

Trend of recreational ski development in Serbia since the establishment of the campaign EVERYONE OUT IN THE SNOW 1972.

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Summary:

Winter tourism represents a typical form of `active rest`. As a selective type of tourism, it has taken root and become a significant part of the tourist offer in Serbia. Its rapid development began during the 80s when we, as Former Yugoslavia, became the hosts of the Winter Olympics in Sarajevo. Simultaneously, the mountain of Kopaonik, which nowadays ranks among the world`s famous winter sports and recreation centers according to what it offers on snow tracks and facilities, started its fast-growing development. Everything that had happened in many ski resorts of Serbia until the early 80's could be characterized as winter holidays organized by mountain lovers themselves - mountaineers, ski clubs, holidaymakers, faculties of physical culture, individuals or the YPA. A huge credit for the rapid development of recreational skiing belongs to the association "HEALTHY AND ABLE". The program was formed by the State of Serbia in 1972 as a national program of the highest priority and it was to be supported by all sports organizations. Association for Physical Education and Recreation `Partizan ` had the obligation to coordinate the work of all sports organizations. One of its main tasks was the development of a seasonal program called EVERYONE OUT IN THE SNOW, which took place all over Serbia in the form of one-day events, weekend tours and the organization of winter holidays, placing a strong focus on ski trainings. As promotional programs, EXPO-ZIM, Beli bal and YU SKI Festival were launched and gathered a large number of winter sports fans. The cause of this expansion can be found in the improvement of the overall standards, improvement of both spatial and technical conditions of the stay on the mountain, preparation and maintenance of ski tracks and increasingly complex ecological situation during the winter. According to Mitić et al. 2010., 19.1% of citizens in Serbia have their own equipment for alpine skiing, i.e. recreational skiing. As a typical winter adrenaline sport, it is a serious impetus for further development of tourist facilities of wider regional importance, with the projection of further expansion of ski tracks, ski lifts, accommodation, catering, various outdoor activities and accompanying development of wellness contents.