

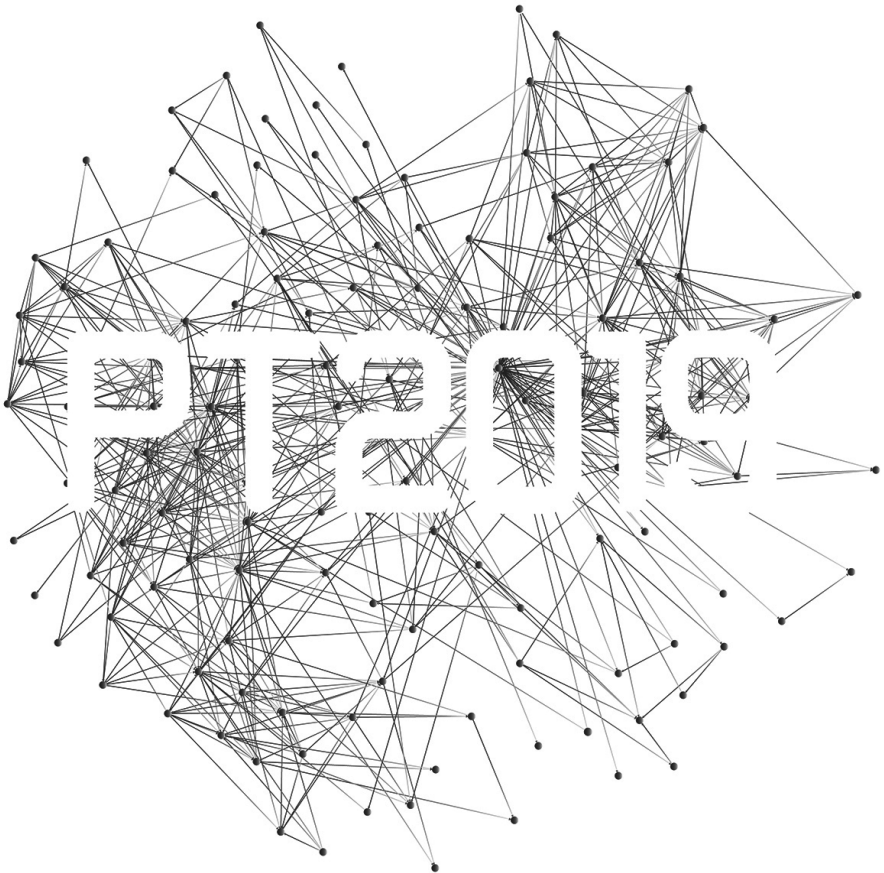
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**6th INTERNATIONAL  
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PLACES AND TECHNOLOGIES**

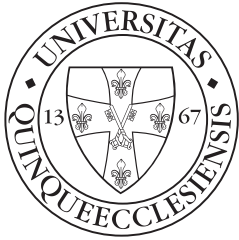
# PLACES AND TECHNOLOGIES 2019

THE 6<sup>th</sup> INTERNATIONAL ACADEMIC CONFERENCE ON  
PLACES AND TECHNOLOGIES

**EDITORS:** Dr Tamás Molnár, Dr Aleksandra Krstić-Furundžić, Dr Eva Vaništa Lazarević, Dr Aleksandra Djukić, Dr Gabriella Medvegy, Dr Bálint Bachmann, Dr Milena Vukmirović  
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# **PLACES AND TECHNOLOGIES 2019**

**KEEPING UP WITH TECHNOLOGIES TO TURN BUILT HERITAGE INTO  
THE PLACES OF FUTURE GENERATIONS**

**CONFERENCE PROCEEDING OF THE 6<sup>th</sup> INTERNATIONAL ACADEMIC  
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## VALORISATION AND REVITALIZATION OF HERITAGE ALONGSIDE DANUBE RIVER: CASE STUDY OF SMEDEREVO CASTLE

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### **ABSTRACT**

The topic of heritage in general has been emphasized many times on different occasions, regarding its significance as a historical legacy of a country and its people, region or a city. The issue of heritage valorisation is sensitive due to the context relation and specific regulations, as it is the case with Serbia. The particular topic of this research is the valorisation and proposals for revitalization of heritage alongside the river Danube. As a case study a part around the old City castle of Smederevo is selected. Besides being rich in cultural, historical, tangible, but also intangible heritage, this area is researched as a part of an Interregional European project called DanUrb. Revitalization of this, until now, neglected and not used area is of utmost importance both for a site and for a contemporary city of Smederevo. In addition, some consultations occurred with local authorities upon this task.

Research methodology used in this particular paper was based on extensive literature review and classification of data gathered from Serbian legislative and planning documents as well as other primary and secondary resources. Regarding aforementioned, selected case study area method of expert observations is also applied. For further qualitative results criteria and indicators (C&I) network is used to determine specific characteristics of heritage, such as: scale, category, type of protection and current condition.

Overall aim of this study is not only mostly delicate valorisation of medieval architecture, its classification, and identification, but also to propose some methods for integration of creative industries with the aim of revitalization of that important, but rather neglected and poorly protected heritage area alongside Danube in Serbia.

**Keywords:** heritage, Danube, valorisation, revitalization, Smederevo

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<sup>1</sup>Corresponding author

## INTRODUCTION

One of the major topics of debate both in scientific studies and in practice in the past two decades is how we use and treat the cultural heritage assets. This debate is important for understanding identity and it is a crucial part of any conservation plan for heritage attractions (ICOMOS, 2000, Djukic et al 2018). Cultural heritage and identity have become a competitive power in relation to the rest of the world, offering to all European regions, without exception, unique possibilities of social and economic development (Dželebdžić and Marić 2014). Hence the sudden rise of cultural tourism and cultural paths. The process of the globalisation of culture, the increased interest of people in culture, the increase in the significance of cultural values and their authenticities, present a great possibility for heritage assets to become a valuable resource for tourism development (Maksin-Mičić 2008). Old fortifications across Serbia have great potential for an overall sustainable development through tourism. The World Tourism Organization (WTO) estimated that 37 percent of all tourists are cultural tourists (Gratton & Richards, 1996). This figure is even bigger today, because cultural tourism leads the growth of travel sector (Sellier, 2015). These elements of cultural values have economic, social, ecological and cultural development potentials (Šmid Hribar and Ledinek Lozej 2013). Smederevo city in Serbia has a unique potential regarding heritage assets that are still neglected and underused. Smederevo fortress alongside with other heritage is a monument of culture with special significance for the social, historical and cultural development of the region, city and the people. It is not expected that the basic function of the protection of cultural goods is to stop their decay, since the important thing is to expand the protection with the components of education, identification, tourism and development (Nared, Erhartić and Razpotnik Visković 2013). Regarding current European practice we can see a great number of good examples for the urban renewal of heritage using the tourism and creative industries as a generator for development. In order to develop this region first thing to do is to identify and research all the heritage as a basis for further strategies and development guidelines. The aim of the paper is to present a detailed overview of different types of heritage in Smederevo. In this paper the presented research is a part of an ongoing Interregional European project called: DANURB, and Smederevo is one of the cities used as a case study for this particular project. University of Belgrade- Faculty of Architecture has been a part of DANURB project from the beginning in 2017. Funded through Interreg's Danube Transnational Programme the DANURB project aims to create a cultural network and strengthen the Danube regional cultural identity along the Danube by exploring the unused or hidden cultural and social capital resources for a better economic and cultural return. Very important in this process is that international knowledge and practice will be implemented in local conditions. The closest cooperation with communities and regional stakeholders from each 7 Danube countries, creation of common strategy based on individual approach and site specifics, can guaranty an overall development of the cities included in this project.

## BACKGROUND RESEARCH – HERITAGE VALORISATION AND TOURISM DEVELOPMENT

Regarding the valorization of heritage in Serbia we have a rather simple, rigid and outdated model for assessing the significance of heritage. According to the basic legal text cultural properties consist of material and spiritual cultural objects and creations, which are of public interest and which enjoy a special protection defined by the law. Therefore, we identified two

basic types of cultural properties: immovable and movable. Depending on their importance, cultural properties could be ranked as (simply) cultural properties, cultural properties of a great importance and cultural properties of an extraordinary importance (Živanović & Đorđević, 2005). There is a huge gap between western and underdeveloped eastern countries when it comes to the protection and valorisation of cultural heritage (Maksin, Milijić, 2012). In the underdeveloped countries there usually exists a set of legal documents designated to deal with cultural heritage, in most of the cases its performance capitulates in front of predominant day-to-day existential needs. In regard to all spatial plans there is a legal obligation for the acceptance of conditions issued by the institutions competent for the protection of cultural monuments. It can be said that positive discrimination in favor of cultural and natural heritage is present in all spatial plans. Regarding the Spatial plan of the Republic of Serbia, the priority in developing tourism is given to natural over cultural heritage. The current situation of the tourist offer of monumental complexes in Serbia is not in accordance with the natural and artificial potentials, due to the insufficient and inadequate organisation, lack of specific strategies and funding, followed by the negligence of the heritage assets (Terzić, Bjeljac, Ćurčić, 2015). In order to create the preconditions for the optimum economic engagement of tourists and to make medieval fortresses become complementary parts of the tourist development of the Danube river basin, it is necessary that the tourist offer is redefined, with political, social, financial and administrative support. According to the research by WTO, the profile of a new tourist is: independent, experienced, active, and technologically minded, seeks value for money, wishes to learn from other cultures, takes more and more short breaks and is environmentally and socially sensitive (Nared, Erhartič, Visković, 2013). This concept of creative tourism is applicable for the area of Smederevo. Starting from the officially proclaimed strategic goal of the countries of the Danube region it should be noted that the cultural heritage is an important social resource and can be used in development programmes in local communities. In this respect, tourism offers great opportunities, as the development of cultural tourism entails and financially enables more quality preservation and enrichment of cultural heritage and monuments. Cooperation potential is evident in the spheres of art and creative industry, including cultural legacy, theatre, local groups, traditional dances, music, publishing, fine arts, education, design and architecture (Afric Rakitovic, Urosevic 2017). Tourism leans on the already existing values and possibilities and can help in reviving the already extinct traditions, renewal of cultural heritage, old crafts, gastronomy, organising of events, festivals, exhibitions, development culture related products, etc (Sellier,2015).

## METHODOLOGY

Variety of different methodology was used in this particular research. Starting with an extensive literature review, analysis of good practice examples and studies, followed by expert observation, field research and studies done with the selected groups of students from the University of Belgrade - Faculty of Architecture. The on-site research has been concluded with proper visual documentation and analysis of the present conditions. Furthermore, the focus was on the collaboration with the stakeholders, institutions and representatives of the city, and city tourist organization. Authorities and local associated partners provided data on registered heritage sites, and helped in locating the possible cultural heritage sites, which have not yet been valorized. For the purpose of this research the study of heritage in Smederevo is represented in the form of multi-criteria analysis (network of Criteria and Indicators). For each city two documents are prepared: one datasheet for each heritage item (Figure 2) and one excel



file including data for all selected heritage (Table 2). Besides basic information the collected data are categorized into different categories (criteria) as shown below in the Table 1. Additionally the short description of the heritage was prepared for each datasheet, including statement of significance, relations to the Danube, socio-cultural and touristic potential, etc.

**Table 1. The criteria for heritage classification**

1. Thematic cluster
2. Dominant character
3. Scale
4. Category
5. Ownership
6. Type of protection
7. Present use / Historical use(s)

## THE CASE STUDY OF SMEDEREVO

Twentieth century, more precisely post WW II period, in these parts of Europe brought many changes – rapid industrialization and urbanization followed by drastic growth and development of individual urban centers such as Smederevo town. This process produced the vast scope of heritage from socialist period, which until this day remains unvalorized, uninstitutionalized, and invisible for formal strategic documents – or as some authors define it – unwanted heritage (Balockaite, 2012). Significant factor that shaped all aspects of this macro region is the proximity of the republic Capital - Belgrade (Lecic, Mitkovic, Manic, 2017). Smederevo is a city and the administrative center of the Podunavlje District in eastern Serbia. It is situated on the right bank of the Danube, about 45 kilometers (28 miles) downstream of the capital, Belgrade, and has a population of 64,105, and 108,209 people in its administrative area. The cultural significance of Smederevo has been strongly influenced by the historical past of the region from the ancient times. The presence of the Danube strongly determines the life of the city. Infrastructure of the river traffic of the city of Smederevo consists of Danube waterway, old port, marina, new port, as well as smaller piers, which are located along the bank in the industrial zone. The port is registered for international traffic and is located in the very center of the City. Around 34 different cultural heritage has been identified in the territory of Smederevo as shown in the Table 2 below. Each of the heritage is presented with a separate datasheet that provided all the important information about characteristics and significance of the heritage.

Table 2. The sample of the classification of heritage by the predefined criteria

ID	thematic research cluster	dominant character	scale	category	ownership	type of protection	present use:	historical use(s)
05_SMEDEREVO_51_Wine Route Smederevo	Heritage defined by the socio-cultural life along the Danube	tangible (cultural)	region/territory/district	place (creation of man)	private	legally not protected	Other	Other
05_SMEDEREVO_52_Old_villas_Smederevo	Heritage of art and architecture	tangible (cultural)	object/building	architectural (building scale)	private	legally not protected	Housing and services	Housing
05_SMEDEREVO_Datasheet_01_Tvrđava	Heritage of art and architecture	tangible (cultural)	object/building	architectural (building scale)	state	legally protected	Services: cultural services	Other
05_SMEDEREVO_Datasheet_02_Vila Obrenovića	Heritage of art and architecture	tangible (cultural)	object/building	architectural (building scale)	state	legally protected	Services: tourist and leisure services	Housing
05_SMEDEREVO_Datasheet_03_Crkva na groblju	Heritage of art and architecture	tangible (cultural)	object/building	architectural (building scale)	church or denomination	legally protected	Other	Other
05_SMEDEREVO_Datasheet_04_Kulić	Heritage of art and architecture	tangible (cultural)	object/building	archaeological element	state	legally protected	Not used	Other
05_SMEDEREVO_Datasheet_05_Silos	Heritage defined by the economy at the Danube	tangible (cultural)	object/building	architectural (building scale)	private	legally not protected	Not used	Industrial
05_SMEDEREVO_Datasheet_06_Starazelezara	Heritage defined by the economy at the Danube	tangible (cultural)	object/building	architectural (building scale)	private	legally not protected	Other	Industrial
05_SMEDEREVO_Datasheet_07_Vinski podrum	Heritage defined by the economy at the Danube	tangible (cultural)	object/building	architectural (building scale)	state	legally not protected	Not used	Industrial
05_SMEDEREVO_Datasheet_08_Monopol duvana	Heritage defined by the economy at the Danube	tangible (cultural)	object/building	architectural (building scale)	municipal	legally not protected	Other	Industrial
05_SMEDEREVO_Datasheet_09_Magacin soli	Heritage defined by the economy at the Danube	tangible (cultural)	object/building	architectural (building scale)	private	legally not protected	Services: commercial services	Industrial
05_SMEDEREVO_Datasheet_10_Hotel Smederevo	Heritage landscapes shaped by the Danube	tangible (cultural)	object/building	architectural (building scale)	private	legally not protected	Not used	Services: tourist and leisure services
05_SMEDEREVO_Datasheet_11_Karadord ev dud	Heritage landscapes shaped by the Danube	tangible (cultural)	object/building	natural landscape	state	legally protected	Public space	Public space
05_SMEDEREVO_Datasheet_12_Zgrada Starog načelstva	Heritage of art and architecture	tangible (cultural)	object/building	architectural (building scale)	state	legally protected	Services: public services	Services: public services
05_SMEDEREVO_Datasheet_13_Zgrada Starog opštinskog doma	Heritage of art and architecture	tangible (cultural)	object/building	architectural (building scale)	municipal	legally protected	Services: public services	Other

## Heritage of art and architecture

Smederevo is very proud of its Medieval built heritage – Smederevo fortress. The largest flatlanded fortress in Europe today. The excellent architectural design of the fortification is verified by the fact that no corrections were made on the Fortress since the middle of the 15th century. Smederevo Fortress is on UNESCO's tentative list of World Heritage from 2010. Regional Institute for Protection of Cultural Monuments is located in Smederevo because the value of fortress as a cultural and historical heritage is recognized on national and regional level. Smederevo Fortress has a very important role in shaping the identity, as the “soul of the city”, (Halbwachs, 1950; Boyer 1995) (Djukic et al 2018). It was declared the monument of national importance in 1946 and was classified as “cultural monument of extraordinary importance” in 1979 (Official Journal of the Republic of Serbia n° 14/79). In the Master Plan of the City of Smederevo the Fortress is both treated under the chapter on tourism and city green spaces. The main objectives of the Plan in respect to the Smederevo Fortress are to preserve the original look of the complex

- architecture, volume, roofs, construction elements, decorations, original materials (Maksin, Milijić, 2012). We could argue that the formal procedures have restrictive character in terms of development of the fortress, instead an encouraging. Medieval period is also depicted in sacral objects – Church of the Assumption of the Holy Mother of God and the church of Saint George, one of the largest churches of the 19th century in Serbia. Smederevo is also known as a summer holiday resort- suburb Jugovo was attractive location for villas owned by the wealthy. The Villa ‘Zlatni breg’ was once a summer house of the dynasty Obrenović and Villa Milica of the Aleksandar Simonović, the chamberlain of the queen Natalija Obrenović. But unlike the royal one, other privately owned villas are not legally protected. Smedrevo has a number of structures of public and commercial use that are recognized and legally protected: the building of the former Regional Prefecture, today the Regional Court; the building of the former city hall - a project of the Russian architect Nikolaj Krasnov, the building of the first Credit bank; today a gymnasium; primary school “Dimitrije Davidovic” and the building of the Culture hall by famous Serbian female architect Milica Šterić. This building was constructed between 1978-1990, and until this day stays unvalorized and unprotected because of the very rigid standards of heritage protection.

### **Heritage landscapes shaped by the Danube**

Another place of importance and mystical atmosphere in near proximity of the city is Grove of Šalinac. It represents one of the last remnants of the once-widespread silt-jasper forests and the trees are about 300 years old. This forest formation has its own special value, because the trees according to their dimensions, age, appearance and condition represent natural rarities and natural monuments of botanical character. There is also a Šalinac lake with a commercial service and the beach. The magical landscape encourages local stories and legends, which gives additional value of intangible heritage to this location. Similar is the case of Mulberry of Karađorđe, primarily protected as a natural heritage because of its age - more than two centuries old. This tree also has a very significant place in the history of Smederevo. Under this tree, on the November 8th 1805, Karađorđe, the leader of the First Serbian Uprising, received the keys of the Smederevo Fortress from the commander of Ottoman city.

### **Heritage defined by the socio-cultural life along the Danube**

Smederevo has a long agricultural tradition, thus the winemaking region lies between the Danube and the Velika Morava river, a perfect geographic position for viticulture, with favourable terrain climate and soil. The history of winemaking in Smederevo dates back to Roman times. Smederevo is very proud of their status symbol as “city of wine”. Every year city organize the manifestation “Smederevska jesen” dedicated to celebration of tradition and culture. Streets such King Peter 1st street are packed with domicile population and tourists. This is one of the oldest urban streets and the main pedestrian promenade, which connects the Republic square with the Danube and the quay on its coast. Smederevo is rich with variety of narratives dating long back in history that deserve a title of intangible cultural heritage. Such is a story of Jerina Kantakuzen (Irene Cantacousen) Branković. She is known in Serbian tradition as a personification of a curse. Many dark legends have been knitted around her name.

### **Heritage defined by the economy at the Danube**

It’s previously mentioned that post WW2 Smederevo went through a drastic changes in demography, social structure, urban typology and morphology which influenced the quality

of life. Today, remains of that era are still visible in built heritage in range of infrastructural structures to individual structures of housing. In the last 10 years, the professional public is strongly advocating for the valorisation process of socialist era built heritage. Such heritage defined by the economy at the Danube are Old Steel Factory built in 1913 and Silo used for grain storage and distribution. All the facilities today are empty. The Silo is also internationally recognized as industrial heritage on the Danube River. The structure is right next to the Warehouse of salt, and close to the Wine callers, and Monopoly building. All of these structures are linearly set along the Danube and their spatial distribution shows a great potential for urban renewal of industrial heritage.

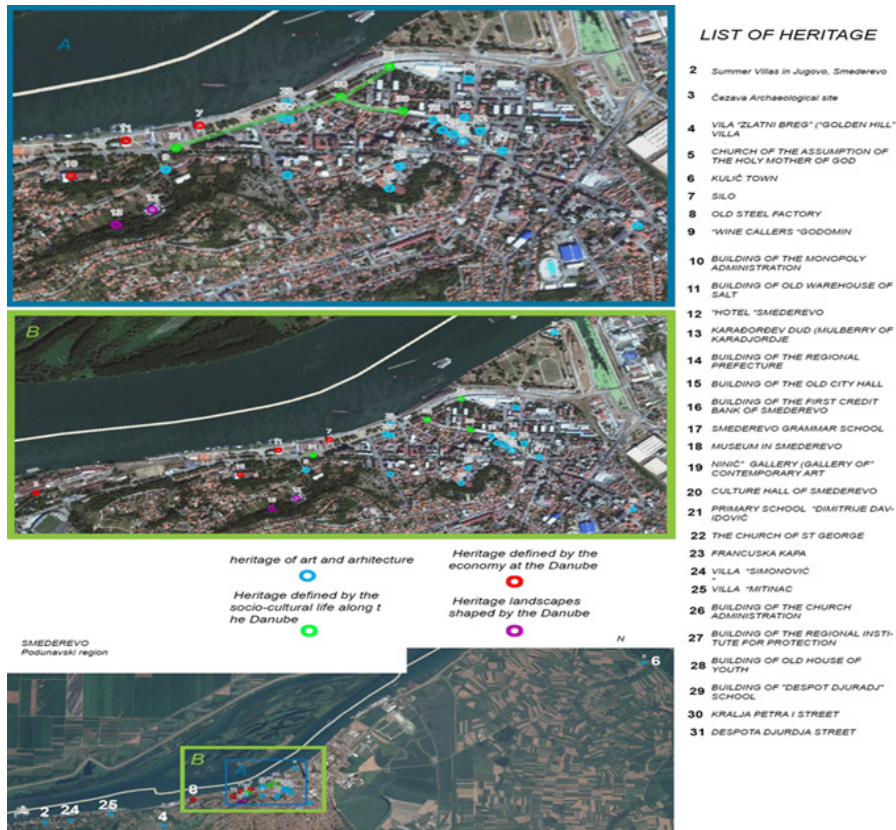


Figure 1: Position of the identified heritage items in Smederevo city, author: Jelena Maric

### What could and should we do with the heritage?

Results of this report show that Smederevo has only 12 items (out of 34 identified heritage) that are protected by law. Therefore, it has a large task in terms of advocating for heritage protection, creating policies, development strategies and infrastructure for popularization of industrial heritage for which Smederevo is known for. Tourism, oriented towards heritage and tradition, is one of the fastest growing markets in the industry today. It provides an opportunity for people to experience culture in depth, whether by visiting attractions, historic or culturally

places, or by taking part in cultural activities (Djukic et al 2018). Smederevo being the industrial urban center of the region, it only has 3 items of heritage landscapes shaped by the Danube, meaning that most of the research covered items are of art and architecture, or defined by economy on Danube. Most of them are building scale, scattered across town as independent and isolated points. Cultural tourism focused on network of industrial heritage and modern architecture with a mash-up of Ancient/Medieval tradition and socialist heritage is a great potential for Smederevo. One of the goals is improvement of governmental, professional and financial capacities for providing adequate infrastructure. The system of urban and spatial planning in post-socialist Serbia, organized by relevant legal acts, proves to be very rigid towards tourism, which belongs to the group of sectors where innovation and fast development are expected. Creativity is the key, and one of the possible solution for a big number of decaying structure of heritage is public – private partnerships for the promotion of heritage. Institute for Protection of Cultural Monuments has specific requirements and slow processes when it comes to the valorization and protection of heritage. This is the consequence of insufficient human and financial resources, complicated procedures, but also distrust in private investors and lack of institutional control. Some basic characteristics of the “western way” that could serve as model to all the countries that have already passed through transition are:

- Awareness that cultural heritage is an important part of overall national identity,
- Modern instruments and measures of protection of cultural heritage and respect of legal provisions, plans and construction rules is guaranteed,
- NGOs are dedicated to protection of the cultural heritage,
- Sophisticated tools and works have been developed in the field of conservation or preservation of the original look of buildings (facades in cities, for instance) (Živanović & Đorđević, 2005).

## DISCUSSION AND CONCLUSION

Aims of this research were two folded. Firstly, to identify and valorise the existing heritage using the specific criteria developed as a part of an interregional project. Secondly, to propose a model for tourism development. It is undoubted that Smederevo as a city has a great amount of various heritage, starting from the most significant legally protected heritage to the forgotten, un-valorised and intangible heritage recognized by the research presented in this paper. Most of the heritage is located in the area of Danube riverbank emphasizing the importance of the River in this area. The heritage that are not legally protected is rather poor and neglected. Industrial heritage from modern period could represent a great value for the city and great potential for urban renewal, re-use and reconstruction, but is currently abandoned and present a Brownfield location in the city. Strict Laws and Regulations combined with the lack of strategic top-bottom approach and a financial struggles resulted in rather poorly addressed issues of heritage identification, valorisation and usage. Good examples from all over the world have shown us that in the context of rich heritage region the most effective and successful development is towards cultural tourism. The intangible heritage has a great value in today's world of creative tourism and city branding. The examples of numerous cultural routes, with new topics emerging each day, are just some of the proofs that cultural heritage is a pivot of intercultural connection, of connecting local values with the global tourist currents. The Danube region, as a European region, which has connected and still connects different cultures is a desirable area that can offer local values to tourists on global routes, and bring together the shores, the people and the cultures by connecting the territories “divided” by Danube, thus bringing and creating new

values. Therefore, for the city of Smederevo being part of the inter regional DANUrB project and the network of “Danube cities” is a step in the right direction.

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