



**INTEGRATIVE STRATEGIC PLANNING AND DESIGN FOR
THE STRENGTHENING OF IDENTITY AND CULTURAL
TOURISM IN THE DANUBE CITIES - **SMEDEREVO****



INTEGRATIVE STRATEGIC PLANNING AND DESIGN FOR THE STRENGTHENING OF IDENTITY AND CULTURAL TOURISM IN THE DANUBE CITIES - **SMEDEREVO**

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FOREWORDS AND INTRODUCTION

Aleksandra Djukic, Balint Kadar, Vladislava Živanović Ristović, Ivan Nišlić

FOREWORD

FROM EDITORS

This monograph contributes to the framework of the Regional Network Building Development Strategy through tourism and education by strengthening the “Danube” cultural identity and solidarity and promoting discussions related to the future cooperation between the towns and cities along the Danube in line with new and future needs of inhabitants, stakeholders and local communities. It presents the results of the cooperation between the University of Belgrade - Faculty of Architecture and its Department of Urbanism and the local community/City of Smederevo within “DANUrB – DANube Urban Brand” INTERREG project. This cooperation was realised through the 25 Master theses and Master projects, done during the summer semester 2017/18 at the “Integrative Urbanism” Master Programme at the Department of Urbanism. All theses and projects were completed in 6 studios. Each studio explored the specific topic related to the main strategic goals of the DANUrB project: (1) web platform to support community-led local development of cultural tourism, (2) sustainable urban and spatial planning as a support to enhancing local cultural identity, (3) cultural tourism, (4) integrated projects for the sustainable development of territory, (5) instruments for the management of territorial development, and (6) urban regeneration.

The City of Smederevo has been a subject and polygon for student research at the courses at

the Faculty of Architecture in Belgrade for many years, because of its rich history and cultural heritage, which includes Smederevo Fortress and industrial heritage, as well as the historic core of the city and a few preserved religious structures. The city excellent location on the touch of the Danube River and the first hills of Central Serbia has been recognised for many centuries, creating the fruitful framework for development of the city. The Danube River, the physical and political border for centuries, is now considered as a potential for future connection of different cultures, strengthening prospects for small and medium-sized towns. Identification and strengthening of the local and regional identity of the territory along the Danube are a challenge and great potential for tourism within the area.

The stated general objectives point to the sustainable multi-layered development and the necessity of a multidisciplinary approach to this matter, as well as the identification and establishment of relationships between different issues, such as cultural heritage, built environment, technological advances, environmental protection, social change, economy, tourism, and cognitive science. However, the main foci of the articles are related to what extent the multidisciplinary approach and collaboration with local communities and stakeholders can provide sustainable development of built environment and to provide the powerful tools for the realisation of the urban plans and strategies.

The monograph is divided into the two parts. In the first one, the supervisors of Master theses and projects presented methodology and the theoretical framework for the further development

within the studio. The topics are different and cover all the scales and different problems within the City of Smederevo, highlighting the main challenges: identity, tourism, technology and collaboration with inhabitants, local community, and stakeholders. Together with the students, all supervisors were raising the different questions about the future development of Smederevo, underlining multidisciplinary and multi-layered approach and creative ideas for solving them. In the second part of the monograph, the illustrations of student master projects and researches are given emphasising the results. In the end, the catalogue from the exhibition of student master projects and theses, which was held in Smederevo during September 2018, is presented.

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Dr. Aleksandra Djukic, Associate Professor,
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Dr. Balint Kadar, Associate Professor,
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FOREWORD

FROM LOCAL REPRESENTATIVE

There are three key terms that determine the identity of Smederevo: Danube, Fortress and Iron and Steel Plant. Each of them individually and correlated with many other impacts earned Smederevo recognition as one of the essential urban centres of Serbia.

The position on the Danube does not mean only a source of local identity for Smederevo, but defines it both in the regional and transnational frameworks – owing to a relatively large bank length (about 22 km), existence of an international river port and position at the crossroads of two major pan-European corridors (water corridor VII and land corridor X). X).

However, it is certain that the backbone of the historical and urban development is the Fortress of Despot Đurađ Branković and the heritage of the last Serbian medieval capital. This context, above all, has a great symbolic significance for the local community. On the other hand, it left a deep mark on the physical structure of the city: in addition to the preserved spatial integrity of the Fortress, the elements of a recognizable and spontaneously formed triangular urban matrix, based on the specific triangular form of the fortification, have also been preserved.

Many transformations through history shaped the urban image of Smederevo with minor or major spatial and functional impacts. The first major change occurred with the construction of the

railroad between the Fortress and city in 1884, which led to its physical and functional isolation. The Second World War devastations had the most dramatic impact and, in particular, the ammunition explosion at the Fortress in 1941, after which an orthogonal street matrix was established in the area of a devastated suburb, which radically changed its inherited urban structure. Finally, the systematic urban renewal efforts left a significant mark in the post-war socialist period. These interventions brought massive collective construction to the city core, which was based on new spatial principle, changing the existing building fund and urban matrix.

When it comes to the third important factor, the Iron and Steel Plant, it can be said that the first decades of the twentieth century witnessed a transformation of Smederevo from a traditional agricultural area to a new industrial centre. Thanks to the further generation of economic activities (especially after World War II), the city managed to maintain this reputation till today.

In this milieu, today, the city of Smederevo is a dynamic urban centre in which many spatial and functional interests intertwine. Through the current development processes, the city strives to improve its competitiveness by articulating these interests and establishing stronger connections at the regional level and beyond, insisting on the preservation of its own identity. In recent years, a whole spectrum of activities that should strengthen Smederevo on this journey has been brought into focus. In addition to the already intensified constant development of the industrial zone and construction of new capacities, the decades-old railroad problem through the city core is about to be solved. The construction of the

railroad through the industrial zone to the new port is in progress, creating conditions for the removal of tracks and relocation of the cargo port from the city centre. According to the applicable planning documents of the city, the city port will be used for international passenger transport. In the meantime, in its immediate vicinity, a passenger port has been set for international ships. At the same time, the project of forming a modern marina for small and medium-sized vessels in the immediate vicinity of the Fortress, at the mouth of the Jezava river to the Danube is currently underway. Based on the planning and study documents, the project for the indoor swimming pool at the Marina is currently being prepared. Simultaneously, the city continuously implements public space landscaping projects in an effort to reaffirm local values and improve its own urbanism.

Vladislava Živanović Ristović,

Dipl. Ing. Arch.,

Chief Urbanist of the City of Smederevo

INTRODUCTION

The City of Smederevo has an exceptionally favourable geographical position. Spreading between the Danube in the north, the second longest European river, and the Great Morava in the east, Smederevo occupies the area on the southern edge of the Pannonian Basin and on the north-eastern slopes of Šumadija. Mildly ruffled lowland area, large river flows and moderate continental climate have always provided favourable living conditions, and had a significant impact on strategic development of the city throughout the history. Stretching between two European land and water corridors, Smederevo has an excellent traffic connection with other parts of Serbia and a great connection with the neighbouring countries. Smederevo is located on the international route E-75, corridor 10, which connects Budapest, Belgrade, Niš, Thessaloniki and Athens. It is 46 km away from the capital City of Belgrade. This favourable location of the city gives it a great potential for the further development in terms of tourism.

The total surface area of the City of Smederevo is 481.7 km². The City area encompasses 27 village communities and 11 city communities with around 110 000 inhabitants. The City is an administrative centre of the Podunavlje District.

Rich cultural heritage of Smederevo is seen through the city's continuity from prehistoric times, throughout antiquity and the Middle Ages up to

the present days. In the Roman settlement of Mons Aureus, located on the current territory of the city, Roman Emperor Proba planted the first grapevine in the third century A.D., and today we can say that this move defined the future development of the city. One of the biggest tourist manifestations in the city today is directly connected to the celebration of grapevine, grapes and wine.

The second turning point in Smederevo history happened in the Middle Ages when Đurađ Branković, the last Serbian medieval ruler, inherited the Despotate without the capital City of Belgrade and had to build his new capital city for the purpose of resisting the Ottoman advancing. In the period from 1428 to 1430, the Inner City (Mali grad) was built within the Smederevo Fortress, with the Despot's Court inside, and the whole structure, constructed after the Fortress in Constantinople, was finished within next ten years.

During the 16th and 17th century, Smederevo continued to have a wider regional significance and functioned as an oriental town.

Smederevo was among the first Serbian territories to be freed from the Ottoman occupation. In 1805, Smederevo became Serbian capital for the second time, after 346 years of Ottoman rule.

Another turning point in the historical development of Smederevo was the construction of summer house of the Obrenović ruling Dynasty. The real Court life was established in the Villa Obrenović during the reign of King Milan and Queen Natalija Obrenović, and flourished again during the reign of their son Aleksandar. It was one of the most important meeting places of Serbian cultural elite, luxurious entertainments were organized and well established names of Serbian literature and art

gathered here. In 1882, Queen Natalija organized the ceremonial arrival of 36 officials with their wives, for grape harvest. The guests arrived from Belgrade on a steamship cruising on the Danube. The Queen was the one who started a tradition of celebrating the grape harvest and was the idea maker for the establishment of the Smederevo's Autumn festival, the second oldest tourist manifestation in Serbia today.

Throughout the whole 19th and 20th century, Smederevo ranked as one of the most developed cities of Serbia. The City suffered devastations in both World Wars. It was heavily bombed by Austrian forces in World War I, and in 1941, during World War II, it suffered great losses both in population and infrastructure wise when German ammunition, which was stored in the Fortress, exploded.

In order to understand the tourism potentials of Smederevo, it was important to give a brief history of the city as well as the geographical position which has a great impact on the identity of the city.

In accordance with the Tourism Development Strategy of Smederevo, adopted by the city's assembly for the years 2015-2020, in the period to come, the main emphasis will be put on the different aspects of tourism development, mainly cultural tourism, rural tourism, event tourism, city break, and wine tourism. All of the aspects of tourism mentioned above are interconnected, and they cannot develop separately, rather they are developed through synergy.

When talking about the cultural tourism, the main emphasis is being put on the material aspects of cultural tourism: Smederevo Fortress, Golden Hill Villa (Obrenović dynasty summer villa), City Museum, Church of the Assumption of the Holly

Mother of God are among the most important tourist sites. Non-material aspects of cultural tourism: local traditions, music and dances, etc. are also a part of the cultural tourism and are included in the Strategy. Both material and non-material aspects of cultural tourism are being valorised through the different sets of manifestations in the city. The material ones are also valorised through organized tourist guided tours. The short description of the most significant sites for the development of cultural tourism is given below.

At the confluence of the rivers Jezava and Danube, on the very north of the country, the Smederevo Fortress was built by order of Despot Đurađ Branković in the 15th century. During Despot Đurađ's reign, this monumental structure was the seat of the Serbian state and Church Authorities. The Inner City with its six towers was built in two years accommodating the Court, library and a big reception hall. The Outer City with its 19 towers, intended for accommodation of its residents, was finished by 1439, covering the area of 10.5 hectares. The base of the Fortress consists of two irregular triangles, surrounded by the Jezava river and the Danube. Today, it is the largest flat-landed fortress in Europe.

Villa "Zlatni breg" has a special place in the cultural and historical heritage of Smederevo, as once a summer house of Serbian ruling dynasty Obrenović. From 1900 to 1903, the Villa in Smederevo was the King's summer Court. Villa Obrenović was transformed into German hospital during the World War I, after the World War II, the Villa had become the state property, and as such it was used as the Executive Council Villa and then as a residential building of the Government of the Republic of Serbia. In 2009, Villa Zlatni breg was

granted a status of cultural monument of special importance, and in 2014, it finally became available for tourism purposes and is being advertised as one of the most important tourist sights of the city.

The Medieval Church of the Assumption of the Holy Mother of God is located in the central part of the Old Cemetery in Smederevo. The Church was built in the 15th century on the site of the older necropolis, and the wall paintings date from the end of the 16th and the beginning of the 17th century. Archaeological researches conducted in the 1980s proved that the Church dignitaries were buried here and before that the members of the immediate Branković family – which gave birth to some theories that the Ktitor of the Church was Despot Đurađ Branković himself.

Rural tourism is relatively underdeveloped in the city, so the further strategies are needed for the development of this aspect of tourism.

Event tourism has a long tradition in Smederevo. Smederevo's Autumn is one of the most important manifestations in town. It is one of the oldest manifestations in Serbia. It was established at the end of the 19th century in order to support the development of the city and to reinforce its identity; it expresses and affirms the distinctive features of the city. The idea behind the manifestation was and still is to reinforce the producers of grapes and wine and help them get national and international recognition. During the time, it has become one of the main brands of the city, and a great part of the city's identity. It takes place every year in the beginning of September and incorporates a great variety of cultural and artistic events related to wine and grapes. The central event during the manifestation is a ceremonial parade of costumed medieval knights and the most significant figures

from Smederevo's history.

A theatre festival "Theatre in the Fortress" is being organized for 10 years. Every year in July, an open air theatre festival "Theatre in the Fortress" is held in Smederevo, with general sponsorship provided by the Ministry of Culture and Information of the Republic of Serbia and the city of Smederevo. Theatre program is performed in the Inner Town of the fortress. Numerous local and international theatres have participated in this festival until now.

The Danube Movie International Festival has been organized for the first time in 2018 at several locations in the town, and it valorises the cultural heritage of the city, mainly the Smederevo Fortress, where some of the movie projections took place.

"Plavinac haymaking" is traditionally held in June and it symbolically represents meadows' mowing. During the past ten years, "Plavinac haymaking" has outgrown the status of a local manifestation, both by the number of visitors and participants. More than 150 haymakers gather to participate in this manifestation.

Even though there is a whole spectrum of different manifestations in the city related to the cultural heritage, both material and non-material, tourist potentials of the city are still underused and the further tourism development is needed. Attracting more foreign visitors is necessary for the future development, since most of the tourist visiting Smederevo today, according to the data provided by the city, are domestic tourist.

Ivan Nišlić,

Tourist Board of Smederevo, Head



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INTEGRATED RURAL DEVELOPMENT PROJECTS FOR SUSTAINABLE TERRITORY DEVELOPMENT OF THE CITY OF SMEDEREVO

Danijela Milovanović Rodić, Božena Stojić, Marija Maruna

INTEGRATED RURAL DEVELOPMENT PROJECTS FOR SUSTAINABLE TERRITORY DEVELOPMENT OF THE CITY OF SMEDEREVO

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ABSTRACT

One of the basic characteristics of Serbian territorial development is the concentrated development of several major urban centres driven by a rapid decline of the quality of life in villages, their depopulation and impoverishment. The basic thesis of this paper is, in accordance with the current global, European and national development agendas, that the sustainable territorial development can be achieved exclusively through balanced rural-urban development.

This paper introduces integrated rural development projects (IRDP) as instruments for reaching sustainable territorial development for the city of Smederevo. They are developed within the Master Program in Integrated Urbanism at the Faculty of Architecture of the University of Belgrade supported by the DANURB project and the city government. The main aim of the paper is to present the pedagogical model and IRDP development methodology, as well as results produced within the teaching process – five master theses. These projects differ in main themes, the size of the territory, types and formats of the solutions, but have the same objectives - to improve the quality of life of individuals, families and rural communities, and, thus, increase their visibility and attractiveness. Their aim is not only to prevent out-migration of young people from the villages, but also to encourage in-migration of new population.

When viewed from that perspective, besides straightening rural areas, these IRDPs can contribute to the reduction of pressure on urban areas, whose spatial, infrastructural, institutional and ecological capacities are increasingly burdened and hold back sustainable development.

KEYWORDS:

Integrated rural development projects; sustainable territorial development; pedagogical model; master thesis; Smederevo

1. INTRODUCTION

Since the beginning of XXI century, Serbia has been going through the transitional and structural socio-economic reforms. These reforms triggered the processes of privatization, changes and harmonisation of the legislation with the EU norms, giving an onset to the market liberalisation. While Serbia is striving to achieve the goals of reforms, overcome the economic crisis and join the EU, the main characteristics of current development are far from what we could call the sustainable development. The concentration of political and economic power in few cities, foreign trade being oriented towards importing, privatization of domestic production and creating a stimulating economic environment for foreign investors are the factors that have been affecting the deterioration of domestic production in Serbia, and especially agriculture. The downturn of agricultural production, alongside with transitional consequences such as increased unemployment rate, intensive depopulation and rapidly aging population are contributing to the low quality of life in rural areas and to the vitality loss of villages in Serbia.

Within the on-going on EU accession process, the Serbian government has aligned laws, development strategies and public policies with the EU framework. Despite that fact, the main stumbling blocks of sustainable rural development are (1) centralized government and planning system without much space for bottom-up initiatives on the local level, and (2) the lack of development programs for strengthening rural social capital.

This paper aims to discuss the potential of an integral approach to development planning and governance in rural areas by presenting the student's integral projects for sustainable territory development of Smederevo. These projects have been developed within the Master Programme in Integral Urbanism at the Faculty of Architecture of the Belgrade University and their framework was the DANURB project "Regional Network Building through Tourism and Education to Strengthen

the Danube Cultural Identity and Solidarity". The specific methodology used in developing these projects is of great importance because the students had an opportunity to study in real environment, to learn and implement real development problems and potentials of subject territory and to collaborate with local governance and field experts. The described methodology resulted in specific products – integral projects which present the instruments for achieving sustainable future of rural areas in Smederevo territory.

The first part of the paper briefly describes the development context of rural areas and villages in Serbia as well as the main characteristics of governing the rural development system in Serbia. Furthermore, the paper presents the development concepts and integral approach to improving the quality of life in local communities through an analysis of the EU, national and local strategic and regulatory documents. The third part of the paper discusses six integral projects developed by students as well as the methodology applied. The findings are summarised in the conclusion outlining the key strengths and weaknesses of integral projects as instruments for sustainable development of territory.

2. RURAL AREAS OF SERBIA: DEVELOPMENT AT THE MARGINS

There are 6.158 settlements in Serbia, of which 5.965 are non-urban and automatically considered as villages [1]. In rural areas, the villages are widely spaced with a low density of population ranging between 100 and 500 inhabitants, while the infrastructure is in extremely poor condition. Agriculture is a dominant economic activity in most villages, but the aggravating circumstances for people who are engaged in agriculture are poor access to markets of goods, information and financial capital (Strategija prostornog razvoja Republike Srbije 2009-2013-2020., 2009).

The results of the Population Census conducted in 2011 showed the increasingly unfavourable demographic trends at the national level, but especially in rural areas.

Namely, the consequences of negative natural population growth and intensive migrations towards urban areas and EU member states are reflected in a decrease in rural population of 311.139 (10.9%) inhabitants in the period from 2002 to 2011. In rural areas in South and East Serbia, population decreased by 19% during this nine-year period and the trend continues all over Serbia (Strategy of Agriculture and Rural Development of the Republic of Serbia 2014-2024, 2014).

Another characteristic of rural areas in Serbia that is directly related with previous one is the change in the population age structure. There is less and less population aging between 15 and 65, i.e. every fifth inhabitant in rural areas is older than 65 Serbia (Strategy of Agriculture and Rural Development of the Republic of Serbia 2014-2024, 2014).

In terms of education of rural population, 37% of inhabitants are holding the high-school degree. The trend of decreasing population with high education degree can be noticed across all regions in Serbia. This phenomenon is due to the lack of attractive jobs that are compatible with their education.

When combined, the problems of rapidly aging population, decreasing working-age population and low-educated population are resulting in villages and rural areas being the poorest and underdeveloped, and its inhabitants becoming the most vulnerable socio-economic category of the population. In addition, women in rural households are in the particularly unfavourable socio-economic position due to the lack of employment and patriarchal social environment where the gender inequalities in the field of economic participation are highly expressed.

The national and local rural development policies of are mainly focused on the economic aspect of encouraging development. The development measures undertaken by the national and local government mainly include support to agricultural production and access to the market. But in terms of sustainable development, these measures are not comprehensive and do not

solve the problem of rural development entirely. The state in which rural areas are shows that the existing institutional, organizational and planning mechanisms are inadequate. Although there are laws, development strategies and public policies in place, which declare and formally seek to implement the principles of sustainable rural development, in reality the system is slow, inert, incompatible, non-communicative and inadapttable.

The part of the problem is the still used traditional top-down approach to urban planning that does not leave enough room for involvement of local communities. During the last decade, new approaches, methodologies and instruments have been introduced step by step, such as local, strategic and action planning, but there is still more progress to be made. Currently, the national and local governments are implementing policies and solutions received as international level demands as a part of integration processes. These policies are implemented without essential understanding of their values, which results in insufficiently adaptable solutions compared to changing conditions at the local level. Likewise, the causes of these problems can be found in the decay of social capital in terms of insufficient capacity, of both, the employees in institutions and organizations in charge of development management and civil society (Milovanović Rodić, Lalović, & Nenadović, 2011).

The modest knowledge and lack of additional skills of the rural population are confirmed by the data according to which 97% of the rural population have not attended any additional training programs, and 54% do not have any special knowledge and skills. The percentage of rural population with computer literacy is 20%, while 66% of them are still computer illiterate (Strategy of Agriculture and Rural Development of the Republic of Serbia 2014-2024, 2014). In addition to this data, the situation on the field shows that the productive engagement of citizens in local development issues is very low. A large proportion of rural population is unaware of their own position and abilities, or they do not have enough knowledge and ability to build relationships in the community and launch bottom-up initiatives to achieve sustainable

solutions for reconstruction and improvement of their villages (Milovanović Rodić, Lalović, & Nenadović, 2011).

To conclude, sustainable development of rural areas in Serbia requires new urban planning and governance mechanisms and instruments in addition to the already applied ones.

3. **STRENGTHENING RURAL AREAS AS A PRECONDITION FOR SUSTAINABLE TERRITORY DEVELOPMENT**

The strategy for sustainable recovery of EU member states and their regions from economic crisis that brought Europe and the world into certain transformation process states some important principals and strategic goals of future sustainable urban and rural development. The *“EUROPE 2020 - A strategy for smart, sustainable and inclusive growth”* strategy puts forward three mutually reinforcing priorities:

1. ‘Smart growth: developing an economy based on knowledge and innovation.
2. Sustainable growth: promoting a more resource efficient, greener and more competitive economy.
3. Inclusive growth: fostering a high-employment economy delivering social and territorial cohesion.’ (European Commission, 2010).

Some of the important flagship initiatives that should catalyse the progress and achievement of listed priorities and are referring to urban-rural development include

- “Platform against poverty” - that should connect people from different regions and ensure social and territory cohesion.
- “Agenda for new skills and jobs” – an initiative to modernise skills and educate people with a view to allowing them to equally participate in labour market (European Commission, 2010).

Empowering the EU’s rural development policy has become one of the Union’s main priorities. By the

mid-1990s, the EU had a wide set of mechanisms, instruments and regulations for facilitating territorial/rural development and cohesion, that were mainly financial. With the *Agenda 2000 Reform Agreement* and *Common Agricultural Policy (CAP)*, all these measures have been included into one main regulation. The benefits of this action are reflected in the idea that it is not enough to support rural development only by financial means (1st pillar), but it is necessary to introduce one comprehensive regulation that will cover economic, ecological and social dimension of rural development (2nd pillar) (Fig. 1)

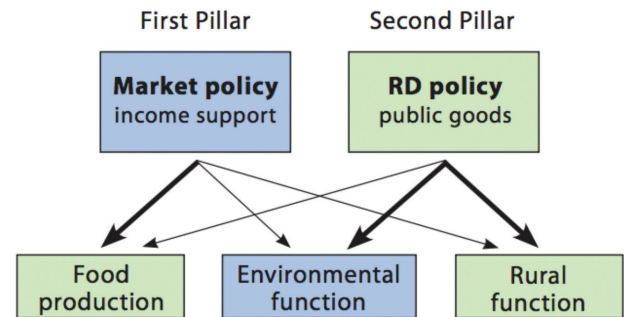


Fig. 1: Sustainable agriculture and rural areas (Source: The EU rural development policy, 2007-2013)

Through the further rural development policy regulation improvements, the main areas that need greater attention in the future were contained in the conclusions of the Second European Conference on Rural Development held in Salzburg in November 2003, *“Planting seeds for rural futures – building a policy that can deliver our ambitions”*. These included:

- Agriculture and forestry – need additional consideration in the future since they play an essential role in maintaining the vitality of rural communities and landscapes.
- Wider rural world – vitality of rural communities can

- no longer rely only on agricultural production, so the diversification of economic activities is necessary,
- Food quality and safety – it is important to preserve the quality of food, animal welfare and rural environment,
- Access to public services – it is necessary to ensure the equal rights and opportunities for all inhabitants,
- Covering the EU's territory – rural development policies must apply in all areas in order that all rural actors can meet the challenges,
- Stakeholder participation – all rural actors have to have equal opportunities to participate in devising policies,
- Partnership – policies have to ensure the partnerships between all sectors,
- Simplification – rural development policies have to be simple and based on programming, financing and control systems (European Commission, 2006).

In the context of the new financial perspectives for the programming period 2007–13, the European Commission conducted a thorough analysis of rural development policy. Reflecting the conclusions of the SALZBURG CONFERENCE ON RURAL DEVELOPMENT and the strategic orientations of the LISBON AND GÖTEBORG EUROPEAN COUNCILS (2001) emphasizing the economic, environmental, and social elements of sustainability, the following three major objectives for rural development policy have been set for the period 2007–2013:

1. Increasing the competitiveness of the agricultural sector – that includes sets of measures within groups such as: human resources, physical capital, quality of production, transitional measures for the new member states,
2. Enhancing the environment and countryside through support for land management – with

group of measures: sustainable use of agricultural land, sustainable use of forestry land;

3. Enhancing the quality of life in rural areas and promoting diversification of economic activities – with group of measures: diversification of the rural economy, improvement of the quality of life in rural areas, training, skills acquisition and animation (European Commission, 2006).

As mentioned above, national and local governments are following and implementing the guidelines of EU's policy into domestic legislation and strategic documents. According to that, the rural development framework is based on *The strategy of agriculture and rural development of Republic of Serbia, 2014-2024*.

The basic data analysis of rural development in Serbia is summarized in the following SWOT analysis (Table. 1)

Table 1: SWOT analysis

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> - Diversity of rural environment, - Rich cultural heritage, - Preservation of traditional knowledge and technologies, - Successful examples of good practice in the field of rural tourism and related activities, - Initiatives initiated to form local social networks, - Solid state of infrastructure in some rural areas 	<ul style="list-style-type: none"> - Unfavourable demographic trends, - Inactive labour market, - Unfavourable social structure, - Unused possibilities of diversification of income in households, - Insufficient utilization of cultural heritage, - Low infrastructural equipment, - Difficult access to social services, - Low level of social capital

OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> - Possibility of creating new products and services; - Possibilities of private and public partnerships; -Revitalization of resources and social structures -Possibility of intensifying regional cross-border cooperation; - Use of pre-accession period for competitiveness growth. -Application of standards with the use of EU funds (IPARD); -Possibilities for development of all types of tourism related to rural environments. 	<ul style="list-style-type: none"> - Insufficient recognition of rural specificities in local and national policies; - Poor investor interest; - Rising rural poverty and regional poverty differences; - Insufficient recognition of the specificity of small farms in national policies, including agricultural policy; - Stagnation in the EU integration process.

(Source: The strategy of agriculture and rural development of Republic of Serbia, 2014-2024)

The key principals of rural development in Serbia are referring to:

1. Sustainable agriculture – multifunctional agriculture is seen as one of the most important production sectors in rural areas
2. Polycentric development – based on respecting the diversity of production systems and types of agricultural householdings
3. Modernization of governing organizations – their training in the efficient management of public policies is the key factor in implementing the strategy
4. Stability and consistency of the agricultural budget –

sustainable rural development demands consistent and predicted annual finances. (Strategy of Agriculture and Rural Development of the Republic of Serbia 2014-2024, 2014).

In order to achieve rural development vision and its goals, strategy puts forward several PRIORITY AREAS of rural development policy, such as:

1. stabilization of the agricultural producer's income,
2. financing of agriculture and rural development as well as risk management activities,
3. efficient land management and increased availability of land resources,
4. improvement of the condition of physical resources,
5. improvement of the knowledge transferring and human resources development,
6. adapting and mitigating the impact of climate change,
7. technological development and modernization of agricultural production,
8. development of market chains and logistical support to the agricultural sector,
9. protection and improvement of the environment and conservation of natural resources and heritage,
10. diversification of rural economy,
11. improving the social structure and strengthening social capital,
12. modernization and adjustment of governing organizations and legislation,
13. Improving the quality and safety of products. (Strategy of Agriculture and Rural Development of the Republic of Serbia 2014-2024, 2014).

Although the development strategy and policy of rural development in Serbia are very aligned with the EU's policy, as shown, Serbia lacks the mechanisms

and instruments to implement its strategic goals and programs (priorities). Unlike the EU, Serbia is still directing its financial support mostly to priority areas that represent agricultural production and market participation. (Strategy of Agriculture and Rural Development of the Republic of Serbia 2014-2024, 2014).

The next chapter presents integrated projects for sustainable rural development and analyses their potential to include several different aspects and priorities of sustainable rural development into their solutions.

4. **INTEGRATED PROJECTS FOR STRENGTHENING RURAL AREAS AND SUSTAINABLE TERRITORY DEVELOPMENT: THE CITY OF SMEDEREVO CASE**

Traditionally structured, bureaucratic and hierarchical, the governance structures of cities and regions are increasingly losing their ability to respond to complex development challenges. Likewise, traditional instruments and approaches to urban planning are all weaker than the challenges they are facing (Innes & Booher, 2010).

The newly emerging socio-economic context(s) required a change in approaching urban development planning, which contributed to the development of the concept of integrated planning - the approach that can address these challenges. However, changing the approach to urban planning is inseparable from the change in education of new urban planners (Čolić, 2015). In 2012, the Department of Urbanism at the Faculty of Architecture of the Belgrade University affirmed the need to educate new urban planners due to the perceived socio-economic challenges of urban-rural development in Serbia by establishing a new study program - master academic studies: Integrated Urbanism (Maruna, 2015).

According to Ellin (2006), the integrated approach starts from analysing and understanding the local community, or a specific area of the city/village, their needs and development potentials, and strives to preserve all that represents parts of the built environment and

social processes that the local community values. The integrated approach in concert with the projects strives to rehabilitate, revitalize and restore social, economic, natural and cultural processes within a particular community. In co-operation with citizens, through various forms of participation, and on the basis of commonly defined needs, an integrated approach seeks to "add" what is lacking in that particular city/village tissue, or to generate interventions in a space that, like a domino effect, will cause new interventions in an already on-going process.

With the development of an integrated approach, various theoretical frameworks and the definition of the approach were developed (Brown, 2005; Healey, 1998, 2006a, 2006b; Laszlo & Krippner, 1998; O'Brien & Hochachka, 2007). Likewise, by putting an integrated approach to the service of sustainable development of cities and regions, many regulatory and development documents at the international and global level provide a framework for defining this approach and the principles of sustainable integrated development. Some of the most important are Leipzig Charter on European Cities (EU, 2007), Toledo Declaration (EU, 2010), European Commission's Cities of Tomorrow Report (EU, 2011), Urban Agenda for the EU (EU, 2016) and The New Urban Agenda (UN, 2017).

The integrated approach, as stated, strives to integrate the following segments into urban planning and governance:

- Different aspects of sustainable development - economic, ecological, social and cultural
- Urban, suburban and rural areas of the specific region
- Developmental, strategic, planning documents and legislative
- Different governance levels
- Different stakeholders and institutions
- Potential funds for the realization of the project

- Built and natural environment.

During the process of developing the students' integrated projects (which include above listed principals of integrated urbanism), it is of particular importance to establish cooperation with local governments of the cities / municipalities whose territory represents the spatial framework of the projects, since it enables students to have more complete and comprehensive insight into the development problems and potentials. Equally important is the cooperation with experts and experts in the teaching process (University of Belgrade Faculty of Architecture, 2017). The process and the results achieved by this practice-oriented teaching methodology are presented in several publications (Maruna, Čolić, 2014; Maruna, Čolić, 2015; Čolić, Maruna, Milovanović Rodić, Lalović, 2015; Milovanović Rodić, Maruna, Čolić, 2016).

The main topic of integrated projects for this generation of students was "Strengthening cultural identity in the Danube region" on the territory of Smederevo city. Developing students' projects was part of the cooperation with DANUrB project through the INTERREG Danube EU Programme (INTERREG, 2014).

The methodological framework of this course is primarily the concept of sustainable urban development and an integrated approach to development planning. In relation to the given territory, the city of Smederevo, students analysed and collected information about the current state of the territory and its developmental problems and potentials as well as development goals in order to find their specific topics of research and projects within the thematic framework of the given DANUrB project. After they select their topics, students are encouraged to start their research and project development (Milovanović Rodić & Stojić, 2018).

As a result of the studying process on this course and the applied research methodologies guided by the principles of integrated approach to the sustainable development of the territory of Smederevo, the students developed five integrated projects:

1. "CULTURAL AND RECREATIONAL ITINERARIES", Mladen Kostadinović
The main goal of the project is integration of natural values and cultural and historical heritage in order to develop tourism and improve the quality of life by developing traffic / cycling infrastructure and promoting natural wealth in villages Šalinac and Kulič. (Poster 1)
2. "SMEDEREVO ORGANIKA" - CENTRE FOR ORGANIC AGRICULTURE IN THE SARAORCI VILLAGE: INTEGRATION OF ORGANIC AGRICULTURE AND RURAL TOURISM DEVELOPMENT, Milica Raković
The main goal of the project is to develop and improve the rural areas of the city of Smederevo by encouraging the development of organic agricultural production and enhancing diversification of rural activities by building the regional organic centre and encouraging collaborative action of local farmers. (Poster 2)
3. "FORMING A WIND BREAK NETWORK OF HIGH RECREATIONAL VALUE IN FUNCTION OF ENVIRONMENTAL PROTECTION AND DEVELOPMENT OF ECO-TOURISM IN MACROZONE OF ŠUMADIJA REGION", Milica Zukanović
The main goal of the project is environmental protection as well as the development of tourism by forming the network of cycling paths within wind break network. Local community can gain recreational space, develop local economy and protect their agricultural land.
4. "FESTIVAL OF MEDIEVAL CULTURE: AN INSTRUMENT FOR BRANDING THE CITY AND DEVELOPING CULTURAL AND HISTORICAL TOURISM", Miloš Mandić
The main goal of the project is to brand the City of Smederevo by encouraging the development of cultural and historical tourism based on rich medieval heritage. The tools for achieving the goal are linking tourist offer of cultural and historical heritage as well as founding the festival as new

tourist attraction for youth.

5. "DIVERSIFICATION OF THE LOCAL ECONOMY AS AN INSTRUMENT FOR IMPROVING THE QUALITY OF LIFE IN RURAL COMMUNITIES". Stefan Radunović

The main goal of the project is the improvement of the quality of life in the villages on Smederevo territory, through the economic and social development of communities in socially vulnerable rural areas. Diversification of the rural economy has been recognized as an instrument of improvement, which should be carried out by restoring the old crafts as a new source of income for local community.

The table below (Table 2) shows the level of integration of the stated principles of an integrated approach to sustainable development in each of the five student's project. According to the table, we can conclude that in each project there is an aspect of economic development of the city region, but also that the research was done in such a way that in most cases it is inseparable from the social and cultural development of the city, as well as ecological (Column I). It is possible to notice that each of the five projects integrates two or more development problems of Smederevo, among which tourism and agriculture are predominant (Column II). The largest number of these projects integrates the urban and rural area of the city, which is an exceptional quality of working results (Column III). Likewise, in all five projects, the research has integrated, analyzed and considered developmental, strategic, planning documents and legislative, so that these projects have a good basis and argumentation (Column IV). In the fifth column the integration of strategic priorities stated in Strategy of Agriculture and Rural Development of the Republic of Serbia for the period 2014-2024, which are listed in chapter 3, is shown (Column V).

Table 2: Integration of different (I) aspects of sustainable development, (II) development problems of Smederevo region, (III) spatial levels of Smederevo, (IV) documents and (V) priority areas in national Strategy of Agriculture and Rural Development of the Republic of Serbia 2014-2024, into student's integrated projects for rural development.

TABLE LEGEND:

Legend of the column (I) Aspects of sustainable development: (1) economic aspect, (2) ecological aspect, (3) social aspect, (4) cultural aspect;

Legend of the column (III) Spatial levels of the city: (1) urban area, (2) suburban area, (3) rural area.

Legend of the column (IV) Integration of different documents: (1) developmental and strategic, (2) planning documents, (3) legislative;

Legend of the column (V) Priority areas in national strategy: (1) stabilization of the agricultural producer's income, (2) financing of agriculture and rural development as well as risk management activities, (3) efficient land management and increased availability of land resources, (4) improvement of the condition of physical resources, (5) improvement of the knowledge transferring and human resources development, (6) adapting and mitigating the impact of climate change, (7) technological development and modernization of agricultural production, (8) development of market chains and logistical support to the agricultural sector, (9) protection and improvement of the environment and conservation of natural resources and heritage, (10) diversification of rural economy, (11) improving the social structure and strengthening social capital, (12) modernization and adjustment of governing organizations and legislation, (13) improving the quality and safety of products.

PROJECT TITLE	(I) ASPECTS OF SUSTAINABLE DEVELOPMENT	(II) DEVELOPMENT PROBLEMS	(III) SPATIAL LEVELS OF THE CITY	(IV) INTEGRATION OF DIFFERENT DOCUMENTS	(V) PRIORITY AREAS IN NATIONAL STRATEGY
1. "Smederevo Organika"	1, 2, 3	organic agriculture, tourism	1, 2, 3	1, 2, 3	1, 4, 5, 6, 7, 8, 9, 10, 13
2. "Forming a wind break network of high recreational value in function of environmental protection and development of eco-tourism in macrozone of Šumadija region"	1, 2, 3	agriculture, infrastructure, tourism	3	1, 2, 3	3, 4, 6, 9, 10, 13
3. "Festival of medieval culture: an instrument for branding the city and developing cultural and historical tourism"	1, 4	urban marketing, tourism	1	1, 2, 3	9, 11
4. "Cultural and recreational itineraries"	1, 3, 4	tourism, infrastructure, quality of life	1, 2	1, 2, 3	6, 9, 10
5. "Diversification of the local economy as an instrument for improving the quality of life in rural communities"	1, 3, 4	quality of life, unemployment, tourism, social inclusion	1, 2, 3	1, 2, 3	1, 5, 8, 10

5. CONCLUSION

Rural areas in Serbia, in this case at the territory of the city of Smederevo, stand at the margins of development mainly due to an inadequate institutional support to the rural-urban synergy and balanced development. The existing governance system is insufficiently successful in dealing with the flows of urbanization and consequently the villages weakening and disappearance. New instruments and approaches are needed to encourage the diversification of economic activities and agricultural production, capacity building for individuals and communities, support cooperatives and environment protection.

This paper presents an integral approach to addressing these challenges and articulates the methodological concept of formulating integral rural development projects. The collaboration with different actors and new types of partnership between private and public sector are seen as key presumptions for formulation and implementation of local development projects for both urban and rural areas that can improve land management, provide technical and social services, support of low-income groups' employment (women in rural areas), and natural and cultural heritage protection.

The presented pedagogical model allowed students to understand and apply the principles of an integrated approach to the planning of sustainable development of the territory. The five presented master theses show that students can understand the complex challenges of rural-urban development. Multidisciplinary approach, collaborative learning model and a direct cooperation with local government representatives and experts resulted in projects proposals that, if implemented, could be able to change negative trend and give new life sparkle in order to reach sustainable territorial development of the city of Smederevo.

6. ENDNOTES

[1] The Republican Bureau of Statistics in Serbia has been applying the administrative criteria for determining the type of settlement, according to which the settlements are divided into "urban" and "non-urban".

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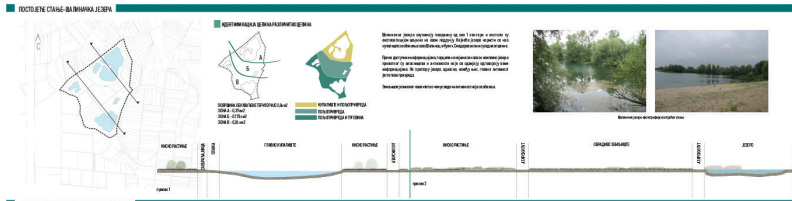
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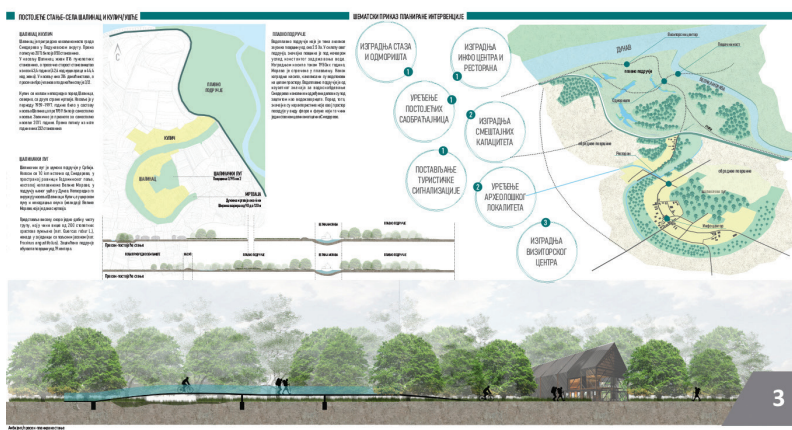
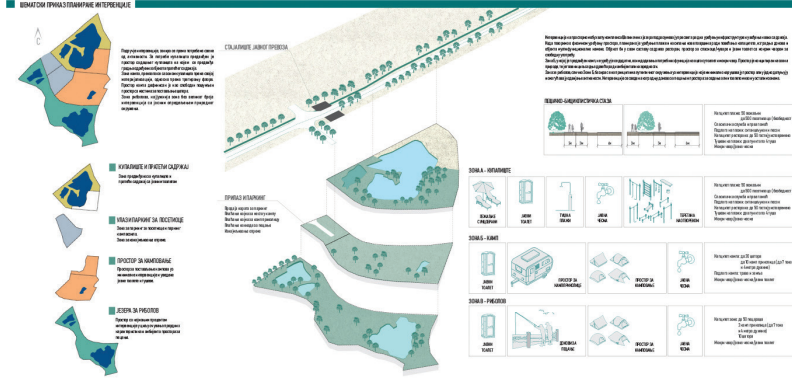
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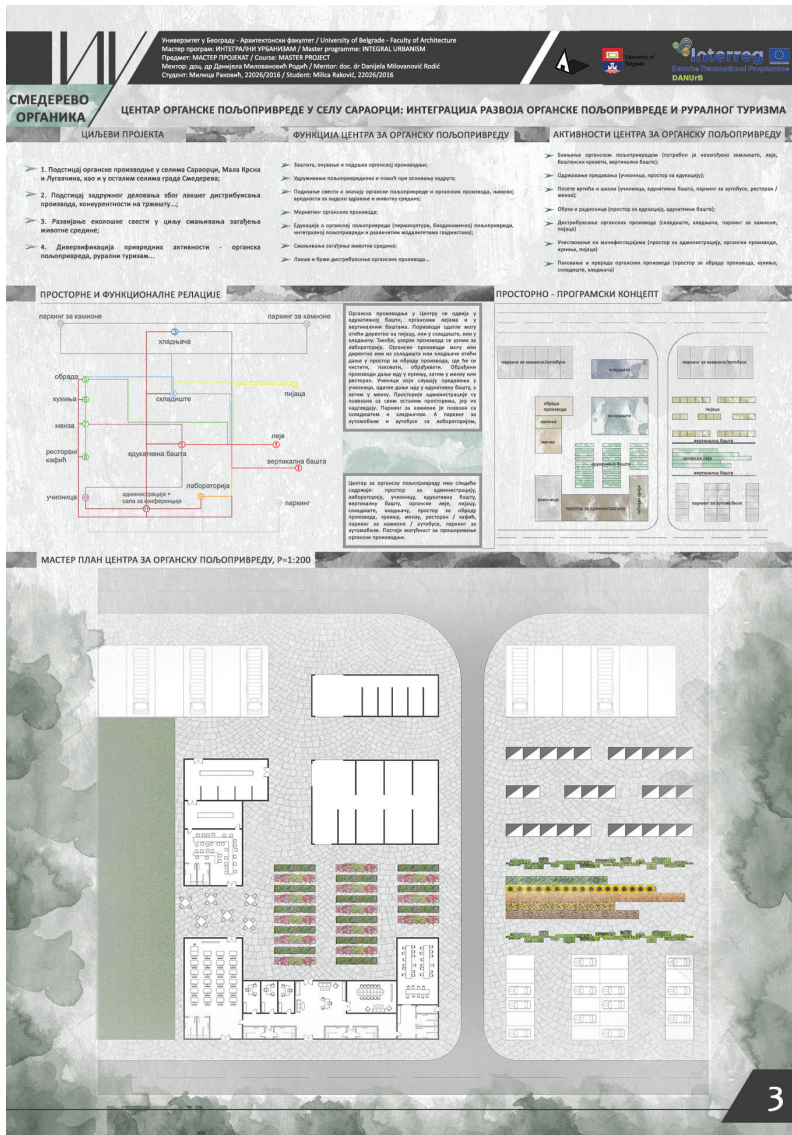


Poster 1

CULTURAL AND RECREATIONAL ITINERARIES

Mladen Kostadinović, master candidate





Poster 2

"SMEDEREVO ORGANIKA" - CENTRE FOR ORGANIC AGRICULTURE IN THE SARAORCI VILLAGE: INTEGRATION OF ORGANIC AGRICULTURE AND RURAL TOURISM DEVELOPMENT

Milica Raković, master candidate



2

CULTURE AND YOUTH NETWORKS FOR RELEASING URBAN POTENTIALS

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CULTURE AND YOUTH NETWORKS FOR RELEASING URBAN POTENTIALS

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ABSTRACT

The paper presents an overview of the possibilities for application of networks and collaboration in planning and urban governance in the case of complex and changing places in a specific local transition context. Culture and youth networks were developed through six master students' projects in the City of Smederevo within the thematic framework 'Strengthening Cultural Identity in the Danube Region' under INTERREG IV transnational cooperation programme. Network governance represents one type of governance. Culture and youth networks are used in urban governance due to their spatial dimension and the results they may achieve. The main aim of this paper is to point out at some of the advantages of network coordination within students' integrated urban projects identified as: improved capacities to solve complex problems, increased recognition and competitiveness, more efficient use of resources, and development of other governance and planning instruments. Completed students' projects point to the possibility of applying networks as urban governance instruments for activation of underused urban potentials, incorporation of new activities and land uses and establishing standards for entering European regional networks, integrating spatial interventions with actors and resources, and proposing new governance practices, which aim to enable innovation, as well as complementarity with traditional planning instruments.

KEYWORDS:

Culture and youth networks; integrated urban projects; new products; new urban governance practice; Serbia

1. INTRODUCTION

This paper discusses possibilities for the application of the urban governance instruments within the culture and youth (including employment) networks. The networks have been developed through six integrated urban projects (hereafter IUPs) modelled by students of the Master Programme in Integral Urbanism for the City of Smederevo under thematic framework of 'Strengthening cultural identity in the Danube area'. This specific topic was derived from the orientation of the master programme towards the subject of sustainable and integrated urban development. Final master projects are developed within the platform for collaboration, established by the Faculty of Architecture with local communities, international faculties and projects, professional institutions and organizations from the public, private and civil sector (Maruna et al, 2018; Milovanović et al, 2018). Collaboration with various institutions, especially international faculties and projects aims to promote the use of EU instruments of sustainable urban development in order to develop and strengthen capacities in the field of planning and governance. The collaboration was initiated to enable: 1) international support with a view to introducing new knowledge from the European urban practices into the teaching process and education of the profile of experts in accordance with the changing socio-economic context in Serbia, and 2) testing the application of new instruments in the local environment (Maruna & Čolić, 2015; Čolić, 2015b). From 2013 to the present, the following topics of integrated urban development have been incorporated through the teaching process: climate resilience and risk disaster management, multi level governance, public property and public interest, localization of SDGs, cultural identity and urban governance instruments.

The paper discusses the possibilities for the application of networks and collaboration in planning and urban governance on the case of complex and changing places in a transitional context of a post-socialist country of Serbia (Čolić, 2015a). The main argumentation for the application of urban governance, and specifically

application of its instruments, is based on the viewpoint that students should acquire knowledge about a wide range of urban problems in order to be prepared for new planning roles that require understanding of urban and regional policies, work of public services and other actors, and where knowledge of different governance and planning instruments is of importance (Innes *et al.*, 2010). As urban governance is better assessed when it relies more on practical experimentation and learning new norms' (Hyden, 2011, p. 19), this paper assesses certain aspects of the application of the networks and network governance on the case of the City of Smederevo.

2. NETWORKS

Network governance is one perspective of the broader idea of governance (Rhodes, 1997). Along with partnerships, pacts and hierarchies, networking becomes more and more present. Networks are less formal, less stable, less noticeable, but they can be effective. They appear as a form of governance aimed at establishing a balance in the fragmentation of the administration's work with regard to territory (Innes *at al.*, 2010), also understood as a socio-economic category (Čolić, 2015a).

Networks allow for information exchange, better coordination, establishment of a common culture and gathering stakeholders around a common vision. Such networks enable greater sensitivity in relation to the local reality (Hajer & Vagenaar, 2003) and can enhance coordination and understanding beyond the boundaries of public sector competences, levels of administration, professional disciplines, etc. Networks have a spatial or territorial base (Blanco *et al.*, 2011). In other words, they are place-based (Innes *et al.*, 2010). They are mostly self-organized and task-oriented. They are comprised of interdependent actors who recognize the possibilities of adding value to working together, accessing and mobilizing resources. From a practical point of view, the network is a group of individuals or institutions linked by connections that are not hierarchical or contractual. As such, networks are flexible systems.

In cities, networks are recognizable – they also gather public sector actors from multiple levels in order to solve problems that no one directly is responsible for (Hajer & Vagenaar, 2003). There are examples of collaboration between private and public sector where the focus is mostly on economic development, employment, culture, or examples of networks in the field of urban regeneration, climate change, water management, economic competitiveness and social justice, and more (Blanco, 2013; Innes *et al.*, 2010; Kearns & Padison, 2000). Such networks can lead to the formation of more formal partnerships or initiate work on concrete projects, along with the development of other governance instruments.

Network governance does not exclude the application of traditional governance instruments – plans, decisions, regulations, etc (Blanco, 2013). Both of these are required in order to ensure the funding and legitimacy for the results of cooperation networks. In conditions of great complexity and uncertainty, the use of networks' capacities to connect people, ideas and knowledge in changing combinations of organizations and problems, may be necessary (Booher & Innes, 2002; Innes *et al.*, 2010).

The characteristics and results of urban governance, and in particular the application of networks, can be diverse. The experiences of successful examples of network governance (Innes *et al.*, 2010, p.21) highlighted the importance of involving different, interconnected stakeholders, collaborative dialogue, joint knowledge development, creating social and political capital, and boundary spanning. The benefits of network coordination include improved learning, more efficient use of resources, increased capacity for planning and solving complex problems, greater recognition and competitiveness (Provan & Kenis, 2008). Urban governance is characterized by creativity through the process of developing a 'new product' (Healey, 2004, p.89). These can be cultural buildings, commercial, public spaces and physical structures that represent the city's social culture, as well as new governance practices operationalized through different forms (Tasan-Kok &

Vranken, 2011).

Some of the above mentioned results of the networks are recognized within the students' projects - a better recognition and improved urban identity based on cultural assets and social capital, a new way to access and utilize resources, inclusion of different stakeholders, creation of a 'new product'. These results are presented in the following section.

3. CULTURE AND YOUTH NETWORKS FOR RELEASING URBAN POTENTIALS - THE CASE STUDY OF THE CITY OF SMEDEREVO

3.1. Master project as field for testing urban governance

The work on master projects served as a polygon for testing the applicability of instruments for urban governance and territorial development. In addition to the topics of culture and youth in relation to the instruments of urban governance, attempts have been made in applying practice-oriented and collaborative learning within the master project development. Thus, the students had an opportunity to work on live examples from practice in solving real problems. Beside the studio method, field visits, presentations and consultations with representatives of local institutions and interviewing citizens, the consultations with members of the mentoring commission, were organized as well. The aim was to achieve better understanding of problem and proposal for its solving, gain knowledge on different governance and planning instruments, while the expected result should take a form of integrated urban projects for strengthening cultural and urban identity.

Within IUPs, the networks served as a 'release potential' or synergy through collaboration, to locate specific interventions in space, and aimed at improving the urban environment in general. The problems and potentials of the local context were further examined through the dialogue with representatives of the local community. The place-based aspect of urban intervention enabled

considering cultural, economic, ecological and social aspects as a whole, and their complex and intertwined relationships.

3.2. Master project as field for testing urban governance

An emphasis on networks was initiated by students during their work on master thesis, which preceded the development of IUPs (Fig. 1).



Fig. 1: Applied IUPs networks (Source: Authors)

The support for interventions in students' projects were the following networks: EU 'INTERREG IV Program for Danube Region' / Culture and Solidarity; a network of public spaces, including the Smederevo Fortress, nominated for UNESCO protection of cultural property, whose proclamation is preconditioned with the regulation of public spaces and the removal of the railway; UNESCO creative cities network; EUROVELO European cycle route network; UNCTAD Creative Economy Network; Culture Action Europe; ERIH - European Route of Industrial Heritage; TICCIH - the International Committee for the Conservation of the Industrial Heritage; ICOM - International Council of museums; ATRIUM - Architecture of Totalitarian Regimes of the XX Century in Europe's Urban Memory (socialist heritage); ECOP - Youth Cooperative Entrepreneurship, YFI as European Youth Forum; Cultural Routes of the Council of Europe, Roman emperors and Danube wine route, etc. The goals of these networks are shown in Table 1.

Table 1: The goals of applied networks

NETWORK NAME	GOALS
ERIH	<ul style="list-style-type: none"> -the extension of the concept of the route to the whole Europe, -organization and participation of events related to industrial heritage, -linking with other cultural networks, -fundraising or other sources of financial support
TICCIH	<ul style="list-style-type: none"> -study of industrial archaeology, protection, promotion and interpretation of industrial heritage, -attracting enthusiasts and experts from many complementary areas
ICOM	<ul style="list-style-type: none"> -preservation and protection of cultural assets, -setting standards for museums
Culture Action Europe	<ul style="list-style-type: none"> -raising awareness about the contribution of culture to the development of sustainable and inclusive societies, -cooperation and dialogue between different actors in the field of arts and politics
UNCTAD	<ul style="list-style-type: none"> -development of knowledge and examples from practice, facilitation of strategic alliances and networking among governments, creators, business community and civil society
UNESCO	<ul style="list-style-type: none"> -promotion of international cooperation agreements to secure the world's cultural and natural heritage

ATRIUM	<p>-enables the research of cities through structures typical for the different socio-political systems - facilities recognized as a part of this heritage are promoted as open-air museums.</p> <p>-opening critical historical discourse at local and European level in order to create a common perception of citizens about the history and acceptance of its products, including urban spaces</p>
ECOCOPE	-raising awareness, interest and knowledge about the importance of a cooperative business model and its potential to influence the problem of youth unemployment
YFJ	<p>-greater participation of young people.</p> <p>-stronger youth organizations and strengthening autonomy and inclusion of young people</p>
Vitis Route Cultural Route of the CoE, 2009	-promotion of the quality of life in rural areas, wineries, people and technologies as a part of culture and ways of preserving European tradition
Roman Emperors and Danube Wine Route Cultural Route of the CoE, 2015	-promotion of Roman heritage and winegrowing culture

The networks initially served as a source of inspiration and creativity for project proposals, setting standards for accessing networks, and more. In addition, during work, it became clear that some features and potentials of network application can also be considered in the IUPs, such as: greater recognition based on cultural identity

and social capital, new ways to access and use resources, involvement of different stakeholders, creation of new cultural and employment modalities, introduction of new urban governance instruments.

3.3. Assessment of application of networks in students' projects

Relying on the specificities of the local context, the framework for assessment of networks in students' IUPs was established. The assessment of IUPs is composed of the following aspects:

1. Strengthening of urban and cultural identity by activating under-utilized potentials,
2. Implementation of networks for establishing standards and criteria for spatial interventions and introducing new topics and land use,
3. Linking place-based interventions with actors and funding, and
4. Enabling new governance practices, including complementarity with traditional instruments.

STRENGTHENING OF URBAN AND CULTURAL IDENTITY BY ACTIVATING UNDERUSED POTENTIALS – The activation of underused potentials enables raising of attractiveness and strengthening of urban identity, which is one of the goals of urban governance (Healey, 2009). The underused potentials recognized in master students' projects are: registered and unregistered cultural heritage, brownfield locations, public spaces, youth activism, youth employment and social capital, and resources – capacities and funds.

The potentials for revitalization of registered cultural heritage, buildings under previous culture heritage protection, architectural and urban heritage from the socialist period, industrial heritage, are not based only on the architectural value of the buildings, but also on contributing local economic and social development. Brownfield locations, mapped in the Smederevo area

are: old Ironworks complex, tobacco monopoly, salt monopoly and silos, Hotel 'Smederevo', wine cellar 'Godomin', 'dom JNA', barrack 'Ivan Stefanović Srba', tiley 'Nikola Krga', construction company '16. Oktobar' and others. Although one of the recognised potentials is the possibility of re-activation of brownfield locations through their revitalization, the focus of the projects is not only on physical intervention, but also on defining a possible management model which would allow their further development. Public space in the city is considered as a field with great potential for interventions including: the arrangement of waterfronts, public spaces, renewal of common spaces in housing blocks, and the development of a network of open public spaces.

IUPs emphasize the importance of youth activism, youth employment and social capital, and recognize knowledge and skills as their most prominent potential. The local context is characterized by the unclear strategic commitment through policies and plans, insufficiently harmonized market and education needs, as well as lack of systems and programs that allow the transition of youth from the sphere of education to the sphere of business. At the same time, youth are recognized as a socially vulnerable group. Another potential recognized in IUPs is an overview of available resources - competencies of existing institutions and sources of funding.

IMPLEMENTATION OF NETWORKS FOR ESTABLISHING STANDARDS AND CRITERIA FOR SPATIAL INTERVENTIONS AND INTRODUCING NEW TOPICS AND LAND USE - IUPs incorporate an analysis of standards and criteria for inclusion in the networks: UNESCO Heritage (Smederevo Fortress), ERIH and TICIH networks, ATRIUM network of cultural heritage from totalitarian regimes, ECOP and YFI networks dealing with the issue of social entrepreneurship and active inclusion of young people, etc. Such an analysis of standards for networking gave the initial criteria for interventions. At the same time the IUPs' aspiration was joining the European networks after meeting standards.

The IUPs' interventions were set up at different spatial

scales of individual buildings and locations, urban areas, paths and routes, networks and territory of the city (Figure 2).

A wide range of topics opened up a set of possibilities for the application of various place-based interventions: extension and revitalization of public spaces including the Danube river waterfront; reconstruction and revitalization of cultural heritage of different levels of protection; urban regeneration of deprived locations and quarters; better use of underused construction land, and renewal of urban pockets and neighbourhood common places (Table 2).

Table 2: Aspects of activation of underused urban potentials in IUPs

PLACE-BASED INTERVENTIONS	<ul style="list-style-type: none"> -better use of underused construction land -revitalization of public spaces -reconstruction and revitalization of cultural heritage -urban regeneration of deprived areas -renewal of urban pockets and neighbourhood common places
THEMES	<ul style="list-style-type: none"> -brownfield development -creative economies -promotion of industrial heritage and socialist urban heritage -public spaces networking -youth entrepreneurship -social inclusion and social capital -maintenance of the housing stock -new urban governance models
NEW LAND USE	<ul style="list-style-type: none"> -mixed land use -public use (public spaces, green areas, culture, education, social protection ...). -commercial -housing

NEW PRODUCTS	<ul style="list-style-type: none"> -new culture and youth employment facilities -new elements of the city urban dimension -'new market niche' -new governance practice
NETWORKS' INFLUENCE	<ul style="list-style-type: none"> -meeting standards and joining European networks

New activities also included the themes such as: reuse of brownfield sites, development of new management models for brownfields, thematic industrial heritage routes, creative economies, a museum of wine and viticulture, activation of water front public space in a participatory manner, youth entrepreneurship, start up companies, social inclusion (youth centre), development of social capital through activation of youth as a vital part of society, initiation of urban protection treatment for socialist architectural and urban heritage, maintenance of residential buildings and introduction of the neighbourhood committee as a new urban governance model, reuse of facilities under previous protection for accommodation capacities, inclusion of investors through public-private dialogue, introduction of bicycle paths and urban mobility, etc. In this way, a whole range of new land use was obtained, including mixed land use, public use (public spaces, green areas, culture, education, social protection ...), commercial and housing land use. As a result of releasing urban potentials and creative endeavours (Healey, 2004), the students identified the following 'new products': new spaces for culture and youth employment; new elements of the urban dimension of the city manifested in public spaces and rehabilitation of cultural heritage, urban regeneration of deprived areas, rational use of construction land through reuse of brownfield sites, etc.; 'new market niche' - the Danube river water front, new segments of Eurovelo bicycle route, youth inclusion and employment opportunities, and the new governance

practice consisting of various governance instruments, as outlined below.

LINKING PLACE-BASED INTERVENTIONS WITH ACTORS AND FUNDING - The analysis of problems and potentials of the local context enhanced students to recognise the lack of funding, the lack of planning documents, unresolved property issues, as well as insufficient institutional capacities for better urban governance. The importance of raising the capacities of the public sector has been recognized as one of the objectives of the IUPs and proposed through inclusion in international networks and facilitating peer to peer learning, involvement of actors from the private and civil sector through public-private dialogue and partnerships, and active citizen participation.

The IUPs emphasize the relevance of institutional and cross-sectoral cooperation, since it offers an opportunity of gathering all stakeholders, their joint discussions and collaboration that would lead to defining priorities and adjusting projects to the local context. Besides opening of the new themes, institutional and cross-sectoral coordination facilitates linking and harmonization of the work of various institutions dealing with similar topics, enable more efficient budget management, decision-making transparency, and enhance projects' implementation. A review of the potential stakeholders is given in Table 3.

Table 3: Potential stakeholders of Smederevo IUPs

LOCAL PUBLIC ACTORS	<ul style="list-style-type: none"> -City of Smederevo -Local Economic Development Office -Public enterprises -Tourist organization of Smederevo -Cultural Centre -Smederevo Museum
REGIONAL	<ul style="list-style-type: none"> -Regional Institute for Culture Heritage Protection, Smederevo -Regional Development Agency „Braničevo-Podunavlje“

NATIONAL	<ul style="list-style-type: none"> -Institute for Culture Heritage Protection of Serbia -Development Agency of Serbia -JSC Serbian Railways -Republic Water Directory -University in Belgrade – Faculty of Architecture
INTERNATIONAL	<ul style="list-style-type: none"> -Interreg IV Cross Border programme (INTERREG IVA) -Transnational programmes (INTERREG IVB) -Interregional Co-operation (INTERREG IVC)

Each IUP defines the main stakeholders, partners and other involved actors. Beside the existing institutions and departments at the local and regional level, the key stakeholders are also recognised as a new governance entity, such as the neighbourhood committee envisaged in the project 'Residential Commune in the Pocket' which deals with the mobilization and renewal of socialist urban and architectural heritage. Also, the multidisciplinary workgroups are proposed as a potential stakeholder in the IUP dealing with the development of the facilities for managing the complex of Old ironmongery.

The budget is planned for each of the projects - local budget, private investments and public-private partnership, and national and international funding (Table 4).

Table 4: Potential national and international funding for IUPs

NATIONAL SOURCES	<ul style="list-style-type: none"> -Development Agency of Serbia -Ministry of Culture and Information -Open Society Foundation -Environmental Protection and Energy Efficiency Fund
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INTERNATIONAL FUNDING	EU funds	IPA - Instrument for Pre-Accession Assistance	<ul style="list-style-type: none"> -IPA 2014 - 2020. -Cross-border and transnational cooperation (Danube Transnational Programme)
		EU programmes	<ul style="list-style-type: none"> -COSME for Employment and Social Innovation -Creative Europe -Europe for Citizens -Horizon 2020
	Banks	Cohesion policy and other funds	<ul style="list-style-type: none"> -Cohesion policy -Western Balkans Investment Framework - WBIF -Solidarity Fund (EUSF)

ENABLING THE NEW GOVERNANCE PRACTICES - According to contemporary trends in urban governance, the IUPs stress that the implementation of the proposed projects requires the use of new instruments of urban governance that exceed the recognized limitations of a traditional, sectoral approach to urban planning. Relying upon previously identified and analyzed urban policies and initiatives that are already launched in the public sector (at local, regional, national and international level), students emphasized the need for introduction

of instruments that allow more efficient multi-level governance and involvement of different stakeholders at different levels.

Table 5: Complementary urban governance and planning instruments

NEW URBAN GOVERNANCE INSTRUMENTS	<ul style="list-style-type: none"> -networks -public participation -public-private dialogue -public-private partnership -increase of transparency in decision-making -neighbourhood committee -management models -capacity development
TRADITIONAL URBAN PLANNING INSTRUMENTS	<ul style="list-style-type: none"> -Urban Design Project -Detailed Regulation Plan -General Regulation Plan

In addition to the European culture and youth networks, the IUPs initiated introduction and combination of other urban governance tools such are public participation, public-private dialogue, atlas of locations for investors and increase of transparency in decision-making, public-private partnerships, neighbourhood committee, management models and capacity development (Table 5). For example, projects dealing with a problem of re-activation of brownfield locations - 'Capacity Development for Networking and Management of the Old Ironworks Complex' and 'Revitalization of Brownfield Locations through Creative Economies - Brown-up' foresaw the introduction of public-private partnerships and project management. Project 'Atlas of Cultural Heritage (for Investors) - Pearls of the Danube' introduces an interactive map of locations for investors, as a tool for a transparent communication, and a public-private dialogue, while project 'Residential Commune in the Pocket' has envisioned a neighbourhood committee and citizen participation.

4. CONCLUSIONS

This paper is an analysis of IUPs developed by students within their master projects within the perspective of application of culture and youth networks. The time will show if some of the IUPs will be realized in practice. It should be noted that students' master projects do not have a practice-based research design that would allow for a critical overview of the results of the use of governance networks. However, the intention of the analysis of the application of networks in students' projects was to indicate the possible fields of intervention by their application. The results of this analysis are encouraging.

In seeking for the new ways to be creative and to access and utilise resources, testing of instruments for urban network governance was intended towards not only problem solving but also for the better use of underused potentials. In this way, it is possible to raise attractiveness and strengthen the urban and cultural identity.

The applied networks can set standards for place-based interventions at different spatial scales - from single location to the entire city territory. These interventions relate to the better recognition of culture heritage, development of new commercial, public spaces and physical structures that represent the city's social culture. Also, these interventions relate to more intensive use of underused construction land, reuse of existing urban structures through urban renewal and regeneration. Each of the interventions is related to available funding - local budget, public-private partnership, EU funds, national budget, etc., where the resource blending has been applied. By understanding of the influences and interests of various stakeholders, each project contains a detailed analysis in relation to the steps in the process of formulating the proposal. In addition to European networks of culture and youth, a combination of other urban governance instruments including capacity building, participation, public-private dialogue, and public-private partnership, has been initiated. Traditional urban plans were also considered within the process. The aim was not to exclude each other but to point

to the complementarity between traditional and new instruments for urban development, depending on the purpose of urban interventions.

One of the first steps in evaluation of the success of student projects was the nomination of student project 'Capacity Development for Networking and Management of the Old Ironworks Complex' ('Stara železara') by the Commission for the selection of the most successful final master projects of the Faculty of Architecture 2017/18 for the "Inspireli" Awards competition in Urban Planning (UBFA, 2018). Also, graduated students presented their IUPs at an exhibition in Smederevo at the Cultural Centre in September, 2018. IUP 'Urban Management of Public Spaces Network as a Cultural Heritage of the Community - Connect (for) the City' won the first prize in category of students' projects at International exhibition Salon of Urbanism in Ruma in November 2018.

In addition to learning through collaboration and examples from practice, networks have proved to be an inspiration for working in a studio. Namely, at the first presentation of the project proposals in Smederevo in June 2018 students prepared a list of possible European networks, and suggested them to local partners. Worth to mention is that the process of working in studio substantively changed during the course. The students insisted on the joint work in the group. They constantly exchanged the data on the results of the research, field and interview data and complemented each other with new ideas and contributions. They discussed in group the underused potentials and open field for future research. These contributions created an environment for a joint work on a joint project, whereas the studio began to function as a network itself.

This paper aims to demonstrate that the orientation of academic institutions towards the contemporary issues of sustainable and integrated urban development and urban governance, within the partnership with local community and the EU transnational cooperation project, supports the better recognition and strengthening of local urban and cultural identity. It has

a social relevance too. Dynamics of development of IUPs enable the formation of new capacities in interaction with the social environment. Under the conditions of change, the academic institution holds the potential for reflexion and flexibility in order to respond to the new urban challenges.

5. ENDNOTES

Supervisor Ratka Čolić, PhD, Assistant Professor; Junior Supervisor Jovana Bugarski, MA Teaching assistant; Students: Stefan Hadži Arsenović - 'Revitalization of Brownfield Locations through Creative Economies - Brown-up'; Milica Đurđević - 'Smederevo - European Youth Capital'; Nevena Mandić - 'Atlas of Cultural Heritage (for Investors) - Pearls of the Danube'; Srđan Mićanović - 'Capacity Development for Networking and Management of the Old Ironworks Complex'; Milica Ristović - 'Urban Management of Public Spaces Network as a Cultural Heritage of the Community - Connect (for) the City'; Margita Vajović - 'Residential Commune in the Pocket'.

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NETWORKS LINKS:

<https://www.erih.net/>

<http://ticcih.org/>

<http://icom.museum/>

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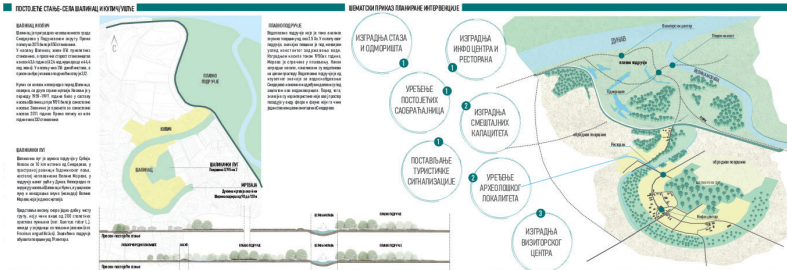
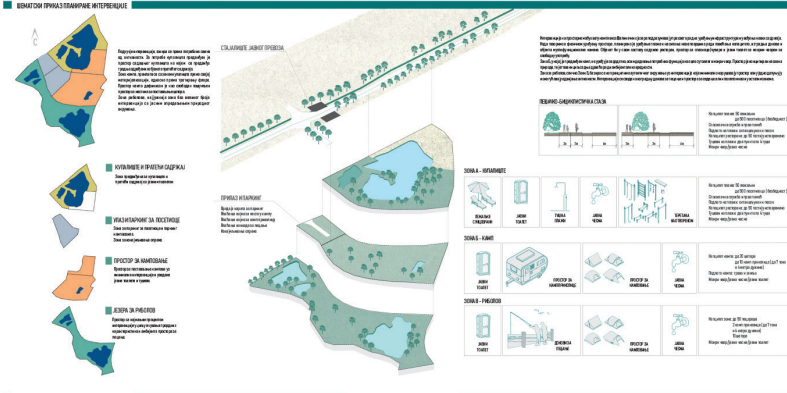
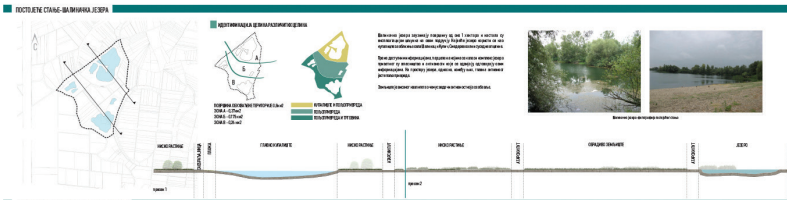
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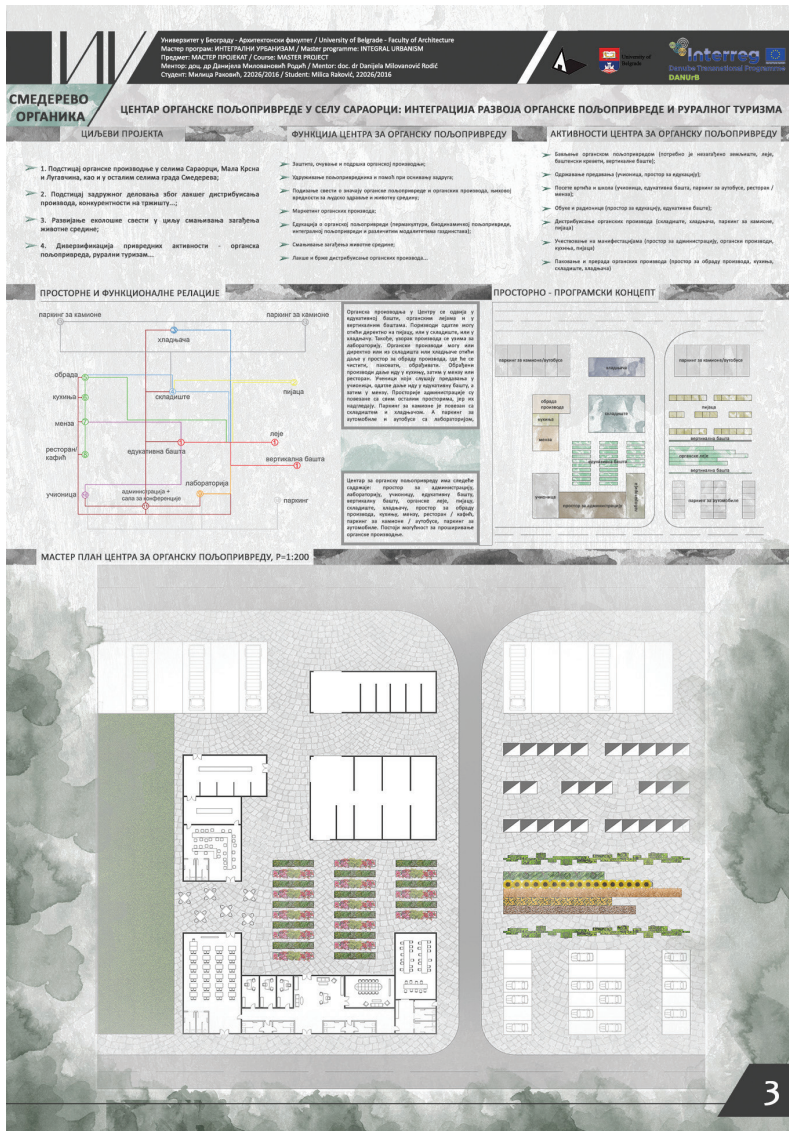
КУЛТУРНО-РЕКРЕАТИВНИ ИТИНЕРЕРИ



Poster 1

APPLIED IUPS NETWORKS

Margita Vajović
Student-master candidate



Poster 2

THE STUDENTS' IUPS WITH PLACE-BASED INTERVENTIONS

Margita Vajović
Student-master candidate



3

IMPLEMENTING SUSTAINABLE PLANNING OF SMEDEREVO TERRITORY THROUGH CONCEPTS OF AGRO TOURISM AND HEALTHY CITY

Biserka Mitrović, Tamara Vuković

IMPLEMENTING SUSTAINABLE PLANNING OF SMEDEREVO TERRITORY THROUGH CONCEPTS OF AGRO TOURISM AND HEALTHY CITY

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ABSTRACT

The chapter presents the process, methodology and results during the development of Master thesis and Master project in 2017-18., at the Master course Integral Urbanism – Faculty of Architecture, University of Belgrade, under the topic: Sustainable urban and spatial planning as a support for cultural identity development of the territory of the city of Smederevo. The focus of the chapter is to enlighten the pedagogical methodology, and educational and creative process which led to high quality results – projects for, and with the support of the local community of Smederevo.

The background research is rooted in ecological sustainability as the most important and possibly the most developed and implemented aspect, while other aspects of sustainability are treated as secondary. Although the ecological sustainability was mentioned 30 years ago, it remained one of the biggest concerns for the territory development and planning, equally important in urban, as well as in protected natural areas. Having in mind the resources, but also constrains of the territory of Smederevo, it was a challenge to test the applicability of different sustainable models through the development of Master thesis/projects. The complex structure of this case study of the territory showed conflicted land uses, and underutilized or derelict zones, which urged for a specific approach, detailed information base and insight into the valid planning documentation. At the same time, it was an exhaustless source of inspiration and ideas. The result was a comprehensive and multi-levelled approach to the urban planning and urban design solutions, which are feasible, implementable and acknowledged by the local authorities and experts.

KEYWORDS:

Ecological sustainability, healthy city, agro-tourism, urban planning; educational process; pedagogical methodology

1. INTRODUCTION

Under the broad topic 'Strengthening the cultural identity in Danube basin: case study of Smederevo' at the Master class within the master course Integral Urbanism at the Faculty of Architecture, University of Belgrade, various sub-topics were developed during spring semester in 2018. The scheme (Fig.1) shows the interconnection between the overall international project, topics and sub-topics.

The chapter focuses on the topic related to the sustainable urban planning as a support to cultural identity development of the territory of the city of Smederevo, which was the research area for the master thesis and projects. The first part, master thesis was based on a theoretical research grounded in broad ecological sustainability framework, as well as on the analysis of the current conditions of the territory of Smederevo. The results of the thesis created a starting point for the development of the master project, which showed the possibilities of the transferability and applicability of the chosen sustainable territorial development models on the territory of Smederevo. The aim of the master studio (Mitrović and Vuković, 2018) was to address the sustainability and educational methods in high education, as well as to promote the sustainable approach to urban planning.

Main goals were to research and test the possibilities of the implementation of the sustainable models of healthy city, eco-park and agro tourism, as well as to examine the possibilities of an advanced activation of suburban green areas in the territory of Smederevo. The other important goals were focused on implementing the principles of the integrative and sustainable urban planning, creating feasible solutions that follow a realistic planning assignment, while showing full understanding of the complex feedback between the built and natural environment.

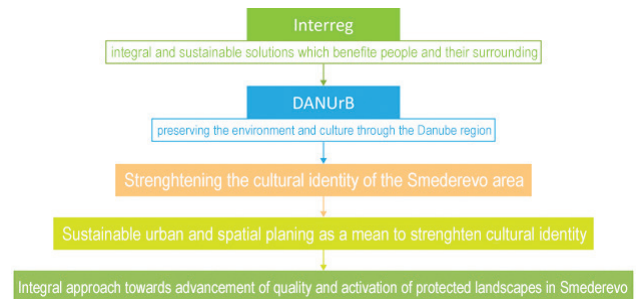


Fig. 1 Diagram setting up a thematic framework; Author: Stanjević, M. (2018)

2. BACKGROUND RESEARCH: ECOLOGICAL SUSTAINABILITY AND ITS APPLICATION

2.1. Sustainability framework

The starting point for the creation of a concept for the Master thesis research was the ever actual and present framework of ecological sustainability. On one hand, it remains one of the most important pillars of the urban and territorial development, creating the conditions for the quality of life and preservation of nature. On the other hand, the ecological sustainability seems to have been seriously neglected in the territory of Smederevo, bearing in mind its poor ecological characteristics, low air quality and under-developed green areas. Finally, it was an inspiring way to think about the possible rebranding the Smederevo identity, through testing the new developmental models during the Master thesis and project course, aiming to contribute to the general goal of the international project related to the fostering Smederevo's cultural identity.

The concept of sustainability is well known over decades and it has proven itself as the main foundation of contemporary urban and territorial planning. Along with the social progress, the overall development of the civil society, the efficient and locally sensitive economy, natural conservation and care for the environment remains one of the most important features of the long

term general development (Haughton and Hunter, 1996). Ranging from theoretical discussions to the results and outcomes in the planning practice, the ecological sustainability is being renewed by introducing new models, defining new set of goals, and addressing arising problems, such as climate change combat, deforestation, declining quality of urban life and many more. The UN HABITAT (2004) brings the attention to the sustainable urbanisation, giving a new meaning to the relations between the aspects of sustainability and urban-rural territory. At the same time, different authors give priority to the self-sustaining communities and use of renewable resources (Choguill, 1996; Hardoy, 1992).

Globally adopted framework - Sustainable Development Goals, adopted by the UN in 2015, offered the new platform for the development by 2030 and created a set of priorities. The importance of the environment is emphasized in several SGCs, targeting healthy living, sustainable cities and human settlements, protection of eco-systems, etc.

The further elaboration and applicability during the master thesis research was done in accordance with the Sustainable Development Goals no. 2, 3, 11 and 15, all referring to the different development of the ecological aspect. Goal no. 2 draws attention to achieving food security and promotion of the sustainable agriculture, while Goal no. 3 is devoted to ensuring the healthy living. Goals no 11 and 15 emphasized the sustainable city and human settlements development, and protection, restoration and promotion of sustainable use of ecosystems and forests, respectively.

The global agenda on Sustainable Development Goals indubitably drew attention to the topics of interest related to the case study area of Smederevo and inspired the students and teachers to work together on new concepts that would promote and implement the core idea of the SDGs.

2.2. Healthy city concept

As it was aforementioned, the Sustainable Development

Goal no. 3 (UN, 2015) was a foundation for further research of a healthy city concept, taken as a very broad approach to the city and territory development. It starts for the understanding the necessity of a healthy environment and good quality of life in urban areas (Edwards and Tsouros, 2008). The improvement of the conditions of the public health is seen as an overwhelming and constant process (WHO, 1999), while the same organisation (2009) later emphasizes that the health of population depends on conditions in the local community and the environment.

By broadening the different local community resources, improving and preserving health by enabling the citizens to be physically active in everyday life, the community is able to transform to a healthy city (Živković, 2015). According to World Health Organisation (WHO Europe, 2010), the three main characteristic, significant to the urban planning and design are: healthy living, healthy urban design and supporting environment, while at the same time it is important to ensure the adequate infrastructure and physical and social surrounding. It is necessary to develop strategies and interconnected programmes of urban development aimed at establishing a healthy urban environment. These programs need not to imply big planning interventions, rather a series of small, but intertwined actions, including preserving and reactivating of the existing green areas (Mitrović and Vuković, 2018).

The healthy city concept, as a fresh global approach offered various possibilities for the research and implementation within the Master thesis and Master project, from raising the awareness of the need for healthy lifestyle to the overcoming of the negative impacts on the Smederevo environment.

2.3. Eco-park concept

During the research phase of the Master thesis and Master project that focused around the creation of a healthy green network, a connection between the healthy city concept and the eco-park model was found.

Eco-parks primarily fall into the domain of ecological sustainability, preserving the natural elements of an area while adapting to climate change and changes in the biosphere, while also offering solutions that are economically self-sufficient and being able to convey specific characteristics of a local culture (Rahnama and Razzaghian, 2012). They are a way to create a specific type of activity within an urban or non-urban green area, which can incorporate very different functional elements and open green spaces meant for recreation and public use, such as in Fig. 2. These parks can be implemented anywhere and also function as a way to minimize the effects of different types of pollution and preserve the local flora and fauna, while trying to avoid the integration of new, non-native species. (Cranz and Boland, 2003).

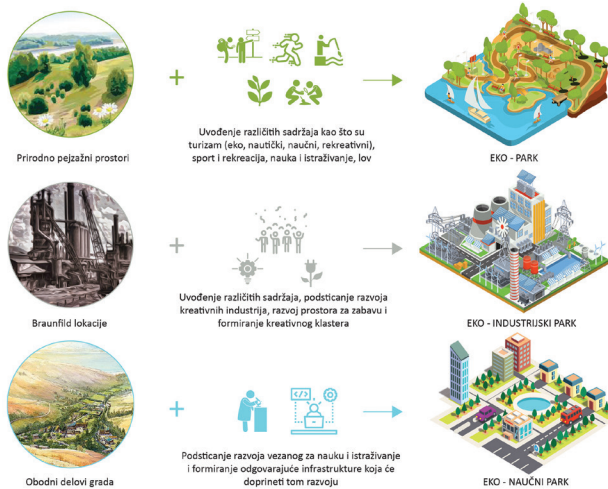


Fig. 2 Typology of Eco-parks (Author: Mila Stojanović)

After a broader and thorough theoretical analysis in the Master thesis, the model identified as the preferable type of eco-park was determined. It was seen as an open public green space that would meet the needs of its users, while also emphasizing the qualities of the natural landscape. Activities such as research and education

can also be incorporated within it, and they can help in making the area more attractive for different types of visitors. Each eco-park should work on developing a connection between different open space fragments, striving to create a cohesive and clear network that should work towards the increase of social and individual well-being as well as benefit the natural environment. (Razzaghian and Rahnama, 2012)

2.4. Agro-tourism concept

The other students' work on Master thesis and project dealt with examining the potential benefits and developmental possibilities of rural areas within the municipality of Smederevo through the agro-tourism concept as one of the possible ways to promote sustainable agricultural and rural development.

In the last decade, several ways of defining and understanding the term of agro-tourism have emerged. The topic remains widely debated by experts, leaving the concept without a clear and widely accepted consensus over its meaning. The main cause of this debate is due to the many overlapping and intertwined terms that can be and are used to describe tourism in rural areas. Terminology such as 'rural tourism', 'farm based tourism', 'agritourism', 'farm tourism' or 'agro-tourism' is very often used interchangeably by different authors, whereas others underline the importance of distinguishing these labels that should be meant to define different conceptual frameworks and spatial or functional typologies that encompass a specific form of tourist activities in a non-urban setting. (Phillip at al., 2010)

Agro-tourism is mainly seen as a tourist activity specific for rural areas, where the service providers are individuals whose main occupation is within the field of agriculture, where certain authors emphasize its typically small scale and family or co-operative organization model as some of its defining characteristics. (Phillip at al., 2010) The scope of activities that can be present in such complexes can vary greatly and can range from just basic accommodation for the visitors, to a more participation based framework

where the tourists engage in day to day farming activities to a different extent, while sometimes including other activities, such as education. These different variations of the concept and its typological variety can be seen on the diagram below (Fig.3).

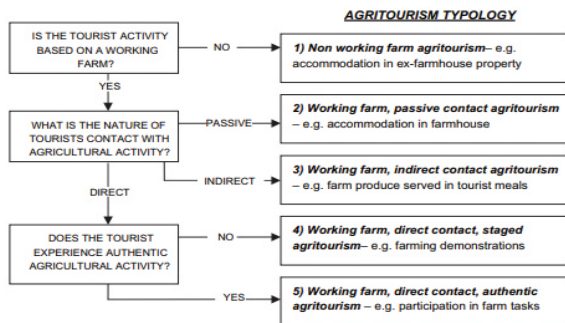


Fig. 3 A typology for defining Agro-tourism (Source: <http://ma-caulay.webarchive.hutton.ac.uk/LADSS/papers/AgritourismAgritourismTyp.pdf> / Author: Sharon Philips at al (2010))

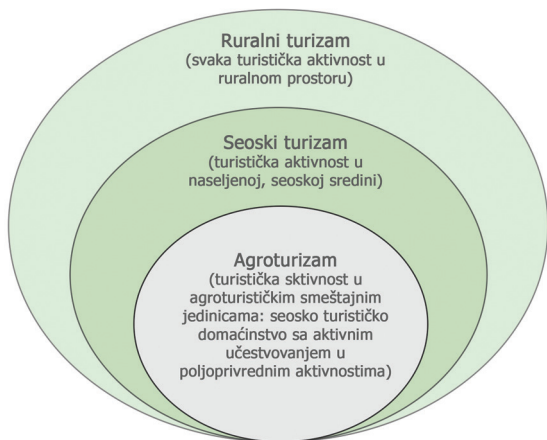


Fig. 4 Simplified diagram showing the relationship between the different theoretical frameworks of different types of tourism in rural areas (Author: Nevena Čirić)

Due to the challenge of this topic, the work on the Master thesis project set a significant focus on defining the terminology of the theoretical framework in and by itself. The conclusion that emerged from the research determined that agro-tourism was as a specific subgroup of rural tourism, defined as any type of tourist activity in the non-urban setting (Ammirato and Felicetti, 2013), that is primarily located within an rural settlement, that offers the visitors to take a part in the agricultural production through a wider array of educational and recreational activities (Shembekar, 2016, p.2) trying to emerge them into the 'rural way of life' (as seen on Fig.4).

3. METHODOLOGY APPROACH

The topic: 'Sustainable urban and spatial planning as a support for cultural identity development of the territory of Smederevo', conducted by B. Mitrović and T. Vuković was a general framework for the Master thesis and project. The aim of this studio was to foster and promote sustainability and contemporary approach to the urban and territorial planning in high education, as well as to achieve the development of skills on specific knowledge. Furthermore, it was important to address the understanding the relations between natural and artificial surroundings (Mitrović at al, 2017).

Master thesis comprised of two parts: research related to the case study of Smederevo territory, and theoretical discussion about the relevant sustainable concepts. The content research was related to the valid plans and studies of Smederevo.

The main task of the master project was to use and implement the above said research results and to offer feasible and implementable solutions, which are both contextually specific and modern.

While the research model for the master thesis was based on the case study methodology approach and analysis, the master project was mainly based on the educational model used in a studio. This model is commonly used in architectural and urban planning studios and is

widely approved, since it is most appropriate form for enhancing students' levels of expertise through practical learning and applying learning-by-doing approach. Though this methodological approach was criticized, it has been proven that students achieve high levels of expertise through practical learning, as students are the best inspired to learn while engaged in solving problems (Schön, 1983; Gibbs, 1988; Casakin and van Timmeren, 2014; Mitrović and Vuković, 2018). The importance of the studio in architectural and urban planning education is the reason why it represents the core of its curriculum.

The three main pillars of the work in studio are: the theoretical part skills, taught by practice and demonstration and creating (Chakradeo, 2010).

The master project enabled the creation of solutions at different planning levels, thus presenting the strategic and general approach as well as regulatory detailed solutions. It covered the diversification of the activities, but also the proposals for the future capacities, in accordance with the realistic conditions of the chosen case study area.

4. CASE STUDY OF SMEDEREVO

Due to its many developmental possibilities as well as challenges, the city of Smederevo was chosen in collaboration with Interreg and the DANUrB project as a fitting location for the realization of the 2018 Master course. With a very diverse range of areas that showcased mutually unsupported land usage, as well as an even greater amount of underdeveloped or underutilized areas, the case study territory presented itself as a very fertile ground for implementing contemporary and sustainable planning solutions. By utilizing the existing spatial framework, available detailed information base, official planning documentation, and by examining the complexity of the region, the students could test out new and diverse theoretical concepts, which could directly or to a certain extent, be spatially implemented through multi-level solutions.

4.1. General characteristics

Located in the Podunavlje District of eastern Serbia, Smederevo is a city defined by medieval history, heavy industrialization, agricultural tradition and the Danube river. All of these elements combined, make the area a cultural and social melting pot with undeniable developmental potential and regional importance, identified and further emphasized by the current Spatial Plan of the Republic of Serbia (2011), while also of international importance due to it being an integral part of the European water transportation network.

The contemporary social, economic and environmental problems that emerged in this area are closely tied to its course of urban and industrial development in the mid and late 20th century. The then built heavy industrial facilities left a great impact on the region, and also determined its current course of progress while shifting the primary focus away from its historical and natural resources. Today the City of Smederevo is a highly polluted environment and the importance of adequate regulatory actions are stressed, as well as the implementation of the general principles of sustainable development. (Miladinović, S., at al. 2013)

Preservation, renewal, and densification of the existing green areas were identified as one of the courses of action that can be taken as a good step in this more environmentally friendly direction, going hand in hand with other actions focussed around the improvement of human health and overall quality of life. This problem corresponds with the idea of refocusing certain aspects of local economic growth towards other means of production, utilizing the city's many agricultural and natural resources. The spatial analysis, done through the course, showed that through natural and untouched green areas within the municipality of Smederevo are scarce, there is a considerable amount of areas that are used for farming (approximately around 81%), thus this aspect was also identified as one of the possible ways of stimulating development in the area.

The two aforementioned issues identified through

extensive research during the course of the Master thesis/project also represented the initial sparks that later on formed the students' final conceptual and theoretical framework.

4.2. Specific characteristic regarding reviving tributary green areas

The analysis of the territory of the city of Smederevo, in accordance with the Spatial Plan of the City of Smederevo, 2010 - 2015 - 2020, shows that there are four distinguished types of landscapes within it:

- Natural,
- Urban,
- Suburban, and
- Cultivated

Within the plan there is a special category classified as natural and cultural landscapes, all of them being areas that showcase a representative aspect of the city's cultural heritage and identity. These specific locations have suffered greatly due to human influence and are scattered throughout the borders of the area of Smederevo most being in bad shape or underutilized. (Mitrović and Vuković, 2018)

The Regional Spatial Plan of Podunavlje and Braničevo Administrative District (2015) underlines that the city of Smederevo is a 'black spot' with highly polluted and endangered environment. The untouched natural green areas of the municipality are very scarce and confined to the Danube river's tributary spaces, the very few areas that fall into the category of the mentioned natural and cultural landscapes and even fewer protected natural areas.

It is important to underline that the Smederevska Ada, an island located in the Danube river in the close proximity to the city's urban centre, which was identified as one of the most important natural resource and locations for potential development in the Spatial Plan of the City of Smederevo, 2010 - 2015 - 2020, does not fall under the jurisdiction of the city of Smederevo and administratively

belongs to the municipality of Kovin (located on the other side of the Danube river).

4.3. Specific characteristics regarding potentials for agro-tourism

One of the most distinguished qualities of the municipality of Smederevo is its vast amount of agricultural areas, and the majority of its population resides in non-urban settlements. A deeper analysis of this region showed that the very favourable climate, fertile soil and other natural resources contributed to the development of this phenomenon. The most predominant activity in this production sector is focused around pomiculture and viticulture in the western regions of the municipality, while the presence of animal husbandry and oliculture is more dominant in its eastern parts. The strategy for agricultural and rural development of the city of Smederevo for the period of 2015-2020 defined the most suitable areas for further growth of this area of development, defining the south-western territories of Smederevo as the most important ones.

Though spatially prevalent, further research determined that agriculture does not represent a dominant field of work for the local population, thus leaving space for further exploration of this phenomenon and also left the possibility to broaden the scope of possible and implementable rural activities.

5. RESULTS AND FINDINGS

As aforementioned, the urban area of the city of Smederevo is characterized by a high level of pollution, which urges for action towards creating a healthier and more sustainable environment. The creation of a green network that would spread from the city's urban centre to the farthest outskirts of the municipality area was proposed as a solution to this ever growing concern. The diagram below shows the key elements of the concept of green route (Fig. 5), starting from the city core, stretching by Šalinac lake and Šalinac grove

[Serb. Šalinački lug] and ending at the Great Morava [Serb. Velika Morava] confluence.

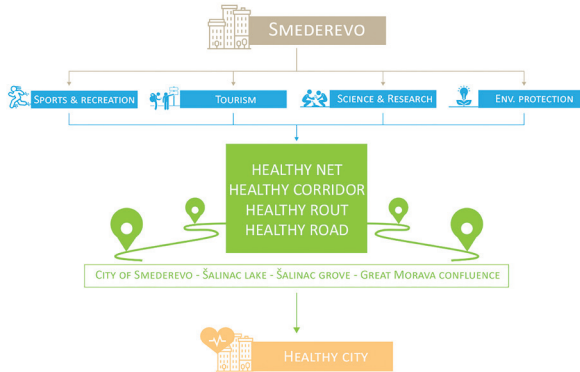


Fig. 5 Diagram of the key elements of the green route concept (Author: Mila Stojanović)

The improvement of this environmental, but also social aspect, was chosen to be implemented through the use of principles of the healthy city concept. The basis of the theoretical framework was the starting point for determining the needed dominant activities and spaces suitable for such an endeavour, which enabled the development of a contemporary and feasible solution and final project. Through the analysis of the Spatial Plan of the City of Smederevo, 2010 – 2015 – 2020 and the important existing natural and cultural landscapes that were identified through it, main points of the envisioned green route were determined, with the most distinguished one being the Šalinac grove [Serb. Šalinački lug] - one of the few protected natural areas in the city of Smederevo.

A detailed proposal was given for the four points of the network (Fig 6), each encompassing a very diverse list of activities meant for different groups of users – both inhabitants and visitors, such as: recreation, leisure, entertainment, culture and education, as well as new forms of tourism, with a detailed program and

assessment being given. The main goal was to connect places with different, but compatible attributes, thus achieving attractiveness in different ways. The attractiveness ought to be achieved through the set of criteria: identity, diversity of ambients and activities, compatibility, optimal capacity related to the environmental protection, uniqueness, and branding the green places.

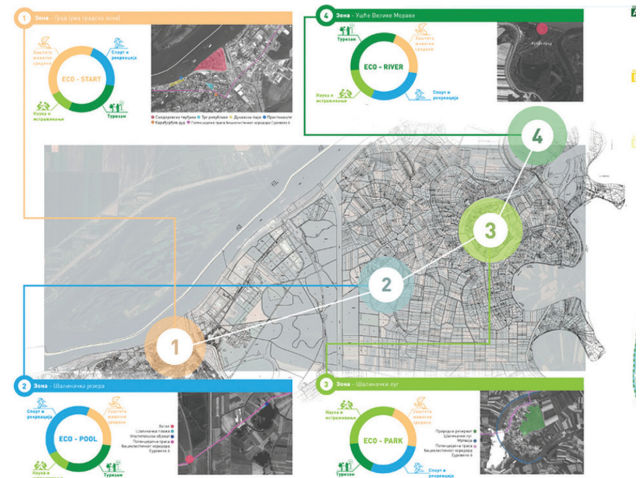


Fig. 6 Illustration of the proposed 'eco-route' concept (Author: Mila Stojanović)

These green nodes were treated as mix-use areas with one distinct predominant function based on their existing characteristics and their location within the network. These four main nodes of the network were:

1. The urban centre of Smederevo – 'Eco-start', seen as a place of gathering which offers a variety of educational, recreational and cultural activities. It was named a starting point because of its potential for raising awareness of a healthy lifestyle and environmental preservation and improvement, as well as of its importance.

2. The Šalinac lakes [Serb. Šalinačka jezera, named 'Eco pool', being close to the city centre, can serve as a highly active, sports and recreational centre. It was aimed to be visited and used both by the tourists and farther visitors, as well as by the local community. 'Eco pool' is planned to contain open courts, areas designated for sports manifestations, playgrounds, recreational tracks, healthy food restaurants and shops, but also tourist capacities (hotels). It included the revived beach area by the lake as well.
3. The Šalinac grove [Serb. Šalinački lug] was named 'Eco park' because of its rare natural features and protected resources and serves as the main point along the green route. Its basic and dominant activities and land uses include science, research and education. There were several specific planned capacities for accommodation, designated for scientists, researchers, experts and specific types of tourists. Within the highly protected area of the grove the building capacities are prohibited.
4. The confluence of the Great Morava [Serb. Velika Morava], called „Eco river” represents the last point in green route and marks yet another specific type of green area – untouched natural beauty, combined with the important archaeological site of Kulić city [Serb. Kulić grad]. Other than existing cultural heritage, the area includes museum and the space for cultural manifestations, in the way that they correspond well with the untouched greenery.

During the research phase and through the Master thesis a connection between the healthy city concept and the eco-park model was found, and each of the segments was examined in details in order to conduct a study of planning possibilities that would accommodate such a complex model within it. The final outcome was a detailed regulation plan of the Šalinac settlement where the protected area of the Šalinac grove [Serb. Šalinački lug] is located. The aim was to

preserve, reactivate and redevelop the existing green and built areas, while also developing a new and very specific function within the treated space - the eco-park complex. This way it was possible to introduce a new and contemporary uses in ecologically sustainable and implementable manner.

The concept based on the improvement of agricultural areas was examined through the other Master thesis and project in the course, and it was focused on the betterment of the local economy by introducing agro-tourism as a new means of developmental focus in the area. The main idea was to determine the most suitable locations throughout the territory of the Smederevo municipality (Fig. 7)

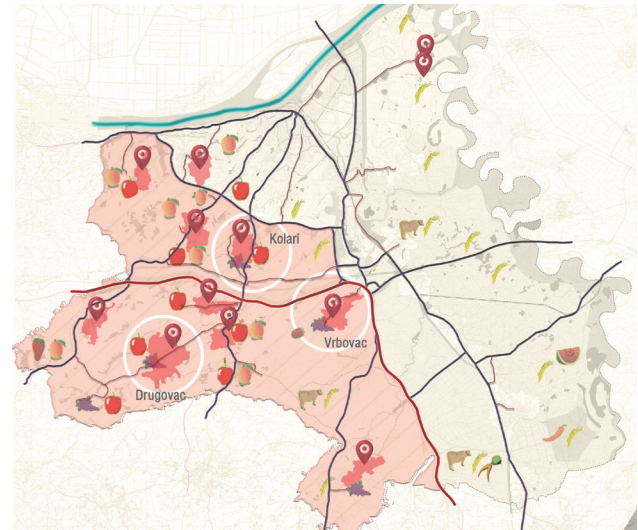


Fig. 7 Diagram depicting possible suitable locations for the development of agro-tourism with the three most favourable ones visually highlighted (Author: Nevena Ćirić)

These areas would serve as a possible testing ground for the development of an implementation model conceived during the course of the Master thesis and

previous phases of the Master project. The mentioned model represented a detailed list of possible structures and activities in such complexes and their optimal spatial distribution, and capacities, desirable stylistic characteristics, and all their possible interconnections. The goal was to create a common scheme that could be implemented within different types of existing settlements found in the area of Smederevo. During this phase, the possible users of such agro-tourism complexes were also determined through a detailed analysis, with the focus never shifting away from the needs and benefits of the local population. The settlements of Kolari, Dragutinovac and Vrbovac were chosen to test out this concept, resulting in a project that showcased the implemented model in its optimal proposed form, using the previously established guidelines within one of them.

The main quality of this approach and project is that they opened up a great topic concerning the possibility of creating solutions that can be directly put into effect by the members of local communities in rural areas and also scratched upon an even wider topic of standardization of the existing and currently non-uniform concepts of agro-tourism and its many different possible spatial practices.

6. CONCLUSIONS

The presented theoretical approaches, methods, case study and results show the advantages of the implementation of the chosen integrated approach both to the field of urban planning as much as to the educational model. Combining different educational methods has proven itself as efficient and effective to the students and teachers, as well as to the local community of Smederevo.

Though being led through the firm methodological structure, students were able to develop their own unique concepts and to express their affinities, at the same time beneficial to the local authorities.

The special quality of the results is tied to the fact that the local professionals were involved in the educational process from the very beginning till the end. The collaboration was expressed through the information basis, guided field work, the discussion of the chosen topics and areas, and finally through the discussion about the results and projects. This has given the students the chance to feel as a part of the planning process, so the educational model worked as a simulation of a professional practice in the area of urban planning.

The approval of the chosen approaches is shown through the extended interest of the local community and their planning experts and authorities, though the exhibition of the students' master thesis and project, as well as through the public presentation in the City hall of Smederevo.

The addressed locally specific problems and the interdisciplinary approach to solving it prepared the students to tackle future professional challenges.

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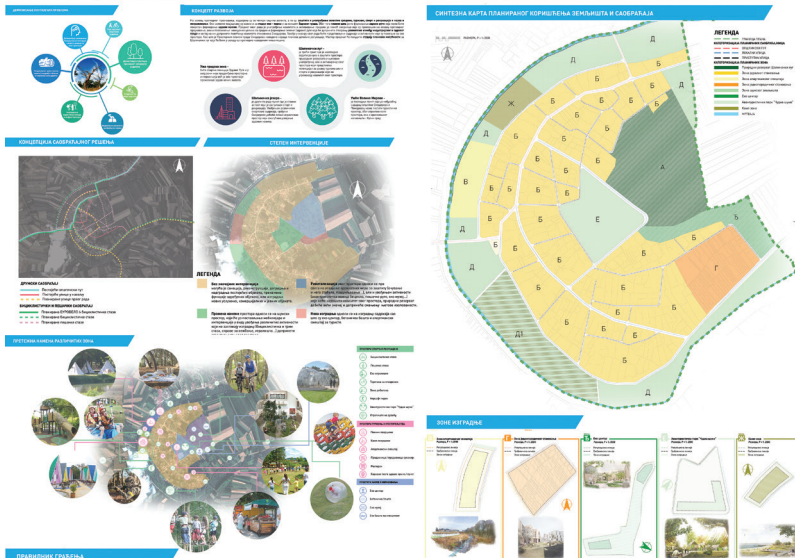
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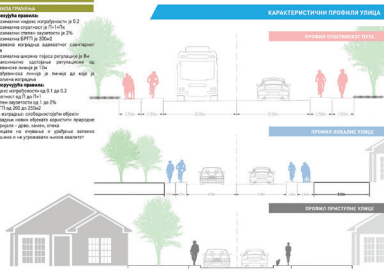
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A Приградни ревиталациони комплекс ПРИГРАДНИ РЕВИТАЦИОНИ КОМПЛЕКС - максимална површина до 10 ha - максимална густина станова до 100 становина/ha - максимална густина станова до 100 становина/ha - максимална густина станова до 100 становина/ha	B Пешачка зона урбаног станања ПЕШАЧКА ЗОНА УРБАНОГ СТАНАЊА - максимална површина до 10 ha - максимална густина станова до 100 становина/ha - максимална густина станова до 100 становина/ha	C Зона интерактивног смештаја ЗОНА ИНТЕРАКТИВНОГ СМЕШТАЈА - максимална површина до 10 ha - максимална густина станова до 100 становина/ha - максимална густина станова до 100 становина/ha	F Зона реконструктивног станања ЗОНА РЕКОНСТРУКТИВНОГ СТАНАЊА - максимална површина до 10 ha - максимална густина станова до 100 становина/ha - максимална густина станова до 100 становина/ha
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A1 Зона урбаног станања ЗОНА УРБАНОГ СТАНАЊА - максимална површина до 10 ha - максимална густина станова до 100 становина/ha - максимална густина станова до 100 становина/ha	B Пешачка зона урбаног станања ПЕШАЧКА ЗОНА УРБАНОГ СТАНАЊА - максимална површина до 10 ha - максимална густина станова до 100 становина/ha - максимална густина станова до 100 становина/ha	E Авантуристички парк "Црвени мост" АВАНТУРИСТИЧКИ ПАРК "ЦРВЕНИ МОСТ" - максимална површина до 10 ha - максимална густина станова до 100 становина/ha - максимална густина станова до 100 становина/ha	Ж Канал зона КАНАЛ ЗОНА - максимална површина до 10 ha - максимална густина станова до 100 становина/ha - максимална густина станова до 100 становина/ha
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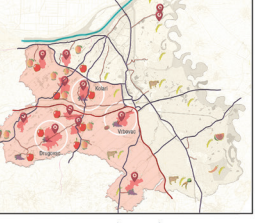
Poster 1

THE STUDY OF THE PLANNING
 POSSIBILITIES FOR THE DEVELOPMENT
 OF THE ŠALINAC GROVE (Sebr.
 ŠALINAČKI LUG) AREA THROUGH THE
 IMPLEMENTATION OF THE HEALTHY CITY
 CONCEPT AND THE ECO-PARK MODEL

Mila Stojanović
 Student-master candidate

Potencijal agroturizma u funkciji održivog ruralnog razvoja na prostoru Smedereva

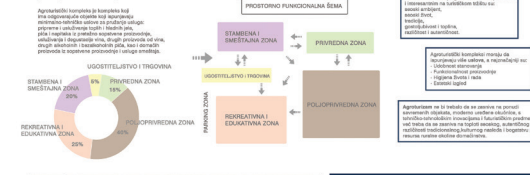
Agroturizam u ovom delu Srbije ima dugu tradiciju koja se odlikuje različitim oblicima razvoja. Proizvodnja i distribucija poljoprivrednih proizvoda, uključujući i usluge povezane sa turizmom, predstavljaju važan deo ruralnog razvoja. Osim toga, agroturizam može biti i važan faktor održivosti ruralnih zajednica. Osim toga, agroturizam može biti i važan faktor održivosti ruralnih zajednica. Osim toga, agroturizam može biti i važan faktor održivosti ruralnih zajednica.



Polozije agroturističkog kompleksa u odnosu na naselje



AGROTURISTIČKI KOMPLEKS



Proizvod i usluge u agroturističkom kompleksu

Proizvod	Usluge
Proizvod: mesna agroturizma	Indeksibilni rezultat: Brojevi ocenjena kvaliteta
Stambena jedinica	Stambena jedinica: Indeksibilni rezultat: Brojevi ocenjena kvaliteta
Proizvod: mesna, pića i razlika	Proizvod: mesna, pića i razlika: Indeksibilni rezultat: Brojevi ocenjena kvaliteta
Agroturizam	Agroturizam: Indeksibilni rezultat: Brojevi ocenjena kvaliteta
Agroturizam	Agroturizam: Indeksibilni rezultat: Brojevi ocenjena kvaliteta



URBANISTIČKO - ARHITEKTONSKO REŠENJE R 1:1000

- PRIVREDNA ZONA BRP = 870 m²**
- Objekat za obradivanje poljoprivrednih površina - 300 m²
 - Objekat za skladištenje poljoprivrednih proizvoda - 200 m²
 - Objekat za skladištenje poljoprivrednih proizvoda - 200 m²
 - Objekat za skladištenje poljoprivrednih proizvoda - 200 m²
- STAMBENA I SMEŠTALNA ZONA BRP = 1200 m²**
- Objekat namenjen za smeštaj turista
 - Objekat namenjen za smeštaj turista
- REKREATIVNA I EDUKATIVNA ZONA BRP = 600 m²**
- Objekat za smeštaj turista
 - Objekat za smeštaj turista
 - Objekat za smeštaj turista
 - Objekat za smeštaj turista
- POLOJOPRIVREDNA ZONA 8 ha**
- Objekat za smeštaj turista
 - Objekat za smeštaj turista
 - Objekat za smeštaj turista
 - Objekat za smeštaj turista
- UGOSTITELJSTVO I TRGOVINA BRP = 360 m²**
- Objekat namenjen za smeštaj turista
 - Objekat namenjen za smeštaj turista

Poster 2

THE POTENTIAL OF AGRO-TOURISM FOR SUSTAINABLE RURAL DEVELOPMENT WITHIN SMEDEREVO

Nevena Ćirić
 Student-master candidate



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4

BRANDING PLACES THROUGH CULTURE AND TOURISM

Uroš Radosavljević, Aleksandra Đorđević

BRANDING PLACES THROUGH CULTURE AND TOURISM

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ABSTRACT

The main purpose of this paper is to expand the possibilities for linking local urban development and educational process in the field of creative use of culture and tourism in relation to the place branding. Therefore, the chapter presents a model of cooperation between municipalities and higher education institutions in addressing important issues for local development. The research was conducted through the cooperation between the City of Smederevo and the University of Belgrade - Faculty of Architecture, realised during the spring semester of the school year 2017/18 on the Master Project at the Master Integrated Urbanism Programme. A specific aspect of cultural tourism resulted in the development of different research topics, mentored through two lines of reasoning. One line investigated how new concepts of cultural tourism can be employed in using local values as a key element of place branding strategy and the second line explored the means of better management and activation of already appreciated assets of the city. New possibilities and successful case studies of the creative use of cultural heritage were examined at the same time.

The research indicates the importance of cultural innovation and creative projects for the extension of cultural and tourist offer of the city of Smederevo as well as for the enabling conditions for conception and successful implementation of place branding strategies. Creative exploration of cultural tourism can hold a nucleus for improving the quality of life in physical, social and economic terms for residents and tourists.

KEYWORDS:

Cultural tourism, place branding, urban management, education in urban and spatial planning, Smederevo

1. INTRODUCTION

In the last quarter of a century, a large number of world cities use cultural innovations and physical improvement in urban regeneration in promoting and branding the city as a high-quality place for the inhabitants and for attracting visitors, investments and international companies. Accordingly, new trends of entrepreneurial urban strategies in liberal capitalism (Harvey, 1989; Jessop, 1998) made a city a place that is innovative, exciting, creative and safe for life.

On the other hand, as Harvey (1989) and Fainstein (2010, p. 2) further elaborate, competition between cities and entrepreneurial approach to regeneration strategies opened up urban space to new development patterns through serial reproduction, producing sameness across the urban landscape, typical for capitalism: cultural and entertainment centres, shopping centres and science parks, thus focusing on economic development, which as an effect produces higher social polarization and gentrification. As a consequence, innovations and investments for creating attractive locations as cultural, tourist and consumer places have been imitated in a large number of cities to a greater and lesser extent.

The focus, thus, becomes investment and economic development with the speculative construction of place and concentration on spectacle and image, rather than on residents needs (Harvey, 1989, p. 8). Therefore, although selling of the city as a location for an activity depends heavily upon the creation of attractive urban imagery, urban entrepreneurialism searches for local identity in the presentation of self in a surrounding of spectacle and play. This state can produce a sense of belonging to the place, while the ideology of locality, place and community becomes central to the political rhetoric of urban governance which concentrates on the idea of togetherness in defence against international trade and city competition (Harvey, 1989, pp. 13-14).

As an addition to this entrepreneurial setting, Richards and Wilson (2005) recognize that globalization and city competitiveness result in the serial reproduction of

cultural attractions and commodification of the cultural tourism product as well. Having these circumstances in mind, the challenges to develop new unique cultural tourism strategies that can preserve local assets, highlight values and create distinctive and diverse cultural products are set ahead of urban planners and city representatives.

Therefore, this chapter considers the role of cultural tourism in the process of place branding and wider urban regeneration, through the cooperation between the educational institutions and public, private and civil sector. In doing so, it tries to contribute to the theoretical development of the link between place branding and culture and tourism at the conceptual level and highlights its usefulness through the operational instruments tested through the students' master project research in the specific post-socialist Serbian context of urban governance. In this way, students were directly engaged in the real-life governance context with stakeholders from the local community and representatives of the City of Smederevo.

2. BRANDING PLACES THROUGH CULTURE AND TOURISM

Ashworth (2009) underlines that place branding deals with discovering or creating uniqueness, which can differentiate specific place from others to gain competitive brand value.

Richards highlights the conceptual definition of cultural tourism as "the movement of persons to cultural attractions away from their normal place of residence, with the intention to gather new information and experiences to satisfy their cultural needs" (2005, p. 24).

Those two conceptual definitions reveal two major challenges in regeneration processes placed in front of the local governments in the entrepreneurial setting. One is how to discover the uniqueness of certain places and still achieve a competitive advantage, while the other is how to make local specific assets and cultural attractions understandable to tourists and make them

interesting for different perceptions that go beyond ordinary experiences.

Furthermore, the interplay between place branding and local identity, as recognized by Karavatzis and Hatch (2013), consists of four main features: expressing the place's cultural understandings, mirroring impressions and expectations, reflecting and adding new meanings and symbols and leaving an impression on others.

The development of cultural tourism strategies at heritage sites always implies cooperation and the series of negotiations with various stakeholders regarding the heritage as a resource and its possible reuse (Cassel & Pashkevich, 2014). At the same time, in governance terms, traditional planning techniques are characterized by insufficient involvement of relevant actors in the process, low level of available recourses for the implementation and low organizational capacities of local governments to organize the whole process. In this process, higher educational institutions can be of great importance as they can introduce contemporary ideas based on a wider theoretical research tested and applied in practice. At the same time, the process of cooperation between higher educational institutions and municipalities, along with various representatives from public institutions, can have an impact on building capacity at the local level.

Despite already acknowledged relations and mutual benefits between higher educational institutions and municipalities, the research conducted in Cardiff and Dortmund reveals still insufficiently developed links between culture, creativity, and spatial planning in University curricula (Kunzmann, 2004). Additionally, Kunzmann (2004) highlights that culture has been often a neglected subject in spatial planning and architectural education.

In that sense, following section describes academic efforts for bridging this gap between cultural tourism and place branding in spatial planning.

3. EDUCATIONAL PROCESS AND METHODS USED FOR PLACE BRANDING AT THE FACULTY OF ARCHITECTURE

In the process of the transformation of Serbian society from the socialist system to Western market democracy from 2000, the Faculty of Architecture in Belgrade has also transformed its educational process according to those shifts and due to the Bologna convention in order to adopt European values. In that respect, the Faculty of Architecture in Belgrade has been developing a new model of academic education of students of architecture and urbanism in supporting local development processes regarding the needs of local self-governments in Serbia. This practice already exists in many European countries and brings multiple social benefits, both in terms of preparing new experts ready for modern professional work in practice, as well as regarding professional assistance to local governments through the preparation of expertise and expert studies related to specific local development issues.

In the period from 2000 till today, at the Faculty of Architecture in Belgrade, educational projects aimed at promoting cultural and tourism development have been implemented in cooperation at different national and local government levels. Although these educational projects were envisioned and exercised at the local level, they have produced spatial, economic and social effects at the national, regional and international level. The cooperation has been realized within array of different, yet important partners, such as the Ministry of Economy and Regional Development, National Tourist Development Corporation of Serbia and their local tourist organizations, as well as with the international organizations such as the GIZ German Cooperation Agency within the project "Municipal Economic Development in the Danube Region", and various local contexts such as Negotin (Radosavljević, i drugi, 2012), Golubac (Radosavljević, Mrdenović, Pavić, & Krell, 2010), Kragujevac (Radosavljević, Đorđević, & Živković, 2015) and Kikinda (Radosavljević, Đorđević, & Radosavljević, 2016).

During the spring semester of the school year 2017/18 at the University of Belgrade Faculty of Architecture educational process on the Master Project at the Master Integral Urbanism was conducted in cooperation with the City of Smederevo. The specific theme was *Strengthening cultural identity in the Danube area* in the city of Smederevo through DANUrB project within the INTERREG Danube EU Program.

Among six offered and guided topics at the Faculty of Architecture, one of the topics was *Cultural tourism*, comprised of the research of culture, cultural identity and tourism. This studio was led by authors of this chapter, with the mentor committee, which included also professor PhD Mirjana Roter Blagojević, an expert in the protection and revitalization of heritage and professor PhD Milorad Mladenović, an expert in art and architecture, originally from the City of Smederevo. The methodology (Fig.1) in this studio included synthesis of previously gained knowledge related to analytical, urban design and planning skills in general at the master course, and specific methodology in line with place branding concepts and urban management issues. These specific issues were further intertwined with the interdisciplinary knowledge provided by the mentor committee.

Theoretical and research-practical work on the subject area applied processes of reprogramming and transforming the space in which students acquire new knowledge based on contemporary paradigms of urban management involving stakeholders in the envisioning creation and implementation of place branding strategies. This implies knowledge and skills in reaching consensus on the common interest in re-creating urban and rural space at the local level, as well as the implications about the position of the city of Smederevo at the regional level and possible links with the global audience and networks. These exercises also help to develop different contemporary ways of communicating and creating the basis for understanding of specific interests in the pluralistic society. It could be achieved through open communication about the possibilities of realization of different interests within the same space.

reaching consensus by creating a common vision, offering different options and scenarios of developing and transforming space. This means establishing rules about possible land uses in space, planning new activities and hallmark events while providing spatial capacities in accordance with the recognized brand and cultural identity of the space, the protection of urban and rural heritage and the natural environment. Such process aimed to explore potentials through the research of the authentic cultural identity of urban and rural areas, assets and households, food, agricultural products, music, folklore and customs, and analyse and explore the possibilities of using these elements in the future place branding strategies developed in an integrated approach. In addition, the goal was to create an integral concept for the development and design of spatial solutions with contemporary principles of protection of authentic cultural heritage through active use in accordance with the recognized elements of local identities and potentials of the territory.

In the first stage of the educational process and according to the recognized field of interest that each of four students expressed, the individual methodological approach was developed by the mentoring team. This approach was further tested and upgraded through collaborative workshops conducted in order to identify the needs of local stakeholders and recognize key development constraints and opportunities of the territory of Smederevo. In that particular way, the students analysed existing relations between cultural and tourism uses and programs on the one side and urban structure and the entire territory and its development potentials on the other side. The students also researched spatial planning and strategic documents to gain an understanding of city strategic aspirations in the field of tourism and economy, spatial planning and rural development. The students' research of the existing documents revealed that most of the strategic documents in most cases were based on generalized solutions neglecting specific local identities, needs and interests of the local population and in few cases neglecting specific assets of the territory.

The representatives that took part in formal workshops intended for all six mentoring teams and students were The Mayor of the City of Smederevo, the city urbanist and representatives from Local Economic Development Office, Regional Institute for the Protection of Cultural Monuments in Smederevo and Tourist organization of Smederevo. Beside them, the research process required the organization of several additional individual meetings with the city urbanist of the City of Smederevo and residents and rural households in the wider territory of Smederevo municipality. Accordingly, few additional individual students' site visits were organized related to their particular specific work at the Faculty.

New possibilities and successful case studies of the creative use of cultural heritage in place branding were examined at the same time. On the basis of such research, a comprehensive place branding vision was developed, accompanied by the creative student master projects dealing with urban regeneration aiming to produce expansion of cultural and tourist attractions in Smederevo and therefore introduce an improvement of the city image in the physical, social and economic terms.

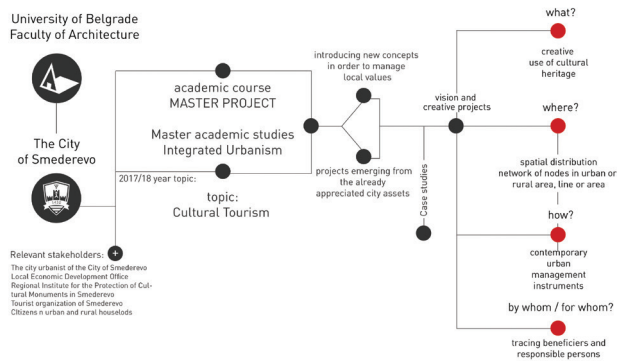


Fig. 1: Model of the applied methodology (Source: chapter authors)

4. STUDENT PROJECTS FOR PLACE BRANDING THROUGH CULTURE AND TOURISM

After the preliminary research, four main topics on how to interlink culture and tourism in Smederevo were introduced and furthered researched in the students' design thesis and projects. On the one side, two topics can be observed as attempts to introduce new concepts in order to manage local values, such as the introduction of cultural industries regarding craftsmanship and introduction of gastro-tourism in rural households. On the other hand, two of the remaining topics can be perceived as projects that emerged from the already appreciated assets of the city: the Fortress and the industrial steel tradition, aiming to explore new ways on how the Fortress could be activated to satisfy the needs of the contemporary tourists and how steel can be used for the city branding.

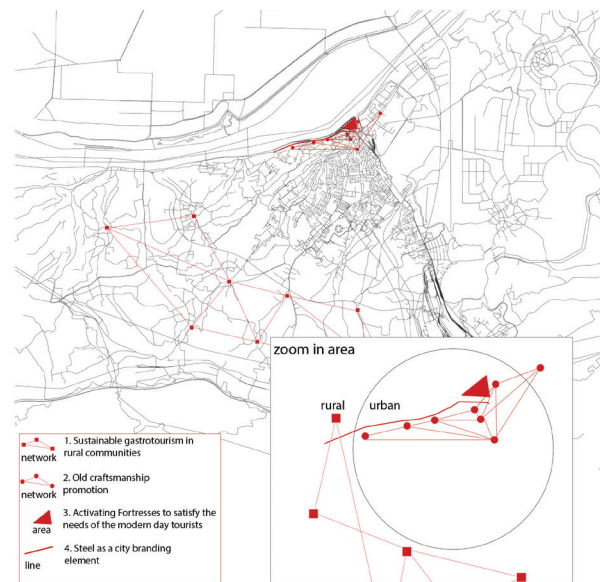


Fig. 2: Spatial distribution of students' project (Source: chapter authors)

Regarding spatial distribution of student projects (Fig. 2) each of them can be perceived as a network of nodes (4.1 and 4.2), area (4.3) or line (4.4). In the remainder of the text, each of the four approaches will be described in detail.

4.1. Sustainable gastro-tourism in rural communities

This project was focused on the research of the relation between cultural tourism, cultural identity and local communities, particularly on the way in which these interrelations could contribute to the strengthening of the cultural identity of the city. A broad explanatory basis for the project was built on the existing theoretical notions of the definition of cultural identity (Feldman, 1990, Hyman, 1990), globalization influences (Giddens, 1990, p. 64; Jagić & Vučetić, 2017), importance of the culture in the relation to tourism and identity (Stebbins, 1997), food significance for the local identity (Hughes, 1995), and the general reasons for the introduction of cultural tourism (Richards, 2005; Richards & Hall, 2000). Following their line of reasoning, food can be perceived as a reflection of the culture of one nation and its people, and as such can provide basic ground to increase place attractiveness (ibid). As such, gastro-tourism is distinguished as a specific branch of cultural tourism, which plays a very important role, since food, in addition to being an important element of the local identity of the postmodern society, becomes a central place in the tourist experience as well. Accordingly, gastro-tourism can be perceived as a blend of unique natural and cultural characteristics, services, infrastructure and behaviour towards tourists, and as such can enhance the overall experience of the city. Additionally, authenticity has always been an important factor in the tourist offer, while the search for authentic local and regional food can motivate tourist to visit a particular place. Guided by the assumption that strengthening of culture at the local level could have a positive impact on the strengthening of the identity, this project highlights gastro-tourism as a branch of cultural tourism with the potential for development in the rural areas of the city of Smederevo.

relying on the strategic plan and what Smederevo could offer in the touristic field. The research was conducted through the site analysis, where six local villages were researched in depth and with whose residents, student conducted semi-structured interviews (Fig. 3).

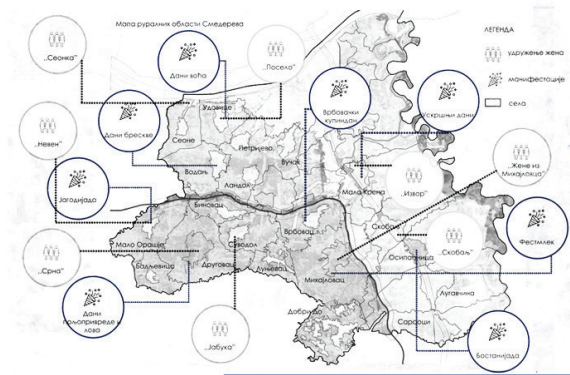


Fig. 3: Analysis of the potentials of specific villages (Author: Aleksandra Ilić)

The main goal of the site analysis was to explore the possibilities and conditions for the implementation of gastro-tourism in the specific rural communities of Smederevo in order to strengthen the identity, but also to reveal potential threats that this strategy could produce.

In this regard, the specific goal was set to enhance the way how tourists perceive Smederevo rural setting through specific gastro tourism offer and thus enhance the economic vitality of local residents and social cohesion among various actors. In the next phase of master work, the project focused on the development of an action plan for the single village, defining the realization phases, management plan with activities and responsible stakeholders, project time span, evaluation criteria as well as the budget needed for project implementation. Five main activities for the project implementation included the development of tourist accommodation facilities, introduction of cooperative kitchen involving tourist in

the cooking process, construction of the market store with local products, construction of bicycle paths that will connect all the villages and establishment of tourist signalization (Fig. 4). For each of them, technical, location, program and organizational requirements were defined and illustrated.

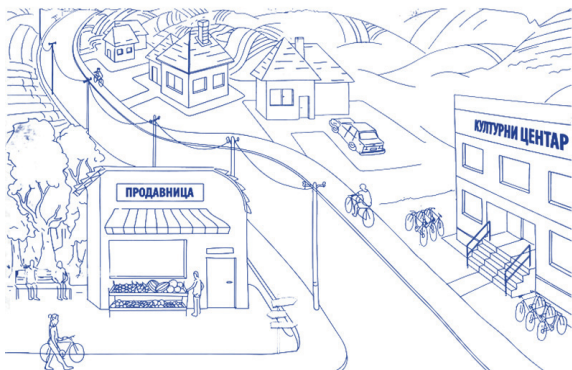


Fig. 4: Market store with local products in village (Author: Aleksandra Ilić)

As researched, the project can be implemented within a year and a half in one village, and if successfully evaluated and re-examined, it can become a model that could be transferred to the rest of the rural area. Having in mind that rural area covers 92% of the Smederevo area, along with the high fertility of the land, unique natural values of the landscape and tradition in fruit growing and viticulture, this project provides a unique perspective on how gastro-tourism can be used to enhance the connection between culture and tourism while its integrated strategic approach offer ways on how to operationalise and implement those ideas into real setting.

4.2. Old craftsmanship promotion

The focus of the project is on the immaterial heritage, identified as one of the most important elements of the local identity. The old craftsmanship, along with

the traditional production, social history and way of life, has been recognized as main potentials for the cultural tourism in Serbia due to the diversity and variety of crafts in areas that emerged several centuries ago and that are becoming forgotten in modern days. Along with this assumption, the main goal was set to promote traditional craftsmanship through cultural tourism in order to preserve tradition, cultural and natural heritage and enhance local economic development on the micro level. The basis for the project was developed through the research of good examples of the old craftsmanship promotion such as the open-air museum in Riga (brivdabasmuzej, 2018), establishment of national association for the old and artistic crafts and handcrafts in Serbia (Our Hands, 2018) and organization of manifestations that promote old crafts such as Belgrade Manifest (Beogradski Manifest, 2018) and Ugljevik handmade product's fair (Todorović, 2014). The student project was developed through several urban management instruments, mostly promotional and organizational. The projects proposed the inclusion of Smederevo's old crafts into national and international Danube region strategies, development of promotional campaigns, use of subventions and incentives for the local production and organization of cultural manifestations, development of the web platform, informational material and pavilions for the promotion of local products.

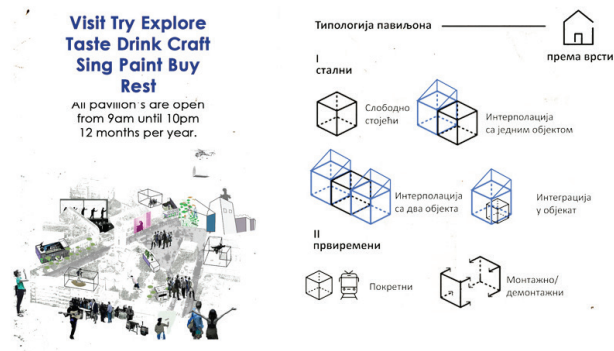


Fig. 5: Pavilion's typology (Author: Aleksandar Lukić)

The project included the development of the pavilion's typology (Fig. 5) regarding program (food, art, manufacture, information, mix type), durability and incorporation into the existing open public spaces and urban structure (permanent or temporary, free-standing, interpolated or integrated into the existing urban structure).

Furthermore, the spatial distribution of types (Fig. 6) was developed along with the program for the pavilions. Consistent of the touristic offer specific for Smederevo: wine production, fruit growing, production of middle age tools, fishing and tasting the royal cheese. Local touristic guided tours were provided, connecting different types of pavilions and thus providing the specific experience of the city and its hinterland.

All of the suggested activities should serve as a stimulus for the revival of old and artistic crafts and the introduction of contemporary modes on how this type of production could attract tourist, connect people, provide additional incomes for local households and promote the city of Smederevo. Consequently, it is expected that the project will, directly and indirectly, influence the development in the field of tourism, culture and education while increasing awareness of the importance of the preservation of cultural values and assets which Smederevo has.

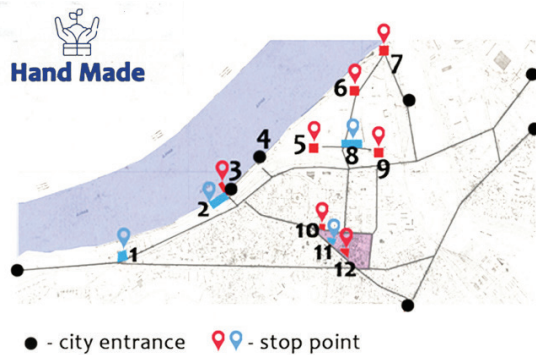


Fig. 6: Spatial distribution of pavilions (Author: Aleksandar Lukić)

4.3. Activating Fortresses to satisfy the needs of the modern day tourists

The project starts with the identification of the changed concepts of tourism from “sight-seeing” to “life seeing”, emphasizing the importance of experience, atmosphere, participation in everyday life (Đukić Dojčinović, 2005). Having this in mind and the importance of old fortifications, the question that arose was how to make these locations more attractive to tourist and yet preserve the cultural and historical values of the site? Fortresses, once with the defensive role, can now be observed as a potential ground for reading the layers of national history and culture and as a place for new activities to emerge. The ways of activating the Fortresses were defined related to previous Nešković's research(1986), such as ideas to transform fortress into historical ambience, archaeological park, revitalization of specific parts into museums, galleries, accommodation and service facilities were taken as a starting ground of the project. Additionally, open space of the Fortress was envisioned as a place for various manifestations to take place, but recognizing risks that those activities could have a negative impact on the preservation of the Fortresses.

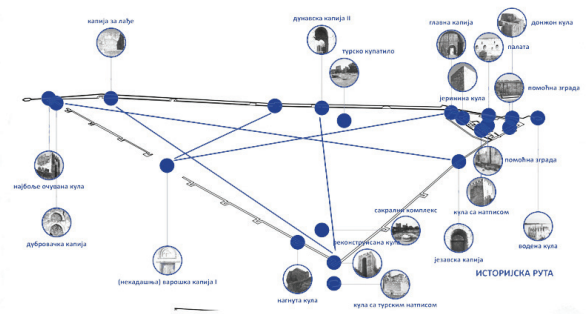


Fig. 7: Fortress thematic routes (Author: Sara Kovačević)

As an alternative to massive events, it is possible to develop cultural routes (Fig. 7) that will present a unique set of values, connect specific cultural resources. The main goal of focusing on a single theme is to provide

a better insight into the historical and cultural aspect of the destination that tourist visits. (Matić, Zubanov, & Tomka, 2015).

Any of these ways of activation will require construction works on technical protection of the specific parts of the Fortress, adaptation of existing infrastructure, lightning and safety improvement measures as well as the establishment of the tourist informational centre. The rest of the measures, such as providing space for open-air performances, promotional market spaces and construction of the restaurant, accommodation facilities and port on the Danube River will depend on the way of activation and available resources.



Fig. 8: Thematic routes (Author: Sara Kovačević)

In the next stage, the project was focused on the creation of thematic routes (Fig. 8), mainly historic, sports and culture and art routes. The historical route is designed to connect towers, gates, Turkish bath and sacral complex of the Big City with the facilities in the Small City. By this means, it shed new light into the historical importance of the Fortress and highlights the specificity of each tower and gate that are neglected nowadays. Sports route is intended to bring a new life into the once very lively city, through the outdoor gym, playgrounds, chess field and open-air cinema for sports live stream. Cultural and art route should initiate construction of facilities

and public space that would provide spatial capacity for food tasting, library, park of sculptures, exhibition space, open-air theatre and temporary stage for music shows. The project provides a general allocation strategy for the above-mentioned activities and program.

4.4. Steel as a city branding element

The main goal of the project was to identify conditions on how specific element can become a carrier of the city identity and evolve into a brand attractive for tourists thus contributing to the local economic development. The theoretical background of the project was developed on the findings dealing with place branding (Hankinson, 2004), urban tourism (Law, 2002; Costas, 2011) and cultural tourism (Richards, 2005). Besides theoretical research, the successful case from Belfast was described and analyzed since it has used Titanic as a historical brand (Coyles, 2013). In the case of Smederevo, steel has been recognized as a cultural and material legacy of the city (Fig. 9), while four goals were defined to create a comprehensive branding strategy. The first goal deals with the education about the innovative use of steel to increase promotion of the brand through the organization of workshops and seminars. The second goal is the promotion of the steel use while third goal states the need to include the old Steel factory into the touristic offer. The second and third goal are further interconnected through the production of new products- traditional tools, jewellery, decorations and providing necessary subsidies to support and enhance steel production. The fourth goal is concerned with improving city image, suggesting the development of new urban furniture and development of design guidelines prescribing the use of steel in the projects of reconstruction of the existing buildings and new ones. One of the first object to be reconstructed with steel would be the Fortress towers.

In the next phase, these goals were operationalised and tested on a specific area, the Danube riverfront in which the river and historical industrial heritage were recognized as carriers of the identity.

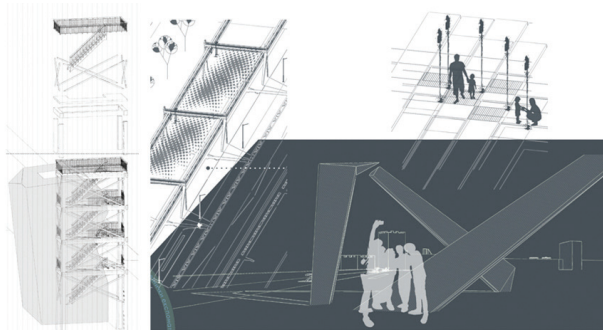


Fig. 9: Steel as a brand (Author: Uroš Marković)

Having this in mind, detailed design of specific urban elements was designed and presented in detail (Fig. 10): design of stands at sports courts; steel oversized chess field; implementation of steel wires into the existing factory cranes intended to more adventurous ways of movement; enabling two rails and introduction of mobile electric-powered trolleys to connect Old Steel Factory and the Fortress; installation of lighting, urban furniture, canopies of steel and sliding track along the promenade; upgrading the former silo's building into viewpoint and redesign of the public space in front of the Fortress with the use of water mirrors with steel elements.

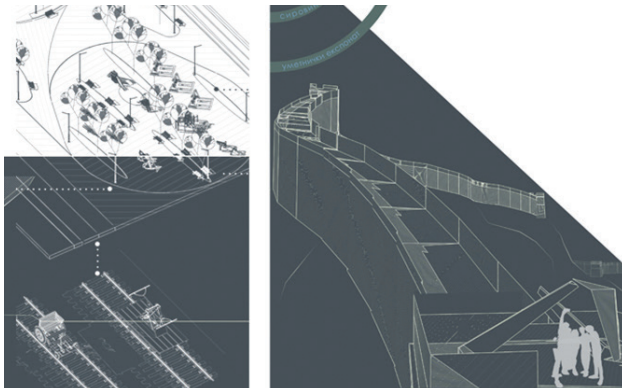


Fig. 10: Steel as a brand in detailed specific urban elements (Author: Uroš Marković)

Beside the implementation of new urban structures made of steel, the project suggests the use of art to fulfil project goals. Accordingly, it was planned that international artists exhibit their steel sculptures on the newly regenerated river promenade and thus create a place that is unique and attractive for tourists.

The project was planned for realization through several phases, from the development of the initiative for plan development, through plan design and formalization to the formation of working bodies and implementation. It was expected that the project can be financed by the EPCTE, IPA funds with the support of Ministry of Tourism and steel processing private companies.

5. CONCLUSION

The research indicates the importance of cultural innovation and creative projects for the extension of cultural and tourist offer of the city of Smederevo. Both of the applied strategies in terms of using new concepts such as gastro-tourism and creative tourism or introducing better management and activation of the already appreciated assets of the city such as active use of the Fortress and use of steel as a main element of the branding strategy can enable conditions for conception and successful implementation of place branding strategies. The cooperation between the educational institution and local municipality on the final master project provides a platform for the creative exploration of cultural tourism, thus creating a nucleus for improving the quality of life in physical, social and economic terms for residents and tourists.

Taking into account that the governance component of place branding through culture and tourism is a challenge in today's globalized world, this type of educational process may hold the key for increasing capacities and developing organizational skills, both for students and municipalities, complementary to the traditional planning techniques that could be used in other contexts.

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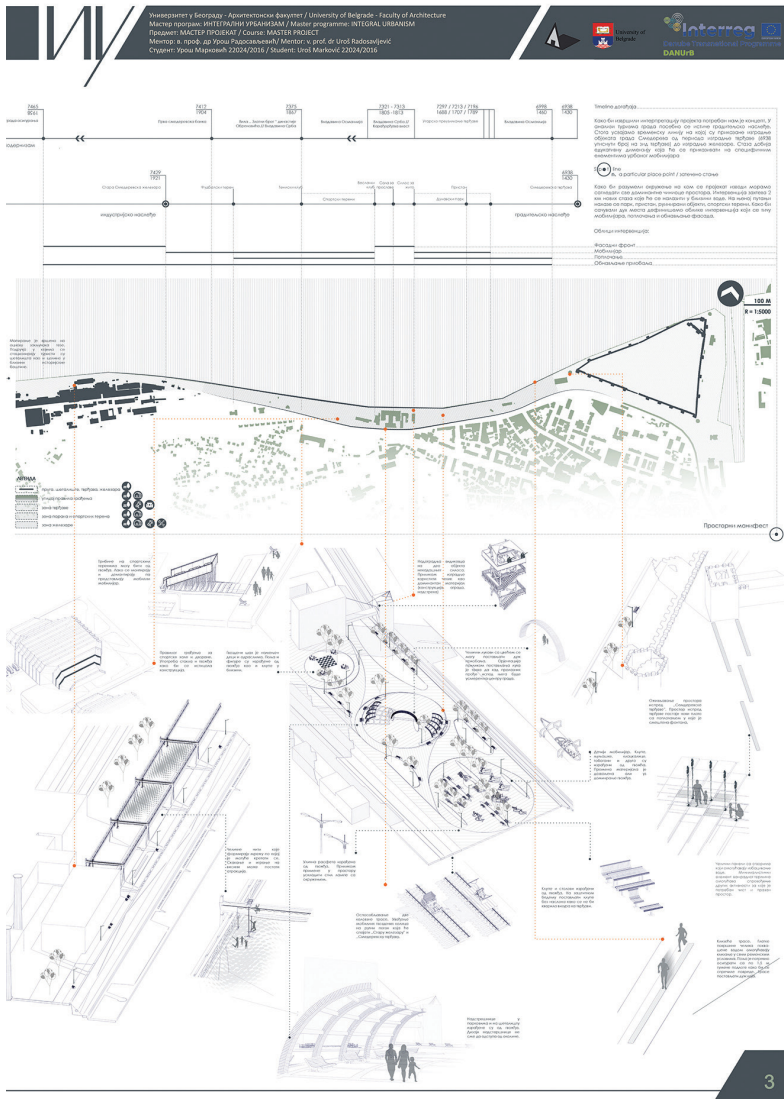
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Poster 1

CULTURAL TOURISM - STEEL AS A CITY BRANDING ELEMENT

Uroš Marković,
Student-master candidate





5

PARTICIPATORY WEB-GIS PLATFORM TO SUPPORT COMMUNITY-LED LOCAL DEVELOPMENT OF CULTURAL TOURISM IN SERBIA

Ksenija Lalović, Jelena Živković

PARTICIPATORY WEB-GIS PLATFORM TO SUPPORT COMMUNITY-LED LOCAL DEVELOPMENT OF CULTURAL TOURISM IN SERBIA

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ABSTRACT

Community-Led Local Development (CLLD) is recognised as fundamental for achieving social, economic and environmental goals of Horizon 2020 Strategy. Recognising the importance of its place-based dimension of development, it promotes process of “territorialisation” perceived as co-production of society and environment, in which both have agency. Therefore, it implies implementation of an integrated community collaborative research and action in the process of discovering and innovation of the sustainable economic trajectories. The CLLD concept is implemented within the EU territory throughout LEADER Programme and the implemented local initiatives were evaluated as very successful. However, operationalisation of the concept of territorialisation and CLLD present a methodological challenge. In the context of the Republic of Serbia, due to the initialised EU pre-accession process, Leader Plus program was initiated. However, in spite of the several very successful pilot initiatives, this program did not reach the expected success. One of the main reasons identified was insufficient capacities to perform and implement collaborative research process at a local level, as in the case of Smederevo. As a consequence, the cultural tourism territorial resources are not used in its full capacity. This research focuses on the exploration of possibilities to build up local capacities with a view to improving cultural tourism offer through a participatory Web-GIS platform.

KEYWORDS:

Territorialisation; Community-Led local development; collaborative action research; community action; Participatory Web-GIS platform

1. **COMMUNITY-LED LOCAL DEVELOPMENT FOR THE SUSTAINABLE REGIONAL ECONOMIC TRAJECTORIES**

The current debate on local development highlights the importance of its place-based dimension, recognizing that local development is much more framed by endogenous forces than by exogenous factors (Stimson et. all, 2011). This approach has been translated into European Union (EU) policies and regulations with the concept of Community Led Local Development (CLLD). The assumption is that CLLD concept could be an instrument to mobilise and deeply involve local communities and organisations to contribute to overall effort to achieve the Europe 2020 Strategy (EC, 2010) goals of smart, sustainable and inclusive growth fostering local territorial cohesion toward socio-economic regional policy objectives. The approach is based on the concept of a new understanding of the process of "territorialisation" perceived as co-production of society and environment, in which both have agency (Dessein et. all, 2015; Battaglini et. all, 2015). It refers to "a process in which communities (although in unbounded networks) perceive the specific nature and characteristics of their place, attribute symbols to resources and to local peculiarities, and reify structure and organise space."(Lummina et. all, 2015, p. 6). In these terms, the concept of territorialisation describes the local dynamics and processes in the context of regional development, driven by collective intentionality and stretching beyond localities and geographical or administrative boundaries. Therefore, CLLD implies implementation of the integrated community collaborative research and action in the process of discovering and innovation of the sustainable economic trajectories.

A collaborative research can be generally be defined as "researchers working together to achieve the common goal of producing new scientific knowledge" (Anaquot, 2008, p. 1). In more narrow sense, it is "a research effort done by research groups from different disciplines (interdisciplinary collaboration), either belonging to the same country (national) or several countries (international)

or it may be a parallel research effort by groups from different countries applying the same protocol across various locations or a combination of the above." (Katsouyanni, 2008, p. 1). In theory, the key components for the collaborative research (with multiple and diverse stakeholders) as defined, are: inclusion, participation, individual and collective action, social change and empowerment (Kirby et. all, 2017). The basic premise of collaboration in any initiative is that collaboration supports relational exchange and production of new knowledge contributing to increased productivity, better problem-solving, better communication and improved human capacities. It is assumed that collaboration increases the probability that the knowledge, skills and techniques required will be available within the collaborators, and the time spent learning information or skills is minimized (Anaquot, 2008). Collaboration in research usually happens between individual researchers on specific topic and through team collaboration in research projects, but it can also exist in forms of community and network collaboration. In team research collaboration - focus is on task, the members of the group are known, there are clear task interdependencies, expected reciprocity, and explicit time-lines and goals.

In community research collaboration, on the other hand, although there is a shared area of interest, people share and build knowledge rather than complete specific projects. Truly collaborative research in community "involves respecting and understanding the participants and recognizing the knowledge and capabilities of the local people who can work with researchers to obtain analyses and solutions"(Anaquot, 2008, p. 2). This form of collaboration is of particular importance for relating science and innovative approaches to regional development. It refers to how differently - situated stakeholders (researchers, policy makers, practitioners, impacted communities, etc.) may come together in productive and well-integrated ways to address the different dimensions of the challenges in relation to development (Gonsalves, 2014). Links between participants in collaboration can exist on wide spectrum between weak and strong. In both research

and policy support for collaboration in research, it is assumed that continuity in collaboration matters for both strengthening scientific and interpersonal links and that both elements contribute to the quality of research outcomes (Henderson, 2002; EC, 2010). Collaboration in research can vary in its size and structure, and be of a formal (funded, collaborative research projects) and informal nature. It is performed in real life forms (conferences, presentations, meetings, workshops...) or as virtual collaboration (virtual ambience for conferences, presentations, meetings...). Groups and networks can vary in size and can have inter/trans-disciplinary, intercultural, academia-practice, national - international structure. Viewed as fundamental for innovation, heterogenic collaborations are widely supported in research programs. But, literature review reveals difficulties in conducting the research projects that are based on the problem of knowledge translation between disciplines and cultures (Katz & Ben, 1997; Jari et. all, 2006). The literature on collaboration in research also examines the role of communication and the effects of physical and social proximity and acknowledges that spatial proximity seems to encourage collaboration since it tends to generate more informal communication (Katz & Ben, 1997). Although development of ICT made it possible through variety of devices and tools to overcome physical distances in collaboration, physical proximity still matters especially for the collaborative research in social sciences, which aims to contribute to regional development.

In relation to EU development, collaborative research is recognised as fundamental for achieving social, economic and environmental goals, and funded by European Commission through the Framework Programmes (1-7) and Horizon 2020. Expected outputs express how the value and importance of collaborative research projects is perceived in the EU and include: Human capital development; Research infrastructures, Partnerships & international openness, Outputs for knowledge transfer, Early outputs for subsequent innovation, Outputs for research or market integration, Closer to market outputs, Outputs for wider society, Policy outputs (EC, 2010; EC, 2010).

2. OPERATIONALISATION OF COMMUNITY-LED LOCAL DEVELOPMENT

Operationalisation of the concept of territorialisation and CLLD presents a methodological challenge. The CLLD concept is implemented within the EU territory throughout LEADER Programme targeting development of small municipalities whose territorial capital is spread-out throughout urban-rural continuum (ENRD, 2018). The CLLD is a "term used by the European Commission to describe an approach that turns traditional "top down" development policy on its head. Under CLLD, local people take the reins and form a local partnership that designs and implements an integrated development strategy. The strategy is designed to build on the community's social, environmental and economic strengths or "assets" rather than simply compensate for its problems. For this, the partnership receives long-term funding - and they decide how it is spent." (EC, 2014). The application of the principles of CLLD have spread over the last twenty years, from a small cluster of 200 pilot LEADER projects to around 2600 partnerships covering nearly all rural Europe areas (EC, 2014). The implemented local initiatives were evaluated as very successful in the cases when and where CLLD approaches work well, and underline how they contributed adding the value to national and regional programmes. The experiences underline main benefits of CLLD concept on a local level (EC, 2014):

1. **CLLD PUTS PEOPLE IN A POSITION TO PERSONALLY EXPERIENCE A DEVELOPMENT CHALLENGE.** Strategies are designed and projects are selected by local entities. This is the most distinctive feature of CLLD and its greatest advantage. Compared to other classical local approaches, the people who were previously the passive "beneficiaries" of a policy become active partners and drivers of its development.
2. **CLLD STRATEGIES CAN RESPOND TO GROWING DIVERSITY AND COMPLEXITY.** This diversity is often described as a cornerstone of the European

social model but the challenge is to find ways of conserving it and transforming it into an asset rather than a liability. In certain areas, differences between countries and regions are growing and it is increasingly difficult to deal with them through standard policies conceived from above – even if they are delivered through a local level.

3. CLLD STRATEGIES CAN BE MORE FLEXIBLE THAN OTHER APPROACHES. Some public authorities are concerned that the delegation of certain decisions to local partnerships can make the delivery of CLLD too complex. However, CLLD has been made simpler and more versatile by allowing it to be programmed under one “thematic objective”, while at the same time allowing it to be used to achieve any or all of the economic, social and environmental goals of the Europe 2020 Strategy. Similarly, the activities supported under CLLD do not have to be bound to the standard measures described in the programmes, as long as they are consistent with their overall objectives.
4. THE SCOPE OF CLLD HAS BEEN BROADENED TO ALLOW LOCAL STRATEGIES TO FOCUS ON SENSITIVE OR COMPLEX CHALLENGES like social inclusion, climate change, the segregation of Roma and other disadvantaged groups, youth unemployment, urban deprivation, urban-rural linkages and so on.
5. CLLD BUILDS ON LINKAGES BETWEEN SECTORS AND ACTORS IN WAYS THAT HAVE MULTIPLIER EFFECTS ON LOCAL DEVELOPMENT AND ON THE MAINSTREAM PROGRAMMES. CLLD strategies should not be seen as islands separated from other programmes. On the contrary, they are also tools for enhancing the results of national and regional rural development programmes and sustainable urban development strategies financed under Article 7 of the ERDF Regulation. As such they can form part of or work alongside other tools including Integrated Territorial Investments (ITIs).

6. CLLD IS ABOUT INNOVATION AND ACHIEVING RESULTS THAT BRING ABOUT LASTING CHANGE. The first step usually involves building the capacity and resources of local communities to take initiative. CLLD can also be used to cover some of the small scale investments in infrastructure that are pre-conditions for innovation and further development. But these are generally a means to an end. The participative, multi-stakeholder approach of CLLD leads to a different “demand” or “needs-led” way of looking at challenges, which connects the experience of users to the more specialised knowledge of different types of providers. CLLD can go beyond the “usual suspects” to generate new ideas and finance the small “seed” and pilot projects required to test these out in practice.
7. PARTICIPATION IN CLLD OPENS UP ACCESS TO A LARGE AND GROWING EUROPEAN NETWORK AND BODY OF EXPERIENCE. Over the last 20 years, the existing LEADER and FARNET partnerships, and many EU, national and regional networks, have developed a significant number of methods, guides, toolkits and case studies, which can be of great help to new partnerships. As mentioned, international organisations like the World Bank also have a long experience and have developed many useful methodological manuals.
8. CLLD IS A FINANCIALLY ATTRACTIVE TOOL FOR CARRYING OUT LOCAL DEVELOPMENT. The European Commission recognises that local development is a long term process, which normally lasts several funding periods, and it recommends an equally long term financial commitment to building community capacity and assets. Local partnerships are, therefore, not seen as one-off projects which are simply disbanded at the end of a funding period, but part of a process to put communities on a more sustainable path.

In the context of the Republic of Serbia, due to the initialised EU pre-accession process (RS, 2008), Leader

Plus program was initiated providing start-up financing, professional support services, connections to networks across the rural communities and social sectors, and a platform for people dedicated to sustainable development of the rural areas (Leader+, 2018). However, in spite of the several very successful pilot initiatives this program did not reach the expected success. One of the main identified reasons was insufficient capacities to perform and implement collaborative research process at a local level. Above that, another very specific constraint is identified. It is the hierarchical governance construct and the "culture" of centralised and executive territorial management that was predominant in the last more than twenty years of post-socialist transition period. As a consequence Serbian local communities often become passive waiting for the "top" directive or support.

In that context, the new Italian - Serbian bilateral research program was initiated with the aim to identify and construct a CLLD - intervention model on the regional sustainable development paths in Serbian regions through the implementation of a proactive participatory Web-GIS platform providing a valuable interface between firms, communities, authorities with solution-oriented innovative approaches in a public and participatory dimension (Battaglini, 2016) (Đukanović, et al., 2017) (Živković et. all, 2018).

Main aim of this policy- focused research was place-based identification and construction of a CLLD model of intervention on the regional sustainable development trajectories that will enable (Battaglini, 2016):

1. Analysis and mapping of regional territorial characterisation and local heritage dimensions through the interpretative perspective of Territorial Capital (TC).
2. Identification and mapping of the perceptions meanings and values attributed to TC by the local institutions and communities.
3. Identification and mapping of the main strengths and weaknesses, opportunities and threats of CLLD's

sustainable development paths of these regions in order to further promote bilateral economic and commercial cooperation between regions.

4. Analysis and clustering the identified agricultural and tourism good practices towards the adaptation and mitigation of the Climate Change impacts, environmental protection and place - based development.
5. Analysis and clustering good practices of environmental and sustainable development governance cases collected at the policy level.

The overall objective of the research was to: - support Local authorities, communities and companies' strategic visions and policies with "decision aiding" data, instruments and tools in the perspective that local territorial development will depend on the capacities of the entire community to offer different opportunities based on their own social, economic and environmental conditions and options, - valorise the local milieu and the cultural and economic potential of the territories for inhabitants, firms and visitors, - inform the Italian and Serbian tourist and agri-food companies wishing to operate in the regions involved in the project. Learning on the previous experiences of pilot Territorial Information Systems (TIS) initiatives implemented on a Serbian local level (UN-HABITAT, 2008; Lalović, 2008) and the TIS (participatory Web-GIS platform) model developed upon (Lalović, 2013), research on CLLD intervention model was performed on a territory of Zlatibor and Eastern Serbia Regions, resulting with the concept of participatory Web-GIS platform to support Community-Led Local Development.

According to the general territorial analysis of Smederevo, in case of this particular research of Danube regional networking on the cultural tourism development, it was recognised that this developed concept could significantly contribute to the overall objectives of Danube strategy. Additionally it could bring significant changes in local capacities for cultural tourism resources management. Therefore, the concept of participatory

Web-GIS platform to support Community-Led Local Development was implemented through master project researches examining possible impacts and outputs in the field of cultural tourism development.

3. **PARTICIPATORY WEB-GIS PLATFORM TO SUPPORT COMMUNITY-LED LOCAL DEVELOPMENT CONCEPT**

The key principles and governance tasks necessary to develop information support to local territorial development were derived within the previous research of the development of the TIS model to support to sustainable development in Serbia (Lalović K. , 2013). They represent the result of the induction of the content analysis of several international documents that define the standards of good governance practice and modern concepts of urban planning for sustainable development (UN-HABITAT, 2007; 2010; ESCAP, 2011; Lalović , 2013) and in this research were taken as starting, general position of the conceptualisation. Here, we will underline key principles of territorial information support to community collaboration processes (Lalović, 2013):

- **INFORMATION ON THE TERRITORY IS AS PUBLIC GOOD AND IT IS AVAILABLE TO ALL DEVELOPMENT ACTORS_** The essential prerequisite of effective participation and informed decision making is quality information on the territorial capital and its transformative processes through time. Therefore, it is of particular importance to ensure public information availability on the territory without any special conditions.
- **DATA AND INFORMATION ON THE TERRITORY ARE INTEGRATED_** This principle is closely linked to the standards of integrated planning and operation through partnerships of the public, private and civil sectors toward subsidiarity and responsibility decentralization on all social development entities. Efficiency in achieving the consensus and further effectiveness of decisions made directly depend on the territorial information integration in terms of

relational logic, not simple collection in one place, which effectively supported with GIS technologies.

- **QUALITY AND ADEQUATE INFORMATION SUPPORT TO TERRITORIAL COGNITION IMPLIES DECENTRALIZED, OPEN TO GROW AND CHANGE, FLEXIBLE TO EXPLORE KNOWLEDGE BASE_** Ensuring adequate and quality information to support sustainable territorial governance is a challenging task due to constant, more or less intensive territorial transformations through the time. It is widely considered that this task is only possible to achieve with the support of the ICT. Considering the issues of enabling the participation this kind of digital knowledge base has to support very complex social communication and cognitive processes. Experiences in the field of building and formalizing such complex knowledge bases favour the decentralization of data collection procedures, using participatory web GIS applications. In the case of local territorial information systems, this means locally coordinated data collection activities from various sources, which, in addition to the public sector as a "data producer" implies the involvement of the civil and private sectors in the information production process.
- **TERRITORIAL INFORMATION IS RELIABLE, ACCURATE, HORIZONTALLY AND VERTICALLY COHERENT_** It is of particular importance that decision making in the process of territorial development is based on as accurate, up-to-date and reliable information, as a prerequisite for the rule of law, public and environmental safety and market accountability. Therefore, it is necessary to provide information quality monitoring. It implies the documenting of the acquiring knowledge procedures, which is publicly transparent and therefore subject to critical review.
- **TERRITORIAL INFORMATION ENABLES MONITORING AND EVALUATION OF CHANGES_** International sustainable policy makers and

broad scholar community insist that an increase in efficiency is not possible without constant monitoring of the plans implementation, context changes and achieved outcomes. Additionally, the increase in effectiveness is impossible without the implementation of procedures of both formative and summative evaluation. This means that modern information support must provide all these functionalities with mandatory periodic public dissemination of the commonly defined indicator sets of statuses.

- INFORMATION ON THE TERRITORY IS TIMELY AND EASY ACCESSIBLE, PRESENTED IN A COMPREHENSIBLE AND EASY TO EXPLORE WAY_ Achieving the highest standards of comprehensibility of information services to the needs of users is very important, as it directly affects the efficiency and effectiveness of the communication process, achieving common understanding and increasing the chances of achieving consensus. This principle is in direct relation with achieving the efficiency and effectiveness of planning / managing sustainable development, emphasizing an important aspect of a strategic approach to sustainable development that relates to the importance and validity of the methodological approach from the visionary position.
- INCREMENTAL DEVELOPMENT OF TERRITORIAL INFORMATION SYSTEMS - "STEP BY STEP" _This task is in direct relation with the requirement that information support provide timely, easy access to data and information, comprehensible and tailored to the needs of citizens, but also with the requirement that the whole process of information support development as one of the key components of development also be sustainable. Achieving results on all previously defined tasks is a kind of process of social transformation and requires time, continuous operation and careful programming of the steps so that the one can, without great pressure, evolve to a higher level. In this sense, a number of world experiences point to the need for incremental

approach, the strategic development of information support, with a defined vision, but step by step (cyclical, with qualitative and quantitative progress in each one), problem oriented and integral.

3.1. Methodological approach

The basic methodological approach to the implementation of this research is based on Soft System Methodology (SSM) approach (Checkland & Poulter, 2006; Reynolds & Holwell, 2010). It originates from the field of organisational and management science. Traditional approaches to organisational management tend to foster expert consulting approach. However, this approach proved to be non effective in the application areas of strategic thinking, innovation and change management (Hindle, 2012), such as development of local Web-GIS platform to support CLLD. In support of this thesis, we underline the experience of six Pilot Territorial information systems project implementation in municipalities of Serbia where SSM methodological approach had to be implemented in order to ensure effective results and sustainability of the developed information support (UN-HABITAT, 2008; Lalović, 2008; Lalović, 2013). The main problem with the expert approach "stem from the unique and complex nature of many organisational situations, the need for continuous month-by-month innovation by most organisations (rather than intermittent one-off projects) and the need for effective implementation of new ideas by the employees" (Hindle, 2012). Therefore, since the goal of this research is set to support new innovative and long term sustainable local community organisational practice (in this case informed communication and collaboration) we decided to apply the alternative SSM approach.

Often labelled as a "process approach" (Hindle, 2012), SSM was developed within the organisational development community arguing that the effective results could be reached if participants within an organisation are facilitated to innovate their own processes and solve their own problems, and that this capability should become established within the culture of the organisation in

order to provide long term sustainability. The SSM actually represents facilitated modelling approach, an action learning process that support the work of groups of diverse composition in order to help them address complex problem situations in a variety of organisational domains (Hindle, 2012). It is based on a holistic analysis of the way of understanding the situation of those involved in the problem and then applying the methods of systemic thinking (in response to the limitations in the reductionist and narrow technical approach to problem solving) in the conceptual modelling (Hutson, 1993; Duan & Cruz, 2011) of the human activities and relationships to achieve a common goal (Checkland, 1998). The SSM approach integrates thinking about socially and politically feasible operational logic in order to improve the situation and it implies a constant analytical “switching” between the real world and the conceptual thinking of the world (Checkland, 1998; Lalović K. , 2013). It consists of the seven process phases ranging from the explanation of an unstructured problematic situation through the creation of ideal or conceptual models of human activities that would help to improve the situation, which are then comparatively analysed in relation to the problem situation, in order to identify the desirable and feasible changes (Fig. 1).

However, the application of SSM approach within the specific local/regional governance organisation as in this case, puts this particular research in the group of the critical action researches (Davis, 2008). CLLD concept of territorial governance organisation implies optimisation of variety of stakeholders’ interests and common organisational behaviours. Therefore, the critical action research is necessary for governance innovation, because it represents a form of social inquiry whose central theme is problematization of local community organisational knowledge, which is not only a matter of representing and explaining reality, but a social phenomenon itself, which has material-constitutive relations with personal identities, social practices, institutions, state and political structures, including the knowledge produced by researchers through the self-reflex component (Carspecken, 2008).

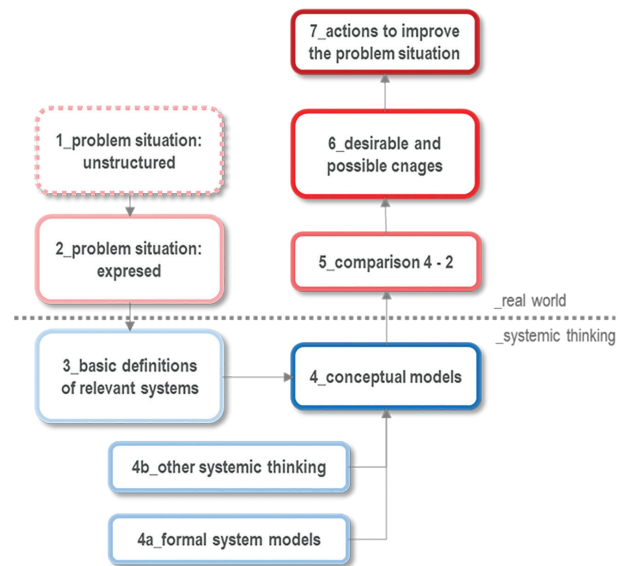


Fig. 1: Phases of Soft System Methodology according to Checkland (1998), (Lalović K., 2013)

Since the development of participatory WEB-GIS platform for the specific territories in Serbia aims to produce the concrete utility CLLD instrument, ideally, the methodological process of its CONCEPT development would be carried out trough SSM approach within the community-based research (Finley, 2008) characterized by three key features: - the focus on problem solving, - the research of the nature of phenomena, and - the common learning effort of the researchers and participants (Fig. 2).

However, in this case the expected result is more complex. It should lead not only to an organisational improvement, but also to an innovative governance cultural change (Hindle, 2012). Accordingly, we argue that the process of the participatory web - GIS platform conceptualization trough SSM in the ideal case should be realized through the methodology of a community-based critical action research (Davis, 2008): 1) recognition and articulation

of the social problem, 2) convening all stakeholders, 3) determining the scope of research and the desired type of social change, 4) selecting a joint research team, 5) programming research, defining research questions and methods, 6) training research associates, 7) guiding exploring and analysis, 8) reporting on the findings in an accessible manner to all stakeholders, 9) identification of an independent body for monitoring and evaluating the quality of research, 10) conduct the research through planning further steps and monitoring of social change.

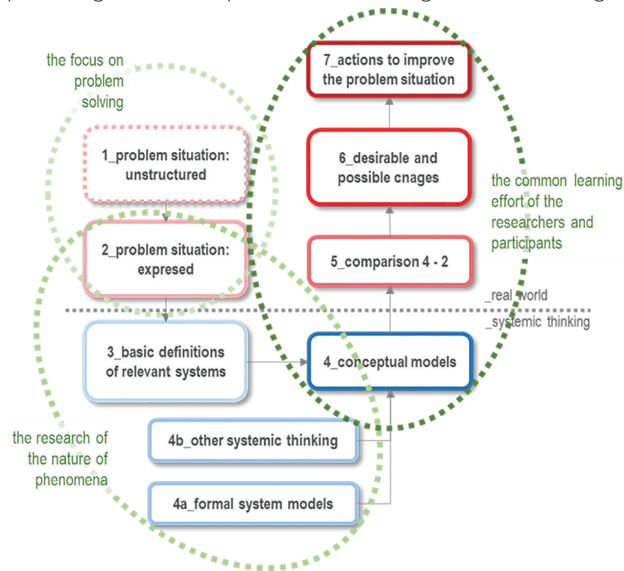


Fig. 2. Soft System Methodology performed through community-based research key features by (Finley, 2008)

As the subject of work is defined broadly - participatory Web-GIS platform, trying to cover as wide as possible range of complexity of European local/regional territorial CLLD governance situations throughout the focused regions of Serbia, implementation of the community-based critical action research model (Lalović, 2014) could not be implemented at full intensity within this preliminary studies of Smederevo.

3.2. Social action necessary to enable CLLD participatory Web-GIS platform development

Starting point is initialisation of a local public (TIS) territorial information system. The emphasis on the word "system" marks the importance of a systematic and deeply thought-out approach to this task and is closely linked to local leadership competencies: the ability to represent local interests, communication and facilitate the linking and forming of partnerships (UN-HABITAT, 2005). These competencies are considered the most important and in the same time most complex, because they are related to the fundamental values of representative, collaborative and deliberative democracy. The public TIS plays a key role as an instrument of sustainable development. It contributes to the widest dissemination of knowledge and the creation of public opinion on issues of sustainability. In operational terms, the development of TIS implies enacting the information strategy, programs and action plans in achieving excellence of public information at all levels of government. The choice of means and "language" of public information directly depends on the specificity of the cultural context in which it is being implemented.

From the point of meaning, this system/platform should support following social processes that would enable collaborative research within the community:

- FOSTERING INTEGRAL TERRITORIAL INTELLIGENCE_ This task is the most complex. The first level of complexity is generated at the level of the meaning of the term "integral" which is interpreted in different ways from different disciplinary and cultural perspectives (Hamilton M., 2006). Secondly, the complexity is generated on an operational level since it implies implementation: 1) Object-Oriented Relational Geodatabase, 2) Development of distributed model territorial data bases, and 3) Collecting quantitative and qualitative data about the territory, which tasks are not recognised commonly within the Serbian context.
- FOSTERING TERRITORIAL NETWORK (MESHWORK)

AND INQUIRY INTELLIGENCE_ It means, firstly, the process of identifying and analysing the structure of stakeholders in the local community, including vulnerable groups, and then networking them in order to raise the level and intensity of engagement in nurturing the community values. Experience shows that these processes often occur informally, often leaving those with weaker powers outside the process (Hamilton M. , 2006; Hamilton M. , 2008). Overcoming these problems is considered to be the governance task and depends on leadership skills (UN-HABITAT, 2005). Experiences show that systematic support to the social networking contribute to the development of community inquiry intelligence by increasing the intensity of social interaction and information exchange, contributing to the social capacities by encouraging reciprocity and building trust among network members. The development of network intelligence by systemically stimulating the development of virtual social networks is one of the basic components of information support for sustainable urban development (Hamilton M. , 2008).

- DEVELOPMENT OF NAVIGATING INTELLIGENCE_ It relates to the requirement of ensuring the continuous monitoring of changes in the totality of territory, as well as the evaluation of the achieved results of governed social transformation. One of the internationally accepted forms of global universal navigation "language" is measurement and publication of socially verified development indicators, which proved to be very useful at higher territorial levels of governance. However, this professional navigation "language" in not sufficiently communicative, or is not widely cognitively acceptable. The development of navigation intelligence is aimed to develop a reporting system that uses "life" indicators in accordance with the cultural norms of people who use them. The system should communicate public with a universal language, publishing data that are "valuable"

at the local and on a global level, revealing vital communities' life signs and the extent of ecological footprint in relation to the climate, the boundaries of bearing natural resources, social health, economy, infrastructure, etc. (Lalović K. , 2014a).

- DEVELOPMENT OF EVOLUTIONARY INTELLIGENCE: WEB GIS BASED PLANNING SUPPORT SYSTEMS (PSS)_ development of evolutionary intelligence is seen as a task that is directed at all stakeholders, including planners and professionals. It implies development and application of modern PSS instruments, which bring together a family of highly diverse scientific and heuristically based GIS analytical tools and functionalities (Geertman & Stillwell, 2009). PSS enable the rationalization and improvement of planning decision-making, focusing on analytical results (rather than analytical procedures) by comparing more different interpretations of reality through multi-criteria evaluation in finding the optimal solution with numerous ways of visualizing and presenting data. Exceptional researches in the ICT field have been conducted, exploring to what extent the structuring and "visualization" of information affects the acceleration of the cognitive process of the community, resulting in User experience design. It is believed that PSS based on web-GIS technologies is a key basis for the development of individual and collective skills of imagining, expressing, understanding, visualizing the future of the city with the consciousness of an eco-regional context and its own contribution to the quality of its environment and the general survival of the planet. Web accessibility with built-in analytics tools increases the motivation of the wider public for inclusion in the process, since it provides the possibility of free and unlimited individual or group user-specific analytical research.
- APPLICATION OF ICT/GIS TECHNOLOGIES AND PERMANENT EDUCATION_ Operationalization of modern information support for sustainable territorial development is impossible without

the use and application of modern ICT and GIS technological solutions. At present, the available technology overcomes the knowledge and skills of people to maximally use them in everyday work. Therefore, the application of modern technological solutions must be accompanied by permanent education of all participants in the development, both in methodological and technical - technological sense of using information support. The programs of permanent education are an inseparable part of improving information support for sustainable urban development.

4. CLLD PARTICIPATORY WEB-GIS PLATFORM TO SUPPORT SMEDEREVO CULTURAL TOURISM

The research of Smederevo case identified that there is no culture, tourism or information strategy at the local level, therefore there is no harmonization with the national level. Through further research carried out on the documents that define territorial development it was discovered that the Strategic plan of the local economic development of the city of Smederevo states that tourism represents a promising development opportunity of the city complementary to other economic branches. The issue of strategic orientation of Smederevo towards European integration is also closely linked with the tourism industry, which is in accordance with established principles of decentralisation in all areas as one of the principles of spatial development of Serbia. As one of the insufficiently recognized capacities of the City of Smederevo are its cultural tourism potentials. Some of the main problems in the development of tourism are the insufficient number of professional staff as well as the lack of innovative development projects. Regarding spatial information systems, or general information technologies, the strategy of local economic development did not devote enough attention to this activity (CS, 2009). The spatial plan of the city of Smederevo lists as one of the specific goals the development ICT services along the entire Danube. It is identified that one of the main problems of Smederevo's

local self-government is the lack of finance, information and networking (CS, 2009). In that sense, two main pilot strategic options were examined following the common Web-GIS platform concept: 1) building city capacities in cultural tourism programming and management, 2) clustering the rural cultural tourism resources. The research results indicate necessity of specific web-GIS platform structure and functionalities.

4.1. RECOMMENDATIONS

In structural terms, from the perspective of ICT sciences, the participatory web-GIS platform implies the existence of three basic elements (Lalović K., 2013): 1) Knowledge base, 2) Human resources, and 3) ICT technology. Each of the two pairs of basic elements induce logical / functional relations / activities: a) knowledge management implying information system administration, processing, analysis, visualisation, publication etc., b) intelligence management, implying knowledge base modelling, monitoring and evaluation of territorial understanding, communication, collaboration and learning territory, and c) capacities management - ICT education and trainings, data acquisition and sharing standards, rules, protocols, ICT development planning and organisation etc. (Fig.3.)

The territorial knowledge base should be modelled as an object-oriented (SQL, ORACLE etc.) database that contains all available "raw" local spatial and alphanumeric data, that integrated through GIS, allowing description of the territorial resources in the most natural way through spatial typological classification. The unique quality of GIS is its ability to integrate different types of data, text, numeric, video, multimedia, vector, etc. into a common information work environment using a geographic key. In this way, GIS enables intelligent modelling of reality by simulating interrelations of objects in a geographic environment (Sinton & Lund, 2007). There are also other types of information - qualitative, relevant to the particular local community. Collecting quality, subjective data requires the establishment of a local collaborative Geodatabase modelling procedure with clear enactment methodology and sharing/publishing

rules, due to the privacy (Nedovic-Budic, Pinto J., & Warnecke, 2004). Therefore, no territorial data model is a priori superior (Zeiler, 1999) and "the context of the problem to be solved and the type of interactive query or map we want to create leads us to the most suitable model" (Onsrud, 2007).

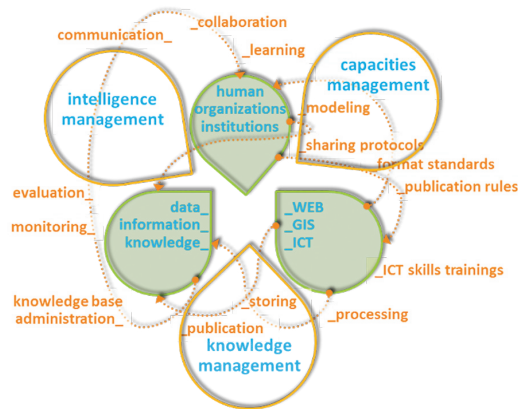


Fig. 3. Participatory CLLD web-GIS platform structure (Lalović K, 2013)

The choice of information is crucial for modelling Geodatabase. When choosing information, it is necessary to solve several problems such as (Sinton & Lund, 2007): - determination which data and information are needed, - finding out if they exist and where, - checking the procedures how to get them if it exists and how to collect them if not, - how to keep this information in an easily accessible way and in an adequate form, - how to intercept data, - how to solve the problem of quality, contradiction and incompleteness, - determine who needs information, and - when and in what form it is to be distributed when needed. Therefore, the Geodatabase modelling is not just an easy collection and integration of available data. It implies the necessity of a full understanding of the cognitive preferences and information needs of all the actors of development, since each of the necessary data classes can be described by

a series of spatial representations or attributes. Therefore, modelling involves the inclusion of users in order to select specific data (spatial representations or attributes) that will satisfy their needs for quality information.

Within each local government there are, more or less, a series of local records, whether in digital or analogue format. Thanks to the available ICT solutions it can be relatively easy to integrate them into the knowledge base, as evidenced by numerous good practices worldwide, including Serbia. The larger problem is the data that is not collected at the local level at the moment, but represent important part of a CLLD knowledge base. The production of these data is a strategically important task of the local government. World experience shows that there are very successful organizational models for collecting locally specific data that do not require extremely large investments as they are usually believed (Zanelli & Feaster, 2003). The strategic local task is horizontal and vertical linking and information exchange, with other administrative and institutional levels, as this provides the necessary information regarding local development but beyond local territorial administrative competence. This means that the different local knowledge bases must be integrated on regional level, as well to have access to information on adopted policies, documents, plans and programs, and good practices in the territory of Serbia and beyond.

The key factor in the construction, development and use of the any kind of territorial information system are humans, organizations and institutions and their activities in the design, organization and implementation of TIS as a decision support tool. In order to facilitate identification and activation of human resources as a basic element of future platform it is necessary to recognise the key roles that actors can have in its development: - developers / modellers, technicians / administrators, users. These roles serve as the basis for finding the optimal local organization, but in no way implicitly refer to a particular organizational structure, because the same person / organization / institution can simultaneously have more than one of these roles.

When deciding on various territorial developmental issues in order to encourage local communication and collaborative processes, we have to process very large amount of data and information (previous description of the knowledge base structure), because the effects of collective decisions depends on the quality of the information on which it is decided. In order to achieve the ability of platform to support complex decisions of individuals and groups, data from the knowledge must be transformed into information adequate and of interest for different users (Laszlo, 2003). In that sense it is necessary that platform contains several functional modules that service different groups of users:

- INFORMING MODULE_ common contemporary practice is allowing general public access to the platform. Access to information over the internet to GIS based platforms is usually facilitated in two basic ways static or interactive. Contemporary way is through: - online interactive communication of users with the knowledge base through the user interface (standard web design supplemented by the spatial search and visualization tools), where by clicking on a spatial or some other representation of the entity, additional alphanumeric and multimedia information appears, - thematic folders, or different visual reports on one or several issues, where users are allowed to perform multiple different queries to get complex information about the territory. Interactive communication of users with platform means that they have basic knowledge of GIS usage such as Google maps etc. However, the research on communicativeness and performance of web tools as interactive communication tools shows that the concept of web design plays a very important role. It is customary for web design people to be trained primarily in the field of ICT technology. In some cases, this may result in a web design that in cognitive sense, does not suit most users of a given web tool. Based on the findings of research on the structural web design of social networks, which primarily follow the logic of rooting needs and interests for thematic focusing, we have come to

the conclusion that web design of the user interface needs not only to inform, but also to encourage cognitive flows in the community enabling the transforming and innovative behaviour.

- PLANNING SUPPORT MODULE_ the premise of the effective integrated sustainable territorial development in contemporary global conditions is to replace the currently dominant systemic quantitative approach to sustainable development with comprehensive, synergistic responses that take into account the great powers in all aspect of reality including inner, subjective and cultural. Therefore, when it comes to the planning support module, the following key elements should be focused: - a range of planning expert tools for multi-criteria analysis (Carver S. J., 2007), - a range of good planning practices, - tool for monitoring the planning process.
- MODULE FOR EVALUATION AND MONITORING - DEVELOPMENT OF NAVIGATIONAL INTELLIGENCE_ Evaluation of programs, project plans is an episodic task and has two main complementary forms: 1) Formative - ex ante evaluation or performance measurement (UN-HABITAT, 2003), 2) summative - ex post evaluation as an assessment of validity, the relevance of the results and impacts of the program, plan or project (UN-HABITAT, 2009). In order to carry out the evaluation process in a quality way, it is necessary to establish a continuous monitoring / monitoring process that supplies the information evaluation process and signalling issues that need to be solved. The evaluation and monitoring module, therefore, must include: - tool for monitoring contextual changes, - tool for monitoring the process of implementation of plans / programs /projects, - Outcome Monitoring Tool, - Impact Monitoring Tool.
- MODULE TO SUPPORT PARTICIPATION - DEVELOPMENT OF INVESTIGATIVE, NETWORK AND EVOLUTIONARY INTELLIGENCE_ consisting of: - Network intelligence development tool with

- a range of discussion services, - Public Opinion Research Tools, - User Multicriteria Investigation Tools, - Multicriteria evaluation tools for the development scenario, - The visioning future tool.

Initialisation and sustainability of the implementation of the CLLD participatory web platform within local government should assume "step by step" incremental thematic approach through integrated action in all four domains of reality: 1) subjective - raising individual cognitive capacities and improvement of knowledge and skills for modelling modern knowledge base, identification of necessary functionalities, its efficient and effective use, 2) intersubjective - transformation and improvement of local information culture, and p 3) objective - change of the behavioural roles of the subjects of local information function in the processes of planning /managing sustainable development and acquiring new good practices and experiences, and 4) inter-objective - establishment of an institutional, organizational and regulatory framework in order to ensure the creation of conditions for development new and adequate information social functions of planning /managing sustainable local development, and strengthening local ICT technological capacities.

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MASTER PROJEKT: *Kreiranje web platforme za razvoj lokalne zajednice Smedereva kroz kulturni turizam*

6. Responsive design sa dizajnom desktop, tablet i mobilnog interfejsa



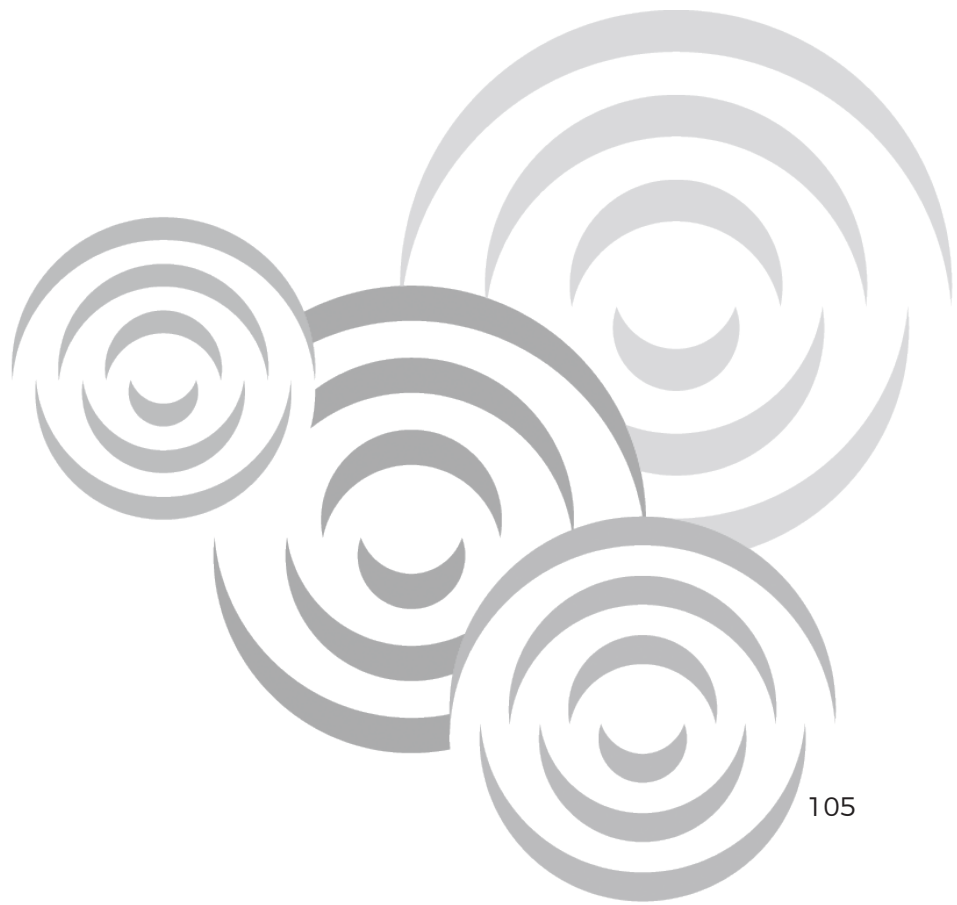
7. Storyboarding metoda sa dizajnom interfejsa



Poster 1

RESPONSIVE DESIGN OF PARTICIPATORY CLLD WEB-PLATFORM TO SUPPORT CULTURAL TOURISM MANAGEMENT IN SMEDEREVO

Antonio Mareš
Student-master candidate





6

URBAN REGENERATION IN THE HISTORIC CORE OF SMEDEREVO: A TOOL TO REDESIGN AND NETWORK OPEN PUBLIC SPACES FOR A PROSPECTIVE TOURIST DESTINATION

Aleksandra Đukić, Branislav Antonić

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ABSTRACT

One of the main specificities of European cities is the richness in cultural heritage and historic layers. This advantage has been profoundly used to develop many of them into high-class destinations for cultural tourists. However, this process has been differently reflected across the continent. This is very evident in traditionally more isolated Southern Eastern Europe, which is discovering this potential right now. Hence, cities in this region need viable and efficient tools to accelerate it and catch a step with the other European regions.

Urban regeneration is one of the most convenient tools for the cities with rich and dispersed cultural heritage and historic fabric. It is a particularly useful tool in open public spaces, as they proactively affect nearby environment. Therefore, the urban regeneration of open public spaces can both (re) design crucial places in the city structure and network them to have a broad impact on the entire city.

The aim of this research is to examine the previous statement in the City of Smederevo in Central Serbia. Cultural heritage in Smederevo is abundant and the city is ideally positioned at the Danube, an arising tourist route. Nevertheless, these potentials have not been adequately utilised to transform the city into a new cultural tourism destination. The research intends to identify the main open public spaces in Smederevo and propose new solutions for their redesign and networking. This is implemented in accordance with the theoretical fundamentals of urban regeneration and current assessment of the city historic core. The final intentions of the research are to present the variety of possible ways to use urban regeneration as a medium for socio-economic redevelopment of Smederevo, in favour of both local population and prospective tourists.

KEYWORDS

Urban regeneration, open public spaces, Smederevo, historic core, cultural tourism, riverfront, brownfield

1. INTRODUCTION

Culture and heritage are almost an association for Europe today. It is often thought that European culture is so overspread throughout the Globe that it can be assigned as a "common cultural heritage" (Berting, 2006, p. 51). Additionally, more than almost half of all world cultural heritage sites are located in Europe and this is in noticeable difference than world natural-heritage sites, where the continent is not even at the first places among the world regions (UNESCO, n.d.). Then, there are many events that celebrate culture and heritage as major pan-European features, such as an institution of European Capital of Culture.

On the other side, European culture and heritage are becoming an important element for the socio-economic prospects, too. This is also the case with cultural tourism. Although the heritage sites and cultural locations and items across Europe have been factors for a modern tourism since its early beginnings (Richards, 1996), the full significance of cultural tourism has been relatively recently observed. By the newest estimations of the European Commission, 40% of already developed tourism in Europe belongs to cultural tourism (EC, n.d.). Hence, the impact of cultural tourism cannot be omitted in the case of European economy and employment patterns (Dwyer, Forsyth & Dwyer, 2010).

It is also important to mention that the rise of awareness regarding culture and heritage in Europe is deeply related to its cities. Cultural heritage at the continent is mostly located in urban areas (Rioux Soucy, 2006; Pahos et al, 2010). Therefore, the adequate preservation and promotion of European cultural heritage and urban development are closely linked.

The previous notion particularly matters in the less developed European regions, such as South Eastern Europe. Urban regeneration is one of the most convenient tools for the cities with cultural tourism to efficiently improve their position in this matter, as European cities generally possess abundant cultural heritage and historic fabric (Kennell, 2013). Even more, many of them still

face the challenges of post-industrial transition from the late 20th century, where urban regeneration can add an acutely wanted economic dynamism for a city (Gooberman, 2018). Then, urban regeneration is a particularly useful tool for the renewal of open public spaces, as urban regeneration positively influences both social and economic aspects (Inroy, 2010). Therefore, the urban regeneration of open public spaces can both (re) design crucial places in the city structure and network them to have a broad impact on the entire city.

The aim of this research is to examine the previous statement in the City of Smederevo in Central Serbia. Cultural heritage in Smederevo is abundant and the city is ideally positioned at the Danube, an arising tourist route. Nevertheless, these potentials have not been adequately utilised to transform the city into a new cultural tourism destination. The research intends to (1) identify the main open public spaces in Smederevo as the relevant catalysers for this transformation and (2) propose new solutions for their redesign and networking. This is implemented in accordance with the theoretical fundamentals of urban regeneration and current assessment of the city historic core. The final intentions of the research are to present the variety of possible ways to use urban regeneration as a medium for socio-economic redevelopment of Smederevo, in favour of both local population and prospective tourists.

2. METHOD AND MATERIAL

The method used in the following research is a multiple case study. This method is thought to be appropriate in the situations where there are several similar cases, embedded in the same or similar "scientific surrounding" (Gustafsson, 2017). In this research, several types of possible urban regeneration of open public spaces in the central part of Smederevo will be explained. For their qualitative selection, examination, and comparison, it is necessary to form a theoretical basis about urban regeneration and its links with culture, heritage and cultural tourism. Finally, the development of this research from general theoretical fundamentals to concrete case

studies in central Smederevo enables the valuable discussion and conclusions at the end of the research.

Material for this research is derived from different sources, enabled through cooperation within DANUrB

INTERREG project:

- On-site observation and measurement carried out during the two national DANUrB workshops held in the first half of 2018 and attended by different participants (partners-researchers from the University of Belgrade – Faculty of Architecture, students from the same faculty, partners from local and regional institutions and agencies);
- Active discussions with local experts during the aforementioned workshops on special topics related to urban development, tourism, heritage and culture;
- The review of available literature and e-sources, especially in the case of the theoretical background of urban regeneration and the historic data and genesis of Smederevo City;
- The review of available planning and strategic documentation about Smederevo City, which was delivered through cooperation with the Tourist Board of Smederevo and the Office of the City Urbanist, as associate strategic partners at the project.

3. THEORETICAL FUNDAMENTALS: URBAN REGENERATION AS A TOOL TO REDESIGN AND NETWORK A CITY

Urban regeneration is considered to be an integral part of the wider process of renewal of a city. E. Vaništa Lazarević (2003) highlights that this process has a twofold goal: urban renewal needs to respect heritage and historic urban fabric while it had to include them into contemporary urban life. The aspirations of urban regeneration are complex and multilevel thereof. They combine urban and residential reconstruction,

the improvement of population welfare, promotion and presentation of cultural heritage, development of (cultural) tourism, increase of employment, inclusion of the principles of sustainability, etc. (Djukić, 2011).



Fig. 1: Urban regeneration project in central Budapest from the 2000s, during post-socialist transition (Author: B. Antonić)

Urban regeneration got an attention in the 1980s as a specific kind of the protection of historic urban core. This new interest appeared with a new tendency among urban scholars to glorify traditional city and the possibilities of its implantation in contemporary urban fabric (Ellin, 1998). This turnaround was a response to the internationalisation of modernist style in architecture and urbanism from the middle of 20th century. The new impulse has been given since the 1990s, when post-socialist cities have become a polygon for new urban-regeneration projects (Fig. 1).

The trust in traditional values was particularly dedicated to the physical characteristics of city streets, squares and quarters (Krier, 1993). Due to the aforementioned globalisation of architecture and urbanism, local tradition and heritage have been brought in spotlight. A clear illustration was given in the act "Conservation of

Historic Environment”, published by Royal Town Planning Institute in the United Kingdom, which emphasises the importance of cultural-heritage sites and buildings, because they represent the historic period when they were built and established and they could bring benefits for local economy and society (RTPI, 1995). Economic benefits are especially underlined in American context. The on-site research conducted in the eastern part of the USA identified that the urban regeneration of historic buildings and ambient could support local community by the rise of property value, initiation of private incentive, and the development of tourism (Rypkema, 2005).

Aiming to boost the competitiveness of present-day cities, three main development strategic approaches can be noticed in the process of urban regeneration:

1. The city of illusion and fantasy (based on the success of Disneyland and Las Vegas),
2. ‘Cultural incubators’ approach (Montreal in Canada, Graz in Austria), and
3. Integrative approach to urban regeneration, which is the most often strategy in this sector.

The city of illusion and fantasy reckons on partnership between public and private sectors (public-private partnership – PPP) and financial stimulus, with the final aim to rebrand a city as an arising place for leisure and entertainment. The new buildings and complexes devoted for these functions are the spatial reflection of this strategy: concert halls, arenas for spectacles, museums, multiplex and megaplex cinemas, sport stadiums, etc. All of them are usually accompanied with shopping malls and outlet centres (Hannigan, 1998). However, the expected goal of these projects is rather spatially limited. Even though they are initially seen as a backbone for the extensive revitalisation of quarters and neighbourhoods where they belong, these huge and expensive projects usually fulfil this aim partially. The main consumers of these places – local people and tourists – mainly use just them and rarely explore the area surrounding them (Judd & Fainstein, 1999).

One of certainly the most prominent and long-standing projects in this strategic approach is European Capital of Culture. Every year, one or several European cities become the cultural capital of the continent. Cities with this status have an opportunity to rebrand their image due to the support of European Regional Development Fund (ERDF) (Klaus Patel, 2013). The main objective of the European Capital of Culture initiative is the mutual influence from urban regeneration and tourism development. In line with already given statement about this strategic approach, the status of the European Capital of Culture also shows the gap between expectations and reality. First, the relations between the projects of cultural development and creative industries have not been observed. Second, it has not had a real social impact, expected by urban regeneration. For example, it has not stopped the gentrification in the cities with this status, so young artists have continued to move from newly regenerated and refurbished neighbourhoods due to the rising costs of living. Nevertheless, the project of the European Capital of Culture has generally proven to be prestigious, because the competition between cities throughout Europe is becoming bigger and bigger (Djukić, 2011).

Similarly to the explained example of the European Capital of Culture, the second approach of ‘cultural incubators’ also relies on culture and art, but it diametrically different by the aimed users. The essential goal is to rebrand a city through creative industries and space and for tourists as a completely new consumer type of that urban space (Florida, 2002; Mommas, 2004). However, this approach has the same ‘symptoms’ as the city of fantasy and illusion. It seems that is hard to escape from gentrification, so the cities with ‘cultural incubators’ consequently become very similar to the fantasy cities (Florida, 2002). Hence, the authenticity of this approach is questionable (Djukić, 2011).

The last strategic approach is an integrative and holistic approach, based on the principles of sustainable development. This approach is characterised by an evolution of urban regeneration policies and practices,

with aspirations to complex and composite ways and reactions to them in this process. To conclude, the integrative approach does not represent a concern of individuals or institutions for urban regeneration, but it evolves into a segment of general urban life and thereby the permanent aspiration of social and urban planning (Roberts & Sykes, 2000). Therefore, integrative approach is praised as the suitable one in urban regeneration (Djukić, 2011).

3.1. Urban regeneration, open public spaces and identity of place

The enthusiasm within urban regeneration regarding open public spaces can be traced through the vivid interest on urban design. Urban regeneration through urban design means that physical interventions in urban space can propel the socio-economic prospects of a wider urban area (Schenkel, 2012). In contrast to this, urban design was neglected during the dominance of modernist style in the second half of 20th century. Therefore, support to urban design among all main stakeholders in an urban area is considered crucial for qualitative urban regeneration (Paumier, 2004).

The urban regeneration of open public spaces is not significant just because it implies a strong physical aspect. Open public spaces are crucial social generators in cities. They are the main places for urban socialisation. In accordance to this stance, all physical interventions in open public spaces should be based on the ways how people use them instead to be the physical act created on mere aesthetic (Carmona et al, 2003). This confirms that the urban regeneration of open public spaces is a complex process, which has different repercussions on local society, economy, and physical environment as their spatial reflection.

Then, open public spaces also reflect the identity of the place and local community. Similarly to the previous statements, the identity of a certain space cannot be simplified through its physical appearance. It also possesses functional and cultural aspects. The functional

aspect refers to activities and functions carried in the places. The cultural aspect defines that meaning of the place for individuals and groups and it can vary with respect of ethnic, religious, and social strata (Đukić, 2011). Functional and cultural aspects of open public place shape collective memory of the place, which is formed by the repetition of rituals, ceremonies and the codes of behaviour in the place (Hayden, 1995; Jordan, 2003). Furthermore, functional and cultural aspects of open public spaces are also changeable through time, which strongly influence the overall overview of their identity (Azripe et al, 2000). Hence, both aspects of open public space are equally important for urban regeneration as its physical dimension and it should be equally examined and valued as physical elements in this process.

3.2. Spatial Levels of Urban Regeneration

Taking in account the explained general issues about the process of urban regeneration, there are three possible spatial levels of related urban interventions:

The MACRO-LEVEL in urban regeneration considers huge urban areas. In present day cities, such valuable areas in historic urban core are mainly related to old derelict or vacant industrial or transportation zones in dilapidated state (Fig. 2). In accordance with their initial/previous function, these zones usually carry some kind of ecological hazards, which need to be resolved during the process of urban regeneration. These areas are well-known as brownfield sites (Ling, 2008). On the other side, old industrial and transportation buildings and complexes traditionally have cultural significance, so they are often recognised as an industrial heritage (Djukić & Vujičić, 2011).

Although their size can vary greatly, the most prominent brownfield sites are large estates. Therefore, the "planning and design of space in the context of brownfield regeneration plays a key role in the sustainable development of cities" (Perović & Kurtović Folić, 2012, p. 64). This also means that the successful regeneration of large brownfield sites can be a generator for new urban development (Djukić & Tomić, 2004). Nevertheless,

some recent research also shows that the success of the regeneration of brownfields is deeply related to their significance for wider community; more they are considered as a common value for community, more beneficial will be their urban regeneration (Dixon, Otsuka, & Abe, 2011).



Fig. 2: The old city port in Rotterdam, the Netherlands, is a good example how the urban regeneration has had a profound positive impact on the entire city (Author: B. Antonić)

The MEZZO-LEVEL of urban regeneration refers to infrastructure sites that are usually linearly shaped. Thus, their form predicts the ways for their possible use. In central urban areas, this level often appears as riverfront, lakefront, and seafront regeneration project. Similarly to the macro-level, their previous use was industrial and/or transportation. Very often, they were old ports with accompanying industrial facilities (Giovinazzi & Moretti, 2010). In contrast to the previous, the palette of appropriate functions and facilities is rather limited by their linear character. This also indicated that they are usually redesigned as new corridors for public use – promenades, pedestrian and cycling paths, new public-transport corridors with supplementary leisure and residential facilities (Jones, 1998). Hence, the regeneration

of linear spaces is often sustainable, because it brings a new open public space for city population and visitors (Fig. 3). But their viability is linked with their position in urban areas: the regenerated open urban spaces that are located next or in historic core are in noticeable advantage (Moretti, 2008).



Fig. 3: New urban seafront is Thessaloniki as a regenerated open public space for both local people and tourist visitors (Author: B. Antonić)

The last level is the MICRO-LEVEL of urban regeneration. In the case of open public spaces, it usually implies small places for neighbourhood gatherings, such as squares, patios, streets, parks, urban gardens, crossroads or inner-block yards (Fig. 1). Therefore, the importance of this level is more connected to the adequate networking to enable a 'synergy effect' for the further urban regeneration of surrounding city structure (Branea et al, 2011; Guerreiro, 2012).

4. CASE STUDY: HISTORIC CORE OF SMEDEREVO

The polygon for this research is the City of Smederevo, which is located in the central part of Serbia, 45 km east from Belgrade (Fig. 4). The city as an administrative unit had 108,209 inhabitants according to the last population census from 2011. Its urban area – the urban settlement of Smederevo – had 64,175 inhabitants. Smederevo has been also among rare major urban settlements in Serbia with stable population growth from the World War II (SORS, 2014).



Fig. 4: The position of Smederevo in Serbia (Author: B. Antonić)

Smederevo has an exceptional geographical position on the Danube, the second longest European river and thereby a driver of economic and tourist development. At the western outskirts of the city, Šumadija hills begin. In contrast to this, the eastern side of the city prolongs into the fertile valley of the Velika Morava, the longest river entirely located in Serbia (Pavlović, 1980). This position was a key element to establish the major steelworks in Serbia a century ago. This branch of industry is still the main symbol of Smederevo economy (Gujaničić & Stojković, 2013). In the other fields, the city as a district seat has the institutions and agencies of regional competence. Institutions of national importance, such as faculties, are almost non-existent.

4.1. Current Assessment of Smederevo Historic Core

The current assessment of Smederevo can be easily narrowed to its historic core on the Danube, because it is a mixture of the most significant heritage locations and the main industrial and transportation zones and

complexes in urban territory (Djukić, Ristović & Antonić, 2018). Therefore, it is a showcase to present both the advantages and disadvantages of the present-day city.



Fig. 5: The historic core of Smederevo with the Danube riverfront as a mixture of heritage locations and industrial and transportation zones (Source: Đukić, Ristović, & Antonić, 2018).

The main advantage of the historic core of Smederevo is certainly heritage that goes beyond local importance. The most valuable legally protected cultural heritage is:

Smederevo Fortress is among the largest flatland fortresses in Europe. It is the last large fortress of Medieval Serbia, built in early 15th century for the purpose to be its (last) capital. The fortress was built at the acute-angle confluence of the Jezava River into the Danube, by which it is formed as a triangular fortification. Within the fortress, there is a 'Small' fortress, which is the protection of a royal court (Fig. 6). Massive walls and towers of both fortresses are well preserved, but structures inside of them are only in remnants today. Thus, exploration and restoration works are still in progress (Jejić & Šurdić, 2003);



Fig. 6: Smederevo Fortress – Inner ‘Small’ Fortress (Author: B. Antonić).

The Church of the Assumption of the Holy Mother of God is the only medieval church in Serbia that survived in an urban area (Fig. 7). It was built in the first half of 15th century in then actual Moravian Style, with a very picturesque façade, created by alteration stone and brick. The church was painted two centuries after having been built. The church is located in an old city cemetery today (RICMPS, 2007).



Fig. 7: Church of the Assumption of the Holy Mother of God (Author: B. Antonić).

The Republic Square is the main square in Smederevo and it represents the central point of the present-day city historic core. It became the focal point of Smederevo in early 19th century due to its position between Serbian and Ottoman parts of the town. The square passed through several circles of regulation and the formation of urban ambient around it during 19th century (Vukoičić, 1997). The main structure at the Republic Square is the monumental Church of St George, the main city church today, which is ideally positioned in the centre of the square (Fig. 8). However, there are many legally protected and valuable heritage buildings around square and in nearby streets. Furthermore, this part of historic core has many central functions and facilities, which make it a very vibrant city zone.



Fig. 8: Aerial view of Republic Square with the Church of St George (Source: Srbija u slici / srbijauslici.blogspot.com).

Aside of this legally protected cultural heritage, it is worth to add the industrial heritage which still has no legal protection. The best example is old steelworks at the Danube riverside, in the western part of the historic core of Smederevo. Smederevo steelworks were established in 1912 as “Sartid” Company (Gujaničić & Stojković, 2013). Due to necessary expansion, the old site of steelworks was abandoned in the 1960s and the company moved to a

new site in the southern outskirts of Smederevo. The old complex lost the most of functions, which has led to its deterioration in the recent decades (Fig. 9). However, a lot of structures are still magnificent by size and local people consider them as an important local identity (Djukić et al. 2018). At the end, the position of the Danube riverside is also an extraordinary advantage for the future.



Fig. 9. Old steelwork in Smederevo Fortress – atmosphere of still underestimated industrial heritage (Author: B. Antonić).

Apart of the main cultural heritage, small cultural items are preserved in the National Museum of Smederevo, perfectly located between the fortress and the main square. The other cultural heritage is scattered in the outer parts of the historic core and it can be properly

utilised only in the wider cultural-tourist offer of the city.

The challenging description of old steelworks, which is both a heritage and local proud and a spatial problem for Smederevo, is an overture for the current disadvantages of the city historic core. The geographical restrictions between the Danube River and its marshes on east and hills on west have strongly influenced the genesis of Smederevo. This caused the positioning of the main industrial and transportation facilities and corridors next to the Danube and the city historic core (Djukić, Ristović & Antonić, 2018). The main problems can be easily understood by the map of the historic core of Smederevo (Fig. 5):

Railways with the main station are the most acute problem, because they divide the historic core from Smederevo Fortress and the Danube Riverside. This is the reason why the fortress is among the most insecure places in the city (Djukić, Ristović & Antonić, 2018). The plans to move railways are currently in progress.

The old city port is located between the main square and the Danube. The port occupies probably the most valuable land along the river, which should be a new “river gate” of Smederevo due to its location next to the historic core and the fortress. The city formed a new port downstream few years ago, which is currently in the first phase of function.

The main industrial zone of Smederevo is located east of historic core and almost next to Smederevo Fortress – small Jezava River is the only barrier between them. Then, eastern industrial zone also occupy the pretty decent part of the Danube Riverside in urban area, excluding it from the general life of Smederevo and enabling illegal development along it. The recent problem is also the abandonment of many big industrial enterprises located in the zone after the fall of socialism in the 1990s. This seems to be the most important obstacle for the further development of Smederevo historic core and its regeneration. Nevertheless, the first steps have been recently launched, with the plan for a new marine in the lowest part of Jezava River.

4.2. Potentials of Urban Regeneration in Smederevo Historic Core

It is clear from the previous section that Smederevo experiences the same problems as many post-socialist cities in Serbia: many locations and buildings in them are abandoned and in neglected state; However, local authorities are not able to redevelop them, despite they play a crucial role for desirable new actors in urban space: investors and tourists (Cizler, 2012). Findings from the current assessment allow the proper identification of the zones for urban regeneration and directs functionally and physically the future design in proposed regeneration projects.

MACRO-LEVEL – urban regeneration of brownfield sites

The first example of urban regeneration is the regeneration of old steelworks at the Danube Riverside. Although this industrial complex has been neglected for several decades, many of its structures are still in good shape. Then, it was already mentioned that this macrosite possesses the significant local identity and it mean for local people. Therefore:

“The understanding of the problems and potentials of the old steelworks as a brownfield location [in Smederevo] is the understanding the importance of industrial heritage in the formation of identity in the city” (Savić, 2018, p. 2). In accordance to these still active tangible and intangible segments of industrial heritage, the projects in urban regeneration must consider the preservation of those buildings in the steelworks that have a represent of local identity (Fig. 10). Furthermore, the entire project should be customised to existing values in both functional and physical way. Functionally, new functions and facilities should respect the previous ones. Physically, new structure and open public spaces should be adapted to old ambient, to adequately present it in modern interpretation (Fig. 11).



Урбана регенерација
браунфилд локација
Студија ситуација Града Смедерево
и комплекса Старе железаре

Fig. 10: Urban Regeneration of Brownfield Locations: Case of the Old Ironworks complex in Smederevo – The buildings that are necessary to preserve to maintain the identity of old steelworks for local people (Author: I. Savić)

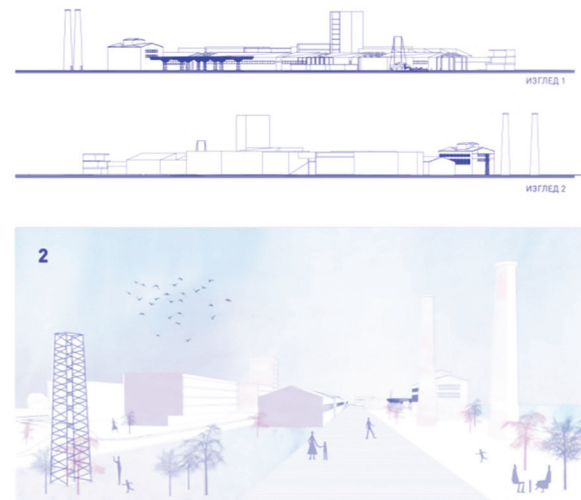


Fig. 11: Urban Regeneration of Brownfield Locations: Case of the Old Ironworks complex in Smederevo – New open public spaces as a proper environment for the presentation of industrial heritage (Author: I. Savić)

The other approach in the macro-level of urban regeneration is in the case of the brownfield sites, which are not valuable as a cultural heritage. In this case, their position is a determinant in their regeneration strategy. The eastern industrial zone “Godominsko Polje” is such case. Its location is next to Smederevo Fortress and near the city historic core. Thus, this affected the project to be ‘functionally sensitive’. Four scenarios based on different functional concepts were developed to check the potential of the site (Fig. 12).

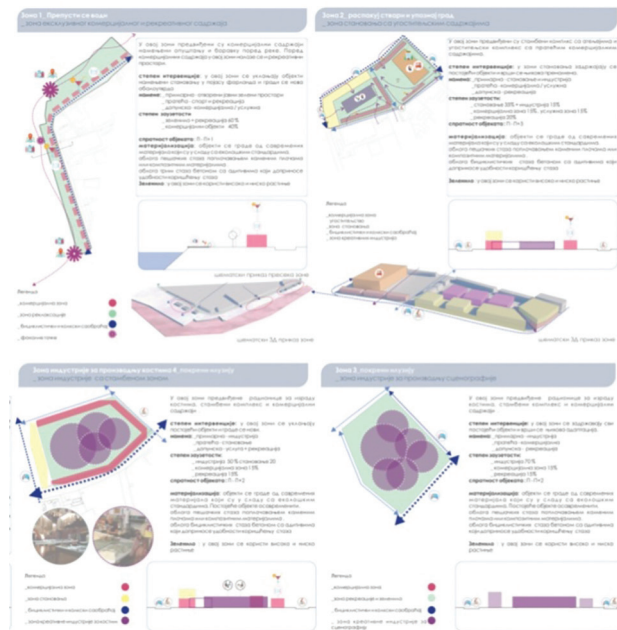


Fig. 12. Brownfield Regeneration through the Introduction of Creative Industries: Case Study of “Godominsko Polje” Industrial Zone – four scenarios for a macro-urban regeneration (Author: V. Vujanović, 2018).

After the deep research, urban regeneration was oriented on creative industries, which have been previously named as a sustainable approach. Specifically, the new cultural quarter is primarily planned to be used for the

creation and production of movie costumes. In that way, this quarter encompasses supplementary facilities, such as a museum, open public space for exhibitions, residential block, retail, etc. Finally, this specific mixed-use development gives the creative quarter a ‘transitive’ role, between historic core on the west and industrial zone on the east (Vujanović, 2018).

MEZZO-LEVEL

The first mezzo-level approach to be presented is related to the urban regeneration of the aforementioned railway corridor in central Smederevo, the biggest spatial obstacle in the historic core. The position, size and linear character of this corridor noticeably limit the possible ways of regeneration (Tajić, 2018).

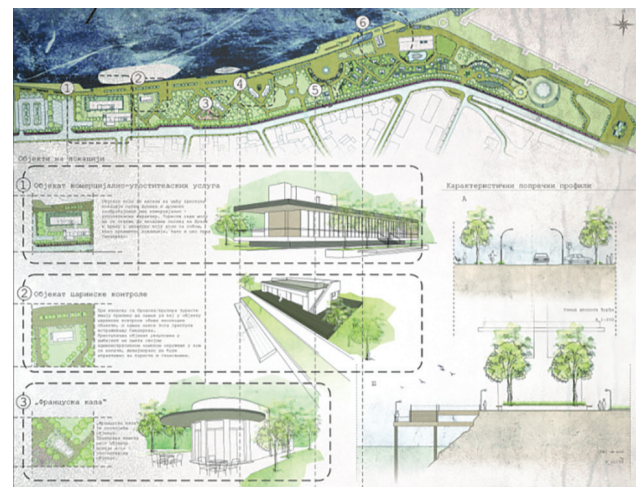


Fig. 13. Urban Regeneration of the Old Port in Smederevo: The Creation of an Open Museum – The composition of the main linear function (pedestrian and cycling paths) and additional facilities on its sides (Author: S. Tajić, 2018).

The linear character and the proximity to the main city attractions imply its transformation into a new pedestrian and cycling corridor, but the large space requires some

additional functions. Then, the position next to the fortress prescribes all these functions to be 'heritage-sensitive'. As a result, an open museum, dedicated for both local people and tourist visitors, is created in this 'in-between' open public space (Fig. 13).- Urban regeneration of infrastructure corridors and riverside



Fig. 14: Urban Revitalisation of Waterfront in the Zone of 'Metalor' Informal Settlement in Smederevo – Joint urban regeneration and building legalisation (Author: J. Milovanović, 2018).

The second approach in urban regeneration is implemented in the outer zones of the historic core of Smederevo. The example is "Metalor" informal settlement in the eastern part of the Danube Riverfront. This settlement is a mixture of residential and leisure

facilities, but unexpectedly very close to industrial plants. This entails that "social and economic issues are equally important" (Milovanović, 2018, p. 6). Thus, the main obstacle is how to economically regenerate the settlement together with resolving its legalisation, i.e. to deal with its 'social burden'. The current mix-used development, which was evaluated as major advantage for the future development, is preserved by regeneration project. The final solution was the combination of preserved housing with new retail and hospitality facilities (Fig. 14).

MICRO-LEVEL – Urban regeneration of small open public spaces

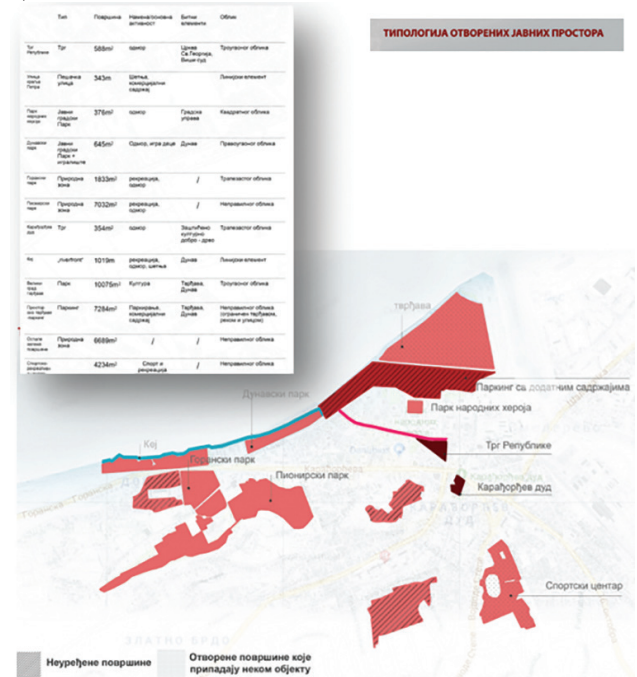


Fig. 15: Urban Regeneration of Open Public Spaces in the Old City Core of Smederevo – the current typology of open public spaces (Author: M. Lazarević, 2018).

The last approach by the level of urban regeneration targets the smallest open public spaces in Smederevo, which are thereby examined jointly. The aims of urban-regeneration project are not only to redesign them, but also to enable their networking and mutual thematic customisation, with final goal to form a sustainable system of open public species, which will eventually influence on the regeneration of the entire historic core of Smederevo. In line with these aims, the entire urban fabric of the historic core is researched and the current typology of open public spaces is formed (Fig. 15).

Accordingly, the regeneration strategy is based on people movement and perception of open public spaces and the entire historic core of Smederevo thereof (Fig. 16). The final result is the plan for the appropriate connecting and networking of open public spaces in historic core, which consequently determines their main function(s) and urban design solution.

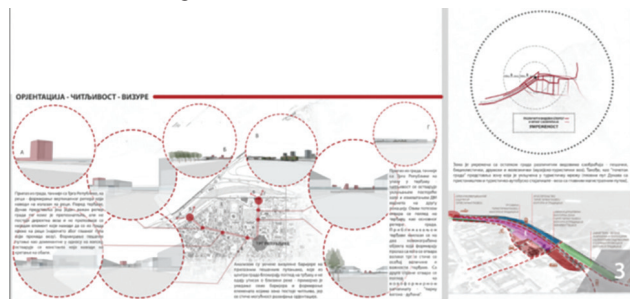


Fig. 16. Urban Regeneration of Open Public Spaces in the Old City Core of Smederevo – the perception of the use of open public spaces as a backbone for their functional and physical design (Author: M. Lazarević, 2018).

5. CONCLUSION: URBAN REGENERATION FOR A DESTINATION IN CULTURAL TOURISM

The research is based on the comparison of theoretical fundamentals about urban regeneration and their eventual use in the historic core of the City of Smederevo as a case study. The presented ways of the use of urban

regeneration as a tool at three different levels distinctly show that the third strategic approach – integrative approach – is the most suitable for Smederevo. The city does not have some paramount feature to act as an eventual city of fantasy and illusion. Then, there ‘cultural incubators’ approach is also inadequate for Smederevo, because the city is lacking of higher-education institutions or the other similar organisations that can be a grassroots for such development.

Conversely, Smederevo has all prerequisites for the integrative approach, of urban regeneration. The city is assessable from Belgrade, local economy is in relatively good condition, many places in the city have strong identity, and the city historic core is valuable enough to become a tourist attraction. This combination of the different characteristics open different ways for urban regeneration, but it also requires the coordination of these sectors, which is in the essence of integrative approach. Smederevo can be even a role-model for Serbia. It is a typical example of a middle-size city for the country, so this approach in urban regeneration can be implemented across Serbia.

The identified levels for implementation of urban regeneration also support the integrative approach. They cover the diverse situations in the process of urban regeneration; they demand different types of functional and physical design and they differently act to their surroundings in the historic core. For example, macro-site are brownfields, that so large that they require comprehensive solutions, but their outcomes can be important for the whole Smederevo. Oppositely, the urban regeneration of small open public spaces in the historic core independently can influence just neighbour blocks and streets. Therefore, their strength is in networking, to enable the explained ‘synergy effect’.

Smederevo is also characterised by abundant cultural heritage and the position on the Danube, a major tourist route in Europe. Therefore, cultural tourism is an economic answer on their sustainable use and promotion. Being major places for urban regeneration, open public spaces

in historic core of Smederevo certainly can figure as a new 'gates' and 'ground' for prospective cultural tourists. Related urban regeneration projects need to include them as the future consumers of local cultural heritage. At the end, this means that any strategy, development plan or agenda must include all highlighted elements – urban regeneration, open public spaces, urban identity, and cultural tourism – as the key factors for the future. As it was mentioned, the integrative approach in their identification, examination, comparison, planning, design, and implementation is a backbone for the socio-economic progress of the city.

6. ACKNOWLEDGEMENTS

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Poster 1

BROWNFIELD REGENERATION
 THROUGH THE INTRODUCTION OF
 CREATIVE INDUSTRIES: CASE STUDY
 OF "GODOMINSKO POLJE" INDUSTRIAL
 ZONE - THE PROJECT OF THE CREATIVE
 QUARTER FOR THE CREATION AND
 PRODUCTION OF MOVIE COSTUMES

Vanja Vučević, Student-master
 candidate





Poster 2

URBAN REGENERATION OF OPEN PUBLIC SPACES IN THE OLD CITY CORE OF SMEDEREVO - URBAN DEESIGN PROJECT OF A NEW LEISURE ZONE BETWEEN SMEDEREVO FORTRESS AND THE CITY HISTORIC CORE

Milica Lazarević, Student-master candidate



7

**EXHIBITION "STRENGTHENING OF
CULTURE IDENTITY IN DANUBE
REGION - SMEDEREVO" AND
CATALOGUE**

EXHIBITION OF 25 FINAL MASTER WORKS OF STUDENTS FROM
THE INTEGRATIVE URBANISM PROGRAMME AT THE UNIVERSITY
OF BELGRADE - FACULTY OF ARCHITECTURE / SMEDEREVO
CULTURAL HALL, SEPTEMBER 25-29, 2018



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3



4



2



5



6

Images: 1, 2, 4, 7 - Aleksandra Đorđević; 3, 6 - Branislav Antonič; 5 - Representative of Smederevo Cultural Centre



ИЗЛОЖБА СТУДЕНТСКИХ РАДОВА

СМЕДЕРЕВО, 25.09.2018. главни хол ЦЕНТРА ЗА КУЛТУРУ



6 тема
25 пројеката

Мастер програм Интегрални Урбанизам
 Мастер завршни радови

Јачање културног идентитета на подручју Дунава **2018.**



Архитектонски Факултет, Универзитет у Београду
град Смедерево



ШТА ЈЕ КУЛТУРНИ ИДЕНТИТЕТ, како га дефинишемо и на који начин га користимо приликом урбаног развоја и регенерације у промоцији града? КОЈЕ АСПЕКТЕ АУТЕНТИЧНОСТИ И ЈЕДИНСТВЕНОСТИ ЛОКАЛНОГ КУЛТУРНОГ ИДЕНТИТЕТА И МЕСТА КОРИСТИМО У ФОРМИРАЊУ БРЕНДА?

Одговоре на ова питања и отварање нових питања огледају се кроз основну тему истраживања културе и културног идентитета са специфичном темом "Јачање културног идентитета на подручју Дунава" на полигону града Смедерева. Фокус је на теми културе с обзиром да је 2018. година проглашена за годину европског културног наслеђа. Истражују се релације између културе, културног наслеђа и специфичних образаца идентитета са једне стране и коришћења различитих концепата, приступа и инструмената урбаног развоја са друге стране.

Мастер теза, мастер пројекат и мастер завршни рад за школску 2017/18. годину раде се у сарадњи Архитектонског факултета Универзитета у Београду са Градом Смедеревом, као и под окриљем ДАНУРБ пројекта преко INTERREG Danube EU Програма. DANURB пројекат подразумева развијање регионалне мреже кроз туризам и образовање за подстицање културног идентитета и солидарности. Културна мрежа има улогу у јачању идентитета подручја Дунава и стварању заједничког брэнда подстицањем веза између насеља, истраживањем неискоришћеног или скривеног културног и социјалног капитала. Главни циљ је успостављање свеобухватне просторно-културне мреже "Дунавска културна променада", која би повезала све заједнице уз Дунав, уједињујући их у брэнд туристичке дестинације.

Полигон за израду интегралних урбаних пројеката је територија Града Смедерева, а развојни оквир планска документа на локалном, националном и наднационалном нивоу.

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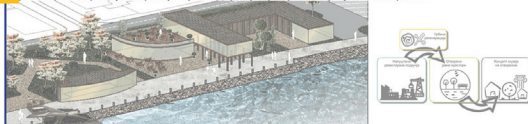
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 сар. Божена Стојић

1

ТЕМА: УРБАНА РЕГЕНЕРАЦИЈА

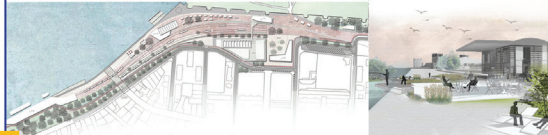
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Урбана регенерација старе луке у Смедереву: Креирање музеја на отвореном



СИМОНА ТУЛИК

Урбана регенерација отворених јавних простора историјског језгра Смедерева: Умрежавање Смедеревске тврђаве са градским језгром и кејом



МИЛЦИЦА ГЛАВАЧЕВИЋ

Урбана ревитализација изграђеног приобаља у зони неформалног насеља "Металор" у Смедереву



ЈАНА МИЛОВАНОВИЋ

Урбана регенерација браунфилд локација: Студија случаја Града Смедерева и комплекса Старе железаре



ИВАНА САВИЋ

Браунфилд регенерација кроз увођење креативних индустрија: Студија случаја индустријске зоне „Годоминско поље“ у Смедереву



ВАЉА ВУЛАНОВИЋ

2

ТЕМА: ОДРЖИВО УРБАНО И ПРОСТОРНО ПЛАНИРАЊЕ

као подршка јачању локалног културног идентитета

Ментор: др Бисерка Митровић, ванредни професор
 Менторска комисија: в. проф. др Марија Маруна, доц. др Наташа Ђуковић Игњатовић
 Учесници у настави: Тамара Вуковић

Студија планских могућности за унапређење простора Шалиначког луга применом смерница концепта здравог града и модела еко-парка



МИЛА СТОЈАНОВИЋ

Потенцијал агротуризма у функцији одрживог руралног развоја на простору Смедерева



НЕВЕЊА ВУКОЈ

3

ТЕМА: ИНСТРУМЕНТИ УПРАВЉАЊА РАЗВОЈЕМ ТЕРИТОРИЈЕ

Ментор: др Ратка Чолић, доцент
 Менторска комисија: в.проф. др Марија Маруна, в.проф. др Ана Никичић, доц. др Владимир Михајловић | Учесници у настави: Јована Бугарски

Стамбена комуна у целу

Управљање развојем јавних простора као културног наслеђа заједнице

Атлас објеката културног наслеђа који уживају претходну заштиту (за инвеститоре)

Развој капацитета за умрежавање и управљање комплексом Старе железаре

Ревитализација браунфилд локација кроз креативне економије

Смедерево : Европска престоница младих

МАРИЈА ВАСОВИЋ

МИЛИЦА КРИСТОВИЋ

НЕВЕНА МАНДИЋ

СРЕЉАН МИЛАНОВИЋ

СТЕВАН КАЦИ АРСЕНОВИЋ

МИЛИЦА БУРЂЕВИЋ

4

ТЕМА: КУЛТУРНИ ТУРИЗАМ

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Оживљавање Смедеревог града

Говође као елемент брендирања града Смедерева

Храна мог краја

Павиљони - Мануфактуре туризма

САРАКОВЕВИЋ

УРОШ МИРОВИЋ

АЛЕКСАНДАР МИЉИЋ


АЛЕКСАНДАР ЛУКИЋ

5


ТЕМА: ИНТЕГРАЛНИ ПРОЈЕКТИ ЗА ОДРЖИВИ РАЗВОЈ ТЕРИТОРИЈЕ

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доц. др Александра Ненадовић | Учесници у настави: Божена Стојић


Интеграција природних вредности и културно-историјског наслеђа у циљу развоја туризма и унапређења квалитета живота



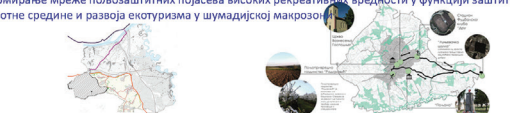
Диверзификација локалне економије као инструмент побољшања квалитета живота у сеоским заједницама




Смедерево Органика. Центар органске пољопривреде и руралног туризма.




Формирање мреже пољошаштитних појасева високих рекреативних вредности у функцији заштите животне средине и развоја екотуризма у шумадијској макрозоји



Ревитализација идентитета дунавске регије развојем одрживог локалног рибарства заснованом на обнови аутохтоних и потискивању инвазивних врста



Фестивал средњевековне културе: инструмент брендирања града у функцији развоја културно-историјског туризма




МЛАДЕН НОСТАДИНОВИЋ
СТЕВАН РАДОВИЋИЋ
МИКИЦА РАКОВИЋ
МИЛИЦА ЗУКАНОВИЋ
СРЂАН РАДОВИЋИЋ
МИЛОШ МАНДИЋ

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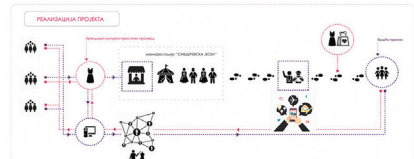
ТЕМА: ВЕБ ПЛАТФОРМА ЗА ПОДРШКУ РАЗВОЈУ КУЛТУРНОГ ТУРИЗМА ВОЂЕНОГ ЗАЈЕДНИЦОМ

Ментор: др Ксенија Лаловић, ванредни професор
Менторска комисија: в.проф. др Милорад Младеновић, доц. др Владимир Михајлов



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Креирање ВЕБ платформе за развој локалне заједнице Смедерева кроз културни туризам



Scenario komunikacije eksperata kod kreiranja turističke rute

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