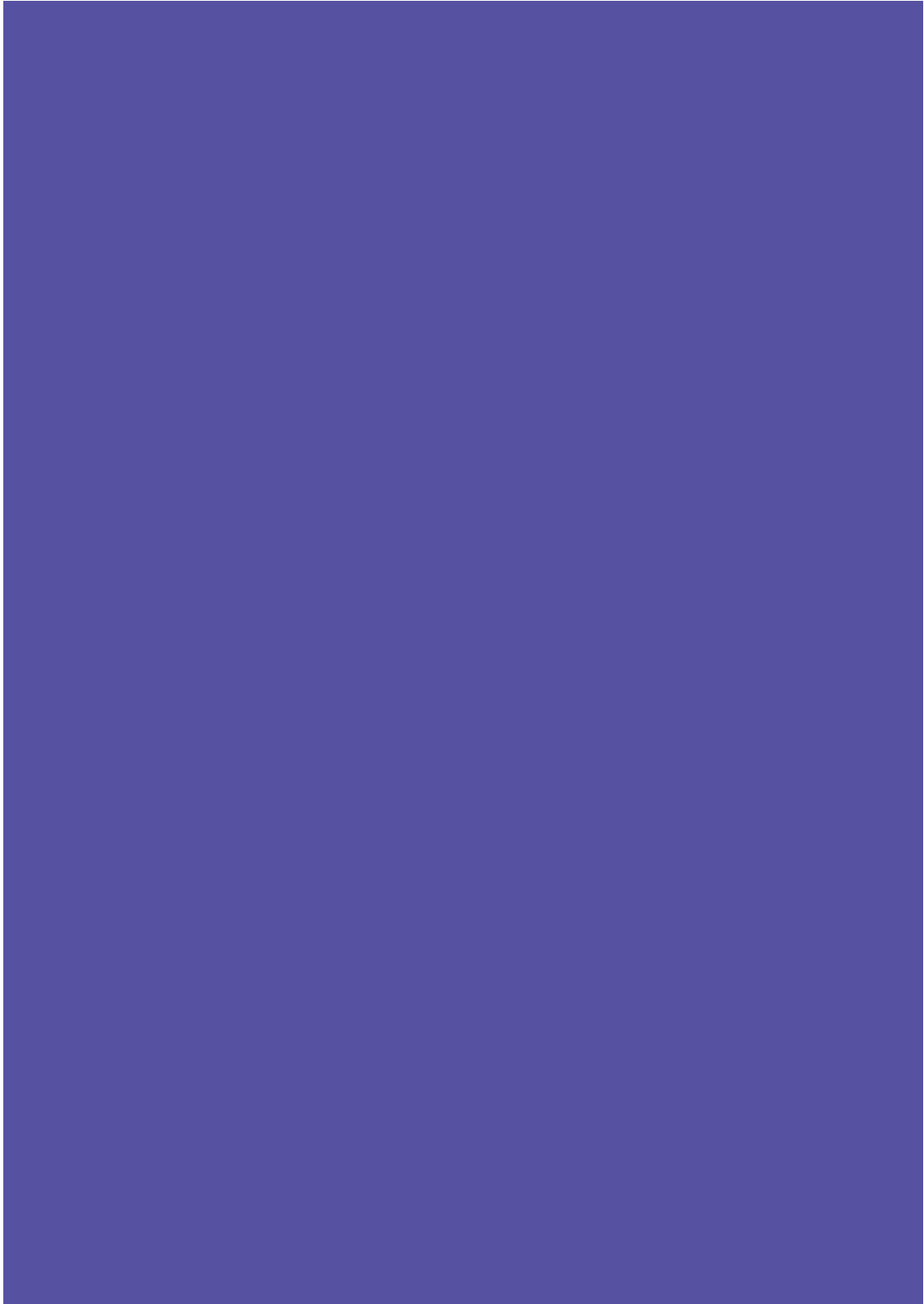


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PLACES AND TECHNOLOGIES**

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CULTURAL TOURISM AS A NEW DRIVING FORCE FOR A SETTLEMENT REVITALISATION: THE CASE OF GOLUBAC MUNICIPALITY IN IRON GATES REGION, SERBIA

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ABSTRACT

Cultural tourism is internationally considered as a very efficient tool for the sustainable revitalisation of somnolent settlements and regions. However, successful cultural tourism needs two components: cultural and natural heritage as its nucleus and supportive environment, containing advanced services and infrastructure. Major task is usually how to develop the later component.

A perfect case study is Golubac Municipality in eastern Serbia. This municipality is located in the entrance part of Iron Gates / Đerdap, the most magnificent gorge of the Danube. Even though heritage is abundant and cultural tourism is not a novelty, it can be at much higher level and more encouraging for declining local community. This is probably the impact of the long-lasting isolation of Iron Gates region. Actually, this isolation have caused two opposite tendencies in last two centuries; from one side, isolation has preserved beautiful nature, local tradition and ambient; in the other side, it has prevented the modernisation of the region, causing socio-economic problems. Cultural tourism can play a new driving force to bridge these extremes. The number and influence of cultural tourists have already exponentially arisen in recent years. In peak seasons, tourism sector in Iron Gates is straggling to offer decent tourist product to them. Hence, the further development needs its diversification and sophistication.

The aim of this paper is related to the territorial aspect of the diversification and sophistication. It analyses the potentials and obstacles for spatial diversification of the settlements in Golubac Municipality for cultural tourism and according their inherited features. This is done through the comparison of these features and the different types of cultural tourism. The final insights are given as recommendations for the future spatial development of cultural tourism, including a planned spatial organisation of settlement network that will support the development of this prospective field.

Keywords: cultural tourism, settlement revitalisation, spatial network, Iron Gates, Danube

Introduction – Planning of Cultural Tourism and Spatial Revitalisation

Even though cultural tourism is well-known today, its exact definition is still hard to define. It is related with the complexity and broad nature of culture as an integral part of every human society (Csapó, 2012). Apart culture as initial component, the development of the destination of cultural tourism is also closely connected with the strengthening of supportive **tourism infrastructure** (Singh, 2008). It implies all kinds of service industry, including accommodation, transfer, activity and event management, etc (Ivanovic, 2008). Tourism infrastructure is even more important in the already established destinations of cultural tourism, where new developments are mostly linked with it (Solima & Minguzzi, 2014).

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Cultural tourism is becoming more and more **popular way** of tourism globally. In the last two decades, the tourist trips related to the visits to culture and heritage attractions have encompassed a noticeable share in total number of trips (Richards, 2007). Culture and heritage are also very important to make decision about prospective holiday destinations (Childs, n.d.). This is especially true in the case of Europe. By recent estimations, more than ½ of total tourist activities are made by the consumption of cultural heritage (EN, 2005).

With the increase in numbers and share, the position of cultural tourism is rising, too. Therefore, cultural tourism is growing into a very **lucrative sector** for socio-economic development across the world (OECD, 2009). This means that the offer of cultural tourism should be appropriately planned to address arising demand. The development and adequate promotion of tourism infrastructure, such as events, gastronomy and regional network, is particularly important (Russo & van der Bor, 2002).

Becoming an important socio-economic factor necessarily involved a profound imprint into space. It is evident in cultural tourism, which its influence is inevitably reflects in associated **territories** (Jansen-Verbeke, 2009). This is a 'vice-versa' relation. Territorial capacities to enable adequate infrastructure are pointed as one of key elements to develop fruitful link between tourism and culture (OECD, 2005). Hence, interconnection between cultural tourism and territory is clear.

The rapid development of cultural tourism thereby can be used as a new driving force for the **revitalisation** of the somnolent territorial units with preserved tradition and heritage at different levels. This approach has been used successfully in the revitalisation of big cities in last decades (Grodach & Loukaitou-Sideris, 2007; Richards, 2007). Less frequent examples are scrutinised in the case of rural revitalisation (Beel et al, 2017) or the revitalisation of small towns (Lazzeroni et al, 2013).

In these efforts, adequately settled territorial-policy documents can be very useful for the development of cultural tourism (Djukić & Vukmirović, 2012a; Solima & Minguzzi, 2014). The **aim** of this research is to examine how policy-driven documents in territorial planning of a certain area correspond to the current conditions for cultural tourism. These documents can facilitate the joint revitalisation of the settlements in the area through cultural tourism only if they build recognise local potentials. They can be a basis for the prospective specialisation and sophistication of these settlements in cultural tourism, as their comparative advantages. Accordingly, this research is finalised in the set of recommendations that will support the network of the mentioned specialised and sophisticated settlements in cultural tourism.

Methodology and research material

The topic of the research bridges **cultural tourism and territorial development**, which is relatively new for Serbia. Therefore, it follows "policy and practice" structure, which is suitable for a comparative analysis. The first step is to explore planned propositions in cultural tourism in relevant spatial-policy documents for Golubac and Iron Gates Region. The outcomes of these documents are given in the form of criteria for the second analysis. This analysis is based the results from on-site research that was carried during 2017, in cooperation with the Tourist Organisation of Golubac Municipality. Research findings are derived from this comparison and further used to set final recommendations.

Research material consists of relevant spatial-policy documents and the data obtained by on-site research. Selected policy documents encompass both the elements of (cultural) tourism development and territorial/settlement development. Three plans with national and regional importance are selected for research. On-site material combines *in situ* observations and data collection, as well as outputs from discussion with local representatives and experts.

Case Study – Golubac Municipality, Serbia

Evaluation of policy documents

All four selected policy documents are developed by national-level experts and they represent a national perspective on the topic thereof. A common approach in such documents is the integration of strategic planning for territorial and tourism development (Maksin & Milijić, 2010). Therefore, the relation between culture, heritage, tourism and space is deliberately examined in the selected documents, with respect of the territory of Golubac Municipality.

SPATIAL PLAN OF THE SPECIAL-PURPOSE AREA OF E-80 INTERNATIONAL WATERWAY – THE DANUBE (PAN-EUROPEAN CORRIDOR VIII): This plan was enacted in 2010, with the planning horizon of 2025. The purpose of the plan creation is the better utilisation of the Danube as the main water corridor of Serbia, which also contains its cultural and tourist dimension (NASP, 2010). The plan recognises the importance of the Danube as a major tourism route, but only in the case of luxurious tourism (cruising and yachting), i.e. it do not consider properly the roads and cycling paths along the river as equally important tourist routes. The Lower Danube area (Iron Gates Gorge + Negotin march/borderland in the east) is especially mentioned as a rarely valuable territory by cultural heritage and the Iron Gates are named as “the most attractive gorge in Europe” (NASP, 2010, p. 41). However, the weak tourism capacities in rural areas and settlements (where Golubac Municipality belongs) are underlined in the final SWOT analysis.

In the case of Golubac municipality, six settlements along the Danube (including Golubac Town) are incorporated in the plan. Several planning actions are highlighted regarding them:

- New waterway development projects in the municipality: a cruise pier at Golubac Fortress and a renewed marina “Đerdap/iron Gates West” next to the centre of Golubac Town. The village of Dobra and Brnjica are included among potential locations for small marinas;
- The recognition, research and better (tourist) inclusion of traditional buildings and complexes;
- The prevention of “Greenfield” development. New projects must be within the already established building zones of the Danube settlements.

PLAN OF THE SPECIAL-PURPOSE AREA OF “ĐERDAP/IRON GATES” NATIONAL PARK is the similar plan like the previous one by law, but with different focus on the valorisation, preservation and adequate (tourist) promotion of “Đerdap/iron Gates” national park as a natural landscape with extraordinary values (NASP, 2009). Due to its beauty and richness by flora and fauna, the national park is on the tentative list of UNESCO world heritage sites (UNESCO, n.d.). Nevertheless, the plan evenly regards cultural heritage, with a special respect to the most significant cultural heritage, such as Lepenski Vir archaeological site, Golubac and Fetislam Fortress, and medieval monasteries (NASP, 2009, p. 12-13). Among the nationally protected sites of cultural heritage, there are 14 of them which are underwater today, due to the formation of artificial lake in the gorge in the 1970s. The state of tourism is in sharp contrast with abundant heritage. Tourist offer is underdeveloped and often outdated, especially in the case of accommodation. It is limited to the Danube settlements and based mostly on local incentives. Thus, turnover from tourism in the early 2010s was almost 50% of that from the 1980s.

In the case of Golubac municipality, the eastern half of the municipality with five settlements is incorporated in the plan. Three settlements (Golubac, Brnjica, and Dobra) are in the Danube part of the municipality and two settlements (Dvorište, and Krivača) belong to mountainous hinterland. Several planning actions are highlighted regarding them:

- The valorisation, preservation and renewal of vernacular construction and traditional intangible heritage. They should be preserved with tradition economy and presented to tourists in traditional way;
- Better interconnection between neighbour settlements that belong to different municipalities and better cross-mountain connection (north-south direction);
- The differentiation between the Danube riverside and mountainous hinterland in tourism development;
- The opening of a new border crossing in Golubac Municipality (Golubac – Moldava Vece) with ferry/barge connection;
- Reorientation of tourism offer from already developed types (“sport and recreation” tourism) to more rational types, considering local resources: cultural tourism, mountainous tourism, manifestation tourism (in towns) and rural and ethno-tourism (in villages);
- The centre of Golubac Town is planned to be transformed in preserved old ambient with additional facilities, such as a reconstructed marina, modern camping-site and sailing and yachting facilities;
- The complex of Golubac Fortress should be enlarged by new projects, developed in at the periphery of the fortress and functionally and physically adjusted to the fortress as a high-rank cultural heritage and tourism site. This includes the construction of a small tourist village with accommodation (80 beds);
- Four mentioned villages as subordinate tourist localities to Golubac and with special links to mountainous and rural/traditional resources (rural, hunting and eco-tourism, eco-tourist paths, etc.).

REGIONAL SPATIAL PLAN FOR THE AREA OF PODUNAVLJE/DANUBE AND BRANIČEVO DISTRICTS: This plan covers a region as an administrative unit, i.e. it does not follow geographical regions and corridors, such as in the previous two plans. This plan is also newer than the previous ones. Therefore, new positive trends in tourism, achieved last years, are included in the plan. For example, during two-year period (2008/09), the number of tourists increased 80% in this region, which was in noticeable difference than at national level, when it stalled (JUGINUS et al, 2015). The main generator was the Danube as a rediscovered international tourist route. Golubac Fortress is underlined as one of three cultural-heritage sites in the region with exceptional importance at national level.

The Municipality of Golubac is fully included in the plan, but it has a peripheral position in it. This has an influence on the overview of planning solutions – the plan is more general by actions in the case of Golubac. However, several planning actions are highlighted regarding them:

- The formation and construction of new walking and cycling paths along the Danube;
- The reconstruction of a marina in Golubac;
- Better connection of tourism with the other economic activities (agriculture, forestry) – eco- and rural tourism;
- Diversification of tourist offer in all sectors: accommodation, food and drink, outdoor activities, presentation of heritage.

Table 1: Planned actions in tourism through plans.

ACTION	PLAN	PSPA	PSPA	REGIONAL
	DANUBE	ĐERDAP		PLAN
BETTER CONNECTIONS: NEW MUNICIPAL CROSS-BORDER AND CROSS- MOUNTAIN ROADS			+	+
DIFFERENT TOURISM OFFER BETWEEN THE DANUBE AND MOUNTAINOUS SETTLEMENTS IN THE MUNICIPALITY			++	++
RURAL CULTURE AND TOURISM: RECOGNITION, PRESERVATION AND INCLUSION OF VERNACULAR ARCHITECTURE, TRADITIONAL ECONOMY AND CUSTOMS	++		+	+
DIVERSIFICATION OF TOURISM OFFER: NEW TYPES, ESPECIALLY THOSE ORIENTED TO ECO- AND RURAL TOURISM	+		++	++
NEW BORDER CROSSING VIA FERRY/BARGE			++	
NEW PROJECTS IN GOLUBAC TOWN: MARINA, RENEWED TOWN CENTRE (HISTORIC CORE), CAMPING-SITE, SAILING AND YACHTING FACILITIES	+		++	++
NEW PROJECTS IN GOLUBAC FORTRESS: TOURIST VILLAGE WITH ACCOMMODATION FACILITIES	+		++	+
NEW PROJECTS IN THE DANUBE VILLAGES: SMALL MARINAS	++		+	
++ CONCRETELY MENTIONED ACTION / + INDIRECTLY MENTIONED ACTION				

Current Assessment of Golubac

Golubac Municipality is located in Eastern Serbia, next to Romania. Border between two countries in this region is the Danube. The municipality comprises Golubac Town as an administrative seat and 25 villages.

The municipality is one of the smallest by population in Serbia. It has 8,000 inhabitants by the last census from 2011 (SORS, 2014). The bigger demographic concern is the **rapid population decline**; Golubac Municipality has lost more than ½ of population since the Second World War. This decline has been more evident in rural settlements, but the town has had shrinking patterns since the beginnings of post-socialist transition in the early 1990s (SORS, 2014). Side by side with loss of population, the other demographic characteristics are also problematic. For example, 64% of rural population in Golubac Municipality had an education attainment up to finished elementary school by the National census in 2002. This is related to the big share of old contingent in municipal population (NASP, 2010).

The reasons for this situation are mostly connected to economic obstacles. The wide Danube, which has been border for centuries, has caused the spatial isolation of the entire Iron Gates Region. This isolation consequently has produced the lower economic performance during the second half of 20th century, leaving Golubac as underdeveloped agricultural area with limited industrial activities. Since the aforementioned post-socialist transition, deindustrialisation process in the lower Danube region has been also evident (NASP, 2010). Therefore, Golubac is currently positioned as a “devastated area” by a national programme for the balanced regional development of the Republic of Serbia, which means that the level of development is fewer than 50% of national average (Olimpija, n.d.).

Paradoxically, this negative socio-economic situation has enabled the better preservation of heritage and traditional culture in the municipality. Considering size, Golubac Municipality is rich in heritage. The most important heritage assets are Golubac Fortress (Fig. 1) and Tumane Monastery (Fig. 2), positioning cultural tourism as a backbone. Then, the magnificent landscape of the wide Danube in the front of town and the entrance of the Iron Gate Gorge also significantly contribute to the development of tourism. Thus, tourism as an economic sector has

played a key role in the recent decades. Last years, with the rise of international tours through the Iron Gates, tourism was in blossom. For example, the Tourist Office of Golubac registered more than four times more tourists in the municipality in 2017 than in 2016.



Figures 1 & 2: Golubac Fortress and Tumane Monastery: Two most important cultural-heritage sites in Golubac Municipality and major tourist attractions (Author: B. Antonić)

However, due to socio-economic obstacles, **the complete exploitation of tourist potential** is still a task for Golubac. Taking in account the previously stated actions in the examined plans (Table 1), on-site research reveals the following considerations:

BETTER CONNECTIONS: There is no a clear stance at all levels (national, regional, local) towards the national road No 24 passing through the Iron Gates and its settlements. Generally, it is important for their vitality and crucial for the movement of individual tourists, but it also brings heavy road transport (lorries and buses) into settlements. There are several proposals, from preserving status-quo to the constructing of a parallel and very expensive road in the background of the settlements. The opinion of experts from Golubac is somewhere in-between: preserving the current status of the road with new bypasses for heavy transport around settlements.

TWO TOURIST AREAS – the Danubian and mountainous: Tourism is still attached to the settlements along the Danube due to better connections. In mountainous villages, tourist offer does not exist except Tumane Monastery (9 km south from Golubac Town) and its vicinity. For example, just one village household is officially registered in rural tourism. The municipality recently began planning the development of mountainous tourism, focusing on eco-tourism (eco-walking paths) and extreme tourism (Brnjica Gorge tours).

RURAL CULTURE AND TOURISM: Traditional life is mostly preserved in villages, but it is not exploited by tourism. This is especially true for Vlah culture, specific for Eastern Serbia, which is not adequately utilised and it is mainly restricted to annual village celebrations that rarely include external audience. Then, many examples of vernacular architecture are in bad state. Even 2-3 sites of protected vernacular heritage are not adjusted for tourist promotion.

NEW BORDER CROSSING via ferry/barge: This project is very important for the municipality and it is close to be completed. The new border crossing will be located in Usije Village, which is the suburb of the town and close to the biggest weekend-house area in the municipality. This is a perfect location to become a nucleus for the further development thereof.

NEW PROJECTS IN GOLUBAC TOWN: The project for a renewed marina is in progress and the municipality has big expectations from it. The marina will contain the other facilities for water sports (sailing) and water tourism (yachting). However, the other projects in the town core are hard to be implemented in the near future. Historic houses are mostly in private ownership or in restitution process, which disable their proper use for tourism purposes. Financial situation is also an obstacle, because the refurbishment of historic core is seen as the “conglomerate” of many small projects. This complicates the application for financial support at national level,

mostly attached to big investments with above-local significance.

NEW PROJECTS IN GOLUBAC FORTRESS: The reconstruction of Golubac Fortress is almost completed as well as belonging facilities (visitor centre, parking, pier for vessels). However, the implementation of a small resort in background is still on pending.

NEW PROJECTS IN THE DANUBE VILLAGES are still for the future, even some villages (Dobra, Brnjica, Braničevo) have local incentives for tourist development and already existing small tourism facilities (restaurants and small guest-houses).

Instead of Classic Conclusions - Towards Culturally-driven Settlement Revitalisation

The research presents two opposite sides of cultural tourism in Golubac Municipality in the Iron Gates Region. The explained plans, delivered from national and regional tiers, propose many innovative actions and projects in (cultural) tourism. However, their implementation is expensive, very complex and thereby impossible for implementation just from local tier. This is even true with some actions that are more related to better organisation in spatial manner than with huge financial support from state.

Therefore, this research suggests initial elements for the future development, the **differentiation and specialisation** of 26 settlements regarding tourism. The focus is cultural tourism in Golubac as the most developed and resource-rich type; the other types of tourism are contributing to it. This proposal respect all enlisted actions. The proposal is conceptualised in the following thematic map (Fig. 3), based on tourist clusters and types.

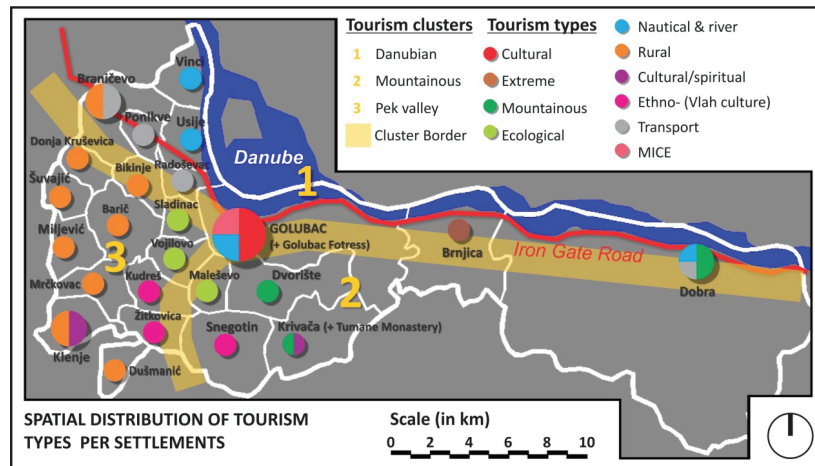


Figure 3: Specialisation and thematisation of tourist offer in Golubac Municipality (Author: B. Antonić)

Presented in graphical/concise way, this research can be viewed as the **first step** forwards. The future steps should adopt concrete spatial projects (marinas, camping site, walking paths, ethno-complexes, etc.) in mind and round the tourist offer for each settlement as a development framework. Each framework should be followed with comprehensive implementation prospects regarding spatial, economical and temporal needs. Formed in these steps, this complex tourism programme can be a useful base for application at national and international/cross-border development programmes.

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