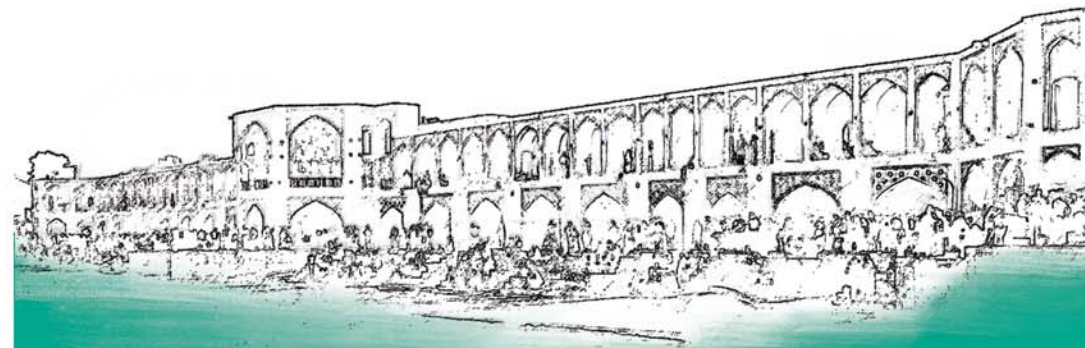


PROCEEDING OF THE CONFERENCE **FU²⁰¹⁸PS**

First International Conference on
FUTURE OF URBAN PUBLIC SPACES

TARBIAT MODARES UNIVERSITY, TEHRAN, IRAN
25 - 27 SEPTEMBER 2018

Edited by:
Mohammadreza Pourjafar
Ehsan Ranjbar



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How to Adapt the Research of Public Space to Enhance Cultural Tourism: the Case of Golubac Town in Iron Gate Gorge, Serbia

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ABSTRACT

Cultural tourism has become an important driver for local socio-economic development. Therefore, it has a profound reflection into urban space and inevitably influences urban planning and design. Nevertheless, convenient approaches to research and plan cultural tourism is insufficiently resolved field. A special challenge in this approach is the situation with fast development of cultural tourism. It makes a pressure to general spatial development and, in particular, for open public spaces, heavily used by the rising number of cultural tourists.

This paper proposes three innovative methods for the research how cities and towns can study and plan its space in line with rising cultural tourism. The first method is the customised theory of city image, developed by Kevin Lynch, where the attitudes of both local people and cultural tourists towards cultural-tourism led open public spaces are examined and compared. Then, the second approach is based on the research of the systematisation and spatial distribution of stakeholders involved in cultural-tourism sector. The last used method is the investigation of social networks – Tweeter and Instagram – that have become very important indicators of newer trends globally. All named methods are new in Serbian urban-planning context.

The aim of this paper is to show how they can be used for the upgrading of future policy documents for open urban spaces in Golubac Town. This small town in Eastern Serbia is a typical example of a place with recently booming cultural tourism. Golubac is located at the riverside of the Danube River, the second longest river in Europe. The lower part of river has become a major tourist route only recently, bringing the immense inflow of (cultural) tourists in this region. Nevertheless, the linear character of the route and the inherited weakness of Golubac economy have limited the boom of cultural tourism to the main tourist attractions in Golubac area, leaving local community without bigger benefits. Hence, this paper intends to analyse the intersections between cultural tourism and open public spaces in Golubac by the mentioned methods to improve ordinary urban planning and design.

INTRODUCTION – INNOVATIONS IN THE PLANNING OF CULTURAL TOURISM

Cultural tourism is fast-developing globally today. It is a leading sector by developing pace in already progressive tourism industry (Sellier 2015). In 2015, 40% of all international tourism tours are considered to belong to cultural tourism (WTO 2015). Additionally, cultural tourism can be developed in any part of the World and it is not generally attached to a particular year period or season. Thus, the possibilities to develop cultural tourism locally are always multiple.

Nevertheless, with the rise of cultural tourism, all actors in the sector matured. This is especially noticeable in the case of cultural tourists. They are becoming increasingly experimental and open to innovative ideas (OECD 2016). Cultural tourists expect more today; they do not want to be passive observers, but to take part in cultural activities and customs (Đukić & Vukmirović 2011). This means

that they with their creativity can contribute to the formation of a cultural-tourism destination (Kumral & Onder 2009).

This changed stance in cultural tourism toward the role of a tourist from a consumer to an active participant has set new tasks for the planning of cultural tourism and. Even more, this novelty has influenced to the overall planning of destinations in cultural tourism, because the development of cultural tourism and urban development are interconnected today (Della Lucia et al. 2016). It seems that there is no an answer to this; numerous approaches have been experimented last years. Some of them have gained more international attentions.

First, it is easy to notice that international organisations and bodies mostly refer to numbers and figures when they emphasise ongoing progress in cultural tourism. In the future, the planning of cultural tourism should more regard **qualitative aspects** (Martínez Yáñez 2011). Therefore, qualitative research has only recently obtained the same status as previously more represented quantitative research (Richards & Munsters 2010). Knowing that this field is new, the qualitative indicators to be measured are still a subject matter to be debated. Nevertheless, the recent research revealed that cultural tourists appreciate the (attractive) physical environment of the locations of cultural heritage (Ngamsomsuke, Hwang & Huang 2011).

Second, the development of cultural tourism should be more spatially widespread and better balanced between different entities (Martínez Yáñez 2011). This involves **more stakeholders** in community and to make a local network between them (Pavlović, Medić & Tešić 2015). The suitable integration of local community in cultural-tourism industry is acknowledged as a key for long-term success for the overall regeneration of such place (Sepe & Di Trapani 2010). Hence, the opinion of stakeholders matters for any planning process which encompasses cultural tourism (Byrd et al. 2009; Hieu & Rašovská 2017).

Third, any kind of future cultural tourism should include **creativity**. Even creativity has been the essential part of human culture from the early beginnings of civilisation it is still respected as an innovative tool today. Present-day creativity is considered in the form of cultural industries that link creativity with socio-economic benefits. Mutual advantages to connect creativity and cultural tourism has been noticed and promoted last years due to numerous potentials (OECD 2014). Furthermore, many prospective destinations consider both tourism and creativity as preferred fields for their development policy (Richards & Wilson 2007).

The purpose of this paper is to present possibilities to use **innovative methods** to appropriately plan the destination of cultural tourism in spatial manner. In the other words, all used methods that are new in the case of cultural-tourism planning strive to analyse the impact of cultural tourism in urban matrix and, especially, in open public spaces. The research polygon is Golubac Town in Eastern Serbia, which has recently faced the boom of cultural tourism thanks to the location on the Danube River, the second longest river in Europe. Hence, this paper intends to analyse the intersections between cultural tourism and open public spaces in Golubac by the mentioned methods to improve ordinary urban planning and design.

METHODOLOGY

The paper is organised to present **three different methods** to evaluate spatial impact of cultural tourism. All of them are deemed as innovative for local context. These methods are: (1) customised theory of city image, developed by Kevin Lynch; (2) study of all stakeholders in tourism sector (travellers, actors in hospitality sector and culture); and (3) investigation of social networks.

Used research material is customised to these intentions. It includes:

- Data derived from **on-site survey** (with questionnaire) through the methods of city-image theory,
- Data derived from collecting, systematisation, and spatial distribution of **stakeholders** in tourism sector, and
- Data derived from **social networks** - Tweeter and Instagram.

GOLUBAC TOWN IN SERBIA – CURRENT ASSESTMENT OF LOCAL CONDITIONS

The polygon for this research is Golubac Town in Eastern Serbia. The town is located at the entrance of the longest gorge of the Danube River, Iron Gates. Aside of its size (132 km), the gorge is very picturesque (Fig. 1) and rich by the endemic species of flora and fauna. The most important cultural-heritage site close to the town is Golubac Fortress (Fig. 2), perfectly positioned at the place where the Danube from its full, 6-kilometres width narrows to less than 200-metre width in the gorge. The fortress is recently reconstructed, with the addition of visitor centre with exhibition facilities. The process of reconstruction and renovation has not been limited just to Golubac Fortress, but many other locations in the gorge have been renovated since 2000. For example, Lepenski Vir, the archaeological site of the oldest permanent human settlement along the Danube, was also modernised by new covering construction and the construction of supplementary museum facilities (Fig. 3). As a consequence, tourism (and especially cultural tourism) has been in a rapid progress last years. Similarly, the number of tourists, foreign in particular, has exploded last years.

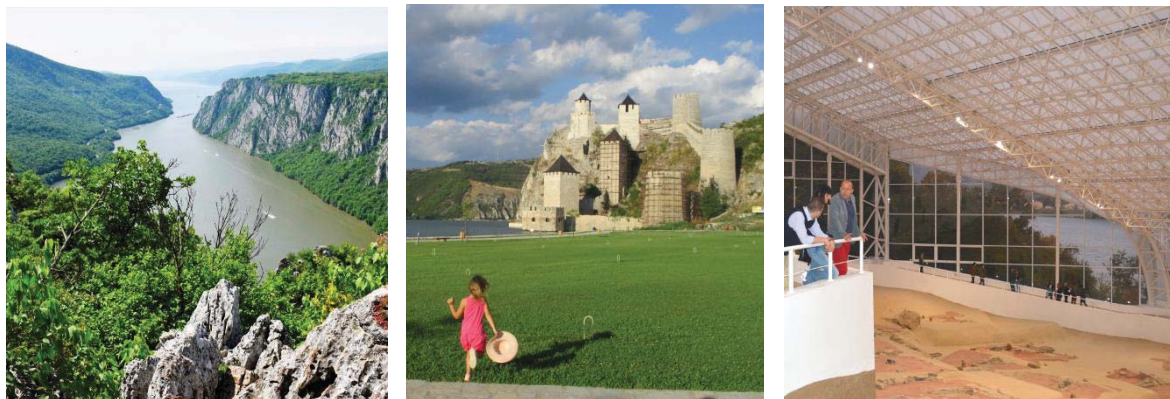


Fig .1: The richness of cultural and natural heritage around Golubac Town: Golubac Fortress (left), Lepenski Vir archaeological site (middle) and Iron Gates Gorge landscape (Author: B. Antonić).

Nevertheless, Golubac has been characterised by bad socio-economic conditions due to physical remoteness in the gorge and proximity to a poorly permeable national border to Romania. Therefore, the demographic situation in the town and its surrounding has been pretty negative since the World War II:

	Number of inhabitants (national population censuses)				Population trends (+ increase, - decrease)		
	1948	1991	2002	2011	2011/1948	2002/1991	2011/2002
Golubac Town - seat	1,373	1,995	1,896	1,653	+20.4%	-5.0%	-12.8%
Golubac Municipality - villages	13,471	10,518	8,017	6,673	-50.5%	-23.8%	-16.7%
Golubac Municipality - total	14,844	12,513	9,913	8,331	-43.9%	-20.8%	-16.0%

Table 1: Demographic indicators for Golubac Municipality and Town since the World War II (source: SORS 2014).

Since the 2000s, the Republic of Serbia has undertaken special measures to support underdeveloped municipalities, where Golubac has belonged. One of the most prominent measures has been the financial support to create the main **territorial-planning documents** - a municipal spatial plan and a general plan for municipal seat (Golubac Town). Both documents are crucial for territorial development and concrete construction (building permits) and obligatory by law thereof. Apart from them, the municipality has enacted more than 20 other development documents (strategies, detail plans, urban design projects, etc.). Many of them are directly connected to tourism as an economic sector. For illustration, the municipality has got the detail urban plan for cycling-pedestrian path along the Danube or the urban design projects for several tourist zones. Finally, some of projects proposed by these documents are fully or partly implemented, such as the central part of the town quay or the refurbishment of the main square and the town park. At contrary, some very important open public spaces in the documents have been left in the same (bad) state as before them. The examples are the main street (east-west corridor) and the zone around bus station.

However, the recently published official estimations of municipal population (7,541 in 2017, SORS 2018) show that **demographic trends have the same pace**, i.e. it is not slowed down. As a conclusion, it implies that the current planning documents have not contributed to the positive change of socio-economic situation in Golubac municipality and Golubac town. Even more, it is also evident that the recent boom in cultural tourism has not reflected in the slowdown of depopulation. Indirectly, this also suggests that benefits from this boom have not touched the larger part of local community.

INDIRECT EXPLORATION OF TOURISM NEEDS IN GOLUBAC

The customised theory of city image

The importance of on-site survey with the topic in innovations in cultural tourism is already documented as a good approach to get useful data for the planning of this sector (Sakdiyakorn & Sivarak 2016).

The data used by survey are derived from the **theory of city image**, developed by Kevin Lynch, famous American urban planner. He defined it in the book "The Image of the City" in 1960. This theory is based on five key physical elements in urban matrix: paths, edges, districts, nodes, and landmarks (Lynch, 1960). In line with desired adaptation, linear open public spaces are considered as **paths and/or edges**, while squares and crossroads as **nodes**. Each element got two questions, making this questionnaire quite short, with six questions in total. All questions are shaped as semi-closed, where several concrete choices, well-known open public spaces in Golubac, are given and the last one was left as a blank for an additional and unexpected choice. The survey was conducted in 2017 and cumulatively had 254 fulfilled questionnaires - 174 from local population and 80 from the group of (foreign) cultural tourists who spent several hours in central Golubac.

PATHS: The first question is: "Which street you prefer to use for pedestrian movement" (Fig. 4)? It presented a division between cultural tourists (left) and local people (right). While the most of local people use the main corridor through the town and far away from the Danube, cultural tourists prefer to use the Danube Quay. These results were expected.

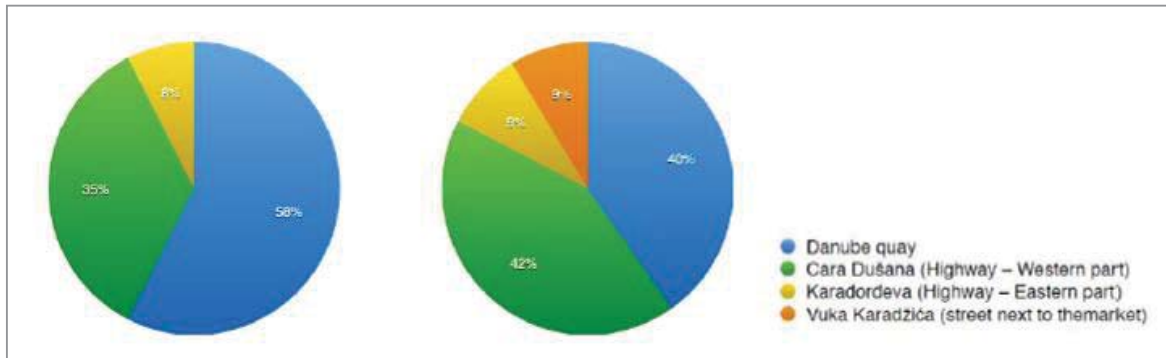


Fig .4: Survey by the theory of city image / Question 1: Which street you prefer to use for pedestrian movement? (Vukmirović, Antičić & Djukić 2017).

The second question is: “Which path you use for getting to the Danube quay” (Fig. 5)? Actually, this question strives to involve all respondents in the open urban spaces that are more attached to cultural tourism, i.e. close to the Danube, the main generator of local heritage. Similarly to the previous question, there is a sharp distinction between cultural tourists (left) and local people (right). While the first group mostly used the main square to reach the river, the second group used almost all streets that lead to the river, i.e. they are more dispersed in the usage of open public spaces.

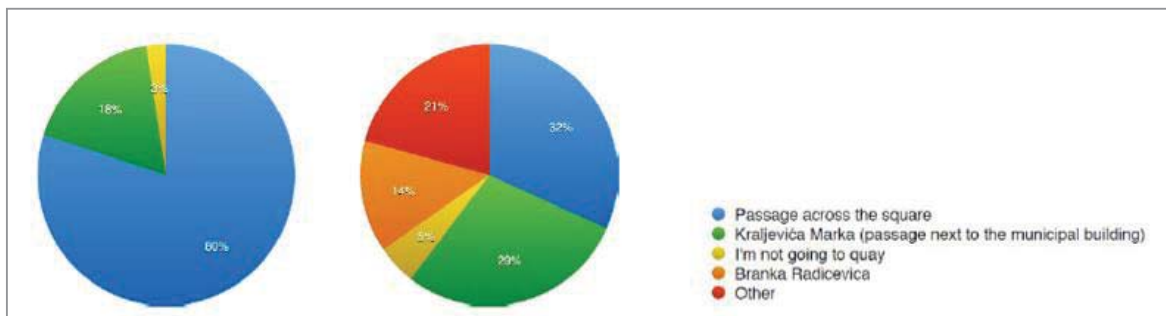


Fig .5: Survey by the theory of city image / Question 2: Which path you use for getting to the Danube quay? (Vukmirović, Antičić & Djukić 2017).

EDGES: The next two questions refer to open public spaces as obstacles for pedestrian movement. The third question is: “Which street is an obstacle for your movement to the waterfront” (Fig. 6)? The results of both groups were pretty similar. It is obvious that the main edge is the main street in central Golubac (east-west corridor). It thereby divides physically and mentally the town into ‘coastal’ and ‘inland’ halves.

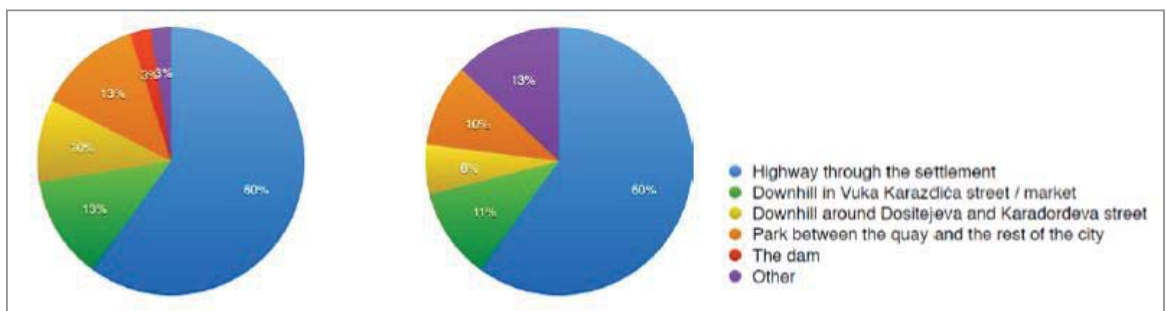


Fig .6: Survey by the theory of city image / Question 3: Which street is an obstacle for your movement to the waterfront? (Vukmirović, Antičić & Djukić 2017).

The fourth question is related to the town topography – many streets, especially those far away from the river are very steep. Thus, this question is: “Which street you avoid due to it is very steep” (Fig. 7)? The results of both groups point out the prominence of the steepness of Vuka Karadžića Street, next to the town free market. However, cultural tourists (left) significantly more chose this street as the most problematic due to its steepness, which indirectly means that this street is the most used by them.

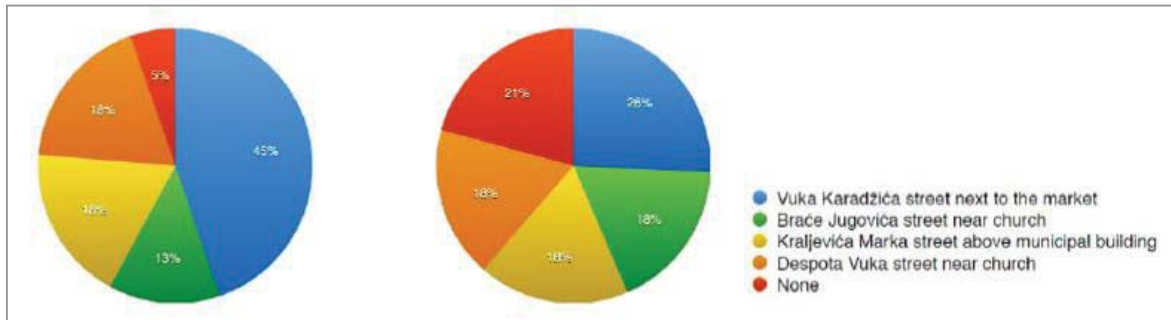


Fig. 7: Survey by the theory of city image / Question 4: Which street you avoid due to it is very steep? (Vukmirović, Antičić & Djukić, 2017).

NODES: By the theory of city image, public squares and crossroads are mainly considered as nodes in related surveys. Two questions about nodes are pretty similar by the content; both of them ask respondents to choose the most important meeting point in Golubac area, including the 4-kilometre distant fortress. The first of them asks about the meeting point during nice weather (Fig. 8). Both groups underline the Danube quay and marina (locally known as a “port”) with almost half of acquired answers. Nevertheless, less chosen answers are a bit different between groups. Some local people (right) find free market as the most important meeting point in Golubac. This option gets no answers by cultural tourists (left).

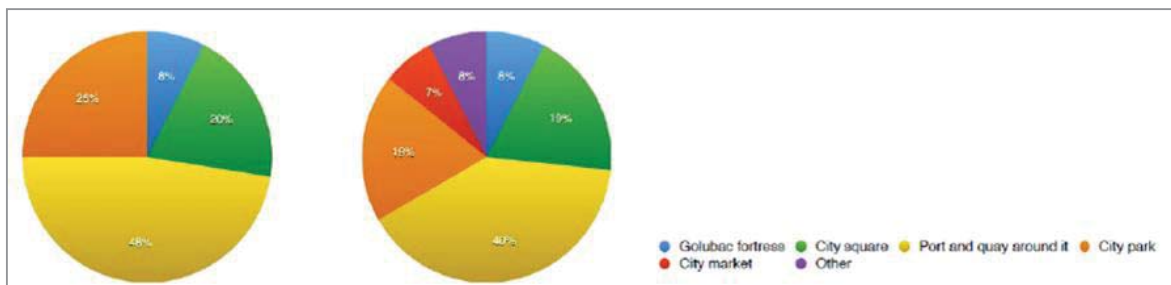


Fig. 8: Survey by the theory of city image / Question 5: Which is the most important meeting point for you during nice weather? (Vukmirović, Antičić & Djukić, 2017).

The sixth/last question asks: “Which is the most important meeting point for you during bad weather” (Fig. 9)? The answers are mutually similar, with obvious preference towards the town square as the main meeting point during wintertime or rainy days. However, this is a quite different result than in the previous question. Knowing that the town square is not very rich in different facilities, this confirms that Golubac is generally lacking of the leisure facilities which will be exploited during bad weather. It is also interesting that cultural tourists (left) do not differentiate the main square and the town market as two separate open public spaces, which has 1/4 of all answers. Connecting this result with the previous questions it is clear that cultural tourists are not aware about free market, which is, inter alia, a sort of tradition in Serbia and it can be promoted in such a way thereof.

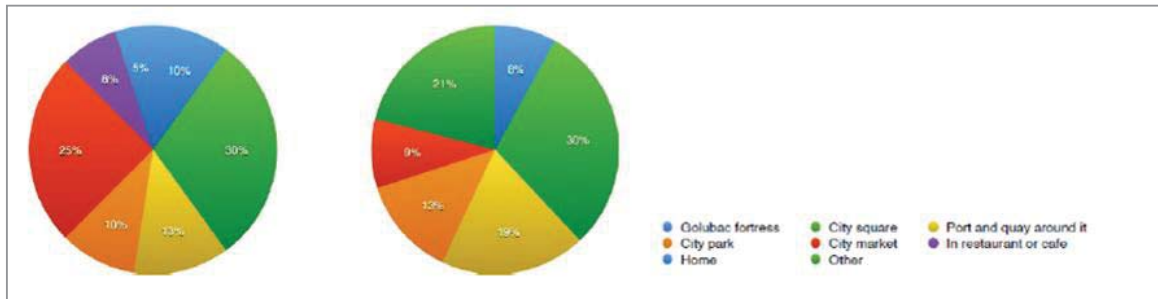


Fig. 9: Survey by the theory of city image / Question 6: Which is the most important meeting point for you during bad weather? (Vukmirović, AntoniĆ & Djukić, 2017).

Tourism stakeholder datasheets and their spatial distribution

The involvement of relevant stakeholders can be fruitful for urban policy and urban regeneration of heritage-rich towns (Paskaleva & Besson 2006). The case of the small cities in Italy proved that this approach can significantly contribute to local socio-economic condition (della Lucia, Trunfio, M & Go 2016).

The **collecting of stakeholders** is organised into two parts. The first one is the creation of stakeholder datasheets, where all relevant data about a certain stakeholder is presented (Fig. 10 & 11). The datasheets included all relevant stakeholders: (1) those that are directly in tourism and leisure industry, such as tourism info-services, hotels, guesthouse and restaurants, but also the other stakeholders from (2) culture and heritage, (3) the other public services (local development, education, etc.), (4) transport, and (5) the activism of citizens (mainly NGOs), which indirectly contribute to the cultural tourism.

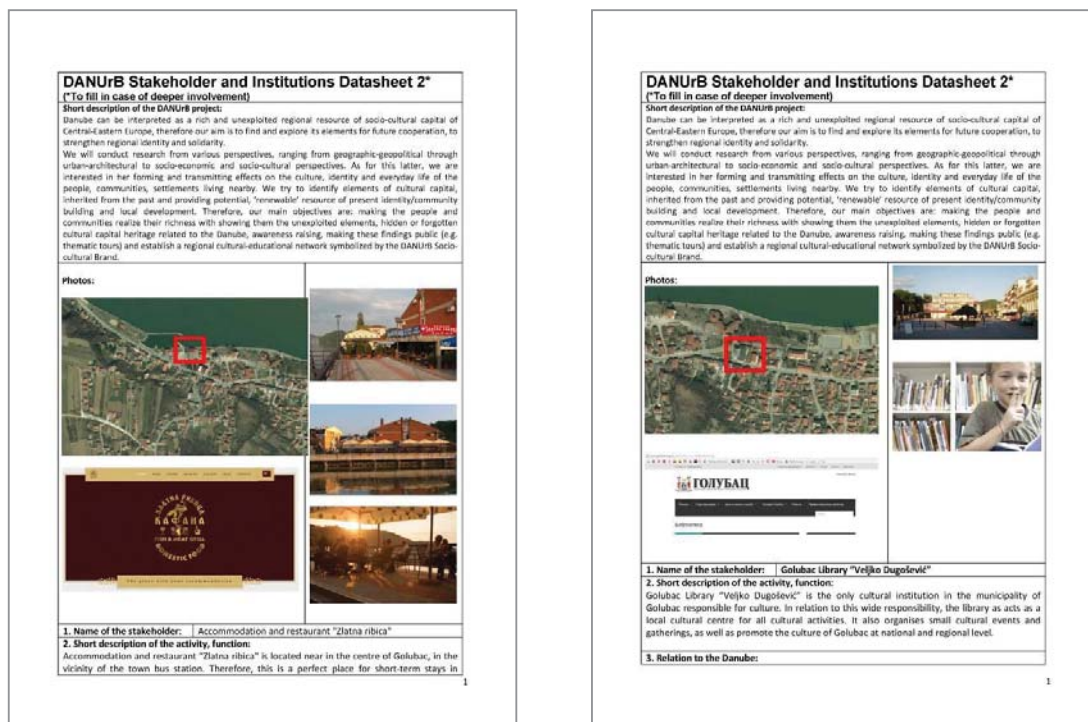


Fig. 10 & 11: Two examples of stakeholder datasheets from tourism (left) and from culture (right) (Authors: A. Đukić & B. AntoniĆ).

If all stakeholders included into the research are spatially distributed in central Golubac (Fig. 12), this presentation indirectly reveals spatial patterns that can be useful for the understanding of possible ways to direct the future development of open public spaces for cultural tourism.

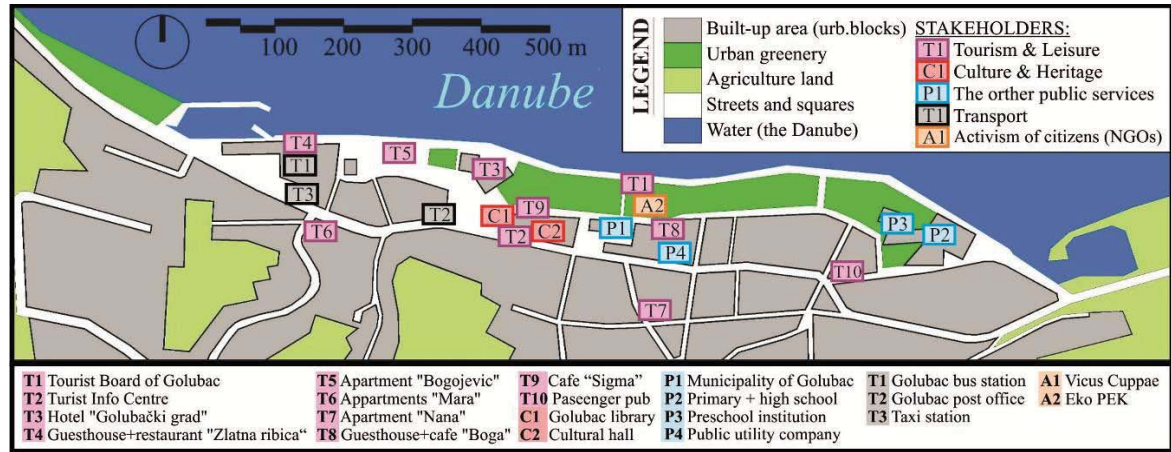


Fig. 12: The spatial distribution of selected stakeholders by datasheets relating to open spaces in Golubac (Author: B. Antonić).

The spatial distribution of selected stakeholders discloses that the concentration of the most of the stakeholders of interest for cultural tourism is the western half of Golubac centre, from the building of Golubac municipality to the town bus station. In eastern half of the town, just few stakeholders are presented and they are mostly public ones, i.e. their location is less connected to spatial accessibility than in the case private ones. It is also noticeable almost all stakeholders are located between the main street and the Danube, making a clear distinction between the multi-functional town centre and residential periphery on south.

Investigation of social networks (Twitter, Instagram)

The boom of cultural tourism in the last two decades has concurred with the global rise of use computers. Muscat declaration underlines the important of the use of the better generating of information on cultural tourism (WTO, 2017). This included a variety of big data sources, which makes several branches of related information (Demunter 2017). Social media is very important in this constellation. It belongs to the “communication system” branch of big data (Fig. 13):

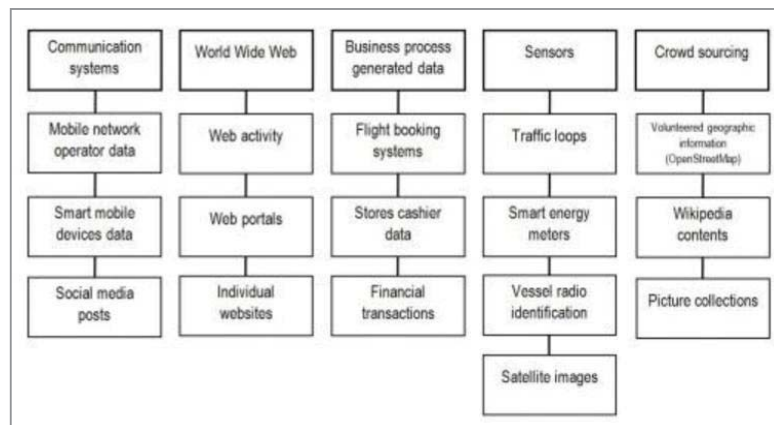


Fig. 13: Taxonomy of big data sources relevant to cultural tourism (Demunter 2017).

More than 60 different social networks are used in 2018. The most popular ones are Twitter and Facebook. They are used for understanding the human landscape, regarding local sensitivities and the broadcasting of opinion, locally and globally (Monteiro at all., 2014). Furthermore, the collected data could provide better understanding about the place connections between the users and the place, including the value of the place. The aim of this part of research is tracking and measuring the intensity of users in the monitored territory, testing the latest behavioural patterns of them. The method is based on the application „Twitter search engine“ (TSE), developed at University of Nis - Faculty of Electronic Engineering. The geocoded tweets sent between 2011 and 2017 were collected within predefined place of interest determined by coordinates.

Analysis type	Golubac fortress
Total number of Tweets	61
Number of users	44
Number of applications	5
Number of languages	8
Number of likes	36
Number of re-Tweets	2
Number of followers	85253
Number of friends	50872

Table 2. Cumulative Tweeter Data 2011-2017

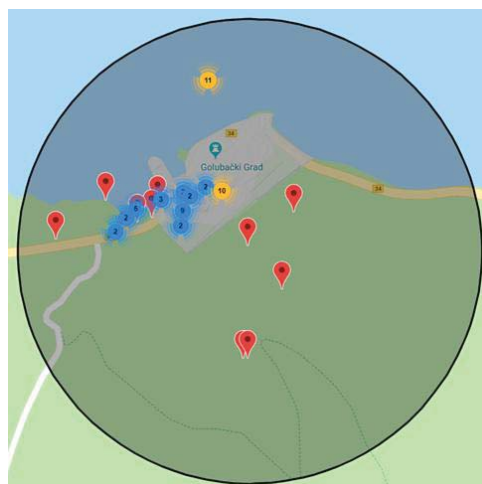


Figure 14. Spatial distribution of tweets in the area of Golubac (Authors: J. Jokovic, N Dinkić & N. Dzaković)

Analysing the Table 2, it is noticed that there are 61 geocoded tweets and more than 85.000 followers. The most of them are located next to the Golubac fortress (a half of all tweets) and at the open public spaces next to the Danube river (Figure 14). The users are more active during the weekends and in the afternoon.

Instagram has been the most frequent used, which means that the majority of the tweets have got the photo attached. It could be concluded that the locations with Instagram messages are more attractive than the one that do not have them and have more potentials as the nodes for future development of the network of open public spaces.

CONCLUSIONS

The main findings from three researches by explained methods can be shaped in the following highlights:

- The open public spaces along the Danube – the town park, the town quay, marina – are recently renovated or in the process of renovation. Even though the urban plan of Golubac documents does not prioritise their renovation, they have been first renovated. This is a confirmation that local authorities and experts have recognised their broader meaning; they are not relevant just for local community, but also for (cultural) tourists and the other travellers and passers-by.
- At contrary, the main street is not adequately recognised as an important public space even though its transitive character means that it is a “mirror” of Golubac Town to the-first time passers-by. Therefore, it can be crucial for the first-time individual cultural tourists to notice the potential of the town and the nearby Danube riverside and spend some time in Golubac. Comparing this conclusion with stakeholder distribution, it is evident that the most of them are located between the main street and the Danube. Thus, the division between the lower/’active’ and upper/’passive’ part of Golubac is very visible.
- Free market (“bazaar”) is very important for local community by research, but cultural tourists do not know about it. However, it can be easily promoted as an integral part of Serbian life and culture. Similarly, the tourists are not informed about the upper part of central Golubac even though they are aware about steep streets and hilly character of most of the town. The upper part can be endorsed to cultural tourists as a place with excellent viewpoints to lower town, Golubac Fortress, Romania and the 6-kilometre wide Danube, which the widest at Golubac along its flow. The market located in this part of town can be included in this town tour.
- Open public spaces in Golubac do not concur with the location of stakeholders. This imbalance is the most noticeable in the eastern part of Golubac, which is even closer to Golubac Fortress, 4 kilometres far away to east. Nevertheless, this part of the town is in pretty somnolent state and with many empty properties. Therefore, this quarter new wider regeneration, where open public spaces should be treated as a network, to enable ‘synergy effect’ in their development.
- The analysis of Tweets shows that the number of active users (not followers) interested in Golubac Fortress is quite small comparing with the number of tourists and residents. Second, users are more attached with photo-sharing (Instagram) than with place-sharing (Foursquare). Indirectly, this concludes that the visual appearance of the fortress in photos is more important interesting for social-network users that its location in surrounding, i.e. surrounding still cannot offer the same experience as the fortress.

The analysis of Instagram supports the aforementioned conclusions that Golubac fortress and Danube riverfront are five times more visible to the social-network users that the open public spaces in the town.

Some abovementioned conclusions could be involved as the strategy or recommendations in the future urban plans and action plans for development the town of Golubac and its surroundings. First, it is important to develop the network of the existing open public spaces and try to extend it towards the upper parts of the town. However, strengthening the connections between the network, Danube riverfront and Golubac fortress is also very important. Furthermore, physical improvements of the main street and the open public space around bus station are the most desirable, without changing their functional aspect. Nevertheless, the prospective redesign of the main street should be focused on the softening of its image of a 'mental boundary' between the lower and upper parts of the town. In contrast to the main street, open public spaces in the eastern part of Golubac deserve a profound regeneration, which must be based on multi-aspect approach – to include physical, functional, social and cultural improvements.

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