

# **TOURISM INTENSITY AS A DEVELOPMENT FACTOR OF SPA CENTERS OF DONJE PODRINJE (SERBIA)**

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***Abstract:** Donje Podrinje is one of four sections in the Drina River basin. It is the smallest and the most northern section, which occupies the western part of the Republic of Serbia, from Mali Zvornik to the confluence of the Drina River into the Sava River. In the area of Donje Podrinje there are three important spa centers (Koviljača spa, Badanja spa and Radalj spa) which belong to the Kolubara-Podrinje spa area. In order to determine the development of tourism intensity in spas of Donje Podrinje the indicators of tourism functionality have been used. Their application indicated the extent of tourism development in spa centers of Donje Podrinje from the chronological point of view. Also, methods of comparison and statistical analysis were applied to determine which of these three spa centers is the most developed and the most visited. Accordingly, the survey results indicate that Koviljača spa is a tourist center of Donje Podrinje, and that Badanja spa and Radalj spa have great potential to be more established and better presented to the tourist market.*

**Key words:** Donje Podrinje, spa centers, tourism intensity