

SERBIA

Life in the Rhythm of the Heartbeat



NATIONAL TOURISM
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SERBIA

www.serbia.travel



MAP OF SERBIA

LEGEND





THE HEARTBEAT


– the first sound we hear before being born which represents the rhythm of life, energy, excitement as well as relaxation. Enrich your heart – listen to the pulse of Serbia!

WHERE IS SERBIA?

Serbia extends over the territory of Southeast Europe, the Danube River basin and the Balkans. The country provides the shortest link connecting Europe, Asia, the Near East and the Mediterranean. Serbia is easy to reach by air, by boat and also overland.



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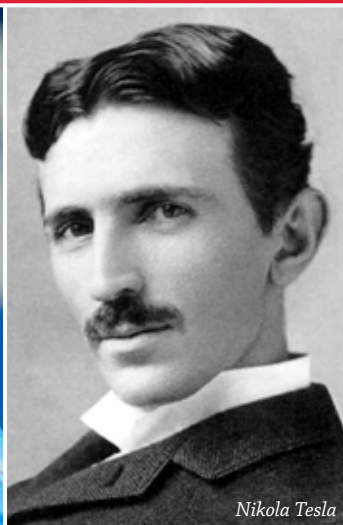


Welcome to SERBIA

SERBIA



Novak Djoković



Nikola Tesla

WHAT IS THE SIZE OF SERBIA?

According to the census of 2011, Serbia has a population of 7,120,666 citizens and stretches over a territory of 88,509 km². Although ranked only 100th on the list of countries by population and 115th by area, its scientists, artists, sportsmen and women have often put Serbia at the forefront of the world's attention, making its contribution to history more significant than that measured only by numbers.

WHAT ARE THE ORIGINS OF SERBIA?

Numerous settlements on Serbian territory existed in pre-history and in ancient times. In the 7th century, the Annals of the Kingdom of the Franks referred to the "Sorbs", and later in the 10th century, "Servia" was mentioned by the Byzantine Emperor Constantine Porfirogenit. The first Serbian kingdom was declared in 1217 under the crown of the descendants of the Nemanjić dynasty, one of whom was the Serbian enlightened statesman St. Sava (1174–1236).

In modern times, Serbia was internationally recognized at the Berlin Congress held in 1878. From the end of the First World War until 2006, Serbia was part of Yugoslavia. Today's Republic of Serbia is an official candidate for acquiring the status of European Union membership.



Miroslav's Gospel



Nemanjić dynasty



2 | 3

WHAT IS SERBIA LIKE?

Serbia is ancient and contemporary; traditional and exotic; with mountainous scenery contrasting with lowland lying plains; mild and challenging. As Serbia's territory has been changed and shifted, expanded and shrunk throughout its turbulent historical evolution, the quality of what Serbia offers tourists today is of a rich and diverse nature. A variety of valuable cultural-historical monuments support this.

A mixture of indigenous and global influences is reflected in the country's architecture, art, living styles, culinary art and in its broad-based culture. The nightlife of the Serbian capital city, Belgrade, and its other cities and towns is vibrant and lively in contrast to the serene, relaxing tranquillity of its provinces where nature combines with the eco-environment to provide many opportunities to escape city life.



Belgrade Fortress



BELGRADE

Wake up in **BELGRADE!**

There is a famous thought expressed by the Serbian writer and aphorist Dušan Radović, who wrote: "Whoever was lucky enough to wake up in Belgrade this morning can consider that he has achieved quite enough in life for today. To insist on anything more would be unseemly." If you happen to be a tourist, waking up in Belgrade is a good start to the day; as soon as you find yourself in the city streets, you "will have achieved" and experienced so much more.

Belgrade is one of the oldest cities in Europe. The first settlements on the city's territory date from as early as 4,800 B.C. The city was founded by the Celts in the 3rd century B.C., after which it became a Roman settlement – Singidunum. The Slavic name of Beligrad (White City) was recorded for the first time in 878. Belgrade became the capital city of Serbia in 1405.

With its population of more than one and a half million, Belgrade is the largest city in the region, and the fourth largest in Southeast Europe. Its climate is moderate-continental, with all the four seasons, and the sunny autumn in Belgrade is known as "miholjsko leto" (Indian summer).

Republic Square, Knez Mihailova Street and Kosačić Square are broad pedestrian zones and are located at the very centre of the city. Here, you can visit the National Theatre with the Opera, as well as the National Museum and the Serbian Academy of Arts and Sciences, cultural centres, numerous art galleries, antique shops and restaurants.

The most famous part of the city is Kalemegdan which is located as an extension to the pedestrian zone of Knez Mihailova Street. The park is often described as being like a

museum of the metropolis with its romantic Ružica Church and St. Parascheva's Chapel; the Museum of Natural Sciences and the Military Museum; and the "Victor" monument – the most popular monument in Belgrade, sculpted by Ivan Meštrović. The towering Belgrade Fortress also provides spectacular views of the city – the confluence of the Sava and the Danube rivers as well as Great War Island.

Skadarlija, in the very heart of Belgrade, is the old bohemian district where painters and poets used to gather. There are still several art galleries to be found here. Paved with cobbles and crammed with locally designed pubs of yesteryear, Skadarlija is in stark contrast to the nearby Strahinjića Bana Street, where numerous restaurants, cafés and clubs offer an exciting time in a modern ambience.





Temple of St. Sava



Belgrade's central King Milan's Street forms a link between the two important city squares – Terazije and Slavija. Not far away from the latter, there is the Plateau of Vračar, with a church and a magnificent Orthodox Temple of St. Sava, dedicated to the first Serbian archbishop. Also within this area is the National Library of Serbia.

There are two royal palace complexes in Belgrade – one in the city, consisting of the Old Royal Palace and the New Royal Palace; and one in Dedinje, which includes the Royal Palace and the White Palace. The city and state administrations are in the palaces located downtown. Both palace complexes are open to visitors.



For those interested in modern history there is the Museum of the History of Yugoslavia and the House of Flowers, where Josip Broz Tito, who was the president of Yugoslavia from 1953 to 1980, is buried.

On the other bank of the Sava River, there is New Belgrade, the residential-business part of the city, with modern malls and office buildings. A little further in the same direction lies Zemun – once an independent town but today one of Belgrade's municipalities, with numerous restaurants on Zemun's promenade straddling the banks of the Danube River.

The 'must-see' green oases of Belgrade include Tašmajdan Park and Topčider Park, also being places of cultural and historical significance. Ada Ciganlija, located on the Lake of Sava, is a favourite with Belgrade's citizens providing an ideal place to relax in a unique recreational atmosphere.



Within Easy Reach of **BELGRADE**

AROUND BELGRADE



Smederevo Fortress

From Belgrade, visitors can explore many interesting places, which are all within easy reach of the city centre. One place worth a visit is Avala, with its Monument to the Unknown Hero from the First World War. Near this mausoleum, there is one of Belgrade's striking landmarks – the Avala Television Tower – 204 m high. It provides a view of the whole city and other parts of Serbia from its rotating restaurant and viewing decks.

Pančevo is a carnival city and a well-known industrial centre on the Tamiš River, not far away from its link up with the Danube River, which is marked by two interesting lighthouses. A little further to the north, lies the small town of Kovačica, famous throughout the world for the naïve art of the Slovaks living there.

The Deliblato Sands (Deliblatska peščara), a unique geomorphological and ecological phenomenon in Europe, occupies the area between the cities of Pančevo and Vršac, a city known for its neighbouring bountiful vineyards.

On the right bank of the Danube River, 14 km down from Belgrade, an extremely valuable archaeological site Vinča is situated. The Vinča locality of Belo brdo contains the remains of a Neolithic settlement with houses, sod houses and the remains of the culture of prehistoric man.

Zasavica, a special nature reserve, located on the territory lying between the Drina and the Sava rivers, is an ideal place for the whole family to go on a trip. With a wide variety of diverse plant and animal species, many of which are protected, this eco-system is a 'living classroom' of nature.



Smederevo is a city on the bank of the Danube lying 46 km down the river from Belgrade. The Fortress of Smederevo, the biggest one in mediaeval Serbia, dominates the city landscape. Smederevo was the last mediaeval capital of Serbia before the beginning of the four century rule of the Ottomans in 1459.

The city of Požarevac is an hour's drive to the east of Belgrade, on the intersection of the roads to Homolje and Djerdap. In the local museum, established in 1895, there is an impressive archaeological collection of artefacts found on the nearby archaeological site of Viminacium, which in itself is well worth a visit and visitors may have the opportunity to join the experts as part of the ongoing excavation team. In the house where the painter Milena Pavlović-Barili was born, there is a gallery exhibiting her works. The city is also famous for its equestrian games, which are traditionally held on the horse-farm of Ljubičevo every year.

About one hundred kilometres to the south of Belgrade, in the vicinity of the city of Topola, there is the hill of Oplenac – within the estate of the Karadjordjević dynasty. Besides the Church of St. George and the Mausoleum of the Serbian Royal Family, the complex also includes the royal vineyards, the museum, the house of King Peter, the King's villa, the Queen's villa, the Church of Karadjordje, the monument dedicated to Karadjordje and a hotel.

Belgrade City Museum

www.mgb.org.rs

Zasavica Special Nature Reserve

www.zasavica.org.rs

The Mausoleum of the Royal Family of Serbia

www.oplenac.rs



Petrovaradin Fortress



VOJVODINA

Europe in a Nutshell

DESTINATIONS

The lowland autonomous province of Vojvodina located to the north of the Sava and the Danube rivers, fascinates visitors with its charm and cultural diversity – apart from Serbs, Vojvodina's population also consists of Hungarians, Slovaks, Czechs, Romanians, Ruthenians, Croats, Bačka Croats, Roma, Montenegrins, Germans, Ukrainians and Macedonians. The term Vojvodina is actually a possessive adjective denoting the territory belonging to a duke (vojvoda). Until the end of the First World War, Vojvodina had been part of the Austrian-Hungarian Monarchy, whose influences have remained visible in its architecture, art, cuisine and culture.

Because of its significance throughout history, the city of Novi Sad has been called the "Serbian Athens" and is the administrative, cultural and political centre of Vojvodina. After the city of Belgrade, Novi Sad is the second largest city in Serbia, according to the size of its population. It is also a university city and a place where numerous domestic and international economic, cultural, scientific and sporting events are held reflecting its multi-cultural heritage.

The influx of settlers on a massive scale in the area on the left bank of the Danube River, where Novi Sad is today, began in the late 17th century and was shaped by the building of the Fortress of Petrovaradin, also known as "The Danube's Gibraltar". A human settlement had existed on the location of today's fortress as early as the Early Stone Age, while the first fort was built by the Romans. As a part of the Fortress of Petrovaradin, there is the Museum of the City of Novi Sad, the Art Academy, the Observatory and the City Archives, and a plethora of artistic ateliers and galleries. Every July, the city hosts 'EXIT', the largest four-day music festival in Southeast Europe attracting many major international stars.

Today, the historical part of Novi Sad represents a mixture of several different styles and originates from the period of its reconstruction, dating back to the second half of the 19th century. The richness and significance of Novi Sad are best reflected through the city's fine architecture, galleries, museums, theatres and churches.

Apart from a diverse cultural legacy, Novi Sad is also conveniently located for endless recreational possibilities to be found on the banks of the Danube and in the national park of Fruška Gora such as hiking, cycling, sailing and bird watching. Here, one of Europe's best breeding grounds and a huge variety of bird species can easily be observed.

Other cities and towns of note and worth visiting in Vojvodina include Subotica – the northernmost city with prominent European charm and rich Art Nouveau legacy in architecture, followed by Zrenjanin, Pančevo, Sombor, Sremska Mitrovica, Vršac, Ruma, Sremski Karlovci etc. Each one of them has its own story to tell with its own distinctive characteristics.

Tourist Organisation of Vojvodina

www.vojvodinaonline.com

Novi Sad Tourist Organisation

www.turizamns.rs

Subotica Tourist Organisation

www.visitsubotica.rs

Fruška Gora National Park

www.npfruskagora.co.rs

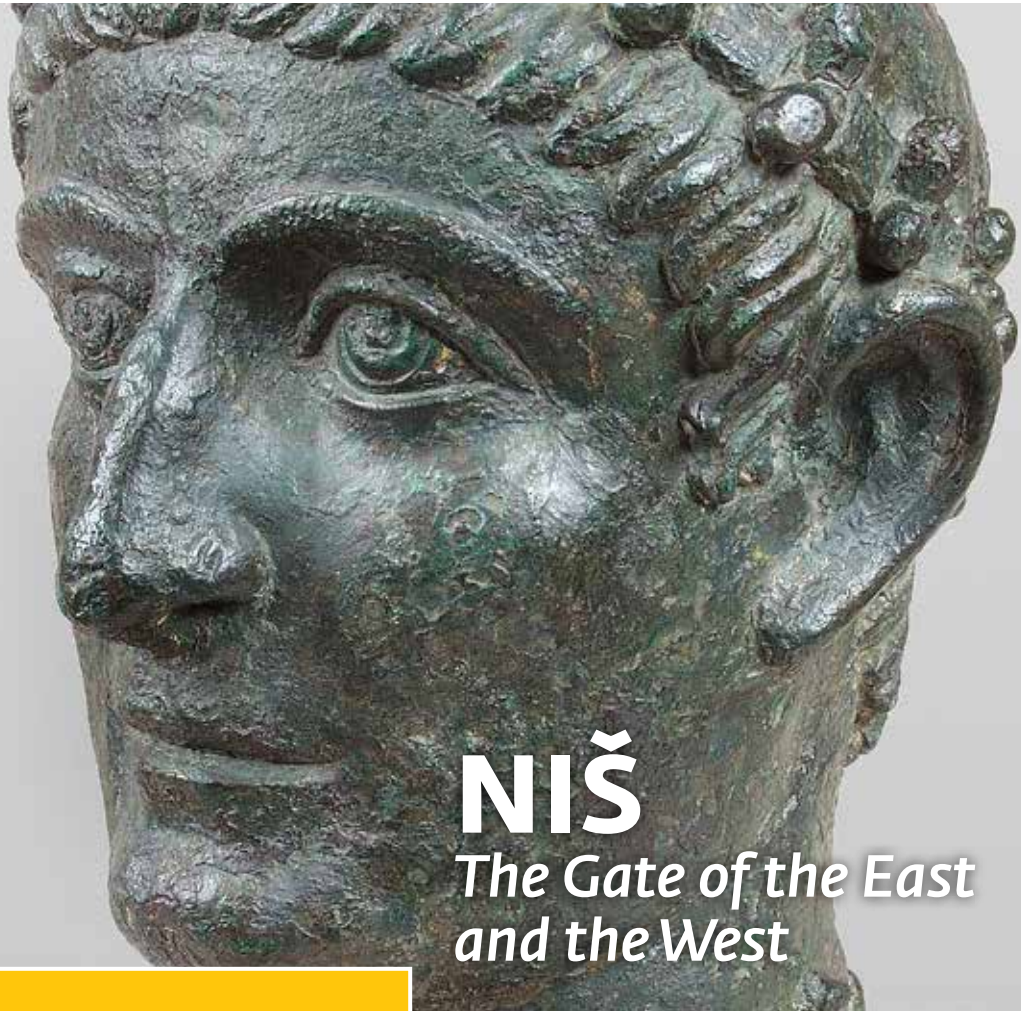


Also around Novi Sad, for a gastronomic treat visit one of the many "salaši". These are spacious village estates which preserve the romantic feeling of the past and traditional living. They attract more and more tourists with some also offering overnight accommodation.



Subotica City Hall

Constantine the Great



NIŠ

The Gate of the East and the West

DESTINATIONS



Niš Fortress

Niš is the largest city in southeastern Serbia. Historically speaking, it was the centre of different states to which it once belonged. The antique name of the city is Nais (Greek Naisos, Roman Naissus), and the Roman emperors Constantine the Great and Constantius III were born there. Because of its strategic geographical position, it is also known as “the gate of the East and the West”.

The territory of today’s Niš has had a turbulent history having been conquered in the past by the Dardans, the Thracians, the Illyrians, the Celts, the Romans, the Huns, the Avars, the Byzantines, the Serbs, the Bulgarians, the Turks, the Hungarians, and the Austrians. The influence of different nations on the cultural heritage of Niš is reflected in its architectural diversity, food, art, music and life style of its people.

During the reign of Constantine the Great, via the Edict of Milan in 313, the equality of Christianity with other religions was declared. Several decades later, it became the official religion of the Empire, too, and an eparchy was established in Naisus. The Basilica of Niš, built in the 4th century, is one of the oldest Christian monuments in the world. In the city where he was born, Emperor Constantine built Mediana – the emperor’s villa, around which aristocrats constructed their own villas. Today, Mediana is an archaeological site of exceptional significance.

One of the major sites the city has to offer is the Skull Tower (Čele-kula), where a total of 952 skulls of the Serbian soldiers killed in the battle of Čegar were built into the tower, which was constructed in 1809, after the First Serbian Uprising for the liberation from the Ottoman reign.



Today’s Niš is a cultural, political and university centre known for its numerous film, literary, music and sports events. Each year the city also hosts an international jazz festival ‘Nišville’ attracting acclaimed artists from all over the world.

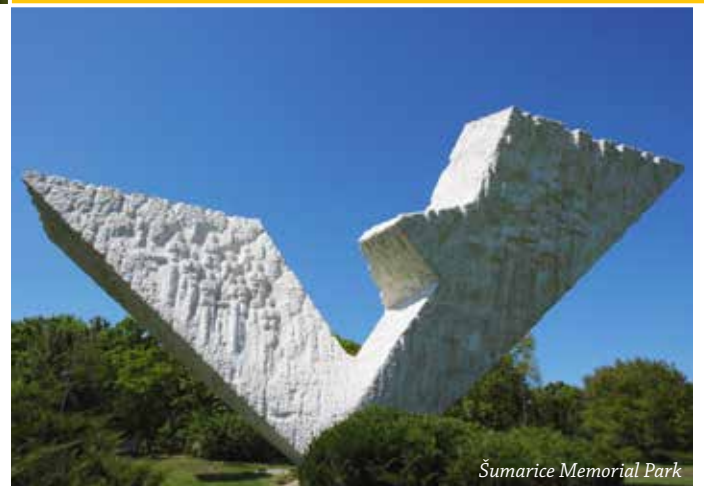
Niš Tourist Organisation
www.visitnis.com

ŠUMADIJA

The Heart of Serbia



Šumadija, the central region of Serbia, is blessed with a beautiful landscape named after the forests spreading over its lovely and gentle hills. The city of Kragujevac, whose name is derived from the word "kraguj" (a species of the hawk), which once lived in this region, lies in the heart of Šumadija. Although "kraguj" is the symbol of the city, its citizens often joke saying that Kragujevac is more similar to a phoenix. The city has repeatedly risen from its own ashes. Today, the city of Kragujevac is experiencing yet another renaissance – Kragujevac is a business city of the future.



Šumarice Memorial Park

After Serbia had been liberated from the Turks in the Second Serbian Uprising, Prince Miloš Obrenović selected Kragujevac to be the first capital city of Serbia, after it had regained its independence in 1818. The goal was to build a completely new city – the capital city of modern Serbia together with important institutions of the state.



The status of Kragujevac as capital city lasted until 1841, and, for the duration of that time, numerous new institutions were established and built. These included Serbia's first high-school (1833), its first theatre, court, marketplace, newspapers, the first Liceum (the precursor of the University of Belgrade – Grande école or Belgrade Higher School), the assembly, the gun foundry and even the first football club. The first Serbian Constitution was also drawn up in the city.

Places definitely worth visiting in Kragujevac include the National Museum; the City House; the "Old Foundry" and "October 21" museums, "Šumarice Memorial Park" and – yet another "first-of-its-kind" in Serbia – the public aquarium.

Bigger cities in Šumadija like Arandelovac, Gornji Milanovac and Jagodina also offer possibilities to explore this culturally rich region in amusing and relaxing atmosphere.



ROADS OF CULTURE

Roads Through Time

CULTURE



Starčevo sculpture

On the territory of today's Serbia, many archaeological sites have been discovered and the treasures that have been found are on display at various sites and museums around the country.

The Starčevo culture belongs to the Neolithic period and was named after the village of Starčevo, not far away from Pančevo, on the left bank of the Danube, where rough ceramic pots, ceramics with geometrical ornaments and anthropomorphic figures made of baked earth, as well as tools made of stone and bone were discovered in 1939. The culture of Starčevo on Serbia's territory was succeeded by the culture of Vinča.

Vinča is one of the most significant prehistoric archaeological locations in Serbia. It represents the Neolithic culture of Europe between 5,500 and 4,000 B.C. It was a land-tilling culture, which was technologically the most advanced prehistoric culture in the world. In the sedimentary strata, a precious collection of tools and arms made of stone and bone have been discovered, as well as vessels, ritual vases, ornaments made of rare and precious materials, and a large number of statues, including Venus of Vinča which is the most famous.

Lepenski Vir is one of the most significant Mesolithic and Neolithic archaeological sites. The site was discovered on the banks of the Danube, 160 km from Belgrade, in 1965. The culture of Lepenski Vir dates from around 9,000 years ago. In this location, people have been living for around 2,000 years in trapezoid shaped houses with fireplaces, small alters and stone sculptures of 'fishlike' heads, which represented their gods.





Heritage of **IMPERIAL TIMES**



Sixteen Roman emperors were born on the territory of today's Serbia. They have been survived by Sirmium (Sremska Mitrovica), Singidunum (Belgrade) Viminacium (Kostolac), Tabula Traiana (Djerdap Gorge), Diana (Kladovo), Felix Romuliana (Zaječar), Mediana (Niš) and Iustiniana Prima (Lebane).

Sirmium, one of the capitals of the Roman Empire, reached its climax in the 3rd century, when this town was the trade and transit centre of the whole region. Today's Sremska Mitrovica actually conceals the real greatness of antique Sirmium.

The city where Emperor Iovianian was born dates back to the 2nd century. Singidunum was built in the Roman tradition with a forum, water pipes, a sewage system and baths. This city was invaded by many emperors over the centuries due to its geographical position.

The building abilities of the Romans, as clear from their construction of the bridge across the Danube, are undisputed. The famous Tabula Traiana, which can still be seen from the river by boat, commemorates the completion of Trajan's military road.

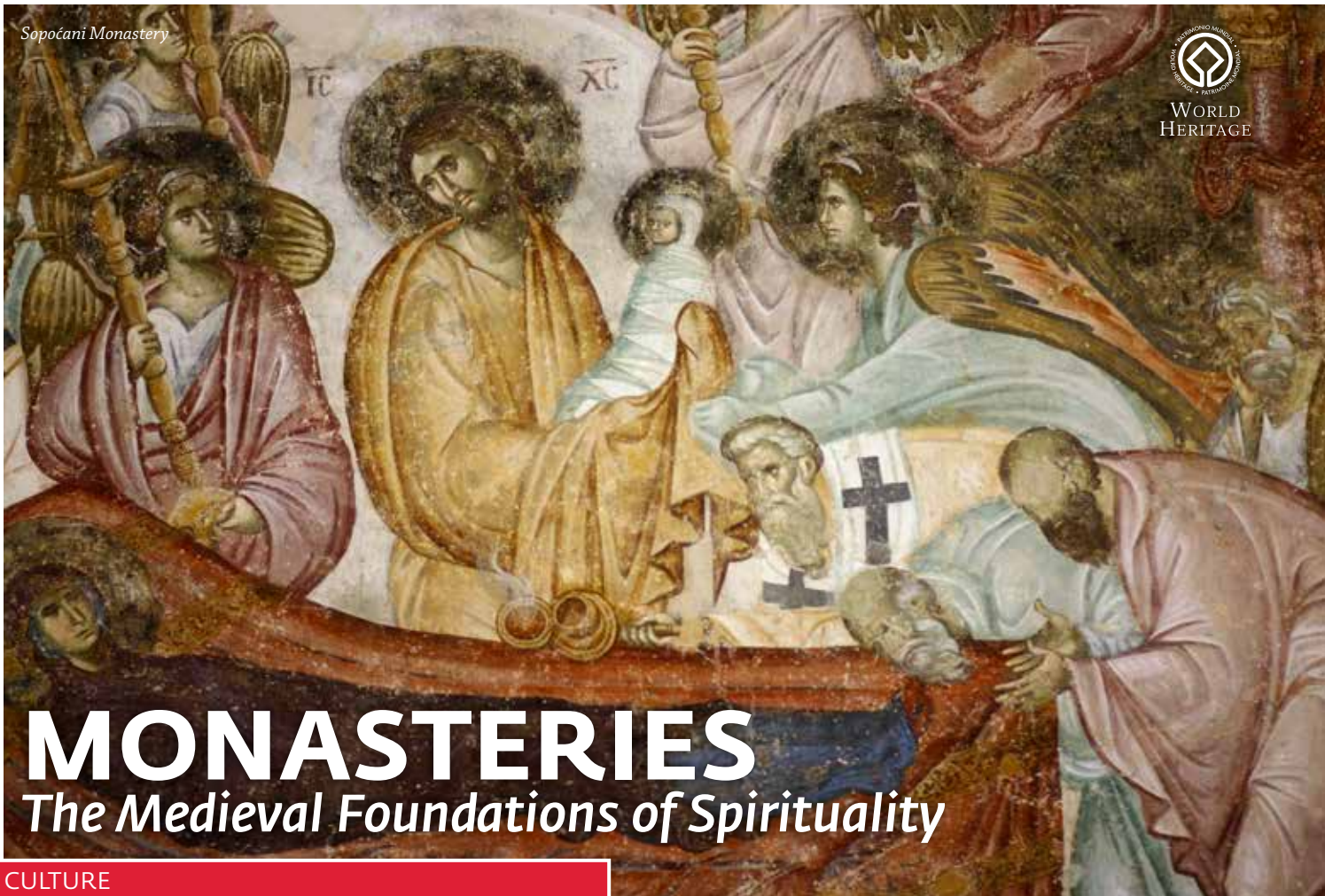


Viminacium, a Roman military camp and a city, was built in the first century and under the rule of Hadrian in the second century it was given the status of a municipium – a city with a high degree of autonomy. Later, it was given the status of a colony of Roman citizens, as well as the right to mint local coinage. It was also an important seat of the Roman emperors and ecclesiastical dignitaries. Inside and outside the city, the amphitheatre, monumental edifices and traces of a developed infrastructure have so far been discovered including Roman baths and ancient tombs.

Felix Romuliana is an imperial palace dating back to the end of the 3rd and the beginning of the 4th centuries, which was erected by Emperor Galerius in his birthplace. Located in the picturesque valley near today's Zaječar; he named it after his mother. This complex is the most attractive monument of this era in Serbia and is included on the UNESCO World Cultural Heritage List. Romuliana's sumptuous palaces are decorated with extraordinary mosaics, frescoes, and precious sculptures.

Naisus was the birthplace of Emperor Constantine the Great, which, during his frequent stays in the Balkans, became an important city with a spacious imperial residence. Its most famous and noblest suburb was Mediana, where Constantine built a vast economic complex with a number of luxurious villas.

The city of Iustiniana Prima, the Empress City founded in the 6th century, lies on the slopes of the Radan Mountain in the south of Serbia. The ruins of the fortifications with porticos, basilicas, public and private edifices are an excellent example of how the city looked in the past and reflect the achievements of the Greco-Roman civilization.



MONASTERIES

The Medieval Foundations of Spirituality

CULTURE



Žiča Monastery

Because of their architectural diversity, sculptural ornaments, frescoes, icons, manuscript books and numerous works of applied arts, the medieval churches and monasteries of Serbia are an invaluable cultural and historical treasure.

During the 13th and the 14th centuries, outstanding churches were built. The Romanesque influence can be felt in their proportions, decorative details on their façades and sculptures. The monasteries of Studenica, Banjska, Dečani, Gradac, Arilje, Mileševa, Sopoćani and Žiča are classified as the monasteries from the Raška School of construction. An excellent example of Serbo-Byzantine architecture and artistic achievements can be found at the monastery of Gračanica dating back to the rule of King Milutin (1282–1321).

The period after 1371 is characterised by a special style in architecture – the Morava School of construction with polychromic façades and decorative stone plastic; it was named after the valley of the Morava River where the style developed. It also includes Ravanica, Lazarica, Manasija (Resava), Ljubotinja and Kalenić.

The influences of the Raška School also reached the slightly later monasteries of Fruška Gora, built in the 15th century. This area, where there are 16 orthodox monasteries, is also called the Northern Holy Mountain, named after the Holy Mountain of Athos in Greece, where the Serbian monastery of Hilandar is seated. Some of Fruška Gora's monasteries date back to the 12th century while others were destroyed and seriously damaged in wars, so they were rebuilt under the influences of baroque in the 18th and the 19th centuries.

Throughout the four-century occupation starting at the end of the 15th century, the Serbian clergy found their spiritual peace of mind in the gorge of the Western Morava River, one



Studenica Monastery



of the most beautiful gorges in Serbia. On both riverbanks, 10 monasteries have been beautifully preserved today. They are known as Ovčar-Kablar monasteries, since the river picturesquely winds between the mountains of Ovčar and Kablar.

The medieval monasteries and churches scattered in beautiful Serbian countryside contain many fine frescoes and icons reflecting the Serbian cultural-historical heritage through its saints, sovereigns and people.

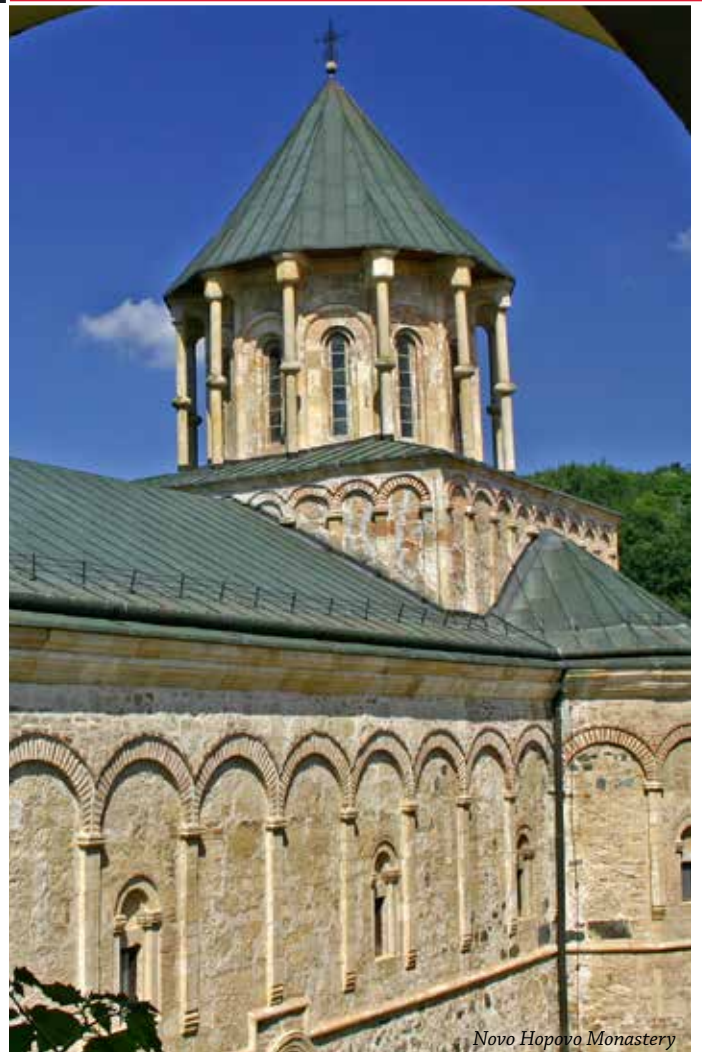
The UNESCO World Cultural Heritage List in Serbia consists of:



- 1) Studenica Monastery
- 2) Stari Ras and Sopoćani
- 3) Medieval Monuments in Kosovo*: Patriarchate of Peć Monastery, Church of the Virgin of Ljeviša, and Gračanica and Dečani monasteries
- 4) Gamzigrad-Romuliana, Palace of Galerius



* The Autonomous Province of Kosovo and Metohija is currently administered by the United Nations Interim Administration Mission in Kosovo (UNMIK), according to the UN Security Council Resolution 1244.



Novo Hopovo Monastery



Beautiful and Blue **THE DANUBE**

From its source to its estuary into the Black Sea, the Danube is a major link between ten countries: Germany, Austria, Slovakia, Hungary, Croatia, Serbia, Romania, Bulgaria, Moldova, and Ukraine. The Danube runs through 588 km in Serbia, which is slightly more than one-fifth of its total length.

The Serbian cities and towns which the Danube River runs through or near are Apatin – a town with a modern marina and a famous brewery; Bačka Palanka – the home to the world famous horse stables of Karadjordjevo; Novi Sad; Sremski Karlovci; Belgrade; Smederevo; Veliko Gradište – known for Silver Lake (Srebrno jezero); Golubac – the door to the Djerdap Gorge (the second largest gorge in the world after the Grand Canyon); Donji Milanovac, Kladovo and Negotin.

Down the river from Novi Sad lies the historical town of Sremski Karlovci, where the peace treaty was signed in 1699 between Austria and its allies on one side, and the Ottoman Empire on the other. The town boasts magnificent architecture and is also famous for its co-operative wine industry, Museum of Wine and Honey, and the drink “bermet”.

Djerdap Gorge, the longest and the biggest river gorge in Europe, was created by the Danube penetrating the rocks of the Southern Carpathian Mountains. It starts near the town of Golubac, where there is one of the most frequently photographed edifices in Serbia – Golubac Fortress, built on a rock which is near impossible to reach. The gorge's coastal rocks are between 50 and 800 meters high. Because of its grandeur, this part of the Danube is called the Iron Gate and represents a location with the largest number of historical monuments from the time of the Roman Limes (the fortified borderline of the Roman Empire) on the Danube.

The Danube is deepest in Djerdap Gorge – 90 m in Veliki Kazan (The Big Tank) and narrowest – 150 m in Mali Kazan (The Small Tank), where it flows very fast. It is also here that visitors can see the Tabula Traiana by boat.

Favourable living conditions encouraged settlements in this region and it is here that there are many archaeological sites and historic cultural monuments. With 1,100 species, the plant world of Djerdap is not only rich and diverse, but abounds in protected rare species. Wildlife is also prevalent with animals including lynx, wolves, jackals, horned owls and black storks, among many other rare species of animal.

Danube Travel Portal
www.danube.travel

Djerdap National Park
www.npdjerdap.org



ACTIVE HOLIDAYS

ACTIVITIES



Visitors can escape the modern pressures of city life and seek refuge in the many areas throughout the country that combine beautiful scenery with a multitude of activities including cycling, walking, mountaineering, sailing, fishing and white water rafting. The opportunities are endless and there really is something to suit all tastes.

Visitors wanting to mountaineer are spoilt for choice and the following are well worth a visit even by amateurs – the Hills of Vršac or the Fruška Gora Mountain, the Deliblato Sands, the Besna Kobila Mountain near Vranje, the Cer Mountain near Šabac, or the summit of Maljen above Divčibare near Valjevo. The climb to Rudnik is as gentle as that to the Gorge of Ovčar-Kablar. More experienced mountaineers have an opportunity to go to Stara or Suva planina, Kopaonik, Golija, Tara and the canyon of the Trešnjica River. There are around 300 mountain guides from more than 150 mountain clubs in Serbia who can assist both beginners and experienced mountaineers.

The Danube Bicycle Route (DBR) through Serbia is part of the international corridor of the European Bicycle Federation – Eurovelo 6, and connects the Atlantic with the Black Sea. Together with well-developed signage and detailed maps, the quality of cyclotourism in Serbia is equal to that of other Danube countries such as Germany and Austria.

For rafting fans, rafting is organised on three Serbian rivers: the Drina, the Lim and the Ibar. The tours differ in length, duration and levels of experience.



Rediscovering Nature

There are around 360 registered species of birds in Serbia, which makes it a mecca for birdwatching including long eared owls, eagles, and wading birds. Over a 10-day period and with a help of licenced guides one can easily spot over 150 different species.





an **INFLUX** *of* **ADRENALINE!**

ACTIVITIES



Skiing as a sport and recreational discipline developed in Serbia between the two world wars. Throughout the country, there are several organised ski-resorts, and the most famous ones in Serbia are Kopaonik and Stara Planina.

With around 200 sunny days and around 160 snow-covered days during the year, Kopaonik is the biggest ski-centre in Serbia and one of the most beautiful ski-resorts in this part of Europe. The runs appeal to all levels of skiers from beginners to the more experienced seeking challenging slopes. The total length of 62 km of runs has been arranged for Alpine and Nordic skiing. There is also a snowboard park.

Stara Planina (old mountain) is a new name for the Balkan Mountains. The main stretch of Stara Planina spreads from the city of Zaječar in Serbia to the Black Sea in Bulgaria. The summit of Stara Planina is called Babin zub, and the ski-centre was named after it. Visitors have a choice of accommodation including villas, apartments, mountain homes or a newly built hotel.

Over 90% of ski runs in Kopaonik are equipped with artificial snow making machines, which prolongs the skiing season. The paths are interconnected by a system of cable railways and ski lifts with a carrying capacity of over 32,000 skiers per hour. In the summer period, there are three paths for mountain biking for all categories of bikers and a cable railway to carry bicycles. Numerous hotels, villas and guest houses are well-connected with the ski-terrains.

Ski Resorts of Serbia
www.skijalistasrbije.rs

“Back to the Future” on the OLD TRAIN



Zlatibor is a well-known summer- and winter resort, as well as an established health centre and is located at around 1,000 m above sea level. It is also known for its drinkable mineral water, clear springs and idyllic small rivers. Houses made out of traditional wood have been preserved in the village of Sirogojno in the museum under the open sky. Sirogojno's craftswomen are also famous for their jumpers made of wool. In the winter, Zlatibor is a ski-centre welcoming both beginners and champions of the winter sports. During the summer season, cycling and walking are popular activities and numerous cultural-artistic events also take place.

Tara – the mountainous national park – is an ecologically exceptionally preserved natural environment. Its climate is balmy, and its natural and animal world is rich and diverse. The Drina River and Zaovine and Perućac lakes are Tara's tourist jewels. During the wintertime, Tara is suitable for sleighing, Nordic and skiing for beginners. Its gentle slopes are exactly what makes Tara an ideal destination for walking in all seasons, and also for horse-riding, jogging, cycling, hunting and fishing, picking mushrooms and so forth.

Mokra Gora lies between Zlatibor and Tara, and the so-called Šarganski prevoj (Šargan Saddle). The beauty of the nature park “Šargan-Mokra Gora” is completed by the richness of the landscape, a large number of mineral springs and the waterfall Skakavac (Grasshopper Waterfall). The plant and animal world of these areas especially abounds in rare and endemic species.

One of the most interesting facilities in this region is a narrow-gauge railway, the famous “Šarganska osmica” (Šargan Eight), built at the beginning of the 20th century to relieve people from the strain of climbing the steep hilly terrain. Today, the railway is still in operation for tourists and entertain-

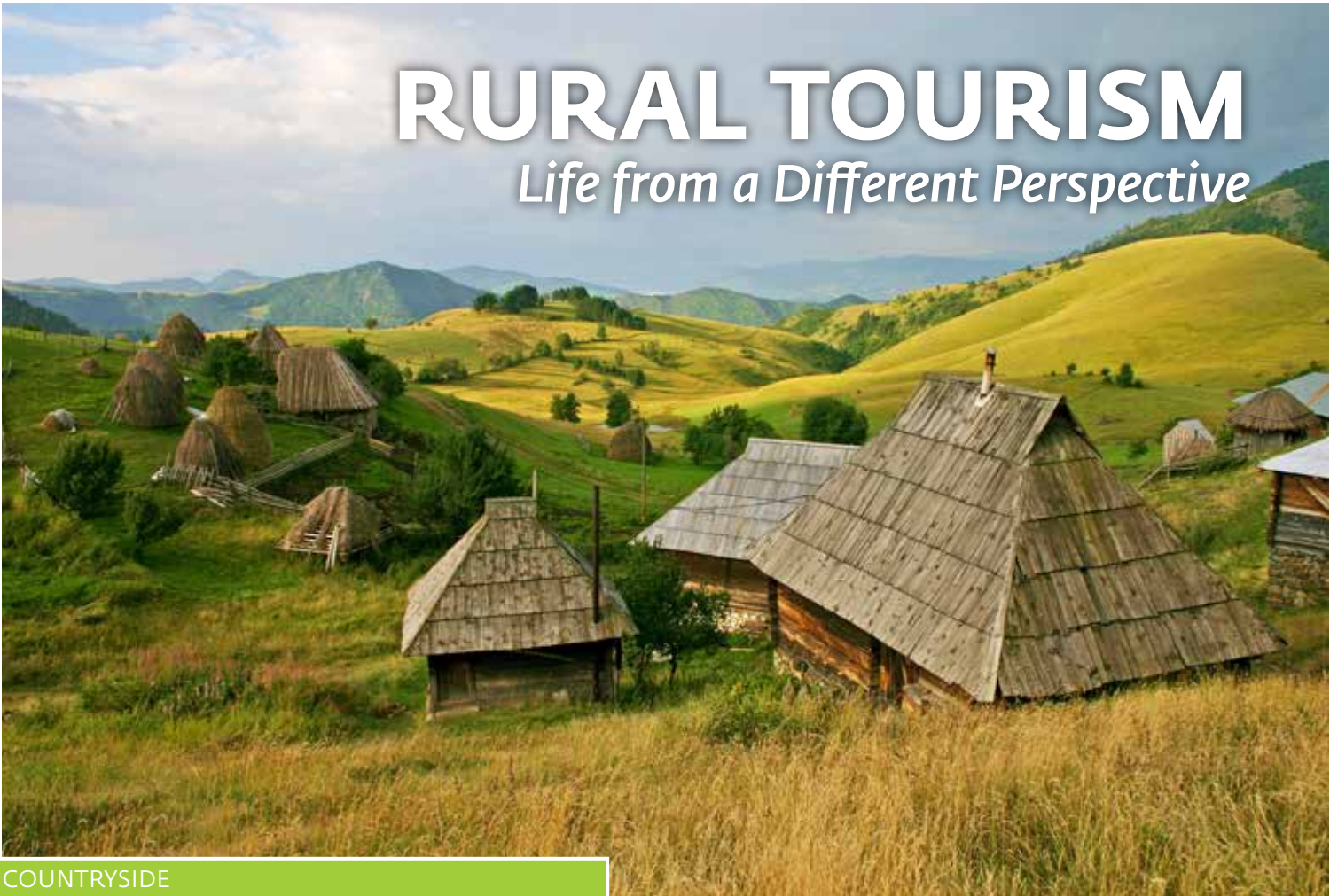
ment. Alongside the railway, there are old locomotives and wagons, which are today protected monuments.

The internationally acclaimed film director Emir Kusturica has built the ethno-settlement of “Drvengrad” (Timber Town) on Mečavnik hill. It has a film school, accommodation facilities, restaurant and library, and hosts many events throughout the year including the International Movie and Music Festival “Kustendorf” which is held in January.



RURAL TOURISM

Life from a Different Perspective



COUNTRYSIDE



Serbia is traditionally an agricultural country and the experience of the rural way of life provides a wonderful insight into the hospitable character of its people in the countryside. Time here has stood still as people enjoy simplicity and deep links with nature. Staying in a village is a unique experience, be it in a rural household with a family, or a "salaš" – a farm in Vojvodina's lowland – the experience will help visitors to escape city life and take a different perspective and memory home with them.

Rural tourism is predominantly divided into four regions and visitors can surrender to the picturesque landscape and the multicultural variety of Vojvodina; relax on the gentle hills of Central Serbia; enjoy the gastronomical charms of Western Serbia, or think of life in the mysterious tranquillity of the intact regions of Eastern Serbia.

The open spaces of Stara planina and the nearby town of Pirot are well-known sheep breeding grounds and the famous handicrafts of this town have not been lost through the ages, particularly the handmade woven kilim of Pirot, which can still be purchased as a unique souvenir.



SERBIA'S SPAS

The Spring of Health



The great natural wealth of Serbia is reflected by the existence of more than one thousand springs of cold and warm mineral water. Although only about fifty of them are currently in use, there is a huge potential for the future development of the others. The use of the benefits of thermal water, natural mineral gas and medicinal mud in Serbia originates from the time of the Ancient Romans. A proof of this lies in the numerous archaeological remains of bathrooms, swimming pools, heating pipes, and sumptuous villas in the vicinity of these springs.

The spas are mainly located at the foot of the mountains, surrounded by forests and shielded from extreme weather conditions in the summer and the winter. The most famous spas are Vrnjačka Banja, Banja Koviljača, Bukovička Banja, Banja Kanjiža, Ribarska Banja, Sokobanja, Niška Banja and Banja Gornja Trepča, also known as Atomska Banja. Such places have favourable geographical locations filled with fresh unpolluted air, which has led to the development of climatic health resorts, which in turn, balance the body.

Apart from treatments intended for curing different health problems, wellness programs intended for keeping the vitality of the body are increasingly becoming present in the spas too. In Junaković Banja, located near Apatin, there is the biggest wellness centre in the Balkans.



In the south of Serbia, near Prolom Banja, there is Džavolja Varoš – the Devil's Town – a rare natural phenomenon and a tourist attraction representing a mysterious set of rocks with stone caps on the top. A walk through its jagged landscape is well worthwhile.





FOOD

GASTRONOMY



Serbia's food is at the heart of its people with an abundance of fresh produce – mostly organic with something for everyone's taste including vegetarians. Each region and almost every restaurant has its own speciality signature dishes.

Before the start of a traditional meal in Serbia, visitors often try rakija – a famous brandy that is served as an aperitif and is made from a number of fruits including pears, plums, grapes, apricots and quince. Rakija is often served with hors-d'oeuvres consisting of "kajmak" (creamy dairy product), cheese, smoked and cured meats, and beans prepared in a special manner, called "prebranac".

When visiting rivers or lakes do not miss the opportunity to taste fish soup and dishes made of freshwater fish. In the mountains, many dishes are gently simmered over hot coals comprising lamb, veal, pork and potatoes. In the lowland regions do try cabbage, soups and poultry. Salads are available everywhere and there's nothing like the taste of fresh organic tomatoes, cucumbers and peppers, and the scent of barbecue meat, kebabs, grilled patties and sausages.

For dessert, each region has its own unique offering, often revealing foreign influences, such as Byzantine-Turkish-Greek walnut loaves and baklavas in the south and the Austro-Hungarian strudels in the north.



The Real Soul of Serbia!



WINES

of Serbia



WINES. INCENTIVE.



Numerous bright and lively celebrations, festivals and fairs during the autumn are also connected with grape picking and wine. Some of them are *Župska berba* (Grape-picking of Župa) in Aleksandrovac, *Grape-picking Days in Vršac*, *Grape-picking of Karlovac* in Sremski Karlovci, *Palić Grape-picking Days*, *Grape-picking of Oplenac* in Topola and *"Pudarski dani"* (Vineyard Guards Days) in Irig.

Viticulture in Serbia goes back over one thousand years, and Serbian rulers treated grape growing as an exceptionally significant activity during different eras. The modern development of viticulture and wine-production relates to the time when the Obrenović dynasty ruled in the 19th century, only to have the tradition continued by the Karadjordjević dynasty rulers. Today, growing vines is a developed branch of agriculture and the majority of small producers who have preserved the good old recipes combine them meticulously with the latest pieces of knowledge and technologies related to wine-production.

Serbia offers tourists a chance to taste exceptional wines. Walks in vineyards and tours of wine cellars offer in-depth knowledge of winemaking by the winemakers and visitors have the possibility to buy a bottle as a souvenir of the trip.

There are eight wine producing regions in Serbia and over 50 varieties of vine are grown. Some of the well-known vineyards include Aleksandrovac, Arandjelovac, Kruševac, Smederevo, Topola, Valjevo, Palić, Negotin and Knjaževac, Sremska Kamenica, Sremski Karlovci and Vršac.

Travelling through the wine regions on well signposted wine routes offers an exceptional opportunity for one to become familiar with the natural beauties of the surrounding landscapes as well as the rich cultural-historical heritage, customs and warm hospitality of the people.

INCENTIVE *and* TEAM BUILDING

Imagination is the Limit



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Corporate team spirits can easily be rejuvenated in Serbia through the experience of the many cultural and natural unique locations to be found throughout the country. The opportunities are multiple, ranging from hosting an event at the mysterious Devil's Town, or learning how to make authentic Serbian culinary treats. Attending a traditional Serbian wedding, taking over the amphitheatre, or becoming part of the excavation team at the Roman archaeological site of Viminacium might also be interesting, as would chartering Tito's Blue Train for a nostalgic trip to the luxury of years gone by.

If activity away from the cities is what is desired then again the scope is endless with a chance in a life time opportunity to drive jeeps through rugged terrain or experience white water rafting or perhaps, take up go-karting, hot air ballooning or join a photo safari observing wildlife and the natural scenic splendour. All this cannot but enhance the success of your team building event. Classic cars and speedboats can also offer another way to experience Serbia as part of a team.



SERBIA

MICE



Geographically, Serbia makes sense for businesses being at the heart of Europe with excellent flight connections from major European countries and elsewhere in the world too, but moreover, the country offers excellent value for money and something a little different for conferences, meetings and incentives industries (MICE), which can be tailor-made to your specific needs.

Serbia is officially recognised as Europe's fastest growing MICE destination, which has been led by the Serbia Convention Bureau, which in turn, along with its industry partners, has made good use of modern tools of communication available to MICE planners today, including state-of-the-art technology; the internet; social media and mobile application tools. A dedicated team is available through the Serbia Convention Bureau to assist in all aspects of planning an event in Serbia.

In 2011, Belgrade was listed among the Top 50 meeting destinations in the world according to the number of organised events (source: ICCA). Belgrade's convenient conference package is located just 15 minutes from the Airport, and features one of the biggest and most equipped congress centres in Southeast Europe – the Sava Centar. Its main hall has a capacity of 4,000 delegates and has been used to host a wide variety of prominent international and regional events. Close by is the modern multi-purpose BelExpoCenter with a capacity for 3,000 delegates.

The Belgrade Fair is another leading venue in the Balkans region with multiple halls for exhibitions and meetings. Belgrade offers a range of independent, chain and boutique hotels ranging from 3-star to 5-star deluxe which are all easily accessible to the main convention centres.



Exciting Business Destination

In Vojvodina, the new Master Congress Centre in Novi Sad offers another excellent venue for MICE together with a good range of hotels. Further north, Subotica also offers a selection of fine hotels with conference facilities, and the neighbouring Lake Palić is an added attraction.

Major MICE destinations in Serbia are the cities of Belgrade, Novi Sad and Subotica, as well as the mountain resorts of Zlatibor and Kopaonik, with varied choices for entertainment available. These destinations fully cater for the needs of meeting and events planners down to the smallest detail, including pre and post-convention tours of Serbia.

Serbia Convention Bureau
www.scb.travel





EVENTS

EVENTS



Serbia is a country of numerous music, theatre and film festivals, literary events, sporting competitions, carnivals and events that cherish and characterise the traditional national creativity of its people. Events throughout the year are varied and held in almost every village, town and city in the country.

Events such as Kosidba (Grass-cutting) in Rajac; Čobanski dani (Shepherds' Days) in Kosjerić; Homoljski motivi (Motives of Homolje) in Kučevo; grape picking in the wine-regions and even localized events such as a fish soup making competition and a tomato festival serve to illustrate the diversity on offer. The Dragačevo Trumpet Festival in Guča, a small village close to Čačak, attracts up to one million people every August as people celebrate the trumpet player's skills and talent in what has become the major festival of its kind in the Balkans region.

The summer season of music festivals opens with EXIT, which is held on Petrovaradin Fortress in Novi Sad. Visitors come from all parts of the world to enjoy the largest popular music festival in Southeast Europe, and second only to Glastonbury in the UK for size and musical diversity.

International jazz-festivals are held in Belgrade, Kragujevac, Valjevo, Niš, Kosovska Mitrovica and other cities and towns in Serbia. The oldest and the most significant festival of classical music is Belgrade's BEMUS. The traditional festivals of choral music are held in the town of Negotin – the so-called Mokranjčevi dani (The Days of Mokranjac) and in the city of Niš – Horske svečanosti (The Choral Festival).



Appeal for Everyone

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The most important visual-arts event is October Salon in Belgrade, which has existed for more than fifty years, and is very significant for studying contemporary visual-arts in Serbia. Recent years have seen the rise in popularity of younger festivals such as Mikser and Belgrade Design Week.

Serbia has a rich reputation in film production and the Belgrade International Film Festival FEST is held at the beginning of each year. Palić near to Subotica also has a highly reputable and applauded film festival and Cinema City in Novi Sad is an open-air film festival held annually.

Sport is an important part of everyday life in Serbia and many of its home grown sporting stars have since gone on to find international fame. Major sporting events include the Belgrade Marathon; the "Tour de Serbie" International Bicycle Race; the Equestrian Games of Ljubičevo and many annual regattas held on the rivers throughout the country. Virtually every year, there is a Balkan, European or World sports championship organised in Serbia.

Dragačevo Trumpet Festival in Guča

www.saborguca.com

Exit Music Festival

www.exitfest.org

Nišville Jazz Festival

www.nisville.com

October Salon

www.oktobarskison.org

Mikser Festival

mikser.rs

Belgrade Marathon

www.bgdmarathon.org



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& SOUVENIR SHOP**
NATIONAL TOURISM ORGANISATION OF SERBIA
Čika Ljubina 8, 11000 Belgrade
Phone: +381 11 6557 127
Email: info@serbia.travel
www.serbia.travel



INFO



USEFUL INFO

ENTRY REQUIREMENTS/VISAS

Citizens of the EU, Swiss Confederation, Kingdom of Norway and Republic of Island need only a valid identity card. For other countries a valid passport, and for some countries, a visa is required.

TIME ZONE

Central European Time, GMT + 1

ELECTRICAL APPLIANCES

Voltage: 220 V

Frequency: 50 Hz

JAT AIRWAYS

Phone: +381 11 3114 222

www.jat.com

BELGRADE "NIKOLA TESLA" AIRPORT

Phone: +381 11 209 4444

www.beg.aero

SERBIAN RAILWAYS

Phone: +381 11 3614 811

www.zeleznicesrbije.com

BELGRADE BUS STATION BAS

Phone: +381 11 2636 299

www.bas.rs

SERBIAN AUTOMOBILE ASSOCIATION (AMSS)

www.amss.org.rs

NATIONAL CURRENCY

The Dinar is Serbian national currency. Money can be exchanged at banks, currency exchange offices, and ATMs.

CREDIT CARDS

ATMs accept major credit cards and are located throughout the country. Major credit cards are accepted by almost all restaurants, hotels, travel agencies, petrol stations, and stores.

TAXES

The default Value Added Tax (VAT) rate is 20%, while some goods and services are subject to VAT at a reduced rate of 8%.

TELEPHONE CALLS

For Serbia +00 381,

for Belgrade (0)11,

for Novi Sad (0)21,

for Niš (0)18.

FOR INTERNATIONAL CALLS FROM SERBIA

00 + the number of the country you wish to call

+ the number of the city

IMPORTANT TELEPHONE NUMBERS

Police 192

Fire brigade 193

Medical emergency 194

Road assistance 1987

MOBILE PHONE OPERATORS

064 and 065 – mt:s Telekom Srbija

www.mts.telekom.rs

062 and 063 – Telenor

www.telenor.rs

060 and 061 – Vip mobile

www.vipmobile.rs

PUBLIC HOLIDAYS

New Year's Day: 1 and 2 January

Orthodox Christmas Day: 7 January

Statehood Day: 15 and 16 February

Orthodox Good Friday: date varies

Orthodox Easter Monday: date varies

Labour Day: 1 and 2 May

Armistice Day: 11 November

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SERBIA

Life in the Rhythm of the Heartbeat



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www.serbia.travel