

THE POSSIBILITY OF PROMOTING THE CULTURAL HERITAGE OF SERBIA THROUGH A CULTURAL ROUTE OF FORTIFIED TOWNS

Miloš Marjanović^{1*}, Rastko S. Marković², Nemanja Tomić¹,
Ninoslav Golubović², Zlatko Langović³, Aleksandar R. Radivojević²

¹University of Novi Sad, Faculty of Sciences, Novi Sad, Serbia

²University of Niš, Faculty of Sciences, Niš, Serbia

³University of Kragujevac, Faculty of Hotel Management and Tourism
Vrnjačka Banja, Vrnjačka Banja, Serbia

Abstract

The promotion of fortified towns, as Serbia's significant cultural heritage, represents a major element of tourism development. The main goals of this paper are to highlight the tourism potential of fortifications in Serbia and to investigate the prospect of creating a cultural route of fortified towns. The route is comprised of six fortresses. This article applies CREM (Cultural Route Evaluation Model) to assess the tourism potential of fortified towns and the possibility of linking them in a thematic route. The CREM model provided principal information about the possibilities of developing cultural routes, and details about the sites' requirements. Furthermore, it identified the main areas in need of improvement at each fortress to be visited by a substantial number of tourists in the upcoming period.

Key words: Cultural tourism, Serbia, fortress, Cultural route, cultural heritage evaluation, CREM model

МОГУЋНОСТ ПРОМОЦИЈЕ КУЛТУРНОГ НАСЛЕЂА СРБИЈЕ КРОЗ КУЛТУРНУ РУТУ УТВРЂЕНИХ ГРАДОВА

Апстракт

Промоција утврђених градова, као значајног културног наслеђа Србије, представља битан елемент развоја туризма. Основни циљ овог рада је да укаже на туристички потенцијал утврђења у Србији и да истражи могућности за креирање културне руте утврђених градова. Рута се састоји од шест тврђава. Применом

* Corresponding author: Miloš Marjanović, University of Novi Sad, Faculty of Sciences, Trg Dositeja Obradovića 3, 21102 Novi Sad, Serbia, milos.marjanovic@mail.com

CREM (Cultural Route Evaluation Model), izvršena je procena mogućnosti za kreiranje kulturne rute utvrđenih gradova u Srbiji. Evaluacioni model CREM je pružio osnovne informacije o mogućnostima razvoja kulturne rute i ukazao je na glavne nedostatke turističkog razvoja svakog lokaliteta. U radu je ukazano na pojediniosti koje treba unaprediti, kako bi tvrđave bile turistički atraktivnije i privlačnije većem broju turista u predstojećem periodu.

Кључне речи: Културни туризам, Србија, тврђаве, културне руте, вредновање културног наслеђа, CREM

INTRODUCTION

The cultural tourism phenomenon has rapidly grown in the past thirty years (Richards, 2018), as tourists are looking for a new and authentic experience (Božić & Tomić, 2016; McKercher, 2020). Cultural heritage (CH) attractions are visited by many tourists every year (Chen & Huang, 2018). Interest in it is increasing all over the world, and it will continue to grow in the future (World Tourism Organization, 2018). The United Nations Educational, Scientific and Cultural Organisation (UNESCO) presented the definition of CH as the legacy of physical artefacts and intangible attributes of a group or society that are inherited from past generations, maintained in the present, and bestowed for the benefit of future generations (Santa & Tiatko, 2019).

In the past few years, new tourism trends have emerged, and creative tourism is amongst the most popular and fastest-growing trends (Czifra, Pálinkás, Márkus, Szkaliczki, Veres, & Weisz, 2019). The development of themed routes, as tourist attractions of creative tourism, has achieved great popularity in the recent period, particularly in Europe (Meyer, 2004; Božić & Tomić, 2016). Cultural routes (CR), as one type of themed routes, provide visitors with a new form of cultural participation (Bogacz-Wojtanowska & Goral, 2018). The CR is a phrase that represents a unique and specific cultural tourism product of creative tourism that thematically links together different attractions and interesting destination points in (the) region/s or (the) country/ies, providing an innovative idea for travel experiences (Graf & Popesku, 2016). Thematically connected tourism can join tourist attractions to promote them more successfully under a theme amalgam, and can improve their management and preservation (Stoddart & Rogerson, 2009; Timothy & Boyd, 2006).

Serbia is a country with a great history. Many conquerors ruled this territory in the past, because of its favourable position on the crossroads to the East and the West. Every one of them left behind a small part of their culture, and now, Serbia is a country with a great and diverse CH. Serbia has been one of the members of the Council of Europe since 2012, and it has eight certified CR so far, such as the *European Route of Jewish Heritage*, *Transromania*, the *European Cemeteries Route*, the *Réseau*

*Art Nouveau Network, the Roman Emperors and Danube Wine Route, the European Route of Industrial Heritage, the Iron Curtain Trail, and the Women Writers Route*¹.

The main goals of this paper are to highlight the tourism potential of fortifications in Serbia, and to investigate the prospect of creating a CR of fortified towns. For this research, the tourism development potential of six fortifications was evaluated in order to create a CR, and sustain the development of tourism products. The research included fortifications in Novi Sad, Belgrade, Smederevo, Ram, Golubac, and Niš. The selected fortifications were evaluated by using the CREM model (Božić & Tomić, 2016) for the evaluation of CR. The obtained results should reveal the possibility for the creation of a CR of fortified towns in the Republic of Serbia. The model will also uncover possible issues for further tourism activation and the development of evaluated fortifications.

THEORETICAL BACKGROUND

The cultural route represents a new framework for presenting CH (Berti, 2015), as it connects visitors, residents, and their tangible or intangible CH (Czifra et al., 2019). These corridors can inspire the local community to disseminate their culture by raising their perception of the cultural assets' importance (Božić & Tomić, 2016). A CR is a tool that supports the conservation of the CH, and the sustainability of travel and tourism (Bogacz-Wojtanowska, Góral, & Bugdol, 2019). Routes seem to be especially beneficial for the economic development of regions, as they largely contribute to the establishment of small and medium enterprises (SME), the development of cultural tourism products and services, as well as the evolution of new partnership models and cooperation between many stakeholders in a particular area (Meyer, 2004; Lourens, 2007). They contribute to improving the place, environmental quality, and heritage conservation, but they also lead to the exploitation of resources and the creation of commercial pressure (Rakocija, 2013).

The cultural routes' potential for the promotion of tourism destinations and their potential in increasing the destinations' competitiveness has been recognised worldwide (Pattanaro & Pistocchi, 2016). The particular importance of CRs was seen after World War II, when they became the main tool of enhancing social cohesion. European CRs were created by the Council of Europe to implement the principles of the European Cultural Convention, which are: the promotion and preservation of cultural values; raising awareness of European culture through travel;

¹ <https://www.coe.int/en/web/cultural-routes/serbia>, Accessed on 23/09/22

the encouragement of cultural, social, and economic development; and the improvement of the residents' life quality (Severo, 2017).

The first CR program of the Council of Europe was officially presented in 1987, and its aim was to protect the Camino de Santiago Pilgrim Way; thus, this is the first example of a European Cultural Route. The establishment of the European Institute of Cultural Routes (EICR) as a technical body in 1998 was of particular importance. The Institute was a product of the collaboration between the Council of Europe and the Grand-Duchy of Luxembourg (Ministry of Culture, Higher Education and Research), and is located in the Centre Culturel de Rencontre - Abbaye de Neumünster in Luxembourg. The role of EICR is to monitor certified CR, to evaluate and give advice to candidate networks, to provide advice and assistance to routes networks, and to archive information documents. The Committee of Ministers of the Council of Europe initiated an Enlarged Partial Agreement (EPA) in 2010, so as to enable the collaboration between stakeholders interested in the management of CR, and to strengthen the program politically and financially. The EPA strengthens the function of CR as a tool for international cooperation. According to the EPA, European Cultural Routes are defined as:

cultural, educational heritage and tourism cooperation project aiming at the development and promotion of an itinerary or a series of itineraries based on a historic route, a cultural concept, figure or phenomenon with transnational importance and significance for the understanding and respect of common European values.

(Council of Europe, 2011, p. 10)

The European Institute of Cultural Routes has certified 45 CR in Europe so far, and several others are currently applying for certification².

There are numerous studies on castle and fortress tourism. Some of them represented fortresses as potential tourism destinations (Sharma, 2008; Sarmiento, 2010; Zaras-Januszkiewicz, Botwina, Źarska, Swoczyna, & Krupa, 2020; Morar et al, 2020; Muzaini, Teo, & Yeoh, 2007), others represented them as potential cultural routes (Gajete, Rojas, & Millán, 2018; Belij, Ilinčić, Belij, & Belij, 2014; Sanches, Secomandi, Scherer, & de Castro, 2009), and management strategies for sustainable use (Benfield, 2001; Song, Park, & Kim, 2020; Radosavljević & Kuletin-Čulafić, 2019; Song & Kim, 2018; Marina, Muntean, & Stefani, 2009), their interpretation (Koo, Kim, Kim, Kim, & Cha, 2019), tourists' experience (Boateng, Okoe, & Hinson, 2018) or valorisation (Lečić, Mitković, & Manić, 2018; Stanojlović, Čurčić, & Pavlović, 2010).

² <https://www.coe.int/en/web/cultural-routes/by-theme>, Accessed on 23/09/22

STUDY AREA

The favourable strategic position of the Balkans was interesting to many empires in the past. This territory was ruled, for a long or short period of time, first by the Romans, then by the Byzantines, the Ottomans, the Austrians, and, finally, the Serbs. The period of the Middle Ages was characterised by an unstable political situation, and a lot of military action took place on this territory. Fortified towns were strategically important points with a primarily military function – they were used to defend the borders or the ruler of the territory (Radosavljević & Kuletin-Čulafić, 2019). Serbia has many fortifications that represent the cultural identity of times past. Nowadays, all of the fortifications have lost their military function, and they represent significant CH. For this article, six sites were singled out (Fig. 1) according to the level of their attractiveness for cultural tourism, the level of their historical, social, and educational value, and their ability to attract a larger number of tourists. The evaluated fortifications are the Petrovaradin Fortress, the Belgrade Fortress, the Smederevo Fortress, the Ram Fortress, the Golubac Fortress, and the Niš For-

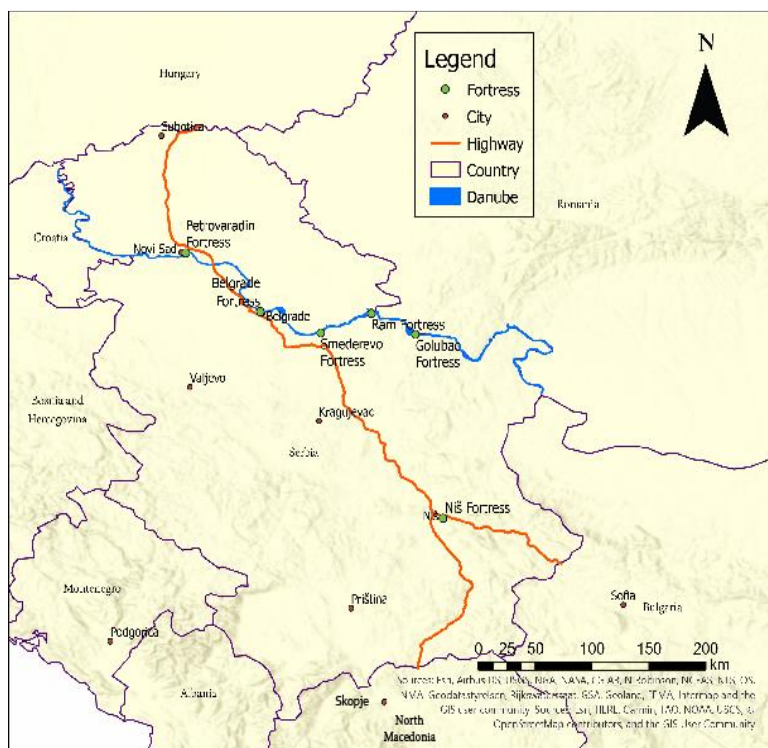


Fig 1. The location of evaluated fortresses in the Republic of Serbia (Source: Authors)

tress. The tourist potential of fortresses is presented in detail by various authors (Besermenji, Pivac, & Wallrabenstein, 2009; Lečić *et al.*, 2018; Vaništa Lazarević, 2019; Blagojević, Milošević, Milić, & Nikolić, 2013).

METHODOLOGY

Studies associated with the assessment of CH are relatively recent, and their numbers are fast-growing. The assessment process is an important step for CR creation, and a tool for the protection, development, and management of CH (Tomić & Božić, 2016).

This research applied the Cultural Route Evaluation Model (CREM), developed by Božić and Tomić (2016) based on the importance factor (Im) first introduced by Tomić (2011). This model represents an amalgam of previous geoheritage assessment methods developed by different authors (Pereira, Pereira, & Caetano Alves, 2007; Pralong, 2005; Zouros, 2007; Reynard, Fontana, Kozlik, & Scapozza, 2007; Tomić & Božić, 2014; Erhartič, 2010) and other studies related to CH assessment (Ahmetović, 1994; Tomka, 1994; du Cros, 2001; Mason, 2002; Throsby, 2006; Tuan & Navrud, 2008; Laing, Wheeler, Reeves, & Frost, 2014; McKercher & Ho, 2006). Božić and Tomić (2016) merged and adapted a variety of elements from all of these methods, and introduced some new indicators for the evaluation of a route, thus developing the CREM. Later, this method was successfully applied by Antić, Tomić, Đorđević, and Marković (2021) in order to promote the paleontological heritage of mammoths in Serbia.

In the original paper by Božić and Tomić (2016), in which the CREM method was introduced for the first time, the minimum possible values on the X and Y axes were overlooked when creating the matrix, and the value of zero was given as the minimum value for both axes when, in reality, the minimum possible value a route can achieve in the assessment process is 23 (X axis) and 21 (Y axis), not zero.

Beside the described methods, we used the ArcGIS Pro program to map the locations (Fig. 1). The fortresses are represented with green circles. As we can see on the map, all fortresses are located near the Danube, or the main Serbian motorway E-75, which makes them very accessible for tourists, and provides a unique experience and knowledge about the Middle Danube Basin and Serbian history. The evaluation process was conducted by the authors, in collaboration with experts in the fields of tourism, geography, history, and history of art and economy, as well as tour guides, in the period between April and October 2021.

RESULTS AND DISCUSSION

This study used the CREM model for the assessment of fortified towns in Serbia to examine their tourism potential and the possibility of linking these sites in a unique CR. Finally, the outcome of the assessment process is presented in Table 1 and Fig. 2. According to the results, the potential CR has relatively high Main Values (MV) (71 points). Looking at the Scientific Values (SV) (24 points), it is of great importance that cultural values are highly rated as they have great significance in the CREM model (Im 4.72). Artistic, social, educational and research values are also rated as high. The connection of the route with the culture of the country, and the route's historical values are highly rated, as the route's locations belong to a period closely connected with the culture of the country. These fortifications provide valuable information on times past and the way of life of the local community, since the sites had an important role in Serbian history. The high score of the educational and social values is due to the sites' potential to enable and boost social activities through manifestations related to medieval times, or through military games or contests. Similar activities have so far been successfully implemented in the Niš Fortress, where adult competitors fight with medieval steel weapons and in full period costume, while presenting various weapons, shields, styles of clothing, and battle strategies from that period to the audience. Linking these fortifications with the famous Serbian knight festival *Just Out* will contribute to their promotion, and make them more recognisable. The Aesthetic Values are rated at a medium because all of these sites have suffered great damages in the past, and some of the fortifications have not been reconstructed yet.

Analysis showed the score of the Route-specific Values (RSV) (15 points) to be a little bit lower, because only two of the parameters are highly rated (number of attractive sites on the route and the attractiveness of the theme the route promotes). All of the fortifications are included in the local tourist offer, and they are the most representative sites of this kind in Serbia. It is significant to point out that the theme of the route certainly falls within the group of themes with high appeal, as the Council of Europe launched a CR of fortified towns of the Grand Region in 2016, encompassing the region between France, Germany, Belgium, and Luxembourg³. There are also many other famous guided tours of fortifications, such as: the Vauban circular walk in Luxemburg, the fortifications of Quebec, and the fortifications of Malta. As there is no matching route in Serbia, rarity and uniqueness are on a national level (3 points). Analysing the geographical character of the route, it can be noted that it has a na-

³ <https://www.coe.int/en/web/cultural-routes/fortified-towns-of-the-grande-region>, Accessed on 23/09/22

tional character. All of the evaluated fortifications are located in Serbia, which is the reason they get the medium value for this subindicator. Currently, there is no particular organisation that directs the route as a tourism product. Alternatively, each of the sites is managed by a different institution; therefore, the development of tourism products is made more difficult.

The Economic Value (EV) of the route (21 points) is mostly rated as high. The priority of the route of fortified towns in Serbia is to connect a number of regions and to contribute to the local society by creating new job opportunities, and promoting the growth of local businesses, tourist products, and services. The economic contribution to the local community could be of great importance, since some fortifications are located in less developed areas. Thus, cultural tourism could be important for the economic development of the underpopulated areas, providing new job opportunities and attracting new investments. This is especially true of some locations, such as the Golubac Fortress, where the local society lives on tourism income. This route may contribute to a positive image and brand creation, particularly on the world market, as these two parameters have a great influence on the overall score of economic significance in the CREM model. This thematic route has a probability of cross-border cooperation, due to several sites (Smederevo fortress, Ram fortress, Golubac fortress) being located on or connected to the Serbian border with the Republic of Romania. Also, there are numerous similar sites in Croatia, Bosnia and Herzegovina, Montenegro, North Macedonia, Bulgaria, Romania, and Hungary, so linking these sites in a unique route could acquire an international character. It would attract more foreign visitors and make it globally recognisable.

When it comes to the Protection and Conservation Values (PCV) (11 points), it can be observed that the current condition of the sites on the route is medium-rated. All of the mentioned fortresses suffered great damages throughout the centuries due to the conquest wars of the Ottomans, Austrians, Romans, and Serbs, and due to conflicts such as the First and Second World War. Some of them are completely restored (the Golubac and Ram Fortresses), and some of them are partially reconstructed, as is the case with the Smederevo Fortress. The Niš Fortress and the Petrovaradin Fortress are in good condition, but some parts of these sites are still in need of reconstruction. The ravages of time are also meritorious for their current appearance. The vulnerability level of the fortresses was rated as low because the forts are built with stone and concrete, so the sites can be visited by a large number of visitors without serious damages. Each site on the route is protected on a national level. The admittance of any of these sites to the UNESCO World Heritage List could potentially lead to the recognition of this route all around the world. A suitable number of tourists per site at a given time could exceed 50 visitors.

Due to the large surfaces the sites cover individually, more than 50 visitors at a time would not lead to the physical damage or destruction of any of the sites.

Tourism-specific Values (TSV) are also rated as relatively high (63.5 points). When analysing Functional Values (FV) (15 points), it was noted that the route has a highly convenient location. Each site can be easily accessed by car or bus due to the good connections of high quality roads. Several sites are located in Serbia's biggest and most populated cities (Belgrade, Novi Sad, Niš), and they are close to a motorway of transnational importance (E-75) which connects Europe and Asia. There are international airports near Belgrade and Niš, so this route is easily accessible to international tourists by plane. The fortifications located in Eastern Serbia (the Ram Fortress and the Golubac Fortress) are not so far away from the major national emissive centre (the distance between Belgrade and Golubac is 130km). The Danube River is another corridor (international corridor 7) linking these sites, as the majority of them are located along the Danube River (the Petrovaradin Fortress, the Belgrade Fortress, the Smederevo Fortress, the Ram Fortress, and the Golubac Fortress). Although the Golubac Fortress and the Ram Fortress are located in less developed areas, they are rich in cultural and natural assets complementing the tourist offer associated with the route. Eastern Serbia is famous for various geoheritage objects. The Đerdap Gorge is well-known for its great cultural assets (Roman heritage, medieval forts, Lepenski Vir - Neolithic archaeological site, etc.), and it represents one of the national parks of Serbia and the first Serbian geopark. Thus, there is a possibility of linking this route with other types of tourism characteristic of the Danube region, such as cycling tourism (Pavluković, Nikić, & Stankov, 2020), food and beverage tourism (Vuksanović, Tešanović, Demirović, & Kalenjuk, 2019), or rural tourism (Bratić, Marjanović, Radivojević, & Pavlović, 2021). Other sites are located in the big cities of Serbia, so there are plenty of anthropogenic and natural attractions in their immediate vicinity. Regarding tourist signalisation, it is rated as low. There are a few information panels with the location and the proximity of the forts, but they are located only in the city centres (Novi Sad, Belgrade, Niš). The Golubac Fortress is the only site with a number of information panels showing the location and proximity of the fort, located both along motorway E-75 throughout Serbia and on regional roads. Thus, the improvement of tourist signalisation showing the fortresses' location and proximity, primarily along international roads, is very important for the promotion of these cultural heritage sites. Also, signalisation in the peripheral areas of the cities can make the fortresses easier to find.

The Additional Values (AV) of the route (48.5 points) show some deficiencies related to tourism development. Promotional activities are on a national level, and very limited. The major limitation is that the route

does not have its own website with all the important information about the sites and the route itself. Some of the fortresses, like the Smederevo Fortress⁴, the Golubac Fortress⁵, and the Ram Fortress⁶ have their own websites, and this has had a great impact on promotional activities because the websites provide all the necessary information about the sites. Other fortresses are presented through the tourist organisation websites of the cities they are located in. The Tourist Organisation of Serbia also promotes the tourist route *Fortresses on the Danube River*, linking together the Petrovaradin Fortress, the Belgrade Fortress, the Smederevo Fortress, the Ram Fortress and the Golubac Fortress in a unique tourist product⁷. The funds allocated to the promotion are very limited, so it is important to make use of electronic media because of their popularity, wide range, and low cost of advertising. Key trends in marketing strategies address the use of internet marketing and promotional activities (Marjanović, Tomić, Radivojević, & Marković, 2021). Hostelry and restaurant services were assigned the highest grade, since all the sites possess a diverse offer of accommodations and restaurants in their vicinity. Most of the sites are located in large cities, so there is a varied offer of accommodations and restaurants. The Golubac Fortress and the Ram Fortress are far from larger cities, but even so, both sites possess all of the required facilities near them. The Golubac Fortress is located in NP Đerdap, so there are many types of accommodation and restaurant facilities in its immediate vicinity. Also, the Ram Fortress is located near famous tourist destinations on the Danube River, the town of Veliko Gradište, and the Silver Lake. Regarding additional tourism infrastructure along the route, it is evaluated as medium, because some of the sites are missing basic tourism infrastructure, such as marked tourism pathways, toilets, and resting places. Each site provides a tour guide service, or a tour guide is provided for the site by tourist organisations; however, the levels of expertise, knowledge of foreign languages, and interpretive skills differ. This thematic route needs high-quality multilingual interpreters, with great interpretive skills and a high level of expertise. Educating tour guides for the purpose of route creation, as well as applying good practices of training, would benefit the interpretation. The possibilities for the provision of an authentic experience and interpretation are rated the highest, as many interesting stories can be relayed about the historical events related to the sites, their meaning and purpose in the past, and the interactions among the people who lived there. This provides an excep-

⁴ www.smederevskatvrldjava.com

⁵ www.tvrldjavagolubackigrad.rs

⁶ www.ramskatvrldjava.rs

⁷ <https://www.serbia.travel/en/explore-serbia/thematic-routes/fortresses-on-the-danube>, Accessed on 23/09/22

tional opportunity for organising different thematic events which would offer an authentic experience for tourists. Interesting stories about the fortifications, and the history of ancestors and their relations represent a great potential basis for the reconstruction of historical events and the creation of animated performances, which would provide a great interactive experience for tourists. The level of tourist visits is highly rated, as the sites are a part of the cultural assets of the tourist offer of the cities in or near which the fortresses are located. Also, some of them are the hosts of international music events. The Petrovaradin Fortress hosts the well-known international music festival *EXIT*. The Belgrade Fortress hosts the famous *BEER FEST*. The Niš Fortress hosts the international jazz festival *NISHVILLE*. Many other manifestations are held in the fortresses along the route, so they are very popular tourist destinations. All of the fortresses along the route are a part of student excursions. The existence of additional interpretive facilities and content is rated medium. Only the Golubac Fortress has a Visitors' Centre, while other sites have small Information Centres. Visitors' Centres are very important, as they are places which allow visitors to get information about the site or the attractions, hire guides or rent audio guides, buy brochures, maps and souvenirs, or learn about history and important events from the past through demonstration or animation.

Info boards are very useful for tourists, as they provide information about the sites and they supplement the total impression of the tourists. These visual elements represent an important component of the overall tourist experience (Marjanović et al., 2022a; Marjanović et al., 2022b). The number of info boards and the quality of their interpretation is not equal across all sites. The Golubac Fortress has many info panels with colourful illustrations and quality bilingual interpretations of the history of the fortress, as well as codes for quick response (QR code). Other evaluated sites possess info panels, but the quality of their interpretation is at a medium level (basic information about the site, lower quality of illustrations). It is very important to improve the quality of info panels so self-guided tourists can enjoy the full experience too.

Regarding the final score of the assessment, the Main values (71) of the route are equal to the Tourism-specific Values (63.5). Following the overall score, it can be seen that the route is put in the field (F33) of the CREM matrix (Fig. 2), which means that the route has a high probability of being successfully implemented. This result shows that the route has a great possibility of becoming internationally acknowledged. Each of the sites has the required infrastructure, and they are already being visited by a large number of tourists. Nevertheless, more significant actions are necessary to connect all of the fortresses in a distinctive way. The aim of these particular actions should be the improvement of the quality of the tour guide service and the info boards, as these subindicators are among

those with the highest importance factor values in the CREM model. The advertising and spreading of the word among both domestic and international visitors about this unique tourism product will highlight the CH in Serbia. A lot of information could be received from the well-known European CR *Fortified towns of the Grand region* regarding management techniques, promotional activities, educational programmes, and guide training programmes. The Golubac Fortress is part of an international project for castles and forts in V4 countries, and the Western Balkans and Danube regions, supported by the European Union⁸. This provides an opportunity for international promotion and brand creation. This could contribute to the creation of the CR of fortified towns. The Golubac Fortress is a good example of a successful combination of history and entrepreneurship, as it is a well-known and successfully managed fortification in Serbia.

Table 1. The final score of the assessment

Route name	MV	Σ	TSV	Σ	Field
	SV+RSV+ES+PCV		FV+AV		
The route of fortified towns in Serbia	24+15+21+11	71	15+48.5	63.5	F33

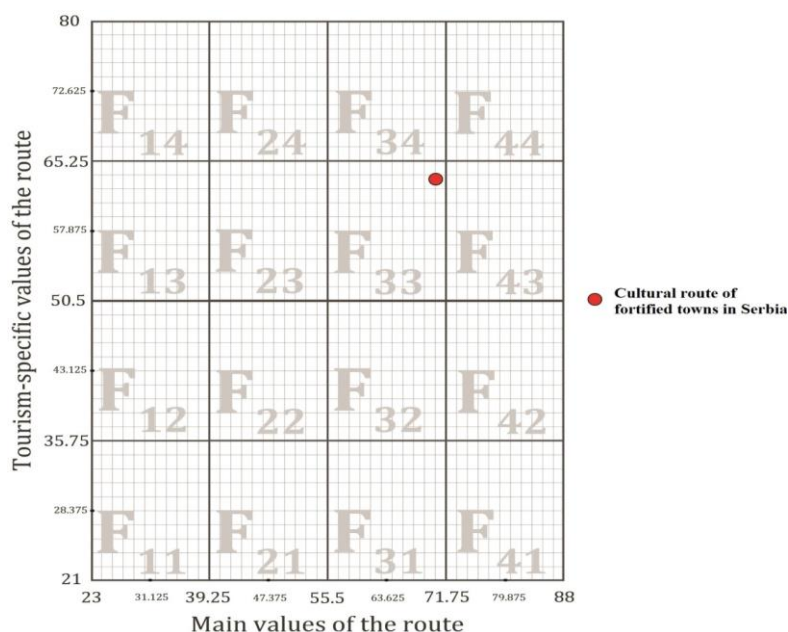


Fig 2. Position of the route of the fortified towns of Serbia in the CREM matrix

⁸ www.castlesregions.eu

CONCLUSION

This study applied the CREM model in order to highlight the possibility for the creation of a CR of fortified towns in Serbia, as well as its tourism potential and economic benefits. The results showed that this route has great tourism potential and could have multiple benefits. The route of fortified towns should be included and highlighted in the upcoming tourism development plan of Serbia, so that it can become a prosperous tourism product. Ingenuity and inventiveness are the foundation of lucrative tourism businesses in the contemporary tourism market. After the initial implementation of the route, one of the main components of its continuous and feasible progress would be the supervision of the tourists' motivation, expectations, limitations, and other aspects that have an impact on how the route functions. Additionally, modern advertising approaches should be applied, so the route can get a higher level of recognition worldwide. The route can influence the creation of new businesses and infrastructure development. While promoting the CH of Serbia through a thematic route of fortified towns, this CR has several aims, and they are the satisfaction of tourists' expectations, job creation, and revenue generation for local residents. This route should generate funds for the preservation of each site along the route, and should enable the development of tourism in a sustainable way. The aim of this study was to represent an original and unique tourism product. The fortifications in Serbia have already got quite a high level of acknowledgment and appreciation, but linking these sites in a thematic route will help them become well-known tourism products in the upcoming period. The ability of the CH to attract a large number of tourists is of great importance for tourism development. Numerous tourist visits will bring economic benefits for the local communities along the route. Varied additional content along the route will affect the attractiveness of the route itself. The possibility of visiting archaeological sites near the fortifications, which had a great influence on their formation, links history and culture in a distinctive way. The establishment of the route of fortified towns in Serbia will surely contribute to brand creation, and place Serbia on the world map of creative tourism.

REFERENCES

- Ahmetović, T. (1994). Tourism assessment of cultural and historical monuments — Case study Monasteries of Fruška Gora Mountain. *Researches Review of the Institute for Geography*, 24, 159–172.
- Antić, A., Tomić, N., Đorđević, T., & Marković, S. (2021). Promoting palaeontological heritage of mammoths in Serbia through a cross-country thematic route. *Geoheritage*, 13(1), 1-16. <https://doi.org/10.1007/s12371-021-00530-6>
- Belij, S., Ilinčić, M., Belij, J., & Belij, M. (2014). Sustainable planning and tourism development policy exemplified by medieval fortresses along the river Danube.

- Glasnik Srpskog geografskog društva*, 94(3), 69-82. <https://doi.org/10.2298/GSGD1403069B>
- Benfield, R. W. (2001). Good things come to those who wait: Sustainable tourism and timed entry at Sissinghurst Castle Garden, Kent. *Tourism Geographies*, 3(2), 207-217. <https://doi.org/10.1080/14616680010030275>
- Berti, E. (2015). The cultural context: fundamental resolutions and conventions at the European and international level. In *Council of Europe, Cultural Routes Management: From Theory to Practice* (pp. 23-33), Strasbourg, Council of Europe Publishing.
- Besermenji, S., Pivac, T., & Wallrabenstein, K. (2009). Significance of the Authentic Ambience of the Petrovaradin Fortress on the Attractiveness of EXIT Festival. *Geographica Pannonica*, 13(2), 66-74.
- Blagojević, M. R., Milošević, G., Milić, R. J., & Nikolić, M. (2013). A new life of the Ottoman fortress Ram. *Journal of cultural heritage*, 14(3), 20-24.
- Boateng, H., Okoe, A. F., & Hinson, R. E. (2018). Dark tourism: Exploring tourist's experience at the Cape Coast Castle, Ghana. *Tourism management perspectives*, 27, 104-110. <https://doi.org/10.1016/j.tmp.2018.05.004>
- Bogacz-Wojtanowska, E., Góral, A., & Bugdol, M. (2019). The role of trust in sustainable heritage management networks. case study of selected cultural routes in Poland. *Sustainability*, 11(10), 2844. <https://doi.org/10.3390/su11102844>
- Bogacz-Wojtanowska, E., & Góral, A. (2018). Networks or structures? Organizing cultural routes around heritage values. Case studies from Poland. *Humanistic Management Journal*, 3(2), 253-277. <https://doi.org/10.1007/s41463-018-0042-1>
- Božić, S., & Tomić, N. (2016). Developing the cultural route evaluation model (CREM) and its application on the Trail of Roman Emperors, Serbia. *Tourism management perspectives*, 17, 26-35. <https://doi.org/10.1016/j.tmp.2015.11.002>
- Bratić, M., Marjanović, M., Raivojević, A., Pavlović M. (2021). Motivation and segmentation of tourists in rural areas: case study of Serbia. *Teme*, 3, 867-883. <https://doi.org/10.22190/TEME200810051Z>
- Chen, G., & Huang, S. (2018). Understanding Chinese cultural tourists: Typology and profile. *Journal of Travel & Tourism Marketing*, 35(2), 162-177. <https://doi.org/10.1080/10548408.2017.1350253>
- Council of Europe. Impact of European Cultural Routes on SMEs' Innovation and Competitiveness: Provisional Edition. Strasbourg: Council of Europe Publishing. (2011).
- Czifra, S., Pálincás, A., Márkus, Z. L., Szkaliczki, T., Veres, M., & Weisz, Z. (2019). Smart Solutions for Guided Cultural Routes along the Iron Age Archaeological Sites of the Danube Basin. *Digital Presentation and Preservation of Cultural and Scientific Heritage*, 9, 43-54.
- du Cros, H. (2001). A new model to assist in planning for sustainable cultural heritage tourism. *Int J Tour Res*, 3, 165-170. <https://doi.org/10.1002/jtr.297>
- Erhartič, B. (2010). Geomorphosite assessment. *Acta Geographica Slovenica*, 50(2), 295-319. <https://doi.org/10.3986/AGS50206>
- Gajete, J. M. M., Rojas, R. H., & Millán, M. G. D. (2018). Turismo de Castillos y fortalezas: La ruta de los templarios en España. *International journal of scientific management and tourism*, 4(1), 469-484.
- Graf, M., & Popesku, J. (2016). Cultural routes as innovative tourism products and possibilities of their development. *International Journal of Cultural and Digital Tourism*, 3(1), 24-44.
- Koo, S., Kim, J., Kim, C., Kim, J., & Cha, H. S. (2019). Development of an augmented reality tour guide for a cultural heritage site. *Journal on Computing and Cultural Heritage*, 12(4), 1-24. <https://doi.org/10.1145/3317552>

- Laing, J., Wheeler, F., Reeves, K., & Frost, W. (2014). Assessing the experiential value of heritage assets: a case study of a Chinese heritage precinct, Bendigo, Australia. *Tour Manag*, 40, 180–192. <https://doi.org/10.1016/j.tourman.2013.06.004>
- Lečić, N., Mitković, P., & Manić, B. (2017). Tourist valorisation of medieval fortresses along the Danube river: From the Serbian perspective. *Facta Universitatis, Series: Architecture and Civil Engineering*, 15(3), 465-475.
- Lourens, M. (2007). Route tourism: a roadmap for successful destinations and local economic development. *Development Southern Africa*, 24, 475–490. <https://doi.org/10.1080/03768350701445574>
- Marina, L., Muntean, A., & Stefani, C. (2009). Development directions for the tourism offer of the Alba Iulia Fortress. Qualitative assessments. *Annales Universitatis Apulensis: Series Oeconomica*, 11(2), 1041.
- Marjanović, M., Radivojević A.R., Antić, A., Peppoloni S., Di Capua, G., Lazarević, J., Marković, R., Tomić, N., Milićević, A., Langović, Z., Mišić, I., & Marković, S. B. (2022a). Geotourism and geoethics as support for rural development in the Knjaževac municipality, Serbia. *Open Geosciences*, 14(1), 794-812. <https://doi.org/10.1515/geo-2022-0388>
- Marjanović, M., Milenković, J., Lukić, M., Tomić, N., Antić, A., Marković, R. S., Atanasijević, J., Božić, D., Buhmiller, S., Radaković, M., Radivojević, A., Milićević, A., Gavrilov, M., & Marković, S. B. (2022b). Geomorphological and hydrological heritage of Mt. Stara Planina in SE Serbia: From river protection initiative to potential geotouristic destination. *Open Geosciences*, 14(1), 275-293. <https://doi.org/10.1515/geo-2022-0340>
- Marjanović, M., Tomić, N., Radivojević, A. R., & Marković, S. B. (2021). Assessing the geotourism potential of the Niš city area (Southeast Serbia). *Geoheritage*, 13(3), 1-18. <https://doi.org/10.1007/s12371-021-00597-1>
- Mason, R. (2002). Assessing values in conservation planning: methodological issues and choices. In M. De la Torre (Ed.), *Assessing the values of cultural heritage* (5–30). Research report. Los Angeles: The Getty Conservation Institute.
- McKercher, B. (2020). Cultural tourism market: a perspective paper, *Tourism Review*, 75 (1), 126-129. <https://doi.org/10.1108/TR-03-2019-0096>
- McKercher, R., & Ho, P. (2006). Assessing the tourism potential of smaller cultural and heritage attractions. *J Sustain Tour*, 14, 473–488
- Meyer, D. (2004). *Tourism routes and gateways: Key issues for the development of tourism routes and gateways and their potential for Pro-Poor Tourism*. London: Overseas Development Institute.
- Morar, C., Grama, V., Stupariu, I. M., Nagy, G., Boros, L., Tiba, Al., Gozner, M., & Szabo-Alexi, S. (2020). Local perspectives over cultural tourism to heritage sites: the case study of Oradea Fortress (Romania). *GeoJournal of Tourism and Geosites*, 33, 1470-1479. <https://doi.org/10.30892/gtg.334spl04-595>
- Muzaini, H., Teo, P., & Yeoh, B. S. (2007). Intimations of postmodernity in dark tourism: The fate of history at Fort Siloso, Singapore. *Journal of tourism and Cultural Change*, 5(1), 28-45. <https://doi.org/10.2167/jtcc082.0>
- Pavluković, V., Nikić, B., & Stankov, U. (2020). Local residents' attitudes towards cycling tourism in the upper Danube region (Serbia). *Teme*, XLIV(3), 913-928. <https://doi.org/10.22190/TEME181014062P>
- Pattanaro, G., & Pistocchi, F. (2016). Linking destinations through sustainable cultural routes. *Symphonya. Emerging Issues in Management*, 1, 83-96.
- Pereira, P., Pereira, D., & Caetano Alves, M.I. (2007). Geomorphosite assessment in Montesinho Natural Park (Portugal). *Geogr Helvetica*, 62, 159–168. <https://doi.org/10.5194/gh-62-159-2007>

- Pralong, J.P. (2005). A method for assessing the tourist potential and use of geomorphological sites. *Géomorphologie: Relief, processus, environnement*, 3, 189–196.
- Radosavljević, U., & Kuletin Čulafić, I. (2019). Use of cultural heritage for place branding in educational projects: The case of Smederevo and Golubac fortress on the Danube. *Sustainability*, 11(9), 5234. <https://doi.org/10.3390/su11195234>
- Rakocija, J. M. (2013). The Fortress in the Center of the City-Nis, Serbia: Urban Landscape Architecture for the Historical and Cultural Site (No. GRI-2014-12703). Master's thesis. Aristotle University of Thessaloniki. Retrieved from <http://ikee.lib.auth.gr/record/134691/files/?ln=en>
- Reynard, E., Fontana, G., Kozlik, L., & Scapozza, C. (2007). A method for assessing "scientific" and "additional values" of geomorphosites. *Geogr Helvetica*, 62, 148–158. <https://doi.org/10.5194/gh-62-148-2007>
- Richards, G. (2018). Cultural tourism: A review of recent research and trends. *Journal of Hospitality and Tourism Management*, 36, 12-21. <https://doi.org/10.1016/j.jhtm.2018.03.005>
- Sanches, M., Secomandi, E., Scherer, M., & de Castro, A. V. (2009). Tourism in Fortress: the Process of Creating a Latin American Network. *Journal of Coastal Research*, 56, 1150-1153.
- Santa, E. D., & Tiatco, A. (2019). Tourism, heritage and cultural performance: Developing a modality of heritage tourism. *Tourism Management Perspectives*, 31, 301-309. <https://doi.org/10.1016/j.tmp.2019.06.001>
- Sarmiento, J. (2010). Fort Jesus: guiding the past and contesting the present in Kenya. *Tourism Geographies*, 12(2), 246-263. <https://doi.org/10.1080/14616681003725185>
- Severo, M. (2017). European Cultural Routes: Building a Multi-Actor Approach. *Museum International*, 69(1-2), 136-145. <https://doi.org/10.1111/muse.12157>
- Sharma, M. (2008). Forts of Rajasthan and recent tourist inclinations. *South Asian Journal of Tourism and Heritage*, 1(1), 87-90.
- Song, H., Park, C., & Kim, M. (2020). Tourism Destination Management Strategy for Young Children: Willingness to Pay for Child-Friendly Tourism Facilities and Services at a Heritage Site. *International Journal of Environmental Research and Public Health*, 17(19), 7100. <https://doi.org/10.3390/ijerph17197100>
- Song, H., & Kim, H. (2019). Value-based profiles of visitors to a world heritage site: The case of Suwon Hwaseong Fortress (in South Korea). *Sustainability*, 11(1), 132. <https://doi.org/10.3390/su11010132>
- Stoddart, H., & Rogerson, C. (2009). Tourism routes, local economic promotion and propoor development: The case of the Crocodile Ramble. *Africa Insight*, 38(4), 10–26.
- Stanojlović, A., Čurčić, N., & Pavlović, N. (2010). Tourism valorisation of site 'Lazar's town' in Kruševac. *Journal of the Geographical Institute "Jovan Cvijic", SASA*, 60(2), 77-92.
- Timothy, D., & Boyd, S. (2006). Heritage tourism in the 21st century: valued traditions and new perspectives. *Journal of Heritage Tourism*, 1(1), 1–16. <https://doi.org/10.1080/17438730608668462>
- Tomić, N., & Božić, S. (2014). A modified geosite assessment model (MGAM) and its application on the Lazar Canyon area (Serbia). *Int J Environ Res*, 8(4), 1041–1052.
- Tomić, N. (2011). The potential of Lazar Canyon (Serbia) as a geotourism destination: inventory and evaluation. *Geographica Pannonica*, 15, 103–112. 10.5937/GeoPan1103103T
- Tomka, D. (1994). Tourism assessment of cultural and historical monuments—case study monasteries of Fruška Gora Mountain. *Res Rev Instit Geogr*, 24, 159–172

- Throsby, D. (2006). The value of cultural heritage: what can economics tell us? In K. Clark (Ed.), *Capturing the public value of heritage* (pp. 40–43). London: English Heritage.
- Tuan, H. T., & Navrud, S. (2008). Capturing the benefits of preserving cultural heritage. *Journal of Cultural Heritage*, 9, 326–337. <https://doi.org/10.1016/j.culher.2008.05.001>
- Vaništa Lazarevic, E., Komatina, D., Maric, J., & Vucur, A. (2019). Valorisation and revitalization of heritage alongside Danube river: case study of Smederevo castle. In *Places and technologies 2019: keeping up with technologies to turn built heritage into the places of future generations: conference proceeding: 6th international academic conference, Pécs, Hungary, 9-10 May 2019* (pp. 410-419). Pécs: University of Pécs Faculty of Engineering and Information Technology.
- Vuksanović, N., Tešanović, D., Demirović, D., & Kalenjuk, B. (2019). Experiencing destination through local food and beverages – the case study of Republic of Serbia. *Teme*, XLIII(2), 439-453. <https://doi.org/10.22190/TEME171219027V>
- World Tourism Organization. *Tourism and Culture Synergies*, UNWTO, Madrid, (2018).
- Zaraś-Januszkiewicz, E., Botwina, J., Żarska, B., Swoczyna, T., & Krupa, T. (2020). Fortresses as specific areas of urban greenery defining the uniqueness of the urban cultural landscape: Warsaw Fortress—a case study. *Sustainability*, 12(3), 1043. <https://doi.org/10.3390/su12031043>
- Zouros, N.C. (2007). Geomorphosite assessment and management in protected areas of Greece. The case of the Lesvos island coastal geomorphosites. *Geogr Helvetica*, 62, 169–180. <https://doi.org/10.5194/gh-62-169-2007>
- <https://www.coe.int/en/web/cultural-routes/serbia>; (accessed on 22.09.2022).
- <https://www.coe.int/en/web/cultural-routes/by-theme> (accessed 23.09.2022)
- www.tvrdjavagolubackigrad.rs (accessed 23.09.2022)
- <https://www.coe.int/en/web/cultural-routes/fortified-towns-of-the-grande-region> (Accessed 23.09.2022.)
- www.smederevskatvrdjava.com (accessed 23.09.2022)
- www.ramskatvrdjava.rs (accessed 23.09.2022)
- <https://www.serbia.travel/en/explore-serbia/thematic-routes/fortresses-on-the-danube> (accessed 23.09.2022.)
- www.castlesregions.eu (accessed 23.09.2022.)

МОГУЋНОСТ ПРОМОЦИЈЕ КУЛТУРНОГ НАСЛЕЂА СРБИЈЕ КРОЗ КУЛТУРНУ РУТУ УТВРЂЕНИХ ГРАДОВА

Милош Марјановић¹, Растко С. Марковић², Немања Томић¹,
Нинослав Голубовић², Златко Јанговић³, Александар Р. Радивојевић²

¹Универзитет у Новом Саду, Природно-математички факултет, Нови Сад, Србија

²Универзитет у Нишу, Природно-математички факултет, Ниш, Србија

³Универзитет у Крагујевцу, Факултет за хотелијерство и туризам у Врњачкој Бањи,
Врњачка Бања, Србија

Резиме

Промоција утврђених градова, као значајног културног наслеђа Србије, представља битан елемент развоја туризма. Основни циљ овог рада је да укаже на туристички потенцијал утврђења у Србији и да истражи могућност креирања кул-

турне руте утврђених градова. Рута се састоји од шест тврђава у Србији. Применом модела CREM (Cultural Route Evaluation Model) процењене су могућности за креирање културне руте и туристички потенцијал сваког утврђења. CREM модел је пружио основне информације о могућностима развоја културне руте и указао је на потребе за унапређењем и туристичким уређењем сваког локалитета. У раду је указано на појединости које треба унапредити како би тврђаве биле посећене од стране већег броја туриста у наредном периоду. За потребе овог истраживања, изабране су тврђаве које су већ афирмисане као туристичке атракције, а то су: Петроварадин у Новом Саду, Београдска тврђава, Смедеревска тврђава, тврђава Рам, Голубачка тврђава и Нишка тврђава. Добијени резултати указују на то да потенцијална културна рута има релативно високу оцену Главних вредности. Историјске, Уметничке, Друштвене, Образовне и Истраживачке вредности су високо оцењене. Веза руте са културним идентитетом земље и региона је значајна, јер се тематска рута односи на период који је уско повезан са културом региона и земље. Историјска вредност руте је високо оцењена јер ова утврђења пружају драгоцене податке о прошлим временима и начину живота, будући да су локалитети имали важну улогу у српској историји. Сви вредновани локалитети се налазе у туристичкој понуди и најрепрезентативнији су локалитети ове врсте у Србији. Значајно је истаћи да тема ове културне руте свакако спада у групу високо привлачних, јер је Савет Европе 2016. године покренуо културну руту утврђених градова Велике регије, која обухвата регион између Француске, Немачке, Белгије и Луксембурга. Приоритет руте утврђених градова у Србији је повезивање више региона и допринос локалном друштву стварањем нових радних места и позитивним утицајем на раст локалног бизниса, и туристичких производа и услуга. Економски допринос локалној заједници могао би бити од великог значаја јер се нека утврђења налазе у мање развијеним подручјима. Стога би културни туризам могао бити значајан за економски развој ненасељених подручја, за отварање нових радних места и за привлачење нових инвестиција. Културна рута утврђених градова у Србији може допринети стварању позитивног имиџа и креирању туристичког бренда, посебно на светском тржишту. Ова тематска рута показује потенцијал за прекограничну сарадњу, јер се неколико локалитета (Смедеревска тврђава, Рамска тврђава, Голубачка тврђава) налази на, или је повезано са границом Србије и Републике Румуније. Такође, бројни слични локалитети постоје у Хрватској, Босни и Херцеговини, Црној Гори, Северној Македонији, Бугарској, Румунији и Мађарској. Повезивањем ових утврђења, ова рута би могла имати међународни карактер. Културна рута утврђених градова треба да буде укључена и истакнута у предстојећем плану развоја туризма Србије, како би постала просперитетни туристички производ. Потенцијална културна рута би имала неколико важнијих циљева, а то су: да задовољи очекивања туриста, подстакне отварање нових радних места и постане уносна за становнике уз промоцију културног наслеђа Србије кроз тематску руту утврђених градова. Она треба да буде самоодржива и да генерише средства за очување сваког од локалитета, тј. да омогући развој туризма на одржив начин. Циљ ове студије је представљање оригиналног и јединственог туристичког производа. Утврђења у Србији су већ добила прилично висок ниво признања и уважавања, али повезивање ових локалитета у тематску руту помогло би им да у наредном периоду постану препознатљиви туристички производи. Различити додатни садржаји дуж руте утицаће на атрактивност саме руте. Могућност посете археолошких налазишта у близини утврђења, која су имала велики утицај на њихово формирање, на посебан начин повезује историју и културу. Успостављање руте утврђених градова у Србији сигурно ће допринети креирању бренда, те осигурати Србији место на светској мапи креативног туризма.