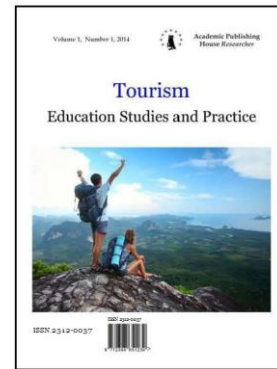


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Published in the Slovak Republic
 Tourism Education Studies and Practice
 Has been issued since 2014.
 E-ISSN: 2409-2436
 2020, 7(1): 3-12

DOI: 10.13187/tesp.2020.1.3
www.ejournal10.com



Articles

Rural Settlement Gnjili Potok as an Aesthetic Motif and Spiritual Inspiration

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Abstract

Like other studies as emphasized by Kirilova et al (2014), this research is not free of limitations. First, the presented results are derived utilizing a theoretical considerations. Second, as suggested by Humen (1757/2013), aesthetic judgment is not only in essence subjective but also highly dependent on the cultural background of an appreciator. Conceptual framework it requires further empirical validation. Future research is invited to extend the dimensions identified in this research. In this paper, the considered geo-space is seen as an ecological motive and mental inspiration. In any case, the rural settlement of Gnjili Potok is a peaceful, landscape and aesthetically mosaic and decoratively shaped environment – ecological oasis, an underutilized tourist opportunity.

Keywords: Gnjili Potok, rural settlement, aesthetic motive, spiritual inspiration.

1. Introduction

Landscape as an aesthetic motif and spiritual inspiration, as Janjušević (2020) nicely emphasizes, is a common motif in scientific research, which brings together a whole range of feelings, various perceptions, fears ... It is a motif that reflects the story of nature and that is why it has had the full attention of scientists since ancient times. Landscape is an inheritance, a gift from God, the sky, as anyone experiences it, and we often neglect all that beauty that surrounds us, which we inherited, unfortunately. And what could nature tell us? We have to know history – what happened in someone's house, village, homeland ... The road is the beginning, like the letter A in the spelling book. Roads have always been a great aesthetic and spiritual inspiration ... They last and will last, and it symbolizes the passage through the doors of our texts, into a world where feelings happen that awaken the will to live ... It is not just a journey to homeland, village-home my father, grandfather ... than a journey through life.

According to Knezevic, with the strengthening of the process of industrialization, urbanization and scientific-technological revolution, which result in pollution, devastation and degradation of the environment, the driving factors are expanding and the needs of tourist movements are increasing. In addition to recreational and cultural needs as the basic causes of

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tourist movements, modern tourism also appears as a movement to meet a number of other needs, including aesthetic needs, or the need for an aesthetic experience. This need appears as an integral part of cultural and often recreational needs, but in modern conditions it increasingly stands out as a special higher spiritual, and for "fugitives" from "urban ugliness" as a basic need for tourist movements (Knežević). This text considers the rural settlement of Gnjili Potok as an aesthetic motif and spiritual inspiration.

2. Methodology

The core of the methodological procedure used in this research is the geographical (spatial) method and it included geo-space rural settlement Gnjili Potok and environment. The method of observation was supposed to provide insight into the social environment, through direct observation with participation, as well as the creation or use of the following sources: oral, written and biographical (see Wignus, Proctor, 2001; Niedzielski, Rzeszutek, 2010; Figlus, 2020; Bulatović, Rajović, 2020).

3. Results and discussion

Tourism and recreation motivations are often attached to a specific destination, vacation, or activity, and thus are difficult to generalize (Frochot, Morrison, 2000). They may change over time and across situations influencing destination and activity choice (Dann, 1981; Sirakaya et al., 2003). People travel for different reasons (Iso-Ahola, 1982) and select different destinations to fulfil certain needs (Crompton, 1979). Consequently, travel motives are multidimensional and are dependent upon the destination (Cohen, 1979), the demographics of the participants, their world-view, as well as their changing needs and interests (Moufakkir, AlSaleh, 2017).

Rural settlement Gnjili Potok, with its unique, wild and wonderful natural beauties, diversity, mosaic and variability of landscapes, as yet undiscovered secrets, magnificent and unforgettable views from the peaks Trešnevika, Lise, Pelinovice and Čukačke Kose, curiosities of nature and various natural rarities, an outstanding rural-mountain environment to meet all of those needs and in particular for aesthetic experience, that is to enjoy the beauty of nature.



Fig. 1. Lanište and Krčevine - nature you can only wish for (surrounded by deciduous and coniferous forests)

However, despite numerous visits by scientists, travel writers and nature lovers, the rural settlement of Gnjila Potok and its surroundings have never been fully studied. When it comes to the lack of literature, we also mention the fact that until twenty years ago, there was not a single complete text that treated Gnjili Potok and its surroundings from the point of view of any scientific discipline. It was not until 1995 and 1999, respectively, that the first informative reviews appeared. These are the books of Rajović (1995) "Gnjili Potok and Trešnjevnik" and Rajović (1999) "Time and people". The mentioned books give a historical-sociological overview of this area and its surroundings and make a modest contribution to the knowledge of this issue, so we used it as such in our research. More detailed research is conducted by one of the authors of this paper GR or in collaboration with JB (see [Rajović, 2009](#); [Rajović, Rajović, 2010](#); [Rajović, Bulatović, 2012](#); [Rajović, Bulatović, 2013](#); [Rajović, Bulatović, 2014](#); [Rajović, Bulatović, 2014](#); [Rajović, Bulatović, 2014](#); [Rajović, Bulatović, 2015](#)). We have taken away the right to judge the unpublished manuscripts of Svetozar M. Vukić in this record. But at least in the spirit, to be friends with him, we remembered again his interpretations that referred to the homeland, which he interpreted phenomenally through the preserved oral tradition, written sources and photographs of Gnjilo Potok. Perhaps today on this topic the rural settlement of Gnjili Potok as an aesthetic motive and spiritual inspiration, no one better than him would give an answer to the questions asked.

The rural settlement of Gnjili Potok with its surroundings still provides an opportunity to see, meet, experience and explore something new and unexpected in them again. In that, and especially in discovering new vistas and beauties of the landscape, they can surprise not only foreign and domestic visitors, but also their locals. Social benefits for the development of tourism include numerous factors: contents related to the life and customs of the population, a special group of tourist motives are memorials (church, school, memorial plaques, memorial fountains). Ethnographic heritage (various parts of household items, utensils, fabrics, parts of costumes, tools for agricultural production, weapons ...). In an effort to valorize the social benefits for the development of tourism as fully and successfully as possible, it is necessary to establish through events. Unfortunately, for now, there is no event that would affect the creation of the image of the rural settlement Gnjila Potok.



Fig. 2. Trešnjevnik – an oasis for the eyes and the soul

According to Dašić (1986), we can assume that there were settlements from the Illyrian and Roman periods in Gnjilom Potoku and its surroundings, but the same author states that apart from oral traditions, the considered geo-space is unexplored and insufficiently studied. Rajović (1995)

states that ancient peoples lived here, engaged in agriculture and cattle breeding. Vesovic (1935) also points out the remains of old roads, one of which has a starting point from the village of Kralje, through Jelenbar and Miravcine to Gnjili Potok, and then follows near Trešnjevik towards Mateševo. Others from the hamlet of Miravčina via Gnjilog Potoka and Trešnjevik to the neighboring village of Bare Kraljske. The third from the hamlet of Čuka through Gnjilog Potoka and Trešnjevik to Štavna, the so called "Latin road". According to Rajović (1995), if we carefully analyze all the localities, toponyms represented in the considered area, we can assume that some of them are certainly from the Illyrian, Roman, Slavic period until today.

The natural attractions of Gnjilo Potok important for the development of tourism are: Rajova (Rajović) Rijeka – a great lure for nature and fishing lovers. The river flow, flora and fauna, air, clean water, make this river unique because it connects water and mountains, wildlife and plants. It creates a unique natural mix – an elixir for health recovery. Among the most important are: Osredak, Izvor Lomovi, Njive Đinovića, Vrelo, Perinka, Vrelo Vukotića, Carevine Rajovića, Parlog, Jelar, Butrinjak, Banjšor, Čosak...



Fig. 3. Orničica, Rajova River, Paljine and Dobri Rt – at the foot of the mountain Lisa (one of the most striking forest units of the considered geospace).

The springs are quite strong, they do not dry out, their water is cold and very pleasant to drink. Exactly what is visible and really true is that this area is full of beauty and warmth, and staying by the spring, after walking, gives a person peace that strengthens the soul. In the immediate vicinity of the rural settlement Gnjila Potok is the high mountain massif of Komovi (2483 m) and the mountain Lisa (1878 m). From the pass from Trešnjevik (1573 m) to the narrower foothills of Koma, the distance is 6 km, via Presla and Štavna (Eko-katun). A road was built on this route that can accommodate car traffic, as well as a road from Trešnjevik over Javorovo Brdo and the mountain Lisa, towards Bački Brdo and Vranještica. Diversity of flora and fauna. Almost the entire geo-area is located under herbaceous or woody plant species dominated by deciduous and coniferous forests, ie. beautiful meadows and pastures, which give special landscape – ambient attributes. Imagine the beautiful Rajova (Rajovića) River flowing in the middle of a rural settlement, which creates beautiful meanders along its course. It is a real rarity to see something

like that anywhere. What a fascinating natural setting! In connection with the plant world, the animal world was also created. Many wild animals live in this geo-space and the surrounding area. They are undoubtedly a respectable potential for the future development of tourism and as such provide the opportunity to practice various: sports-recreational activities, benefits for the development of special needs tourism: rural tourism, hunting tourism, fishing tourism, excursion tourism, hiking ... The natural configuration of the terrain is perfect for hiking and mountaineering. Let us also point out that none of these resources have been used so far. Together with livestock products, healthy food, Gnjili Potok is an ecological oasis, ie an underused tourist opportunity. Together with livestock products, healthy food, Gnjilane Potok is an ecological oasis, i.e. an underused tourist opportunity.



Fig. 4. Rajova (Rajović) River - hydrographic pearl of the rural settlement Gnjili Potok (Author of the text GR)

Our research records based on similar research by Knežević indicate that meeting, for example, with Trešnjevik and its surroundings meant a new and exciting experience for everyone, which aroused an irresistible desire and suggested an invitation to visit again. "Tresnjevik and its surroundings are a masterpiece of nature", emphasizes most domestic and foreign mountaineers. With its charms and beauties, Gnjilog Potoka attracts attention not only as a challenging subject of scientific research, but also as an inexhaustible inspiration for artists, poets, writers and other creators. In addition to visual effects, the emotional experience of visitors, especially "fugitives" from city noise and bustle, is influenced by unurbanized sounds of original nature: wind noise, murmur of streams, rivers (Rajove-Rajovića River, Trešnjevičke small river), birds chirping, eagles clicking ...

Maslow's (1943) 5-stage theory on motivation (Šimková, Holzner, 2014), extended by cognitive and aesthetic needs (Zelenka, Pásková, 2012), and indicates the following:

Level 1: Physiological needs: Every tourism destination must meet two basic needs – physiological needs and safety. In tourism, the physiological needs are connected to gastronomy and accommodation. In rural tourism, the supply side is usually concentrated on food and customs adherent to the particular region or village. It can be represented by products such as fruit, vegetables, home-made bread, cakes, mushroom specialties, herbal tea, milk, potatoes, or organic bio-products with distinctive traits in Montenegrin in cuisine, habits and traditions.



Fig. 5. Tavern "Krčma" on the pass Trešnjevik (1573 m) (www.montenegro.biking) – with a rich menu (cold appetizers, hot appetizers, grilled dishes, salads; alcoholic pizza, soft drinks, wines, hot drinks)



Fig. 6. Eco-House on Trešnjevik (with ten beds) – from a height of about, 1600 m offers a unique view of over 30 mountain peaks (www.yellow.place)

According to Stefanović (2017), the system of physiological needs is not static and unambiguous in all economic and cultural conditions. The stability of needs is apparent. With the growth of the standard of living, when the means of subsistence are cheaper or the income is higher, a person buys more means of subsistence and satisfies other needs. In this way, they express greater and more diverse social needs. In addition, the system of total social needs is shaped according to the "social status" and "imagination" of each individual. Scientific knowledge about human needs is still relatively modest. The science of needs, ie "chreology", tries to explain

the phenomena of human motivation and behavior with an interdisciplinary approach. The term itself is rarely used in the economic literature, and it originated as a compound of the Greek word *chreia* – need and *logos* – science.

Level 2: Safety needs – this is a reflection of location's character, social life, risk of undesired pathological characters. Tourists' safety, calm and peace are the main requirements of tourist in rural areas. Calm and peace are prerequisites on physical and mental nursing. Entrepreneurs in rural tourism do not provide just comfortable accommodation or tasteful food. Their business is based on friendly atmosphere, safety, serenity, and family peace, traditions and customs of their region, on responsible relation to natural and human surrounding. All people in society (except for a small number of pathological cases), have a need and desire for existence, a firm, usually high self-esteem and self-respect, and respect from other people. These needs are manifested as desires for strength, achievement, sufficiency, competence, self-confidence, independence and freedom. Then, there are the desires for a good reputation, or prestige, status, fame and glory, power, recognition, attention, importance, dignity and respect. The business successes of tourist companies and individuals are often based on the realization of the principle formulated by the phrase: "the guest is always right" or "everyone and everything is in the function of the guest". This stems from the knowledge that the tourist carries the need for self-esteem and wants to satisfy it (see [Stefanović, 2017](#)).

Level 3 and 4: Social needs - such as being part of a particular group. These are needs of esteem connected with self - esteem or with esteem of others. In case of rural tourism personality, hospitality, uniqueness and hosts' courtesy are required. Courage and passion, but also responsibility, devotion and discretion belong to any kind of business. For a businessman's personality in rural tourism, typical features include diligence, accuracy, dedication, creativity, persistence, but also managerial and organizing skills, ability to communicate with and treat people. Being an entrepreneur in tourism is not an easy task. Doing business in the tourist market of northern Montenegro and increasing market share, at the same time means constantly learning and improving. Competitors in the tourism market are relentless. And it is precisely the entrepreneurs on Trešnjevik - he deserves all the praise for his work, both from domestic and foreign tourists. They offer you an unforgettable stay through the following facilities: accommodation; dishes from local cuisine prepared in the traditional way; mountaineering – tourist excursions with guides with certificates; tours of the national park and mountain lakes; day trips to Komovi, picking medicinal herbs and forest fruits; sport and recreational fishing, horse riding; cycling a walking tour; rafting and kayaking ...

According to Uysal et al (2008), '[a]n improved understanding of travel motivations would help in segmenting ... markets, thereby allowing tourism marketers to allocate scarce tourism resources more efficiently.' In this way, planners can create specific products for different segments and promote their offers accordingly. In addition, understanding the travel motivations of various tourist segments and creating better products that satisfy their needs would allow destinations and tourism organisations to create optimal conditions for unforgettable tourism experiences. Push and pull factors, as explained by Dann (1977), can further help planners to augment and enhance destinations' offers by enhancing pull factors that could include better prices, increased service quality and good infrastructure. The cited motivational theory provides marketers with a clearer grasp of which factors within their destination are important to travellers making destination choices. Since quality of service is regarded as a factor motivating tourists to travel, destination planners must be mindful of how they have to improve their service standards to attract travellers.

The model of rural development through the concept of "smart villages" ([Ristić, Bošković, 2020](#)) is only in the first stages of development in Montenegro, and it is desirable to direct it through the following strategic directions: development of "smart villages" with small businesses and households producing healthy food and specialized high-value products; to base its business on the local offer and markets of the surrounding cities; connecting local food companies with consumers, organizing training for the application of digital technology and the Internet; addressing the mobility of the elderly, with good organization of public transport; enabling young people to start a new business, to develop precision agriculture and a circular economy, while strengthening intergenerational cooperation; development of socio - innovative services in the field of financing, health, education, child protection and for people with special needs; establishment of various types of cooperatives, especially energy cooperatives for the production of solar and other

alternative forms of energy, with an integrated approach to waste disposal; development of all types of rural tourism, with a spiritual revival, preservation of events and traditions with pride that "this is exactly my village". The rural settlement of Gnjili Potok has extraordinary natural benefits for the concept of a "smart village".

4. Conclusion

A constant race against time, a constant race that is imposed on us in most cases, against our will ... Chasing fame, chasing money... never enough, we always want more and more... a man in the city will never be satisfied with what surrounds him ... At the beginning of the 20th century, only 14 % of the population lived in cities. Three years ago, that number was 50%, and it is predicted that it will reach as much as 70 % by 2050.

Our research evidence based on similar (see [Hodge, Midmore, 2008](#); [Kay, 2009](#); [Müller, Korsgaard, 2018](#); [Björklund, 2020](#)), investigated indicates the following:

1. The traffic-geographical position of rural settlement Gnjili Potok is unfavorable, because it is far from the main roads. The gravitational zone, viewed from a spatial and population point of view, is small.

2. Population depopulation, together with a strong process of demographic transition, has slowed down further demographic, social, economic and general social development.

3. That is why it is necessary to take a number of social measures for revitalization. Among the most important are: the development of agriculture and tourism. We are of the opinion that with the activation of the entire community, some progress is not only possible, but must be achieved.

4. In the economic-geographical analysis, it is not always easy to distinguish to what extent the objectively present limiting conditions (mountain character of the settlement) participate in the missed opportunities, and to what extent they must be attributed to insufficient or inadequate economic organization and incomplete information.

5. Previous economic development programs did not take into account specific geographical conditions, so they could not give adequate results. The process of general and better transformation of the considered geo - space will be relatively quite slow and long-lasting. That is why we need to work on it patiently, but persistently and continuously (see [Bulatović et al., 2019](#)).

Rural settlement Gnjili Potok with its surroundings inspires poets, painters, historians, geographers, sociologists, biologists and others to dedicate their verses, photographs, films and texts to it. It is difficult to paint the rural settlement Gnjili Potok, it is even harder to describe it, because there is always something left that must and can be said.

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