

# CHAPTER 16





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## TEŠNJAR FROM TRADITIONAL TO CONTEMPORARY CULTURAL HERITAGE

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**Summary:** Development of cultural tourism (Tešnjar) in our country can contribute to the development of local communities, creation of new jobs and sustainable development tourism. It is necessary to invest efforts in promotion of cultural tourism, develop infrastructure for this type of tourism and provide quality service and experience for tourists who visit the municipality of Valjevo. The paper uses tourism valorization, PEST and SWOT analysis on the example of the cultural identity-Tešnjar. Tourist movements are often caused by the desire of tourists to get to know the cultural and historical heritage and anthropogenic factor determined destinations. These attractive features of a certain spaces are gaining importance because of that which bear the mark of uniqueness, singularity, rarity and unrepeatability. Given the cultural tourism includes a wide range of activities related to visits to cultural and historical monuments, museums, galleries, concerts, as well as getting to know local cultures and customs, he represents a significant source of financial support preservation, revitalization and promotion of cultural heritage. In addition, cultural tourism can be an important source of financial and organizational independence of cultural institutions and organization, while at the same time supporting the process of cultural decentralization. Despite the different goals of tourism and culture sector, successful cooperation between these two sector is key ensuring quality cultural and touristic offers, what ultimately brings benefits to the tourism industry and cultural heritage.

**Key words:** *cultural heritage, Tešnjar, tourism valorization, municipality of Valjevo*

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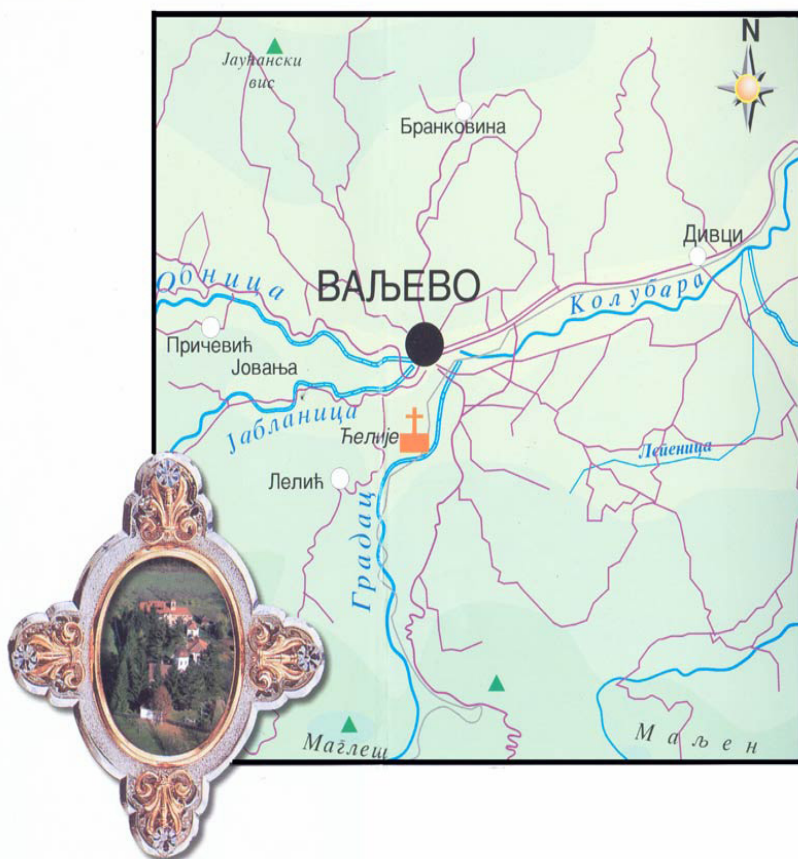
## 1. Introduction

Cultural tourism is one segment of the overall tourist phenomenon, and it is one that is based on key heritage as a key process. Thanks to its rich cultural and historical heritage, events, cultural facilities and tourist place, Valjevo has great prospects for the development of cultural tourism. All the peoples who immigrated or conquered this area made their contribution to the development of culture, as well as every new generation that grew up. Elements of the cultural recognition of Valjevo are the monasteries and spatial-cultural historical unit of Tešnja (Васовић, 2003; Stojanović, 2002). The aim of this paper is to indicate the potential, perspectives and limitations for this type of activity in Valjevo. Elements and factors of importance for the cultural development of tourism in this area also considered through tourism valorization, PEST and SWOT analysis.

The Valjevo region is located in the central part of Western Serbia. It represents the center of the Kolubara district, which includes five other smaller municipalities (Mionica, Osečina, Ub, Lajkovac and Ljig). In the southwestern part of the Valjevo region, there is the municipality of Valjevo, with the center of gravity and the only town in the area - Valjevo. It covers an area of 905 km<sup>2</sup>, while its altitude is 185 m (Ђукановић, 2000; Кривошејев, 1997). According to the 2022 census, there are about 83.000 inhabitants on the territory of the municipality (10.000 fewer inhabitants compared to the previous census), and 50.000 inhabitants live in the city itself.

The geographical position of Valjevo is complex, different and changing throughout history, and it has always been favorable from the point of view of human life, especially today, when economic resources are very important in the vicinity of every city. The great advantage of the touristic-geographical position is reflected in the fact that the city is partly located in the valley, and partly on the surrounding hills that surround this valley from the north, west and south. On the eastern side, the Valjevo basin is wide open with the valley of the Kolubara river (Stojanović, 2002). Valjevo is about 100 km from Belgrade and is located near one of the most important national roads, the Ibarska highway. Important highways pass through the city leading to the Adriatic Sea, Bosnia and Herzegovina, Mačva and further to Vojvodina. Such favorable predispositions, which are conditioned by the relief and the directions of the river flows, made it possible to establish a dense network of main, regional and road traffic routes. The Belgrade - Bar transit line, which passes through Valjevo, is also of great importance and plays a major role in connecting this region with Montenegro, i.e. the Adriatic Sea (Пантић, 1976, 1977; Пјевач, 2002).

**Figure 1:** Tourist-geographical position of the municipality of Valjevo



Source: Museum in Valjevo

Valjevo abounds with numerous, extremely attractive elements of the tourist offer. There are a large number of cultural facilities, monasteries and churches that contribute to the excellent tourist offer. Historical circumstances and the population of this area played a crucial role in the existence and diversity of cultural heritage. Due to the confluence of natural and historical circumstances, saints, princes, bishops and great poets were born and lived on this soil, who left behind great works of material and spiritual culture. Valjevo is also known as a city of monuments. There are busts in the very center of the city Dositej Obradović, Desanka Maksimović, Vuk Karadžić, Aleksa Nenadović and Ilija Birčanin. The greatest tourist potential of this area is represented by the old bazaar Tešnja and monasteries. When it comes to religious tourism, it is certain that Valjevo with its monasteries

Lelić, Ćelije, Jovanja and Pustinja is one of the centers of this type of tourism in our country (Кривошејев, 1997). Tešnjar has been declared a spatial cultural-historical entity of exceptional importance. Much has been done to adapt this part of the town and city to today's living conditions, without changing its architecture and purpose.

## **1.2. Historical development and sights of the municipality of Valjevo**

The history of Valjevo occupies a special place in the history of the Serbian people. Valjevo people often had a prominent and leading role in movements for national liberation. The oldest traces of human habitation in this area come from the Paleolithic and were discovered in the nearby Petnička and Visoka caves. The cultural content of Petnica cave consists of decorative items, stone tools and numerous bones of cave bear, cave hyena, roe deer and deer. Archeological research in 1974 revealed the remains of a Paleolithic hunter and Visoka cave. From the Younger Neolithic period, there is a site near the village of Degurić, which belongs to Vinča-type settlements, and was discovered in 1953. The most important ancient site was discovered near the village of Rebelja, and it is linked to the existence of a Roman mine, as evidenced by the remains of mining shafts. Roman settlements in the Valjevo area are numerous and have been known for a long time. Not far from Valjevo, near the settlements of Slovac, there are visible ruins on the hill that the people call Jerina's town. These are the remains of a Roman city that was probably built to control the route through the Slovak Gorge and to protect against rebellious tribes. The place was chosen in such a way that one can see the vast Kolubara valley from it (Станковић, 2001; Пјевач, 2002).

The name Valjevo was first mentioned in 1393 in documents of Dubrovnik origin. At that time, the city was already an important trade center where traders from the Mediterranean came. The rise of Valjevo was stopped in 1459 when the medieval Serbian state was conquered by the Turkish Empire. From the Turkish period, in the very center of the city there is the old bazaar Tešnjar. It originated in the 17<sup>th</sup> century, and got its present appearance at the end of the 19<sup>th</sup> century (Пантић, 1976, 1977).

Princes of Valjevo, Aleksa Nenadović and Ilija Birčanin, started organizing the fight for liberation. The Turks found out about their intentions and executed both princes at the beginning of 1804. This event in Serbian history is known as the "cutting down of princes". The oldest preserved building in Valjevo is Muselim's lodge from the 18<sup>th</sup> century, where princes were imprisoned before their execu-

tion. Today it represents the museum of the First and Second Serbian Uprising. Valjevo was one of the first town-type settlements to be liberated. Then, after almost three and a half centuries, it again became a Serbian city in an autonomous Serbian state. Most of Muslims left their estates and moved to other cities that had fortresses, as they felt safer there (Stojanović, 2002).

The Valjevo region offers a complex tourist offer starting with archaeological sites, monasteries, churches, monuments, festivals and events that favor the development of several types of tourism. The oldest building in Valjevo is Muselim's inn, which was built in the 18<sup>th</sup> century. In the basement of this building, in 1804, the princes of Valjevo, Aleksa Nenadović, and Ilija Birčanin, were imprisoned. They were taken from there to be executed, and then their heads were publicly displayed on the roof of this building. The basic historical importance of this inn is reflected in the fact that it is the only material evidence in Serbia directly related to the felling of princes. That event preceded the First Serbian Uprising (Stojanović, 2002).

In the very center of the city, two old trade and craft districts, Tešnjar and Kneza Miloša street, attract a lot of attention. Tešnjar is an old bazaar that was formed during the Turkish period. Walking down the street you can still feel the influences of the oriental market and notice the old craft districts. At the end of August, the famous event "Tešnjarske večeri" is held here. In recent years, thanks to the fact that several films and series have been shot in Tešnjar, this old Valjevo bazaar is becoming a kind of national film town (Бјељац, 2010; Stojanović, 2002).

On the initiative of the Serbian prince Miloš Obrenović in the thirties of the 19<sup>th</sup> century, today's Kneza Miloša street was created on the left bank of Kolubara. With the construction of craft shops, commercial and catering facilities, this street gained more and more importance and became the core of city life.

Valjevo is also home to a large number of interesting and significant buildings. One of them is the building of the old Valjevo school, which today houses the National Museum. When it was built in 1870, this building was the first planned building in the city. The museum is a two-time winner the Mihailo Valtrović plaque, which the museum society of Serbia awards to the best museum. He evokes in a very original way the rich past of the Valjevo region, which was marked by great wars and uprisings, famous military leaders, writers, poets, painters and philosophers (Пантић, 1976, 1977).

Valjevo is also known as a city of monuments. In 1954, busts of Aleksa Nenadović and Ilija Birčanin were placed in front of the old gymnasium building, which today houses the National Museum. On the right bank of the Gradac river, right behind the bridge, there is a monument to Milovan Glišić. It was built in 1968 and is the work of sculptor Miodrag Živković. On Vidrak hill rises the monument to Ste-

van Filipović, which is among the largest sculptural representations of the entire human figure in the world. In the very center of the city there are busts of Dositej Obradović, Desanka Maksimović, Vuk Karadžić, and Ljuba Nenadović. The ordered value of the Valjevo region is the monasteries (Lelić, Ćelije, Jovanja and Pustinja), due to their importance, deserve the status of an independent tourist potential (Кривошејев, 1997).

All events are organized mainly during the summer months. They aim to nurture original folk art, preserve indigenous environmental values and raise the level of tourism culture of the population. On the territory of the Valjevo region, various types of manifestations are organized primarily of a cultural, entertainment, sports and economic nature. The most significant manifestation of this area: "Tešnjarske večeri", "Beli narcis", "Desankini majski razgovori", "Dani gljiva", and "Dani maline u Brankovini" (Бјељац, 2010; Пјевац, 2002).

- "Tešnjarske večeri" - are an international cultural, touristic and economic manifestation that has been held in Valjevo since 1987. It usually starts at the end of August and lasts about ten days. The content of this manifestation is reflected in fact that it includes various theater performances, performances of cultural and artistic societies, concerts of classical, spiritual and folk music, literary evenings, fashion shows and forums. The main goal of this festival is the promotion of the city of Valjevo both at the national and international level (Dimitrić & Bjeljac, 2015).

### **1.2.2. Concept and classification of cultural assets**

Many objects, objects of appearance and events created during the long history of the development of humanity have some common properties - they were created by people as a result of spiritual experience of things and phenomena, i.e. artistic creation. A work of art, as a materialized human experience, is the result of a subjective experience, but at the same time it gives satisfaction to the one who observes, listens to or meets it. Apart from works of art, during his personal and social cultural development, man also creates other creations that may not have the characteristics of a work of art, but which have historical, social or other cultural significance. These works were created or are created as an expression of the material and spiritual culture of a person, group or nation and have properties that satisfy some of the cultural needs (aesthetic experience, entertainment, information). Such creations are called cultural assets. In the professional and scientific literature, there are a large number of different terms, definitions and criteria for classifying various creations created by man. These are: cultural or cultural-historical monuments, cultural assets, cultural values, etc (Rabotić, 2013; Štetić, 2007).



*Cultural-historical monument* - Cultural monuments are immovable and movable things, as well as groups of things that, due to their historical, scientific, technical or cultural value, are considered cultural assets of special importance for the social community. Cultural monuments are used and used according to their purpose and nature in order to satisfy the cultural and other needs of people. The term is narrower than the term cultural property and represents a group of artistic tourist attractions created by the work of artists and other creators. Cultural and historical monuments are a significant segment of the offer of an area.

*Cultural property* - This term refers to things and creations of material and spiritual culture of general interest that enjoy special protection established by law. Cultural heritage is a broader term than a cultural-historical monument (Станковић и Павловић, 2006; Тошић, 1994).

Cultural goods are an integral part of human life. With their basic properties, they influence the enrichment and refinement of a person's personality and contribute to his spiritual elevation. Cultural assets are an inevitable part of tourism and tourist movements are almost unimaginable without them. For this reason, in addition to their basic properties, they must also possess certain additional characteristics (Секулић, 2001). Those are:

- To have monumental properties - artistic, aesthetic;
- To have cultural and historical significance;
- To have properties of attractiveness, recognition, spectacularity or other cultural characteristics;
- To be arranged and prepared for tourist presentation (Секулић, 2001).

Cultural assets, depending on their physical, artistic, cultural and historical properties, are divided into movable and immovable. According to the some criteria, immovable cultural assets in Serbia are divided into:

- Archaeological findings;
- Works with monumental and artistic properties;
- Spatial cultural-historical entities;
- Landmarks and memorials (Секулић, 2001).

All cultural goods within the above categories can also be classified as:

- Cultural assets registered in the List of World Cultural Heritage;
- Cultural assets of exceptional importance;
- Cultural assets of great importance;
- Other cultural assets (Секулић, 2001).

In addition to the diverse and specific motive base for the development of tourism, Serbia is also characterized by a rich cultural heritage, which in certain localities and places has not only local and regional, but also world tourism value.

Serbia has an extremely favorable geographical position on the Balkan Peninsula, and good traffic connections. Roads of interregional and intercontinental importance have passed through its territory and are still passing and intersecting today. In the earliest periods, different peoples moved along those roads and different cultures crossed and permeated. Given that the territory of our country was inhabited since prehistoric times, all cultural achievements, both material and spiritual, from that time until today, represent an exceptional and invaluable basis for the development of cultural tourism (Rabotić, 2013).

Regional Institutes for the protection of cultural monuments in Serbia have registered about 2.800 cultural monuments of different importance and date of origin. They are classified into several categories according to their importance. Monuments from the group of cultural assets of exceptional and great importance are particularly important for the development of tourism, as independent or complementary motives.

The tourist need can be recreational and cultural, but it can also represent a synthesis of two basic needs. When it comes to cultural tourism, there is a need for cultural tourism first of all. It represents a differentiated form of cultural need. It is created in a person, as a result of a certain way of life, the conditions of the environment in which a person lives, the acquired education, the level of culture of the individual, etc. The cultural need directs and encourages a person to get involved in tourist activities during which he will satisfy his need. As well as recreational and cultural tourism needs arise in the place of permanent residence of tourists, and are resolved in tourist area. The basic elements of cultural tourism needs are the effects that culturally enrich a person's personality (Hrabovski-Tomić, 2008). Those are:

- *Information* - The simplest and most represented cultural element of tourist movements. It is very massive and effective in terms of duration of impressions and preservation of representations in people's minds. This element is most represented in excursion and transit movements.
- *Acquaintance* - a very stable cultural element that requires greater involvement of tourists in perception and reasoning and leaves a deeper mark in memory. It implies a significantly more active attitude of tourists towards motives and includes an element of information.
- *Contacting* - is a cultural element of tourists movements that expresses direct relationship, approach, touch and mixing of people of different cultural, educational, moral and other beliefs. It leaves deeper, lasting traces and memories and gives tourist movements a huge sociological significance.
- *Experiencing* - the most complete and complex cultural element that expresses the most active attitude of tourists towards, tourist motives

and objects. It includes all other cultural elements of the movement and mostly reflects the meaning and spirit of the movement (Hrabovski-Tomić, 2008; Rabotić, 2013; Štetić, 2007).

Cultural elements give tourism movements a broader social significance. Tourist movements, by themselves, contain features of general mobility, but cultural elements give these movements a special dimension.

## **2. Tešnjar old bazaar**

There are few written traces that can with certainty give a picture of Tešnjar as we see it today and the one who strived there. Old Valjevo was created at an important road intersection as an important trade and craft center. The first written mention of Valjevo dates back to 1393 and is found in a document preserved in the Historical Archive in Dubrovnik. At the time, Valjevo was an important trading center where the people of Dubrovnik had their own colony. This procedure indicates that there was a "square" in Valjevo, that merchants came from the western regions, and that trade was already developed then. At the crossroads of historical events, Valjevo was conquered alternately by Serbs, Hungarians, and Turks, who finally occupied it in 1521. The presence of foreign invaders on this land influenced the way of living, developing crafts, building and furnishing houses. Turks have been present for the longest time and have left the most influence. From the available data, it is not possible to determine exactly where the "square" was, or rather where trade took place. Today's old bazaar, better known by the name (which is more recent) Tešnjar, can be considered a natural continuation of that very old tradition (Ђирић и др., 2008).

According to some stories, Tešnjar got its name in the 18<sup>th</sup> century, after Tešnjar-Bey, who fled from Valjevo after the Second Serbian Uprising. Tešnjar-Bey was a powerful and wealthy Turk who was born in the second half of the 18<sup>th</sup> century in Bosnia. Many believed that he was an islamized Serb. At that time, he had a large part of the old Valjevo at his disposal. Some, on the other hand, deny all the stories about agams and beys, insisting that the word Tešnjar come from a narrow and narrow street, which Tešnjar really is. Narrow and winding, squeezed under a hill, clinging to its slope in an unsuccessful attempt to move away from the navigable Kolubara, Tešnjar welcomes and sends off the centuieres that flow along its bed. It was the commercial, economic, cultural and entertainment center of Valjevska nahija, captaincy and municipality. Various crafts flourished here. There were a lot of artisans. From sunrise, when many shops opened, until late at

night, the town with its narrow streets and alleys was lively and noisy (Ђирић и др., 2008).

**Figure 2.** Tešnar old bazaar



Source: Tourist organization in Valjevo

At the end of the 18<sup>th</sup> and the beginning of the 19<sup>th</sup> century, new powerful merchants appeared in Tešnar who traded plums, corn, mushrooms with Vienna and Pešt, and wholesale. Very quickly they acquire a large property in Tešnar, erecting multi-story houses modeled on European ones: the houses of merchants Popović, Jovanović, Korać and others. They are a reflection of the new socio-economic situation of the 20<sup>th</sup> century. In the ground-floor buildings next to the street, there are craft shops and shops, while in the back part there was housing. In multi-story buildings, the shops and workshops were on ground floor, and the upper floor was the residence. In the courtyards there were only auxiliary buildings that were necessary for the work and life of the people in this artisan-trade district. Life took place there, hidden from the view of passers-by. The courtyards are cobbled, narrow and long, with plenty of flowers and trees. Tešnar has its hinterland next to Kolubara, towards which gardens, economic buildings and carriage gates face. The street buildings together with the courtyards and the hinterland together represent a unique, exceptional whole of Serbia (Stojanović, 2002).

The bazaar lived intensively until the middle of the 20<sup>th</sup> century, and then, with the gradual demise of the craft, its life slowly died down. The process of the extinction of the craft affected Tešnjaar, because certain buildings, renovations and inaccessible adaptations destroyed their monumental properties, which somewhat damaged their authentic appearance. Today's modern city center and the old bazaar Tešnjaar are separated only by the bridge over Kolubara. Immediately from the bridge you can see the entire Tešnjaar hinterland. New and old buildings alternate on the left and right. At the place were Birčaninova street, Tešnjaar is connected to the new part of the city by another bridge, once wooden, but today unfortunately marble. Tešnjaar was declared an immovable cultural asset on March 5, 1969. The first protection plan for this core was made in same year. Today, Tešnjaar is under state protection, as a unique example of a part of a Serbian town from the 19<sup>th</sup> and earlier centuries. In addition to taking care of technical protection, a lot of work is also done on the contents that the bazaar offers (Stojanović, 2002). With its daily offers, Tešnjaar attracted a large number of visitors, especially in the evening hours. After 8 pm, several hundred young people gather in it, around the well-arranged cafes and bars. Their spontaneous gathering enlivened the bazaar and imposed tasks on cultural institutions to enrich the evening events with their programs. In the middle of August, as part of the celebration of the liberation of the city, the Tešnjaar event is organized, which lasts for eight days. During the Tešnjaar evenings, the "Tešnjarska glasonoša" magazine was published, which publishes interesting things from old and new Tešnjaar, enriched with old photos and drawings. Life in Tešnjaar continues to take place in its own special, new way, which essentially still preserves the basic character of an old bazaar, which was the goal of all those efforts to protect this modest urban unit, unique in its kind for Serbia (Ђирић, 2008).

### **3. Work methodology**

The observation method is one of the oldest methods of collecting data and information on the studied terrain. It is necessary to distinguish between ordinary (unplanned) and scientific-research observation, i.e. field (in nature) and laboratory (experimental) observation. Ordinary observation is accidental and unplanned, while scientific-research observation is planned/prepared in advance and is used to present the received contributions and adequate data based on research in a given area (data collection, processing, and sistematization). The main goal is for the collected data to be empirically accurate and verified, and therefore use-

ful and usable for the appropriate field of scientific research (Bognar et al., 2002; Пецель и др., 2015).

The method of induction is a generalization methodical procedure, because with it general knowledge is obtained from specific (simple) knowledge, and on the basis of analyzed data, information and facts obtained in the field, an unquestionable objective, realistic and rational truth is reached. The deduction method is a specialized methodological procedure, because with it special, unique and individual knowledge is obtained from general legal knowledge (Šešić, 1988).

The generalization method is a generalization procedure where general assumptions are derived from individual observations and considerations, which are objectively and rationally substantiated. Its credibility will be supported by the results obtained in the studied area. Contrary to the method of generalization, the method of specialization breaks down the general, that is, the usual concept into individual, simpler and understandable phenomena, which has found use in partial research through the processing of natural, anthropogenic, demographic, economic indicators and their application to the given subject and research problem (Šešić, 1988).

Conceptualization is a procedure that includes the entire process of working on the problem, where the subject, goal, task and hypotheses of the research are first determined, that is, formulated, and finally the obtained results are reached, where the discussion and conclusion are applied. The method of proof includes a set of all scientific methods (general, special and specific) into a single inseparable whole. The main goal is to determine the accuracy (credibility) of the investigated phenomenon, that is, that the obtained results are objective, rational, realistic and applicable in practice (Šešić, 1988).

### **3.1. Tourism valorization**

Valjevo is a city located in a spacious valley, at the crossroads of many roads, of exceptional natural and anthropogenic value, a city of history and culture, with exceptional potential for tourism development. The epithet "city of monuments" has a reason because the city's streets and squares abound with monuments dedicated to important names in Serbian history and objects of sacred architecture. The Tešnar area and the Lelić, Jovanja, Čelije and Pustinja monasteries near Valjevo stand out as the most significant.



**Figure 3.** Lelić of monastery



Source: Perić M., 2019.

In order to determine their importance for the development of tourism, it is necessary to carry out tourism valorization. Qualitative-quantitative is used as one of the methods of tourism valorization, which includes, in addition to quantitative (numerical) evaluation from 0 to 5, descriptive evaluation. The following parameters are used: tourist-geographic location, artistic value, tourist value of the environment, tourist attractiveness and recognizability, construction and equipment of the area and inclusion in the tourist wealth.

*Tourist-geographic position.* Tešnjar is located in the old part of Valjevo on the right bank of Kolubara. Favorable geographical position, good traffic connection with all parts of the city and accessibility make the tourist-geographic position of Tešnjar very favorable and easily accessible, and can be rated 5. The monasteries are located near Valjevo and modern, well-equipped roads lead to them. They are located at a short distance from each other and outside the city, so the rating is 4 for the tourist-geographic location.

*The artistic value* of Tešnjar as a whole can be assessed with the highest grade 5, not only because of the period from which it dates, but also because of the unchanged appearance since its creation. As such, it reflects the spirit of old times, leading tourists to take a trip through time by visiting, to feel the smell of 19<sup>th</sup> centu-

ry coffee, the spirit of the old market and the life of the people of old Valjevo. The appearance, the equipment, the aesthetic quality, the importance day had in the past and the age of almost 5 centuries make the Valjevo monasteries extremely valuable. Facades, wall paintings and frescoes give monasteries a special value, so the rating for artistic value is also 5.

*The touristic value of the environment* complements the basic artistic values. Tešnja is known for event tourism, because since 1987, Tešnja evenings have been held for 25 years in a row. This manifestation has an exceptional cultural value, as it represents a review of theater and film production, writers, publishers, booksellers, music and visual artists. The rating for the touristic value of the ambience is 5. On the other hand, the old frescoes of the Valjevo monasteries speak of the past of our people, provide spiritual peace and refuge from the high demands of the city lifestyle. The high touristic value of the monasteries is also given by the preserved nature in their surroundings. The rating 4.

*Tourist attractiveness and recognition.* The old bazaar, with preserved shops and warehouses, taverns and taverns from the 19<sup>th</sup> century, which is located just a step away from the modern city, is characterized by a high degree of attractiveness. Tiled roofs, houses with oak columns, wooden windows and cobblestones make Tešnja authentic and widely recognizable. The part of the city that takes us back to the time of Stevan Sremac deserves a rating of 5 for tourist attractiveness and recognition. Despite the great tourist attractiveness and recognizability, the cultural and artistic values of the Valjevo monasteries are not sufficiently known to tourists, so apart from the visits of the local population who perform wedding rites or baptisms in them, it is not possible to speak of the monasteries as a significant tourist destination. Due to insufficient tourism affirmation, the rating is 3.

*Construction and equipped space.* Tešnja has almost completely preserved its old appearance and authenticity, although newer buildings have been built, which are completely integrated into the form of the old bazaar. The space itself is not fully adapted to the needs of tourists, so the rating 4. During the rule of the Turks, the monasteries were burned and demolished. Every new renovation meant the addition of new parts of sacred buildings. However, within the monastery complex there are no facilities intended for tourists, which makes it impossible for tourists to stay for more than one day. The rating for the touristic value of the monastery is 3.

*Integration into a touristic treasure.* Valjevo is a city with rich potential for the development of tourism, which has not yet been fully exploited. The proximity of Divčibare, Brankovina, Petnica, numerous monuments, churches and monasteries, parks and picnic areas are just some of the tourist destinations. Tešnja is located in the very heart of Valjevo, the monasteries are in the immediate vicinity and as such represent only one part of the mosaic called "tourist treasure". The rating is 5. None of these parts of the mosaic represents a part by itself, but complement each other and only as such can contribute to the development of tourism.



## 4. Pest analysis - Tešnjari

Tešnjari is far ahead of other cultural sites in Serbia, but it also needs a development plan and strategy in order to maintain its leadership position in Serbia, while at the same time being highly positioned among tourist sites in Europe. In terms of the number of cultural heritage sites and their diversity, and in terms of the number of localities in proportion to the area, Serbia is the richest in Europe and one of the richest in the world.

**Table 1.** PEST analysis on example Tešnjari

<b>Political factors</b>	<b>Economic factors</b>
Economy in a low stage; Political instability; The necessity of greater involvement of state institutions in the development of strategies and plans of cultural heritage in the territory of the city of Valjevo; Implementation of strategic documents; Lack of greater cooperation with neighboring countries, that is, the region; Necessity of establishing bilateral cooperation; Removal of political barriers with individual countries.	Economic value is reflected in two ways: 1. Direct financial effects (payment for services in cultural and historical localities); and 2. Indirect way (faster and easier sale of capacities, increase in sales of equipment and props, as well as, extension of the duration of the season when the guest is not able to spend the whole day on open space).
The state is heavily involved in financing stays in places rich in cultural sites; Cultural tourism has the longest tradition in Serbia, starting with the Romans and a tour of "cultural routes"; Cultural heritage offer content programs of sports leisure, especially municipality of Valjevo, which are accessible and interesting to a wide range of consumers; Quality and educated staff.	Cultural tourism is undergoing a transformation from traditional to modern; Expansion of the offer and stay of visitors (guest lectures, i.e. presentations by local and foreign authors); Introduction of new forms of tourism: cultural routes, religious tourism; Modern technology in the presentation of cultural heritage.
<b>Social factors</b>	<b>Technological factors</b>

Source: Authors

Tourism as a social phenomenon is precisely based on the intensive use of these elements (Table 1), which represents a significant factor of cultural heritage and tourism, as well as historical landmarks. Primarily for the above-mentioned reasons, at its current level of development, it is increasingly growing into a global phenomenon in which the broadest masses of the population are involved.

This phenomenon in the cultural forms of tourism gradually moves into the framework of secondary "luxury" desires and becomes one of the existential biological needs of modern man, the use of which is also imposed by the reached level of his general culture.

## 5. SWOT analysis - Tešnar

**Table 2.** SWOT analysis on example Tešnar

<b>Strengths</b>	<b>Weaknesses</b>
Geographical position; Tourist position; Traffic position, Ibarska highway, Belgrade-Bar railway; Historical past; Numerous cultural and historical contents; Religious objects; City of monumets; Various accommodation facilities (hotels, boarding houses, apartments); Festivals and manifestations; Existence of a tourist organization; Development of several types of tourism.	Unfavorable volume and structure of tourist traffic; Relatively small foreign exchange income; Small budget for promotional activities; Monolithic guest structure; A large number of unemployed; Solid qualified workforce; Weak tourist signage; Weak presence in the media; Insufficient awareness of the image of the Valjevo region; Incomplete record of tourist movements in the private sector.
Natural and anthropogenic tourism values favor the development of various types of tourism; Increasing desire and interest of the municipality in the development of tourism; Strategy for the preserving the cultural heritage and indetity of a place; To attract tourist with various promotional activities; Increased staff education; Potential construction of infrastructure and accompanying tourist facilities; Integration of our country with EU countries.	Economic instability in the country and the world; Low purchasing power and standard of our population; Weak awareness of the citizens of the municipality about the protection, improvement and preservation of cultural heritage; Insufficient investment in the modernization of existing facilities; Competitiveness of surrounding countries and regions; Weak promotion of tourist values; Little focus on the foreign market.
<b>Opportunities</b>	<b>Threats</b>

Source: Authors

In the municipality of Valjevo, there are wishes for the development of cultural tourism, because tourism is recognized as an important factor in increasing the economic and cultural condition of the local community. The Valjevo region favors the development of specific types of tourism. As a key characteristic of the development of this place, in addition to the natural and anthropogenic tourist values, the outstanding touristic geographical position is also recognized (Table 2). Of the anthropogenic values, archaeological sites, the cultural-historical complex of Tešnjar, monasteries, churches, monuments, festivals and events that complete the image of the Valjevo region are important.

## **6. Discussion and conclusion**

The culture of a nation is the greatest wealth that a nation has. From ancient Rome, Greece, Egypt, through medieval states, until today, the rulers of developed countries invested significant financial resources for the development of culture. On the territory of our country there are numerous monasteries and churches, legacies of prominent Serbian rulers, silent witnesses of the habitation of the Serbian Orthodox population, representing an inestimable wealth. In addition to religious buildings, there are also numerous cultural monuments carved in honor of great and important people in Serbian history.

Getting to know the cultural heritage of a certain region contributes to the development of awareness of the need for preservation and protection of valuable monuments. In recent times, there has been an increase in tourist movements caused by the desire to get to know the historical and artistic offerings of a region. In Serbia, cultural tourism, as one type of specific forms of tourism, is still in its infancy and has not been included in tourism development plans. Despite the fact that there are 47 immovable cultural assets on the territory of Valjevo municipality, the level of the development of cultural tourism in Valjevo is the same as at the national level. As one of the most important factors for the development of tourism, the cultural and historical complex of Tešnjar and the Valjevo monasteries stand out.

Tourism in the territory of the city of Valjevo represents a potentially very significant economic and social activity, primarily due to favorable natural conditions, exceptional natural and cultural values and the proximity of the Belgrade and Vojvodina markets, which number about four million people.

The prerequisite for activating zones and regional units is their mutual traffic connection, with maximum use of the existing road network and railway traffic

for organizing circular movement in the function of unflying and presenting the city's tourist offer. Numerous cultural and historical landmarks on the territory of the city, as well as the churches and monasteries of the Valjevo region, represent specific tourist attractions, as well as archaeological sites from different periods.

In the municipality of Valjevo, there are wishes for the development of cultural tourism, because tourism is recognized as an important factor in increasing the economic and cultural condition of the local community. As a key characteristic of the development of this place, in addition to the natural and anthropogenic tourist values, the outstanding tourist geographical position is also recognized.

The main limiting factors of the current development are related to the inadequate state of the material base, primarily the network of catering establishments and the existing organization. Tourism, as a heterogeneous, but also very complex social economic activity, requires efficient organization and quality personnel. The lack of this factor can also be the cause of lagging tourism development. It is necessary to involve professional personnel and train new ones who have not been involved in tourism activities before, then improve the marketing approach, install adequate tourist signage and produce tourist guides with maps.

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