultural importance and robustness. Sub indicators of this sector are graded by different grades, and the conclusion on sub-indicators of cultural importance/robustness for the sector of cultural asset management is evaluated as sensitivity/low cultural value, medium value, and high value.

Ambience

The monastery is located in a pleasant natural setting, surrounded by forests. The natural environment is to some extent compromised by vicinity of Ibarska highway, along which the monastery is located. Tidiness of monasteries’ complex is at a high level and strictly manages maintenance of the monastery courtyard. Grade is 3 (weak 0-1, adequate 2-3, good 4, great 5).

The site renowned beside local area

The very fact that Ovčarsko-kablarski monasteries are outside the local box known as a religious entity, has led that monastery Vavedenje is not distinguished by a recognition. The monastery of Vavedenje is somewhat better known than the other monasteries only because of its proximity to the Ibarska highway and its visibility from the road. So, grade is 2 (not 0, in certain amount 1-3, very well-known 4-5).

The important national symbol

Considering the fact that Ovčar-kablars' monasteries as a unit are important national symbol, each of these monasteries is also a national symbol. Grade is 3. (not 0, has a potential 1-3, yes 4-5).

Evocative place

Monastery Vavedenje is connected with numerous legends and folk traditions (such as the legend about the building of the monastery, in which is believed that monastery was built by Saint Sava). Also, in the monastery are kept the relics of many saints and martyrs who are believed to have healing and miraculous abilities. Evocativity is certainly one of the strengths of a large number of these monasteries, including the Monastery Vavedenje, and therefore it deserves the highest grade for this sub-indicator, 5. (not 0, has a potential 1-3, yes 4-5).

The site different from other nearby cultural assets

By its monumental great guest house of monastery complex does not differ greatly from other lodgings of Ovčar-kablars' monasteries. In the monasteries' treasury is kept the famous Gundulic Four Gospels. The grade is 3. (not 0-1, adequate 2-3, good 4, very good 5).

The site’s attractiveness for special purposes
In the monastery complex, due to the limited space and the proximity of the highway are extremely modest conditions for organizing of larger meetings and events. Grade 1. (not at all 0, has a potential 1-3, very good 4-5).

Complementary to other tourism products at the destination
Monastery Vavedenje belongs to the whole religious community of Ovčar-kablar gorge monasteries (“Serbian Holy Mountain”), and it is one of its better-known monasteries. Grade is 5. (not at all 0, has a potential 1-3, very good 4-5).

Tourist activity within the region
For this monastery are associated religious, sightseeing, transit and excursion tourism which are characterized like a short stay, considering that area is not suitable with accommodation facilities. The grade is 3. (barely none 0, in certain amount 1-3, strong 4-5).

Associated with culture
Monastery Vavedenje is a valuable historical monument and it is an important part of the spiritual heritage of the people of this region. The grade is 3. (not at all 0, has a potential 1-3, completely 4-5)

Factors important for design of tourism product:
The accessibility of cultural asset
Monastery Vavedenje is the most affordable of all the Ovčar-kablars’ monasteries. The fact that it is on the main road to Ovčar Spa and that is located just 8 km from Cacak gives it a grade 5 for this sub-indicator. (not allowed 0, limited 1-2, allowed access to all assets 3-4).

Transportation from population center to cultural asset
Organized transport to the monastery does not exist. Although next to the monastery runs a regular bus service from Cacak-Ovčar Spa, next to the monastery there is not a bus stop. Visitors use their own cars. While excursions and organized groups arriving by bus. Grade 3. (long distance/difficult access 0, enabled access 1-2, easy access 3).

The proximity of other cultural assets
Other Ovcar-kablars’ monasteries are located in the immediate vicinity of the monastery Vavedenje. Grade is 3. (long distance/difficult access 0, enabled access 1-2, easy access 3).

The service availability
Monastery Vavedenje is lacking in this segment. In addition to the parking lot, a few benches in the courtyard and a small gift shop, you can not say that there is something else that would cost to serve visitors and that would make their stay even more enjoyable. Near the monastery there are two restaurants, which somewhat improved service benefits. Grade is 3. (weak 0, adequate 1 - 2, good 3 - 4, and great 5).

After the evaluation of these indicators, the conclusions on attractiveness of cultural asset for tourism sector can be made. As the sum of the points of the sub-indicators of tourism sector for monastery vavedenje is 44, the degree of the market attractiveness of the site is evaluated as high attractiveness. (the scale of attractiveness: low attractiveness 0-20, medium attractiveness 21-40, high attractiveness 41-60)

Cultural asset management is taking into consideration:
Aesthetic value
The monastery is well integrated into the natural environment with beautifully landscaped and great aesthetic value of building. However, the Monastery Vavedenje is
allocated by the aesthetic values of the other Ovčar-Kablar monasteries. Grade is 1, (low 0, medium 1, high 2).

Historical importance
Monastery Vavedenje has great historical significance primarily for people who have lived in the area for centuries. In addition, it stands out for its larger historical significance. The grade is 1, (low 0, medium 1, high 2).

Educational value
Living quarters is open and women can stay overnight with permission of major nuns. It has great potential in terms of features monastery religious education of women. As this potential has not yet been used, grade is low – 0, (low 0, medium 1, high 2).

Social value
Gatherings of more people is out, except during religious holidays, such as the Feast of the monastery Vavedenje. Grade for this indicator is 1, (low 0, medium 1, high 2).

Scientific value
Monastery Vavedenje is the goal of scientific research only under Ovčar-kablar’s monasteries whole. Rating is 0, (low 0, medium 1, high 2).

Rareness of the cultural asset at the destination
Near the monastery Vavedenje is nine monastery of great artistic value, cultural and historical significance. Each of these monasteries is special by something. The rating is 0, (usual cultural assets of same type 0, unusual cultural assets of same type 1, rare cultural assets of same type 2, unique cultural asset 3).

Representativeness of the site
Given the fact that the only monastery Vavedenje is directly visible from the main road for all the passers-by, it can be said that it is a representative building of Ovčar-Kablar’s monasteries complexes. Grade is 3, (weak 1, good 2-3, great 4).

Robustness includes several sub-indicators related to “load” the tourist facility, or his physical condition, the sensitivity of tourist visits and activities that it is reduced to the least possible extent.

The sensitivity of the cultural asset
Expressed in the need to preserve the spiritual peace that the monument could serve its basic purpose. Should be strictly taken care of every step taken in the field of design. It is very important that the monastery complex environment as much as possible keep their original values. Grade is 3, (very sensitive 0-1, sensitive 2-3, insensitive 4).

Reparation status
In recent years, steps have been taken in the field of reconstruction and development of the monastery. Constantly being smaller works and repairs and maintenance of their environment. Grade is 3, (weak 0, partly repaired 1, good 2-3, great 4).

Existence of the management plan of the cultural asset
Cultural property of this significance requires a more serious approach and a precise plan of management. Therefore, the level of tourism organizations create plans bigger tourism affirmation of the monastery. The grade is 2, (not existing 0, in preparation 1-4, exists 5).

Regular monitoring and maintenance
All monitoring and maintenance in connection with the Monastery Vavedenje is done under the Diocese of Žiča, with benevolence benefactor income countries and believers. Grade is 3, (not existing 0, in preparation 1-4, exists 5).
The potential for ongoing investments and stakeholders

Monastery Vavedenje is a good potential for investment and growth in religious tourism. For now it seems that everyone enough that has been done so that some big plans for investments gone. The rating is 3. (great possibility 1, medium 2-4, small possibility 5).

Possibility of tourists negatively affecting the physical state of the site

Unlike other Ovčar-Kablar monasteries the monastery of Vavedenje notices a large number of visitors that can affect both positively and negatively. The positive effects of a large number of visitors are reflected to a greater openness to the visitors of nursing in relation to other monasteries. Nevertheless too many tourists interfere with daily tasks and habits of nursing and therefore must respect their peace and time of visits. Review this indicator 3. (great possibility 1, medium 2-4, small possibility 5).

Possibilities of modification

Despite the changes that occurred in society and nature, the monastery has been largely retained their original values, both in appearance and in the way of life that leads to it. Grade is 4. (great possibility 1, medium 2-4, and small possibility 5).

After evaluation of individual indicators of sector of cultural asset management, the total grade of management sector is in total 27 which is the medium value (the scale: low value 0-20, medium value 21-40, high value 41-60).

Based on the conducted analysis, „market attractiveness/robustness matrix” consisting of 9 cells is set up and marked with M (i,j), (i,j)=1,2,3. For every cultural asset it is determined to which cell it belongs, depending on the grade that it previously was assigned in the process of evaluation (Hadžić, 2005; Besermenji, Pivac, 2008). The cells are defined as:

- M (1, 1) - high value of indicators of cultural importance/robustness and low market attractiveness,
- M (1, 2) - high value of indicators of cultural importance/robustness and medium market attractiveness,
- M (1, 3) - high value of indicators of cultural importance/robustness and high market attractiveness,
- M (2, 1) - medium value of indicators of cultural importance/robustness and low market attractiveness,
- M (2, 2) - medium value of indicators of cultural importance/robustness and medium market attractiveness,
- M (2, 3) - medium value of indicators of cultural importance/robustness and high market attractiveness,
- M (3, 1) - low value of indicators of cultural importance/robustness and low market attractiveness,
- M (3, 2) - low value of indicators of cultural importance/robustness and medium market attractiveness,
- M (3, 3) - low value of indicators of cultural importance/robustness and high market attractiveness.

Based on the analysis and the matrix of „market attractiveness/robustness” given above, it is concluded that the monastery Vavedenje pertains to the category M (2,3), medium value of indicators of cultural importance/robustness and high market attractiveness.
Table 2. Matrices of market attractiveness and robustness of the monastery Vavedenje

<table>
<thead>
<tr>
<th>Robustness (27)</th>
<th>41-60</th>
<th>M(1,1)</th>
<th>M(1,2)</th>
<th>M(1,3)</th>
</tr>
</thead>
<tbody>
<tr>
<td>21-40</td>
<td>M(2,1)</td>
<td>M(2,2)</td>
<td>M(2,3)</td>
<td></td>
</tr>
<tr>
<td>0-20</td>
<td>M(3,1)</td>
<td>M(3,2)</td>
<td>M(3,3)</td>
<td></td>
</tr>
</tbody>
</table>

Based on the research we can conclude that the Vavedenje Monastery represents an important religious, cultural and historic building Ovcar-Kablar gorges. Although it is not characterized by a particular artistic value, the monastery is ”at the door” of the gorge and it achieved visitors first contact with the monks (nuns). For this reason it is important that the Monastery of vavedenje be better promoted in public, because he is in some ways mirror the other Ovcar-Kablar monasteries.

4. CONCLUSION

Monasteries of Ovcar-Kablar gorges make the cultural treasure of inestimable value, both for Serbia and for the whole of Orthodoxy. Besides, they represent today an oasis for people who are determined to devote his life to God, they can be a place where other people could learn more about the Orthodoxy and tradition. For these reasons, religious tourism is a way to get people closer to the monasteries, and at the same time preserve their centuries-long peace and a long tradition How Ovčarsko-kablar gorges is not only its monasteries, but also priceless natural treasures such as the West Morava river, meanders, gazebo, synonymous with this region is the synergy of natural and cultural heritage. It is necessary to improve cooperation with monks who live in the monasteries, so that they could understand the importance of visits and general mass tourism. It is necessary to make tourism development strategy of Ovcar-Kablar gorges which take into account the cultural assets and natural resources, sustainable development of all goods, then they should do a feasibility study and calculate the carrying capacity of Ovcar-Kablar gorges. Because the goal of all stakeholders in tourism development of this invaluable treasure must be only his protection and improvement.

REFERENCES

Andriotis, K. (2009), Sacred site visitation: A phenomenological study, Annals of Tourism Research, 36(1), 64-84.


Karabasí, J. (2001): Turistička atraktivnost manastira u Ovčarsko-kablarskoj klisuri, Department of Geography, Tourism and Hospitality, Faculty of Sciences, Novi Sad, Serbia.


Spasojević, B. (2012): Sinergetika prirodnog i kulturnog nasleda Ovčarsko-kablarske klisure-predlog i analiza tematske rute, Department of Geography, Tourism and Hospitality, Faculty of Sciences, Novi Sad, Serbia.


Terzidou, M. (2010), Religion as a motivation to travel: The case of Tinos island in Greece. MIBOS, 338-349.


World Religious Tourism Association (2009). Multi-faith journeys and sacred sites, article at http://www.worldreligioustravelassociation.blogspot.co.at/