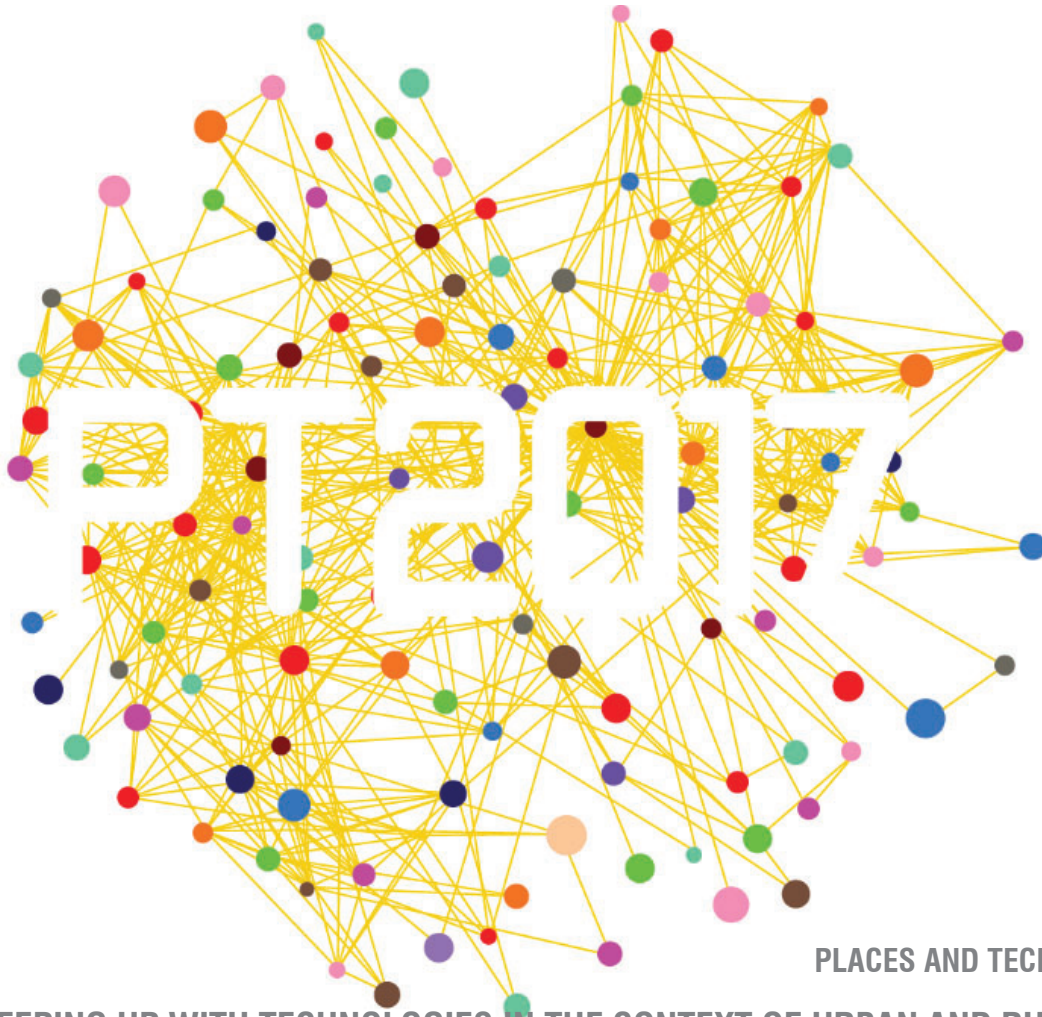


4th International Academic Conference



PLACES AND TECHNOLOGIES 2017
KEEPING UP WITH TECHNOLOGIES IN THE CONTEXT OF URBAN AND RURAL SYNERGY
Book of Conference Proceedings

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08 & 09 JUNE

SARAJEVO

BOSNIA AND HERZEGOVINA

BOOK OF PROCEEDINGS

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KEEPING UP WITH TECHNOLOGIES IN THE CONTEXT OF URBAN AND RURAL
SYNERGY

BOOK OF CONFERENCE PROCEEDINGS

Editors:

Dženana Bijedić, Aleksandra Krstić-Furundžić, Mevludin Zečević



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Dr Vladan Đokić, Dean

University of Belgrade, Faculty of Architecture, Serbia

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University of Sarajevo, Faculty of Architecture, Bosnia and Herzegovina



TOPIC X:
TOURISM FOR URBAN-RURAL SYNERGIES

FOOD TOURISM CONCEPT - CREATING SYNERGY BETWEEN URBAN AND RURAL PLACES - CASE STUDY OF MAGLIČ, SERBIA

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ABSTRACT

Food tourism is being seen as one of the fastest growing industries over the second half of the twentieth century (e.g. Saeter, 1998; Smith, 1988) and a key support for the rural development. In declining rural areas, food tourism is often seen as an additional economic activity and a method of retaining rural regions (Font and Ahjem, 1999). Urban-rural connections are important for poverty assuagement, sustainable rural land use and balanced territorial development in general. Additionally, strong bonds can improve the overall living conditions and employment chances for both rural and urban areas (Tacoli, 1998, 2003; Rosenthal, 2000). The primary purpose of this study is to foster relationships between urban and rural areas by developing a concept proposal for food tourism, through the educational process at the Master course at the Faculty of Architecture, University of Belgrade. The proposal was created during the two theoretical and project-based courses, focused on the sustainable planning and design in the natural environment. The location chosen for the project is a medieval fortress *Maglič* with its surroundings, located in the gorge of Ibar, 20 km south of the city of Kraljevo. Having lost its primary function, the site is nowadays poorly visited. This problem is seen as a challenge to reinvent the urban/rural landscape and create an attractive ambient which relates to the revitalised historical site. As a result, the specific concept of food tourism called “slow food” is developed, both based on tradition and modern values, further elaborated through the planning proposal and urban design project. Following the specific planning and urban design methodology, the extensive research is drawn upon mostly primary and secondary sources, including analysis of urban plans in different scales, comprehensive literature review, as well as cooperation with local authorities and institutions. The full purpose and value of the proposal are confirmed by the city government of Kraljevo and several city agencies and institutes, as the proposal initialized the discussion and revival of the ideas for the important but forgotten historic place and its rural background.

Keywords: Urban and rural places, Food, Tourism, Education, Maglič

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INTRODUCTION

In declining rural areas, food tourism is often seen as an additional economic activity and a method of retaining rural regions (Font and Ahjem, 1999). To achieve a better position in a system determined by a network of global cities, they must be capable to strongly attract the tourists, with specific brands and offers (Čukić, Vukmirović, 2012). Urban-rural connections are important for poverty assuagement, sustainable rural land use and balanced territorial development in general. Additionally, strong bonds can improve the overall living conditions and employment chances for both rural and urban areas (Tacoli, 1998,2003; Rosenthal, 2000). Some of the biggest problems in Serbia are the rapidly decreasing rural population and the decline of rural areas. At the same time, Serbia is facing an excessive accumulation of population in the cities, especially in Belgrade. The problem of poverty and lack of opportunities in rural areas are also presented and identified as push factors for moving to the urban areas, while urban job opportunities could be the pull factor. Strong linkages can improve the living conditions and employment opportunities of the rural population (Tacoli, 1998; Tacoli, 2003).

The primary purpose of this study is to enhance connections between urban and rural areas by developing a concept proposal for overall development by introducing food tourism, as a new concept in Serbia. The paper is primarily focused on the area of the medieval fortress of Maglič near Kraljevo, where the main problems are related to the rural stagnation and depopulation. The main goals of the concept proposal for Maglič area are raising the chances for employment, thus lessening poverty assuagement, providing economical benefit and therefore stopping the process of depopulation. Further objectives aim to reactivate fortress and to motivate people to stay in rural areas, as well as to attract new residents and visitors. In terms of theoretical background, the paper is concentrated on exploring food tourism concept as a type of agro-tourism, which promotes local products and creates added value through direct marketing, simultaneously relying upon the long and successful tradition of Serbian food production and processes, special traditional dishes and restaurant culture that are unique and supported by local people. During the educational process with students of the Master course at the Faculty of Architecture in Belgrade, it was the intention to create the development model for new urbanised areas that would exploit and emphasize these potentials.

BACKGROUND RESEARCH

Educational process and learning by doing methodology

The educational framework for the case study of Maglič was 2 master courses related to the creating and shaping the urban concept in the natural and cultural/historical environment, both within the Master course of Architecture at the Faculty of Architecture, University of Belgrade, during 2016/17. The main aims of the study course were:

- Developing the research skills within the given research and educational methods;



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- Developing skills on specific knowledge, approaches and principles on sustainable development and urban planning and design, with the aim of understanding relations between natural and artificial surroundings;
- Developing the problem-based project related to deprived rural and uninhabited areas with specific natural and cultural values and characteristics;
- The implementation of the principles and of the integrative and sustainable urban planning and urban design;
- Developing critical thinking and creative approach to the existing and realistic planning task, stakeholders and planning practice and its treatment of the case study area.

The importance of the learning-by-doing methods has been emphasised broadly and over a long period (Demirbas and Demirkan, 2003; Kvan and Jia, 2005; Casakin and van Timmeren 2014). Though it has been criticised, it was adopted and implemented worldwide in the schools of architecture and others. Undoubtedly, there is a correlation between the development of students' expertise and the educational model used in a studio (Casakin, 2011). Studios, as the most appropriate form for applying learning-by-doing approach, enhance students' levels of expertise through practical learning (Schön, 1983; Gibbs, 1988). Demirbas and Demirkan (2003) also emphasise the importance of the studio for the architectural higher education, considering it the core of its curriculum. The education in the architectural studio should have three basic components: (i) knowledge (the theoretical part of any education programme that is taught using education technologies); (ii) skills (taught by practice and demonstration); and (iii) design/creating (Chakradeo, 2010). Furthermore, there are 5 principles for successfully educating students to be creative: (i) targeted practice in the solving of problems; (ii) highly organized and systematic training based on realistic examples; (iii) creativity training for extended periods of structured practice; (iv) training on broad knowledge and skills; and (v) targeted practice aimed at acquiring specific knowledge and skills (Cropley and Cropley, 2010). Some authors go even further, claiming that any architectural education program should link theories to applied design work in a studio setting (Nabih, 2010).

Based on the aforesaid background, the urban design/urban planning studio was mostly based on the methodology of the learning-by-doing process and was problem-based, while the theoretical course was focused on the crucial issues of the sustainable development in local communities. Positioned at the last year of Master course, the courses ought to synthesise and integrate the whole of the urban planning and urban design education both on bachelor and master level. This fact imposed the necessary complexity and the comprehensiveness of the educational methods, the research and case study area, including several levels of spatial and regulatory planning and urban design.

Students were both concentrated on the end product as well as on the process of planning and urban design, gaining transdisciplinary knowledge and skills which could be applied at the different scales of the concept proposals. Importantly, the team needed to achieve a high level of collaboration awareness, similar to one in the urban planning process, while at the same time personalization of the design process for each individual student was promoted. The case study was tightly anchored into the planning practice, given the fact that the regulatory plan for the chosen Maglič area was adopted parallel to the educational process, while the debate about the (professional) project

proposal still lasts. This way the better understanding of concept was provided, adding realism and value to the design process.

The learning process is developed through the cooperation of students' groups and mentors, as well as through the collaboration with the different stakeholders from the city of Kraljevo from the very beginning – the choice and preparation of the case study area, during the research and project definition and creation phase, to the finalisation of the concept and project/plan proposals. The project was not done in the classroom only – it also included 2 days' field work, organised for the studying of Maglič area in situ and for discussing the problems, potentials and constraints with the great number of stakeholders in Kraljevo: city and regional government representatives, the representatives of the regional office of the Serbian Chambers of engineers, professionals from the Kraljevo planning institutions and regional Institute for the historic conservation and protection, and many others.

The end of the aforementioned master courses did not mean the end of the students' involvement in project solutions for Maglič: the final assessment of their work will be the public exhibition in Kraljevo city institutions, when the local professionals will be able to give their opinion about students' results, while the concepts' proposals are aimed to provoke further dialogue between academia and planning practice and hopefully create a new synergy between academic work and the realistic solutions.

The following paragraph presents further elaboration that emphasises the part of the mentors'-students' group work, based on the concepts of agro/food tourism, as a backbone of their concept proposal, and the theoretical part of this research.

Agro-tourism concept

The tourism sector has a close relationship with other sectors of the economy; along with they mutually support each other's activities (Nica, 2011). One of the main implicit factors that tourists consider in choosing the destination is food. As Lacy and Douglass mentioned, "every tourist is a voyeuring gourmand" (Lacy, Douglas,2002). As aforementioned, in this research, the concept of food tourism is explored as a type of agro-tourism which as a term emerged in the late twentieth century. It includes agricultural farms as well as all activities through which people learn about the agricultural production or the farm environment (Lacy, Douglass, 2002). It began to take on a different character from the year 2000 onwards when it was incorporated into the WTO Rural Tourism Plan, which seeks to create culinary routes to boost the development of different regions of the countries (WTO, 2012). Agro-tourism is very important for rural communities as well as urban areas, as it can provide several advantages: income, employment, use accommodation, activities, natural resource conservation, recreation and education. Agro-tourism intends to obtain higher standards of living for rural communities especially through increased income for people who work in agriculture (Hall, 2003).



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Agro-tourism growth is 3 times greater than the increase in tourism in general. WTO estimates an annual increase of 6%, against the growth of 2% tourism in general. Today market has increased tourist interest in activities related to nature and culture. More and more tourists in the world are seeking to learn new experiences, such as gastronomy. The notion of agro-tourism is applicable to those who plan the trip in order to taste the local products or to take part in activities that are directly related to gastronomy (Hjalager, Richards, 2002). Academic studies related to the topic of agro and food tourism have examined a range of issues including caterers' use of local foodstuffs (Telfer and Wall, 1996); competition for land and labour between the tourism and food production sectors (Belisle, 1983); the role of food in destination image (Hughes, 1995); agriculture's role in creating touristic landscapes (Buchgraber, 1996); and tourists' food choices (Reynolds, 1993).

Food tourism concept

Developing countries recognise the good potential in tourism, as a branch of the economy that still has a future (Čukić, Vukmirović, 2012). A small number of studies have been undertaken on food as an independent factor for attracting tourists. In declining agricultural/rural areas, tourism is often promoted as an alternative economic activity and a mean of stemming the decline of peripheral regions (e.g. Saeter, 1998; Smith, 1988). One of the most used definitions of food tourism is one proposed by Lee, 2015: food tourism is "a journey, in regions rich in gastronomic resources, that generate recreational experiences or have entertainment purposes, which include: visits to primary or secondary producers of gastronomic products, gastronomic festivals, fairs, events, cooking demonstrations, food tastings or any activity related to food." In addition to the benefits from accommodation, catering and other activities or direct selling, food tourism also brings other benefits such as recognition and assessment of architectural and cultural heritage. Food touristic services are not for mass tourism, however, it is mostly practiced in relatively isolated areas with a diversified agricultural vocation, which requires the assurance of necessities for living through individual efforts, or creating monopoly positions with regard to the production of certain appreciated and demanded food products (Darau et al., 2010). Food tourism uses (as the structure of touristic reception) farm households with all its facilities. Food tourism is more than just a tourist product as it includes many services that accompany the product. It is a way of understanding the travel as a new sensation or positive behaviour in relation to the environment, the community and their culture. Consumption is an integral part of the tourist experience, which is represented by visiting places, attendance to different traditions and customs, eating local cuisine, etc. (Diaconescu&Nistoreanu, 2013). In order to create asonorous and attractive headline for the Maglič project, term Food tourism was adopted and equated to the term agro-tourism. Even though the concept of food tourism can be implemented also in urban areas, focus in this paper is on food tourism in rural areas, through the concept called "slow food", to escape the tediousness of "fast-food". The main idea of slow food concept was to brand the space with the proposed project so that it becomes distinctive in Serbian and wider context. The concept of food tourism has been intertwined throughout various activities at the location, e.g.: production, processing, distribution and tasting of food, events, fairs, workshops, etc. Emphasis was on the planning of catering facilities and accommodation capacities that are adapted to different social groups through the creation of themed guilds. Other objectives of the project were to provide new employment

opportunities for the local population, to attract large numbers of new tourists, as well as to preserve traditional craftsmanship in Serbia. With a focus on the promotion and use of local foods, it is hoped that these units will act as a catalyser, and ensure a framework for sustainable development of the area of Maglič. This approach is based on a concept of food that is defined by three interconnected principles: good (quality, flavoursome and healthy food), clean (production that does not harm the environment) and fair food (accessible prices for consumers and fair conditions and pay for producers) (Petrini et al., 2012).

Project area-the case study of Maglič

The location chosen for the project is a 13th century castle located about 20 km south of the city of Kraljevo, [Serbia](#). The castle is situated at the top of a hill about 100 m above the Ibar River. Maglič locality was included on the list of Cultural Monuments of Exceptional Importance in 1979. However, having lost its primary function, and due to a lack of maintenance, the site is nowadays poorly visited. This problem is seen as a challenge to reinvent the urban/rural landscape and create an attractive ambient which relates to the revitalised historical site.

Through a detailed analysis, it was established that the settlement Maglič is situated at a favourable position when it comes to the main road connections between Maglič and other settlements. Maglič is covered by mountainous terrain and valleys. According to the General Regulatory Plan for the Maglič area (draft version, 2012), and Spatial plan for the city of Kraljevo (2011), this area includes large agricultural areas that take up to 53% of the total area, forest cover 42%, while remaining 5% include: habitation (3%), river of Ibar (1%), quarry (0.6%) and unfertile land (0.4%). The settlement of Maglič records continual demographic decline (only 34 inhabitants, according to the 2011 Census, compared to 405 inhabitants in 1948). Although Maglič is one of the best-preserved medieval fortresses in Serbia, today it represents the underutilised potential for tourism. The General Regulatory Plan for Maglič outlined the main objectives related to the environmental values, the effective and appropriate usage of natural resources, creating a more attractive place for tourism development incentives and respect of traditional forms of construction. Potentials of the area include cultural and historical heritage creating a cultural landscape, attractive hilly - mountains landscapes and natural values, a healthy climate, mineral water springs, and potential for tourism, culture and eco-agriculture development in a healthy living environment. The detailed research of the site and the planning documents suggested the introducing new central functions, commercial, public, culture, sport and tourism facilities and preservation and promotion of protected cultural goods.

The overview of the advantages and the constraints of the study area are given briefly in the SWOT table below:



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Table 1: SWOT analysis of the

<p>S / Strengths: Cultural and historical significance Attractive location Numerous natural resources Fertile land Large underdeveloped area</p>	<p>W / Weaknesses: Unregulated and unused space Poor socio-economic status Lack of content Lack of visitors Fortress inaccessibility Large areas with construction prohibitions High percentage of elderly population</p>
<p>O / Opportunities Connection with city of Kraljevo Rich national tradition Presence of mineral and thermal waters surrounding Plans for the construction of Corridor 11 Promoting the preservation of customs and local traditions New opportunities for employment in rural areas</p>	<p>T/ Threats Process of depopulation Poor legislation Insufficient interest of the local government Small number of local and foreign investments for economic development Infrastructure deficits Construction of hydroelectric power plants Morphology of the terrain Lack of planning and concrete goals</p>



Figure 43: Maglič area, <http://spomenicikulture.mi.sanu.ac.rs/spomenik.php?id=549>

METHODOLOGY, RESEARCH AND DESIGN STEPS

Following the specific planning and urban design methodology, the extensive research was drawn upon mostly primary and secondary sources, including analysis of urban plans in different scales, comprehensive literature review, as well as cooperation with local authorities and institutions and the field research. Further research steps included defining the set of values, goals and objectives and developing different scenarios while paying special attention to the principles of ecological, social and economic local development. More detailed establishing of the food tourism concept led to the conceptualising of the detailed regulatory plan proposal, with the detailed land use and traffic solutions, thus enabling better accessibility of the planning area. The last phase defined the master plan and modelling of the physical structure, as well as the detailed plan of future activities. The whole process was realised over the period of 5 months (one semester). The full purpose and value of the proposal are confirmed by the city government of Kraljevo and several city agencies and institutes, as the proposal initialized the discussion and revival of the ideas for the important but forgotten historic place and its rural background.

RESULTS

As aforementioned, in this paragraph the specific concept of “slow food” will be presented. The first step in the process of concept development was creating an integrated vision and concept for development of the area of Maglič. Next phase in project development was defining objectives and creating several development options. The main idea of the adopted slow food concept was to brand the space with the proposed project so that it is distinctive on the map Serbia and the broader surroundings. Other objectives of the project were to provide new employment opportunities for the local population, to attract large numbers of new tourists, as well as to preserve traditional craftsmanship in Serbia, without neglecting cultural and historical values of the environment. Concept of food tourism was carefully selected taking into account fact that this area has very low number of inhabitants. Main idea was to collect the surrounding population, by giving them new job opportunities within agriculture and agrotourism, occupations that would not need further severe retraining.

The second major step in the process of planning was created a regulatory plan for the whole area of 870 hectares. It consisted of defining specific zones and creating new transportation matrix, all accompanied by required program and calculations. The whole area was firstly divided into seven multifunctional zones: 1) zone of presentation of cultural landscapes; 2) zone of amelioration of degraded forest landscapes; 3) zone of special pressure; 4) zone of the royal dining table; 5) zone of rehabilitation of degraded landscapes; 6) zone of craft centres (guilds) and 7) zone of forest (Figure 2).

TOPIC X:
TOURISM FOR URBAN-RURAL SYNERGIES

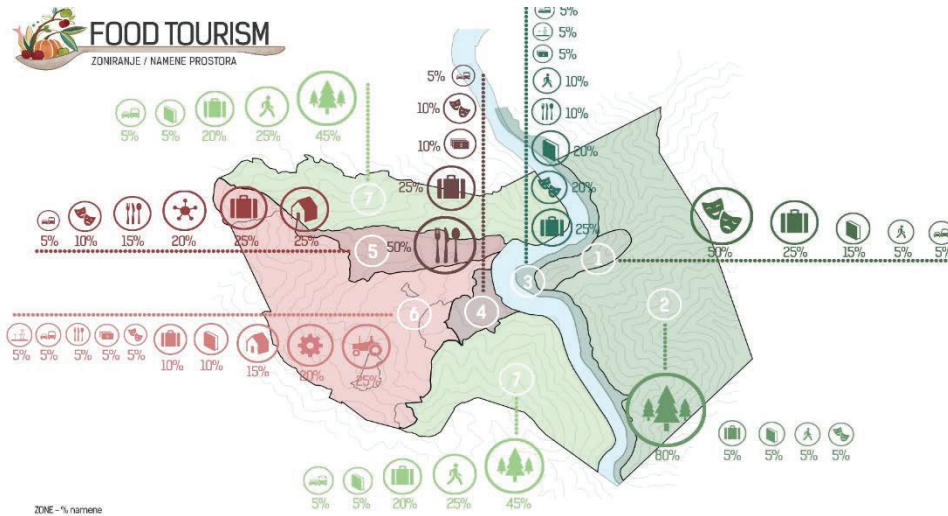


Figure 44: Spatial distribution of defined zones (authors: Tamara Bošković, Ana Miletić, Tamara Radić)

For each zone list of possible activities, uses, and users was created, taking special attention to avoid conflicts between zones, and in order to preserve cultural landscape. Each subzone was defined through multiple aspects, some of them being: boundaries, exact surface area, existing roads, planned roads, predominant, accompanying and complementary land purpose, proposed activities, protection regime, prohibitions and allowed level of intervention. Detailed elaboration was dedicated to zone number 6, within which the production and processing of food take place. Zone includes a large surface area, partly on the flat ground, partly on the slope, giving possibility to different kind of plants to succeed. Further development of the project included defining following criteria for each zone: construction area, capacities, binding construction rules, recommended construction rules, modes of transport and space provided for parking. Within the project, the development of the following functions was planned: habitation, production, central functions, communications and infrastructure. The only function that project prohibits is the development of heavy industry on the site. While zoning, the following aspects were taken into consideration: dominant natural resources,

cultural resources, permissible degree of modification, interconnections between parts of the area and current condition of the site.

The final step was to propose a solution in the form of urban design for one selected subzone, up to scale 1:500. Selected area proposed for the development of food tourism concept is on the opposite side of the river Ibar in regard to Maglič fortress, in order not to endanger the area that is under the protection and in the same time to attract new visitors. The selected zone was “Zone of the royal dining table” (Figure 3,4), which was divided into four subzones:

Subzone 1 - Zone of restaurants includes a large selection of restaurants that promote traditional ways of preparing food, where all the products are produced in the area of Maglič. Between these centres there is a big number of micro environments in which various manifestations take place. Food that is promoted within this area is local meat and dried meat, different kinds of milk products (cheese, cottage cheese), local jams, and local beverages (rakia, wine, beer...).

Subzone 2 – Zone of craft centres represent an area where preparation and production of various products are performed. Permanent housing and temporary housing in the form of outbuildings, apartments and rooms are planned within this zone.

Subzone 3 - This zone includes open and closed market as well as the areas at which exchange of seasonal products can take place. Within this zone, there is a large public parking for customers of the market.

Subzone 4 - This zone represents a zone of viewpoints and space for relaxation and recreation with a variety of activities that can be undertaken at this plateau. It is connected with hospitality zone through hiking trail.



Figure 3: Royal dining table (authors: Tamara Bošković, Ana Miletić, Tamara Radić)

TOPIC X:
TOURISM FOR URBAN-RURAL SYNERGIES



Figure 4: Royal dining table (authors: Tamara Bošković, Ana Miletić, Tamara Radić)

The concept of food tourism has been implemented throughout various activities at the location, some of them being: production, processing, distribution and tasting of food, restaurant type farms, farm and hotel restaurant, open farms, events, fairs, workshop, etc. Emphasis was on the planning of catering facilities and accommodation capacities that are adapted to different social groups through the creation of themed guilds. In the non-spatial terms of planning, special attention was dedicated to the organisation and conceptualizing of gastronomic events, gastronomic routes, cooking courses and workshops, visits to local markets and producers, as well as defining thematic "gastronomic routes". Gastronomy routes are a system that represents a complete and a thematic tourist offer. Routes also serve

for linking the whole area, since it is very important to encourage visitors to stop, spend and stay longer, by visiting different parts of Maglič through mountaineering, hunting, fishing or riding.

DISCUSSION AND CONCLUSIONS

In this paper, we have presented both methodology and final product of the educational process that resulted in creating the model for achieving strong urban-rural relationship through introducing a selected concept for overall development of the area of Maglič in Serbia. Main goals that were established at the beginning of the research and hopefully were accomplished throughout the project designated a sustainable rural land use for balanced territorial development of Maglič and surrounding urban areas by proposing a project based on the agro-tourism concept.

Food tourism can generate significant contributions to the process of development of Maglič area. It is seen as an opportunity for local communities to invest, to increase revenues and responsibilities, to protect the environment, and promote the whole area, diversify tourism, promote the local economic development, involving different professional sectors (manufacturers / suppliers, chefs, markets, etc.), and bringing new use to primary sectors. Other contributions of implementing a project for Food tourism in the area of Maglič, may be in the form of revenue growth, exchanges between rural and urban areas, strengthening the local structure, stimulating the development of infrastructure, the diversification of economic activities and an increase of the property value in the area. Last but not least, food tourism concept can have a positive impact on improving the health of tourists through creating relaxation and adventure.

A key point raised throughout the whole research process was the need for destinations to focus on factors that will enhance uniqueness and differentiation while also recognising that such measures enhance regional and local identities. With a focus on the promotion and use of local foods, it is hoped that concept of food tourism will act as a catalyser, and ensure a framework for sustainable development of the area of Maglič.

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