



SUMMARY

Cultural tourism in the contemporary world is experiencing expansion in global scales. It is followed by extreme differentiation of the offer and individualization of the demand. Since cultural routes appeared, in 1980es, as an example of well-connected, specially designed and thematically envisioned tourist products. Their popularity is growing. They are placed into a context of a visit to a greater number of destinations, expanding to whole regions, countries and even international space. Well-known, even globally renown cultural routes are getting more numerous and more diverse every year. Combination of the cultural exchange and social values are creating the recognizable identity for each cultural route. Even though their main concept is not primarily focused on the tourist use, they are, beside the cultural, representing the tourist product as well. Cultural routes had proven to be an extraordinary opportunity for the tourism development in underdeveloped regions that have valuable cultural or natural resources. Tourism based on cultural routes is the form of heritage promotion. It is a tourism method often used with the goal of exploitation of heritage along with its conservation, protection, tourist use, as well as initiation of local social-economic development.

Under the term cultural route usually we consider the determined way of travel, consisted of roads and paths with a specific landscape, natural, cultural or historical values. It includes the sightseeing and the interpretation of sites that are incorporated into the cultural route. The basic concept of cultural route is the linking of a series of tourist attractions. It has a goal to promote tourism in the region and encourage tourists to travel from one location to another. Cultural route is a specific tourist product made up of a series of destinations and sites. These sites are connected by a single theme and travel form (walking, cruising, driving, and riding). They are usually marked by a set of tourist facilities and signalization along the route. The element that unites series of destinations and sites (attractions) can be a theme (architecture, history, industry, folklore). It can also be a manner or a mean of travel (boat, car, bike, by foot). Quite often it is the main motive of a trip (spiritual experience, learning, sightseeing, active recreation), ect. Cultural routes are valued the most because of their identity, physical connections to the past and because of the continuity of their existence and use. Cultural routes have the potential to become tourist destinations mostly



because of their connection to the well-known places, events or personalities. The cultural routes bind to linear or circular routes, linking specific sites, considered interesting to some segments of tourists, and packaged into a unique tourist product. The main characteristic of this product is that the parts of the offer can be joint to perfectly meet the needs of tourists. Tourists can choose to visit only a part of a cultural route. They can travel individually or in a group. They can consume the offer of the route on a specific way and pace that suits them best.

The presentation of cultural heritage through cultural routes and itineraries is in line with the preferences of the Strategy of the tourism development in the Republic of Serbia. Cultural (thematic) routes are presented as the priority axis of the national strategy of tourism development. They are represented in a long list of proposed, preliminary and completed projects based on the creation and promotion of cultural and thematic routes in this region. Strategies for valuation of cultural heritage in line with the cultural route development and revitalization of fortresses in the Republic of Serbia, demand the acknowledgment of their specific importance. They need the efforts in establishing the sustainability and finding the proper ways in the creation of cultural products. They should enable the fortresses to be revived and experienced by both, residents and tourists. This can be achieved through the incorporation of scientifically developed methods and implementation of specific measures. These must be supported by the government, with an aim of putting the heritage into public use and profit making. It must be done in terms of sustainable development, followed by ensuring the proper management and protection of cultural assets.

Fortresses and castles that are initially built for the defensive purposes today have the role of historical landmarks and cultural centers of the regions and countries. The history and culture have the effect on the destination in terms of identity building and crystallizing of the regional and local identity. As fortresses, with their impressive visual and historical effects, have the strongest impact on people, locals and visitors, they can become the tourist destinations. Moreover, a common practice is to change the role from archeological sites and historical buildings to tourist attractions. In this process, the parts of fortresses are often adapted for the receptive purposes and used as museums, galleries, hotels, restaurants, souvenir shops, memorials, ect. Additionally, open spaces are often used as the unique



stages for the organization of various cultural events, such as performances, plays, music festivals, exhibitions, ect. Different cultural and tourist facilities are placed in a historical setting of the fortress. After that, it becomes an attractive space, pulling in the great number of visitors on a daily basis.

Within the Republic of Serbia there is a great number of fortresses and castles from different historical periods. They are dating from the Roman and Byzantine Empire, Serbian medieval state, as well as from the period of Ottoman and Austro-Hungarian domination over this territory. Such sites eventually leave an impressive visual effects, have a rich history and give the outstanding possibilities for storytelling. It should be mentioned that fortresses could represent the exceptional venue places for various cultural events and festivals. Thanks to the spaciousness and the exposition of the terrain they are occupying, they usually have great acoustics. However, most of those sites in Serbia are at the moment in a critical state. They were neglected and ignored by the local communities, the government and the tourism industry for decades. Even though, there is a vast number of fortification remains and fortresses in Serbia. They are mostly categorized in a group of archaeological sites. Among the great number of fortresses in Serbia, potential for becoming the representative tourist attractions, have only a few, the most impressive and the best preserved ones.

Only recently there have emerged some initiatives and projects for the revitalization of some fortresses in Serbia and putting them into the tourist use. However, for the realization of those sites a number of projects and activities are needed (developing plans for conservation, restoration, construction of tourist infrastructure, incorporating of the interpretation and animation programs, development of proper management and marketing systems, ect). Those sites should be used in a sustainable and inventive ways, and then used for the creation of attractive tourist product based on cultural and heritage assets.

The National strategy of tourism development in the Republic of Serbia recognizes tourism development as one of the main resources of the strategic potentials. As well, Danube river is recognized as a leading destination of the European river cruising. The positioning of Serbia in the tourist market should incorporate three sets of values – the valuation of the Balkan image, Danube River and integral interpretation of the cultural



values of the Serbian nation. According to a general stands of the national tourism experts, the positive image of the Danube as a destination could ensure the best short-term effects. The development of tourism in this area is considered for a quick-win option for Serbia.

The focus of this study is set on the development of the cultural route Fortresses along the Danube in Serbia. It is based on the analysis of the characteristics of the Danube region in Serbia. Focus is set on the analysis of the possibilities of the cultural tourism development in this region. Cultural route in Serbia can be based on cultural heritage and fortresses along the Danube River. They can present key attractions of the route. They will surely effect the creation of the cultural tourist offer in the Danube area and enrich the tourist offer of Serbia. They have the potentials to attract different segments of tourists into this region. Fortresses along the Danube in Serbia could represent very important elements in the process of the development of the tourist offer of Serbia in Danube region. They could be placed either as a key or additional elements of the cultural offer in the area.

Along the Danube in Serbia exists seven greatly preserved fortresses, dating from different historical periods. Fortresses in Bac, Petrovaradin, Belgrade, Smederevo, Ram, Golubac and Kladovo are extremely valuable cultural resources of Serbia. Those fortresses are proclaimed to be the cultural monuments of exceptional or great national importance. They are protected by the Law and put into the jurisdiction of the Ministry of Culture of the Republic of Serbia. The care of the fortresses is submitted to the local and regional institutions engaged in the protection of the cultural monuments. However, the level of the preservation and the protection of these fortresses significantly differ from one place to another. Tourism development levels as well as the extent of tourist visits are significantly bigger in some fortresses located within the bigger towns such as Belgrade, Novi Sad and Smederevo. In those towns fortresses are reconstructed and protected to a greater level and are already put into public and tourist use.

These fortresses have a decent basic infrastructure, relatively good system of management and marketing. They are also the places where a number of cultural events take place (mostly during the summer period). Within these fortresses, some information centers are established. They give the possibility of gaining some kind of information about the fortresses. It should be mentioned that the functioning of these information desks is not



always proper and it is mostly linked to the activities of the Museums. These fortresses attract a great number of domestic and international tourists, each year. Nevertheless they are also the place of gatherings of the locals on the daily basis. On the other hand, smaller fortresses, located in the Iron Gate area (Ram, Golubac and Fethislam fortress in Kladovo) are in a rather poor state. It is concerning their physical state, lack in basic infrastructure elements, scarce information and interpretation. These three fortresses are in constant danger of further destruction. They are hardly accessible and some parts are even closed for visits because of the high danger of landslide and escarpment. The first thing that is observed is that these sites have great problems, seen in degradation and insufficient conservation of the cultural assets. This is the most common risk, when the cultural heritage of archaeological type is concerned, as in this particular case.

The lack in proper principles for conservation and management is evident. The remains are left unprotected from further destruction, no matter if it is a simple physical destruction or open vandalism. It comes obvious that there is no proper management system of these sites. Only the scarce information can be found in a few scientific publications and tourist brochures. Cultural programs and interpretation in these sites do not exist at the moment, as there are neither lightnings nor information signs. These fortresses visit a rather small number of visitors. The main reason for this state is that these fortresses are isolated and desolated, the infrastructure is bad, and there are neither informative nor cultural programs. It should also be mentioned that this region of Serbia is characterized by expressing depopulation, low living standards, low educational level of the residents and unemployment. For the tourism development and revitalization of these fortresses, great investments and numerous development projects are needed. A particular paradox is that precisely this region (Lower Danube, Iron Gate area) is identified as the most attractive and the most promising area for the tourism development.

The attractiveness of Danube fortresses in Serbia and their sensibility, as cultural sites, demand for significant changes in the management. It should be focused on more responsibility and concern for the cultural property that can also become a huge tourist attraction in the future. Such products as the main assets of the offer give the wide spectra of the activities and innovative interpretation of the resources. Interpretation and animation can be



considered as the key elements of every cultural route. The exploitation of the potentials of the fortresses along the Danube in Serbia show problems and indicate the proper ways for the establishment of a cultural route. With the mediation of the interpretation and tourist animation, this kind of product could be offered on the market. This would be a big step in the future formation of the tourist product of Serbia. The information system, guiding services and tourist signalization are the basic elements. They acquire special design which contributes to the authenticity and creates the identity of a place. It also points out the heritage assets. This is the way to create a so called spirit of a place. If it is properly created, without disturbing the value and authenticity of the heritage, it contributes to the tourist experience of the destination.

The development of cultural routes as a tourist products on the national level, demands for the special approach based on the spatial planning. In this particular case, it comes to the creation of a complex system of management. It requires planning and cooperation on all levels in several sectors – culture, tourism, infrastructure, education, management, etc. This is the only way to enable the consolidation and coordination of the development of the cultural route. Problems that occur in the planning of the development of cultural tourist destination are found in the management of cultural heritage assets and destinations that depend on them.

The problems occur both in centralized and decentralized systems. In centralized systems, like it is currently in Serbia, the over-emphasized roles of central governmental institutions lead to the bureaucracy and inertia. In such system the initiative and invention on the lower levels of hierarchy are not supported, and the implementation of the plans and decisions comes from the center. On the other side, problems occur also if there is too many decision making centers, such as those in charge for the tourism sector and cultural sector. The fact that some institutions act independently in planning and development, disable the possibility of the creation of common goals and plans. This is also the case with private organizations.

Dependence on a financial possibilities and financial policy of the state government is evident. The funds intended for the tourism development and culture are limited by the decision on the allocation of the state budget. There is also the increase in allocating the funds only to the existing institutions, without a possibility to create new institutions or investments.



The rather poor cooperation between cultural and tourism institutions is mostly caused by the contradictions between the basic objectives and the lack of flexibility on both sides. Moreover, there is the certain level of the competition between them. While the cultural sector is traditionally primarily interested in the conservation and revitalization of cultural heritage, tourism is primarily focused on achieving financial effects and exploitation of heritage assets. Disagreements between these sectors can be overcome through cooperation and implementation of the concept of sustainable development. Obviously it is necessary to ensure the proper management of cultural heritage that should be thematically framed and separated to clusters.

The protection of cultural heritage, its sustainability, revitalization and promotion are the basic assumptions of forming of the cultural route as a sustainable tourism product. Economic sustainability, on the other hand, refers primarily to tourism, as this is the way of providing a significant funding for further conservation and restoration of cultural heritage. The exploitation of cultural heritage in a tourism sense comes with a great responsibility of the institutions in charge of cultural monuments. The challenges offered by the contemporary trends in the tourism industry, are considered to be a precondition for the creation of the sustainable regional development.

The main problem that can be observed between cultural heritage assets and tourism industry is the new version of the old disagreement. It lies in leveling the preservation and presentation of the cultural assets. There is a real danger for the legendary cultural monuments that are highly attractive to the tourists. Even though they demand and obtain high levels of protection, they are also the greatest tourist attractions of a country. As they are attracting greater number of tourists each year, the carrying capacity of a site should be established. It must be done in order to avoid the destruction and the loss of authenticity of its cultural assets.

Based on the research completed and presented in this book, it is concluded that the almost all fortresses along the Danube in Serbia, have poorly developed infrastructure. The large investments are needed for the revitalization and tourism development of the cultural route based on the Danube fortresses as its key attractions. The basic information and interpretation, as well as animation programs on cultural route and



fortresses included are lacking. The main reason for weak tourism development in this area, in terms of cultural sites in Serbia, is primarily the weak local initiatives, non-creativity and the lack of funding. By learning about different problems and marketing potentials the importance of creation of cultural route Fortress along the Danube in Serbia can be recognized. The contribution to this gives the insight in the fields of interest of different segments of tourists in this area. Their general stands were obtained from the surveys conducted among domestic and international tourists.

Fortresses along the Danube in Serbia, due to their number, representativeness, historical significance and location give great potential for the development of cultural tourism. Contemporary tourists show more interest for cultural contents, architecture and history. Pointing out the cultural and historical significance of the seven fortresses lying on the Danube banks in Serbia is necessary. Through their proper interpretation and organization of various cultural programs within these representative sites, they could be included in the tourist offer of Serbia. The attempt for the revitalization and promotion of these fortresses was the project Fortress on the Danube, conducted by the Serbian Ministry of Culture in the period 2009-2011, under the auspices of UNESCO.

The first step in the development of a tourist offer of Serbia must be the placement of signalization and basic interpretation on sites. It should then be followed by the reconstructions and construction of the infrastructure and tourist facilities. The important part of the development is certainly the proper conservation and management. In the development of a successful destination or attraction the most important is the creative thinking, ideas and interpretation. Through the use of interpretation, thematically framed cultural and animation programs, the spirit of these magnificent historical places could be revived. The organization of medieval tournaments, balls, performances, living history programs, could be interesting for children and young people.

The local communities could also recognize their own cultural heritage in those programs. Considering that almost every historical place has the potential for the tourism development, it should be incorporated carefully, with the goal of sustainability. Creation of the cultural routes in Serbia and putting them to life demands the identifying of the governing body,



institution or an agency. It will be responsible for the management of the sites and convert them to tourist attractions in destinations. Such sites must possess at least the minimal possibilities to provide the basic tourist services (parking, restrooms, informational and interpretive signs, ect). This agency should be able to find sponsors for the equipment of the route. It should be the one addressing to the partners and allies in different tourist organizations, the governmental institutions and other organizations of interest. It should also work on a permanent enrichment of the offer on the route. On the other hand, it should know how to cooperate with experts in different fields and to work on deepening the quality of the programs. The agency must continually work on marketing and active promotion of the cultural route. It should also monitor way the route is used (including the conduction of a survey of all defined stakeholders).

When it comes to a complex tourism products such as cultural routes, it is an absolute necessity to incorporate different institutions (engaged in the field of culture, education), public associations and organizations in the process. Different initiatives and activities that would advance the cultural life of a local community and by that also enrich the tourist offer occur in various places. Such results can be achieved only with cooperation on multiple levels. It takes a lot of effort to carry out the initial research and define the investments needed for the establishment of a cultural route. Even bigger effort is needed for its maintaining and flexible adaptation to new development opportunities.

The concept of the cultural route is based on the representation of the hierarchical system of goals. On the top there is the goal of conservation and protection, which is a key objective: It is consistent with modern economic and environmental goals of sustainable development. The economic benefit of the investment in the valorisation of protected areas and cultural monuments can be found in the planned inclusion of these areas into the national tourism promotion. The inclusion of significant funds in the development of cultural routes in Serbia, cultural heritage and fortresses that are incorporated into the route should become more attractive to tourists.

Evaluation of heritage, tourism development and economic benefits that should outcome from the cultural route creation must be based on the principle of sustainability. Being an item of a very complex system of



management is a must. In this respect the support of international institutions is needed. The prestigious institutions such as UNESCO and Council of Europe have the leading role in the creation of cultural routes and destinations, creating the new form of cultural tourism. Those institutions give the necessary know-how, models and guidelines for the development of the destinations.

Certainly, the creation of high-quality tourism product demands a time, finances and professionals. At the moment, several projects of fortress revitalization in the Danube area in Serbia are developed. The conceptual designs and rehabilitation plans are under the construction and some of them are only waiting for the foreign investments for implementation. After the activities undertaken in the direction of improving the quality of infrastructure, implementation of the principles of rehabilitation, conservation and presentation of cultural monuments in Serbia must be ensured. Continuous cooperation at all levels must be enabled. Through the use of the proper system of tourism marketing and promotion, it is realistic to expect the improvement of the overall tourist offer of Serbia.



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