

DEVELOPMENT OF STRATEGY FOR THE CULTURAL CONTEMPORARY TOURISM ROUTE (CULHUSRBTOUR)

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BACKGROUND INFORMATION

Cultural heritage and contemporary art have a great potential to establish a new cross-border connection and develop a new tourism route that will help improve the tourism offer and the management model of the regional offer through the creation of new tourism products based on cultural and tourism potentials. Considering the fact that both Hungary (ONTE Heritage Park - ONTE National Heritage Park) and Serbia (EXIT Foundation) have already developed tourist attractions that are not sufficiently valorized in the context of tourist activation of the cross-border area, connecting young people and development of creative industries, creation of a route that would bring together a modern heritage such as the EXIT Festival (officially organized by the EXIT Foundation) on one side and a traditional heritage such as the ONTE National Park of Heritage as well as the numerous sites between these two points along the route would solve many problems municipalities and sites in the cross-border area are facing. These problems are primarily inadequate product and service management, an insufficiently diverse offer for youth and youth tourism development, inadequate education, insufficient involvement of decision makers in tourism development and an insufficient connection between decision makers in the cross-border area of Hungary and Serbia. Foremost, this route would raise the awareness of the local population about the tourist offer of the cross-border area as a unique tourist destination. Due to all of the above, there is a need to develop, promote and brand a route that will connect the cross-border area, enhance the development of youth and cultural tourism and intercultural dialogue involving tourism providers, artists, young people and the local community.

Regarding to this, the main objectives of the Strategy Document are:

- Create a proposal for the cultural route of contemporary and traditional heritage and associated tourism products between Serbia and Hungary, and devise preconditions for sustainable economic, environmental and social development of tourism in the area defined;
- Strengthening the competitiveness of the tourism industry and its related activities in the area covered by the route;
- An increase of the direct and overall contribution of the tourism sector in the Gross Domestic Product (GDP) of towns and sites along the route;
- Improvement of the offer for young people and enhancement of youth tourism;
- Creation of a route management model and development of a market presentation strategy;

- Improving the image of the total analyzed area.

I.THE ANALYSIS OF THE CURRENT SITUATION AND TOURISM DEVELOPMENT IN HUNGARIAN AND SERBIAN PART IN THE PERIOD 2013-2017

1.1 The analysis of global and regional trends

In the following chapters, trends in the field of cultural, heritage and youth tourism will be analyzed, and an overview of tendencies in cultural routes and tourism based on them will be elaborated here. The role of heritage based routes and the role of events in the development, revitalization and tourist activation of landscapes and places through which they pass will also be analyzed.

1.1.1 Trends in the field of cultural and heritage tourism

A new *UNWTO Report on Tourism and Culture Synergy (2018¹)* indicates that 89% of national tourism administrations point out that cultural tourism is a part of their tourism policy, which shows its great importance for the tourism development of different areas. Also, this report confirmed an estimation that over 39% of all international tourism arrivals, i.e. about 516 million international arrivals in 2017 were are motivated by cultural motives.

At the 22nd Session of the UNWTO General Assembly held in China (UNWTO, 2017: 18), cultural tourism was defined as:

A type of tourism activity where the key motivation of visitors is to learn, discover, experience and consume tangible and intangible cultural attractions / products in a tourist destination.

These attractions / products relate to a set of significant tangible, intellectual, spiritual and emotional characteristics of a society that encompasses art and architecture, historical and cultural heritage, culinary heritage, literature, music, creative industries and living culture with a way of life, value systems, beliefs and traditions.

¹UNWTO Report on Tourism and Culture Synergies (2018).

In accordance with this definition, as well as the UNWTO Report (2018), the field of cultural tourism includes both traditional and modern cultural heritage and is changing from a tour of classical Western tangible heritage to a much broader and overall field of different cultural practices in all corners of the globe. Also, as new target groups of visitors emerge in the tourism market, we can now speak of a new 3S group or a generation of tourists who are mainly motivated by *sport, spectacle and satisfaction*². Increasingly, tourists want to "live as locals" because "local" has become a new element of authenticity³. Tourism experts also point to a trend towards a general shift towards intangible heritage.

The fact is that travelers are much more sophisticated today than they were twenty years ago when cultural tourism first gained worldwide attention. Today's sophisticated traveler is a more demanding consumer, so s/he should be offered much more than just visiting attractions and sightseeing cultural heritage. This leads to the introduction of different events, activities and purposes of cultural heritage facilities. In order to adapt the cultural heritage to the young, a modern heritage such as festivals and various events are more and more being combined with traditional forms of cultural heritage. Turning cultural heritage resources into a tourism product requires the introduction of new practices that will ensure financial profitability. Related to this, this process should be aligned with the preservation of cultural heritage and management activities (i.e. conservation, knowledge generation, socialization). In this dynamics, cultural goods require a new interpretation and a new story that make them available to the general public⁴.

² Csapo, J. (2012). The role and importance of cultural tourism in modern tourism industry. In Strategies for tourism industry-micro and macro perspectives. InTech.

³ Russo, A.P. and Richards, G. (2016) Reinventing the Local in Tourism: Producing, Consuming and Negotiating Place. Bristol: Channel View.

⁴ Global Report on Cultural Routes and Itineraries, 2015, UNWTO.

In addition to all of the above, some of the important trends in the development of cultural tourism today include the facts that⁹:

- Cultural heritage extends its content to include other values besides cultural monuments: traditional agricultural practices, social events and traditions, local cuisine and crafts, intangible values, etc.
- Cultural heritage extends territorial scope and includes values of higher and higher levels: historic cities, cultural landscapes, cultural routes - with local, national, continental and even transcontinental spans.
- Cultural heritage manifests not only as a spiritual value that should be protected, but also as a unique resource that can and should be used for sustainable development, in accordance with the rules of the economic game and the laws of the market. Cultural tourism is a key tool for this.

In accordance with all the above mentioned, the main priorities of cultural tourism are⁹:

- Economic profitability – encourage tourists to spend more and achieve longer stays.
- Use of available assets (current), formed in the near or far past, i.e. establishing key tourist attraction points. This facilitates the formation of a tourism product and its differentiation.
- Creating preconditions for the development of a wide range of specialized types of tourism – religious, historical, educational, tourism of festivals, museums.

1.1.2 Trends in the field of youth tourism

Youth tourism is defined as all tourism activities carried out by young people between the ages of 15 and 29 years⁵. Youth tourism is gaining in importance and is considered to be the most dynamic market in the global tourism industry.

David Chapman, Managing Director of VISE Travel Confederation, indicated that "Young travelers are likely to return to destinations they have visited during their life, so that the impressions the destination brings and which they visited in the early age will remain lasting."

According to UNWTO estimations, 7.2 million young people traveled in 2018 compared to the same period a year earlier. Young people around the world travel more, spend more and explore new destinations. Youth travel has long been considered a small part of the tourism industry, characterized by low prices and low consumption. However, the picture has changed in recent years, according to various studies. The World Tourism Organization (UNWTO) estimates that youth travel in 2014 generated \$ 286 billion in international tourism revenue, representing more than 23% of more than a billion international arrivals⁵.

The average cost of a young person's trip was \$ 910. The number of international youth travels could be increased from 200 million trips a year to 370 million by 2020, according to UNWTO forecasts. The European youth travel market accounts for almost half of the global market, with approximately 93 million overseas travels between the ages of 15 and 29⁶. Forecasts indicate that by 2020, youth travel will have generated up to \$ 400 billion.

⁵UNWTO (2016). Global Report on The Power of Youth Travel

⁶ Horak, S., and Weber, S. (2000). Youth Tourism in Europe: Problems and Prospects, Tourism Recreation Research, 25(3): 37-44

Most (66%) young Europeans go on relatively short trips lasting less than seven nights and spend US \$ 900 per trip on average. Germany (17m travellings abroad), France (7.9m) and the United Kingdom (7.3m) are the three largest markets. However, the market is even more valuable when considering longer or more expensive trips for purposes such as studying abroad, work experience and volunteering, according to the World Youth, Student and Educational Travel Confederation (WISE). Besides that, young tourists are seen as individual tourists who generally want to participate in tourism activities motivated by multiple reasons, such as education and cultural tourism⁷.

When it comes to trends in youth tourism, people are increasingly looking for those personalized, authentic experiences. There is no longer a typical destination visited by young people: it is more about what they can do while they are there, what kind of story they can tell about it and what is most interesting for social networks like Instagram. Traveling to various music festivals is a big trend when it comes to young people. Trekking is another trend that is becoming more and more common among young people.

Sustainability is also very important for today's younger traveler. They do not want to negatively affect the destination they are traveling to. It is important to find ways to contribute to some tangible benefits for the community and the locals.

According to a study conducted by New Horizons IV (Global Youth and Student Travel Study conducted by VISE Travel Confederation every five years), which involved over 57,000 young people, the following trends in youth tourism were identified⁸:

⁷Du Cros, H., & Jingya, L. (2013). Chinese Youth Tourists Views on Local Culture, Tourism Planning & Development, 10(2): 187-204

⁸ <https://www.travelpulse.com/news/features/these-6-youth-travel-trends-are-changing-the-industry.html>

1. They want new experiences. When asked what they would most like to do in the destination, 37 percent said they would spend money on food and drink. Afterwards, they cited attendance at events and festivals (27%). Eighteen percent said they were motivated by getting familiar with some of the fine or performing arts, and 16 percent would spend large sums on extreme or adrenaline sports. Guided tours are cited by 12 percent of younger travelers.
2. High availability of online information. When deciding on destinations, young people rely mainly on social networks, and they plan and book their travels more and more online.
3. They want to travel to popular destinations. Popular destinations are increasingly becoming destinations that have not been explored so much.
4. Digital nomads are becoming more numerous. As their number grows, so do destinations that offer services to digital nomads.
5. Things that make young travelers happy are: a destination away from where they live, a travel time of about a month, and more activities at the destination.

1.1.3 Trends in the field of cultural routes

Seeing cultural routes as complex cultural products, itineraries can add value to each individual attraction, transforming them from a series of isolated local goods into a resource network⁹. Environmental and landscape quality, historical contextualization of itineraries in terms of thematic content and careful structuring of individual routes are essential in creating cultural routes. However, that alone is not enough. The actual development that cultural tourism can generate depends on actual initiatives taken by national, regional and local authorities, as well as private providers of supply in all countries. Initiatives like this require a spirit of cooperation that is regional, and not institutional, in order to raise awareness of consumers and tourists about a shared cultural identity¹⁰.

⁹ Baldacci, V. (2006), *Gli Itinerari Culturali. Progettazione e comunicazione*. Ferrara: Guarald Universitaria.

¹⁰ Bustreo, M. (2014). *Gli itinerari culturali europei. Le grandi vie della comunicazione tra passato e futuro*, *Turismo e Psicologia. Rivista interdisciplinare di studi, ricerche e formazione*, 2 (11), 125-135.

Structural changes affecting the economy and the contemporary cultural industry have led to the development of an experience economy¹¹, based on the production and sale of unforgettable events that have become a subject of interest and conditioned the rapid development of cultural tourism. Cultural tourists are now striving for more dynamic and participatory ways of discovering a region, whose perception is filtered by their sensitivity, culture and motivation. Tourists are now more aware, involved and paying more attention to quality. They want to discover the regions they visit, but also to learn about their history and the components of their identities: landscapes, villages, churches, traditions, crafts and gastronomy. An increasing number of people are traveling in search of something more than a simple vacation: they want to have an experience, meet others, discover new places and understand more about what they see; they want to forge a new, more authentic and direct connection to the local culture.

In recent years, the further development of cultural tourism and cultural routes has occupied a particularly important place in the UNWTO agenda. As a result, in 2013, the UNWTO signed a cooperation agreement with the European Institute for Cultural Routes, emphasizing the need to support the competitiveness and sustainability of cultural tourism, considering the growing economic, cultural and even environmental significance this type of tourism possesses.

Cultural routes provide economic sustainability for activities and attractions that may otherwise be lost, especially those related to more traditional sectors such as agriculture or domestic work. Besides that, it is evident that many small tourism service providers, as well as small businesses, are successful along the cultural routes, thus achieving the economic and social development of the regions they pass through¹².

¹¹Pine, B. J. and Gilmore, J.H. (2011): The Experience Economy. Boston, Massachusetts: Harvard Business Press.

¹²Khovanova-Rubicondo, K. (et al.), 2011. Study on the Impact of European Cultural Routes on SMEs Innovation, Competitiveness, and Clustering Council of Europe, Strasbourg, France

As tourists increasingly seek authentic experiences, cultural routes represent a factor of attraction for new market segments, especially those who spend more on travel (niches with special interests and individual tourists). Another important benefit of cultural routes is the creation of opportunities to create cross-country tourist itineraries, connect resources across borders, and create public-private partnerships.

Creating a cultural route involves investing in the resources and quality of the region, but it also means the presence of a plan, counting on the broad involvement of all actors in the regional context¹³. The involvement of residents and stakeholders of the region and the sites lying along the route is essential. This includes public entities, institutions and other entities (e.g. research and documentation centers) that can facilitate the process of identification, documentation, planning, implementation and subsequent promotion of the itinerary. Their involvement helps the heritage protection process and is a part of the sustainable development of the region, in accordance with the European Council's recommendations¹⁴.

The key benefits of cultural routes include:

- They are realized with relatively small investments,
- Contribute to a more even distribution of demand in the region which it passes through,
- Contribute to the mobilization of unused resources,
- Activate and attract new types of demand,
- Create positive economic effects,
- Motivate start-up business among the local population,
- Support investment and development of construction, infrastructure and human resources,
- Contribute to the development of tourism-related services that can be used by locals,

¹³Berti (2013). Itinerari Culturali del Consiglio d'Europa: Nuovi Paradigmi per il Progetto Territoriale e per il Paesaggio. *AlmaTourism - Journal of Tourism, Culture and Territorial Development*, 4 (7), 1-12.

¹⁴Berti and Mariotti, A. (2015): "The heritage of Cultural Routes: between landscapes, traditions and identity", in Berti, E., Penelope, D., Mariotti A. eds.: *Cultural Routes management from Theory to Practice. Step by Step guide to the Council of Europe Cultural Routes*: 42-53. Strasbourg: Council of Europe Publishing.

- Contribute to increasing of the revenue due to increased tourism, and as a result of the aforementioned job creation¹⁵.

Cultural routes play an important role in tourism as they enrich the traveler experience due to the wide range of attractions along the theme route. These new tourists are motivated by special interests, less geared towards organized travel, but in the pursuit of experiences and emotions. Routes and corridors mean "itineraries connecting multiple destinations", which for a tourist represents a journey through different regions in one or more countries. This requires cooperation strategies between the relevant regions. The combination of cultural itineraries and tourism creativity could strengthen the local brand, encouraging the creation of new networks. Through this process, tourism products related to cultural routes, cultural cities and cultural attractions - those associated with popular culture, art, the search for authentic destinations and local cultures, are probably key elements that make a foundation of a new scenario of world cultural tourism¹⁶.

Nowadays there are 38 certified routes of the Council of Europe, and all of them thematically connect the heritage of certain regions and countries, contributing to their development, revitalization and creation of a joint cultural and tourism product.

Some of them are the Mozart route, the Secession route, the Impressionism route, the Viking route and many others¹⁷. Cultural routes that are passing through Serbia today are: Transromanica, Roman Emperors Trail and Danube Wine Route, Secession Route, ATRIUM, European Jewish Heritage Route, European Industrial Heritage Route, Iron Curtain Route. In September 2019, a request for certification of a new route was submitted – Tesla's Trails. The following cultural routes of Council of Europe pass through Hungary: Reformation Route, Secession Route, European Industrial Heritage Route, Iron Curtain Route, European Route of Thermal Cities, Roman Emperors Trail and the Danube Wine Route, Iter Vitis and the St. Martin's Route.

¹⁵Csapo, J., & Berki, M. (2008, October). Existing and future tourism potential and the geographical basis of thematic routes in south Transdanubia, Hungary. In International Conference of Territorial Intelligence, Besançon 2008. (p. 10).

¹⁶Global Report on Cultural Routes and Itineraries, 2015, UNWTO

¹⁷ <https://www.coe.int/en/web/cultural-routes>

1.2 The tourist traffic analysis of the area surveyed during five years (2013-2017)

The following tables 1, 2 show the arrivals and overnights of tourists in major urban settlements along the proposed cultural route (Novi Sad, Apatin, Sombor, Subotica, Szeged and Ópusztaszer). Table 1 specifically shows the attendance of the ONTO Heritage Park, which shows that the number of people who visit it annually is several times higher than the number of visitors to the Ópusztaszer settlement itself.

It is evident that the number of tourists in all places along the route is slightly increasing, while the largest number of tourists and the largest increase in their number are achieved by Szeged and Novi Sad, which can be considered as the main strongholds of the newly proposed route.

Table 1: Tourist arrivals in the towns surveyed in the period 2013-2017

Town	2013	2014	2015	2016	2017
Novi Sad	122.472	140.746	151.372	174.489	195.054
Apatin	7.110	6.744	7.530	7.007	8.502
Sombor	8.203	7588	9.838	11.271	12.335
Subotica	67.319	78.756	86.747	84.281	89.366
Szeged	130.865	145.413	164.063	184.437	207.959
Ópusztaszer	-	-	-	813	1335
National Historical Heritage Park of Ópusztaszer	-	191870	207328	214443	225546

When it comes to tourist overnights, the situation is similar to the number of arrivals, with a much milder increase in the number of overnight stays, especially in the case of Apatin, Sombor, Subotica (in which the number of overnight stays decreases in 2016) and Ópusztaszer.

Table 2: Tourist overnights in the towns surveyed in the period 2013-2017 godine

Town	2013	2014	2015	2016	2017
Novi Sad	252.717	287.167	297.097	360.578	367.569
Apatin	43.658	49.987	51.796	52.035	53.138
Sombor	16.718	13.998	18.357	21.548	23.760
Subotica	122.747	134.971	154.224	146.187	147.158
Szeged	268.203	284.816	334.089	378.876	415.092
Ópusztaszer	-	-	-	1115	2729

The newly proposed route of modern and traditional heritage is truly a chance for tourists to stay longer in the settlements along the route, to increase tourist traffic and to redirect the market towards attracting young people as an important target segment.

1.3 The analysis of the current tourism development in the area surveyed

1.3.1 Resource base

Novi Sad

Novi Sad is the most visited tourist town of Vojvodina and the capital of the Autonomous Province. Obtaining the status of European European Capital of Culture and European Youth Capital largely determines the forthcoming focus onto the development of Novi Sad tourism products and the creation of a specific mix of experiences to be offered to tourists, especially to young people. The world-famous EXIT music festival certainly contributes to the positioning of the town.

Photo 1. Cathedral in Novi Sad



Source: www.novisad.rs

Regarding this, the town also focused on developing a youth offer, primarily on a variety of cultural events. Novi Sad abounds in cultural, natural and historical values and resources. The most important tourist attractions are the Old Town with Liberty Square, the Catholic Church of the Name of Mary, the Saborna Church, the Synagogue, Zmaj Jovina and Danube Street, the Serbian National Theater and others. In addition, there are attractive museums and galleries in Novi Sad, such as the Museum of Vojvodina, the Museum of the City of Novi Sad, the Matica Srpska Gallery, the Pavle Beljanski Memorial Collection, the Museum of Contemporary Art and others. One of the most significant cultural attractions is the Petrovaradin Fortress with its underground galleries and undertown fortification.

From natural values, the Danube Park, the Danube Bank, the Strand beach and the nearby Fruska Gora hill, are of particular importance, especially in the context of tourism and activities for young people.

The surrounding of Novi Sad is also extremely rich in attractions. In the immediate vicinity there are Sremski Karlovci, Vrdnik Spa, numerous monasteries within the “Fruška Gora” National Park, as well as farms (so-called *salash*) in the near and far surroundings (especially the Cenej *salash* are attractive).

Novi Sad is also a congress destination in development, with the Master Center as a carrier of congress tourism development.

The umbrella document for tourism development in Novi Sad proposes **the following key tourism products:**

1. MICE – business events and business trips;
2. Events and culture
3. City Break (short city breaks)
4. Touring
5. Education
6. Nautics
7. Wine and gastronomy
8. Nature recreation.

Apatin

Apatin is located in the northwestern part of Vojvodina and Serbia, in the far west of Backa, on the left bank of the Danube, along the border with Croatia. It is 100 kilometers away from Novi Sad and 170 kilometers from Belgrade. The municipality includes five settlements - the town of Apatin and the villages of Svilojevo, Kupusina, Prigrevica and Sonta. Apatin is well connected in terms of traffic to its surroundings and other places in Vojvodina and Serbia. A significant traffic link of Apatin is also the Danube River, as the European transport corridor VII, on which Apatin has a modern dock and marina.

Photo 2. Municipality Apatin Building Hall



Source: www.soapatin.org

Apatin has very favorable conditions for the development of many types of tourism; from nautical tourism on the Danube with a newly built modern marina and a dock for passenger ships, through tourism of special interests such as hunting and fishing on the Danube, its backwaters, swamps and forests, to health tourism in Banja Junaković Spa, which treats rheumatic, orthopedic and neurological diseases and ecotourism in the Special Nature Reserve "Gornje Podunavlje" which is characterized by exceptional richness of flora and fauna.

There are also significant cultural values, such as monuments and several old buildings, monuments of Danubian and Pannonian architecture, beginning with the old Apatin Brewery from 1756 and the Catholic Church of the Assumption of Mary erected in 1798, through a 19th-century Jewish synagogue and the Vendle Mora's summer residence from the end of the 19th century in Sonta, to the magnificent building of the Town Hall erected in 1909 and the Margita Ethno-House from 1929. A remarkable natural attraction is the unusual thorny tree, over 200 years old, planted on the day the church of the Assumption of Mary was built on August 15, 1795.

The cultural and ethnic heritage of the Apatin people can be seen in the Prigrevica Native Museum and the Kupusina Ethno Collection. There are also many events that will be described later in the document.

The development of tourism in the area of Apatin municipality in the Spatial plan of Apatin municipality (2013) in the following planning period will be based on the formation of **tourism products with the following activities** based on the key resources of the city:

- 1. Tourism of special interests** – hunting tourism at the sites Duboki jendeč, Kandlija pesak, Košare, Staklara, Bakulja and Zverinjak and sport fishing at the sites Lavač, Kula, Staklara.
- 2. Nautical tourism** – Apatin is located at 1402 km of the Danube. In Apatin marina it is possible to dock and moor smaller vessels, repair vessels, supply and accommodation.
- 3. Cycling tourism** – It is necessary to construct cycling trails along the Danube and entailing infrastructure required for the development of cyclo-tourism, to establish a connection with the recreational zones and the SNR "Gornje Podunavlje" to the extent that will not impair the natural values of the area.
- 4. Rural tourism (ecotourism)** – the sites Kupusinski dunavac, Mesarske livade, Bestrement. Health Wellnes tourism – the development of Junaković Spa is a priority for tourism development in Apatin Municipality.

In the Spatial Plan for the Special Purpose Areas of the Special Nature Reserve "Gornje Podunavlje" until 2021, the basic forms of tourism in the SNR "Gornje Podunavlje" are defined: eco-educational, nautical and sport recreational tourism and tourism of special interests. Event tourism is not so well developed in the municipality at the moment, and it represents an opportunity for youth involvement and their engagement in tourism development.

Sombor

The town of Sombor is located in the northwestern part of Serbia and Vojvodina, not far from the border with Croatia and Hungary, 174 kilometers northwest from Belgrade and 99 kilometers from Novi Sad. The most important attractions of the town are the town center, with numerous baroque buildings erected at the end of the eighteenth and the beginning of the nineteenth century, which was proclaimed a unique architectural and historical unit - "The historic core of Sombor - Venac" (*the Wreath*). In this area, there are a number of architecturally valuable facilities whereof the most famous are: Town Hall, National Theater, Town Library, Preparandija, Krusper's Palace and Pasha's Tower, Gale's and Grasalkovic's House, then the Church of St. George, St. John, Holy Trinity and Holy Ivan Nepomuk.

One of the most significant attractions is the magnificent County Building (*Županija*), today the Town Assmebly Hall, erected in the early nineteenth century, as well as two works of art in it - the painting "Battle of Senta" by painter

Photo 3. County Building (*Županija*), Sombor



Source: www.025info.rs

Ferenc Eisenhut from the end of the nineteenth century which is the largest oil on canvas in Serbia, and an extraordinary and original drawing "Sombor seen through the eyes of a bird" by an architect Branislav Jovina.

Among the numerous cultural institutions in Sombor there are Town Museum, the National Theater, "Milan Konjovic" Gallery, Cultural Center "Laza Kostic" and the Sava Stojkov's Gallery in the Preparandija building.

When it comes to natural values, with 90,000 square meters of green space, 22,000 tree nurseries, 10 acres under parks, Sombor is a town of greenery. The symbol of Sombor's greenery is the *celtis* trees, which the Somborians call *bođoš*, planted back in the 19th century. Sombor is the second town in the world, after Washington, in terms of the size of greenery per capita.

The surroundings of Sombor also contain valuable cultural and historical heritage, architectural monuments, churches dating from the late eighteenth century, castles and castels erected during the nineteenth century, as well as numerous farms (so-called *salash*). Nowadays, there are 16 rural *salash* settlements in Sombor that have great potential for rural tourism development. Sombor region is also known for hunting and fishing. The Special Nature Reserve "Gornje Podunavlje", which extends along the left bank of the Danube from the border with Hungary to Bogojevo in the length of 64 kilometers, represents an exceptional area for hunters and fishermen as well as for all lovers of unspoiled nature. Nearby is the Bezdan Spa with its iodine-rich healing water that treats degenerative rheumatism, the central and peripheral nervous system damage and spinal deformities.

According to the Spatial Plan for Tourism Development on the Territory of the Town of Sombor, the plan is to develop an offer that will integrate the following types of tourism based on the key resources of the town and its surroundings: **Hunting tourism** ("Gornje Podunavlje" in the hunting ground "Kozara" and outside the Reserve in the open hunting area of a hunting association "West Backa" and hunting ground "Kolut" and similar); **Spa (health) tourism** – Bezdan spa; **Nautical tourism** – the Danube waterway and the waterways HS DTD); **Rural tourism** (Bezdan, Bački Monoštor, Kolut, Stapar, Doroslovo and Telečka), **Ecotourism** (Gornje Podunavlje), **Ethno-gastronomic tourism** (Dida Hornjakov salaš, ethno-houses "Mali Bodrog" and "Koveljić" in Bački Monoštor, ethno-house "Jelena" in Bezdan, ethno-house in Čonoplja and ethno-house of the family Varga in Telečka); **Cultural tourism** (religious, cultural and historical, event, art, ethno tourism); **Business tourism** – Sombor represents a secondary business tourism destination with certain capacities and preconditions for the development of business tourism, which should be

improved and promoted in the future, primarily at national and regional level; Sport-recreational tourism and tourism of special interests – cyclotourism.

In addition, according to the information obtained from the Tourist Organization of Sombor, the Sombor town offer is based on **three key tourist products**:

1. **Cultural tourism** – town tours, County Hall (županija) and the largest oil on canvas The Battle of Senta (generates the largest tourist visits), Milan Konjovic Gallery, Town Museum, theater (one of the largest);
2. **Ecotourism – Gornje Podunavlje** – there are two walking tours, a visitor center;
3. **Ethno-tourism** – salash, ethno houses in Sombor and its surrounding (Bezdan, Monoštor).

Subotica

Subotica, as an urban destination, bases its tourism development on cultural and historical units, among which **Subotica Town Center and Palic Spa Tourist Resort** are particularly prominent. Within the town center there are the most famous tourist attractions of Subotica: Town Hall, valuable sacral buildings, museums, galleries, art nouveau buildings. With its location, size and the ornate architecture of the Hungarian secession variant, the Town Hall has become the main stronghold of the town, the center and symbol of Subotica. Within a few months of its restoration, the Synagogue became the second most visited building in the town. Apart from its artistic and aesthetic value, it is exceptional since it is the only synagogue in Europe with the hallmarks of the Hungarian version of secession. Subotica is also a member of the European Network of Secession Cities, i.e. the Council of Europe's cultural route – Secession Route. Currently, a free walking tour with a licensed guide is offered, during which the most significant cultural buildings constructed in the Art Nouveau style, as well as those built in Baroque and Neo-Baroque architectural style are visited. Through IPA projects with Osijek and Szeged, which began in 2017 and 2018, tourist routes will be created that will include visits to these destinations and promote a joint cultural heritage.

Photo 4. Town Hall in Subotica



Source: <http://www.visitsubotica.rs>

Therefore, in Subotica, the resource base is most suitable for the development of cultural tourism. A complementary form of tourism is also wine, primarily due to the Zvonko Bogdan winery, but also to many others around the town.

On the territory of the local authorities of Subotica there is also a tourist area of the Palić Spa, a well-known health resort from the Austro-Hungarian monarchy. Key natural attractions of the Palić Tourist Area are Lake Palić, Youth Lake, Palić Nature Park and Baroque Couple, and created attractions include Water Tower, Grand Terrace, Music Pavilion, Summer Stage, Women's Strand, Men's Strand, Villa Lujza, Bagoljvar, Tram Station and the Great Park.

According to Subotica's TO data, Subotica and Palic offer several tourist products designed to satisfy different interests and target groups: on walking trails in the protected natural areas of the special nature reserves of Lake Ludaš and Selevenjska pustara, visitors, in the presence of expert nature guards, can get acquainted with the biodiversity of these sites, protected plant and animal species and the history of these sites.

On the sandstone in Subotica area the Wine Route is marked, which traditionally cultivates some extremely old grape sorts. Besides the sort of *kadarka*, whose taste resembles the one of cherry, a great deal of attention is paid to the sort of *kevedinka* and muscat crocan, from which dry white wine is obtained. Rural tourism product consists of the farms (salash and čarda) in Subotica surrounding, and stud farms. Here the tourist offer consists of traditional dishes, horseback riding and other activities.

The young are offered a rich cultural, artistic and nightlife, which Subotica is known for. There are sports fields, three town swimming pools (thermal, outdoor and indoor) and many more private ones, and a large number of youth festivals and events are organized throughout the year.

Szeged

By size and status, the most important town of southern Hungary, Szeged has a rich tourist offer based primarily on the cultural heritage of the Secession style, as well as numerous events, performances in various theaters, opera houses and concert halls, the Tisza River and the attractive town center. Szeged is also known as a gastronomic destination, with well-known specialties such as the Szeged salami (Pick), along with local peppers and fish stew.

The city center of Szeged is located within Small and Big boulevards. The area defined by Small Boulevard has mostly been converted into a pedestrian zone.

After the Great Flood in the 19th century, two-floor street blocks were constructed, built in an eclectic style, and at the beginning of the 20th century, a new style came into the scene – secession, which would leave a lasting mark on the appearance of the center of Szeged.

Cultural heritage is the most significant resource, and Szeged, like Subotica, is on the certified cultural route of the Council of Europe (Secession Route), because Hungarian secession is the most significant architectural style. Of particular importance to the cultural heritage are the Synagogue (Secession style, 1903, Lipót Baumhorn), the Reformed Palace, also in the secession style, especially important

because nowadays it is an art and event center for young people and music and cultural performances, neo-baroque Town Hall, museums such as the Móra Ferenc Palace of Culture, the Catholic Cathedral of Great Lady of Hungary, St. Dimitrius' Tower, Count's Palace and many others.

Among the natural attractions there are the zoo and the botanical garden. The gastronomic offer is rich and the surroundings of Szeged as well as the surroundings of Subotica are characterized by numerous salash (farms, ethno-houses) serving traditional dishes. Szeged abounds in events, including the Szeged Youth Festival, the Szeged Wine Festival, The International Beer Festival and others, which make it an attractive town for young people.

Photo 5. Cathedral in Szeged



Source: www.szegedtourism.hu

Opusztaszer

Opusztaszer National Memorial Park of History represents an outdoor ethnographic collection. The site is a national memorial park of the history of Hungary, presenting visitors with the settlement of the Hungarians in the Pannonian Plain, and the founding of the Hungarian nation in this region. The complex is 30 km away from Szeged and covers an area of 55 hectares.

Photo 5. National Memorial Park of History Opusztaszer



Source: <https://opusztaszer.hu>

A part of the exhibition display of the memorial park can be seen in Rotunda, its central object, and the other part in the garden, within the open-air ethno-museum, which represents the world from the end of the 19th century, i.e. the display shows a life of peasants in the verge of XIX to XX century (details are displayed such as yards, houses, salash school, windmill). The exhibited pieces of furniture, everyday utensils that used to be a part of life, are especially attractive to young people today.

The outdoor collection is extremely contemporary and participatory, as visitors can sit in the yurt, light a fire with flint and bonfire, see various arrows used by the tribes to hunt big game, waterfowl, fish, but also to defend against enemies. Traditional clothing is also exhibited, consisting mainly of trousers, a kaftan - a tunic-like upper, and a shirt, with gold or silver ornaments often featured on the edges.

The most important attraction for which the Rotunda building was constructed is a **circular image: "The arrival of the Hungarians in the Pannonian Plain"**, better known as "Panorama Festi".

The image is 38m in diameter, 120m long and 15m wide, and with these dimensions this is one of 50 circular images that can be found in the world and is a kind of unique attraction. Within the complex, there is an Arpad mausoleum, surrounded by sculptures of important Hungarian rulers over the centuries. There is also a small hill from which you can see the ruins of the monastery, as well as the ecological yurts designed by architect Csete. In the facilities of The Szeged farm ethno-house (salash) there are animals living (mangulitza, Hungarian dog breed "puli", chickens and sheep). There is also a pottery workshop, a blacksmith shop, and a bakery and a small shop offer fresh pastries. Almost 300,000 visitors visit this complex annually.

1.3.2 Accommodation capacities and tourist infrastructure

Novi Sad

According to *the Novi Sad Tourism Development Program for the period 2018-2022*, the main shortcomings in the infrastructure of Novi Sad are a lack of airport, slow railway traffic, poor connection of Novi Sad with the airport and limited parking space. The stakeholders in the town tourism development value most among all Novi Sad's attributes good cafes and bars, good gastronomic offer, good restaurants, which represents the strong aspects of the town's infrastructure. On the other hand, the availability of tourist information and tourist signalization are ranked the lowest.

Novi Sad currently has two info centers where tourists can get information about tourist attractions, the town itself and available tours.

When it comes to categorized accommodation capacities, according to the official hotel categorization, there are a total of 30 hotels in Novi Sad in all categories (5*, 4*, 3*, 2* and 1*) that meet the different requirements of tourists. Most hotels are located in the town center, while the rest are located close to the center well connected with it.

Table 3. No. of hotels in Novi Sad according to category

Hotel category	No. of hotels
5* Hotels	2
4* Hotels	12
3* Hotels	13
2* Hotels	3
1* Hotels	1

Source: Tourist Organization of Novi Sad Town, 2019

Table 3 shows that in Novi Sad 3* and 4* hotels are dominant. There are also a total of 19 hostels and 1 car campsite (Farma 47), as well as one categorized tourist settlement "Ribarsko ostrvo" which has 4*.

Sombor

Based on the assessment of communal, transport and tourism infrastructure and supra-structure within the town of Sombor, the Ministry of Trade, Tourism and Telecommunications has decided to categorize the town of Sombor as a Category 3 tourist destination. In Sombor, there is a major lack of tourist signaling, which is only in its initial stage. Sombor has one info center with a souvenir shop.

When it comes to hotel capacities, Sombor has 1 garni hotel with 3* and 1 motel, while the rest of the accommodation facilities include lodging, villas, apartments, camps and private rooms and houses.

Table 4. Accommodation capacities in Sombor

Type of facilities	No. of facilities	No. of beds
Garni hotel	1	27
Motel	1	23
Villa	4	111
Lodging	11	272
Apartments	11	70
Dormitory	1	252
Campsites	4	-
Rooms	1	9
House	2	8
Rural tourist households	1	2

Source: Tourist Organization of Sombor

Apatin

During 2019, tourist signalization was set up in Apatin, with 68 signposts and 15 information boards. Besides that, there are 4 boards with a map of the whole town with streets and layout of tourist facilities with a graphical representation. The boards placed are trilingual: in Serbian, English and German. The plan for improving the tourist signaling of Apatin is to put QR codes on the info boards, which, when scanned by mobile phones, will lead to the website of the tourist organization.

When it comes to accommodation capacities, Apatin has a total of 15 accommodation facilities, including private entities' rooms, with a total capacity of 434 beds. A detailed overview of the accommodation capacities is given in Table 5.

Table 5. Accommodation capacities in Apatin

Name of the legal entity	No. of units	Category	Capacity
Gril-prenočište	1		10 beds
Lovačka kuća	1		12 beds
JP putničko pristanište i marina Apatin	1	3*	16 beds
DOO čarda	1	-	20 beds
Specijalna bolnica za Rehabilitaciju	1	-	270 beds
Apartmani	1	?	8 beds
Ugostiteljska Radnja za smeštaj	1	-	13 beds
Sobe za odmor 4	4	1*	38 beds
Sobe za odmor	1	2*	15 beds
Apartman za odmor	1	2*	21 beds

Kuća za odmor	2	2*	11 beds
Total	15		434 beds

Source: Tourist Organization of Apatin

Subotica

The condition of tourism infrastructure in Subotica is at a satisfactory level. In 2012, with the support of the Ministry of Economy, tourist signalization was completed at several locations in Subotica and in Palić towards the most important architectural buildings, cultural institutions, religious sites and the like.

Multilingual maps, interactive screens and even tactile maps for the blind and visually impaired have also been set up. There are currently two tourist information centers operating on the territory of Subotica, one within the Town Hall in Subotica and the other at the Tram Station in Palić. Visitor center awaits visitors on the north shore of Lake Ludaš.

When it comes to accommodation capacities, Subotica has 2,323 beds distributed in 1325 accommodation units. There are a total of six 4* hotels available to tourists, four of which are garni hotels. Besides this, there is one 3* garni hotel. There is no hotel with 5*. The mentioned hotel facilities in Subotica include *the Congress Hotel "Gallerija" 4** and *Hotel "Patria" 4**, as well as the Garni Hotel PBG 3*, while the rest are located in Palić. Structurally speaking, 43% of the accommodation capacities are in hotels, a high 37% are facilities owned by individuals, while boarding houses and lodging account for 20% of the total accommodation capacities.

Table 6. The overview of accommodation capacities in Subotica

Accommodation type	No. of accommodation units	No. of beds
Hotels and motels	593	986
Boarding houses and lodging	268	469
Private rooms	464	868
Campsites	0	0
Total	1.325	2.323

Source: Republican Bureau of Statistics

According to data from the Ministry of Trade, Tourism and Telecommunications, Subotica has a total of 58 domestic handicraft facilities / household (whereof 47 were categorized by 1*), while Palić has 44 domestic households (35 categorized by 1*). There are very few households registered high-category. The town of Subotica has over 85 apartments, villas, households and boarding houses (<http://www.visitsubotica.rs>).

There are also 3 hostels in Subotica: *Incognito*, *Vila Inn*, and *The Dormitory of High School Students*.

What can be deduced from the above is that Subotica with Palić currently has an adequate number of various accommodation capacities in accordance with the tourist traffic that it currently achieves. However, there are no 5* hotels and no international hotel chains. Also, there are no lower category hotels (one and two stars), however, this currently compensates for a large number of accommodation facilities in domestic households. The advantage of Subotica is the fact that it also has a congress hotel, the first of this kind in Serbia, and has an excellent base for the development of business and congress tourism (besides that, congress delegates usually stay in 4* hotels).

Szeged

Szeged has a developed tourist infrastructure. There is one tourist information center in Szeged, in the main town square, and two visitor centers: one at the Szeged Hall and the other at the Franciscan Monastery in Donji Grad. Multilingual maps, interactive screens and even tactile maps for the blind and visually impaired are also set up.

In terms of accommodation capacity, Szeged has as many as 8055 beds allocated in 1968 accommodation units. The town has eight 4* hotels and seven 3* hotels. Hotels account for 28% of all accommodations, boarding houses and lodging 5%, campsites 36% and private rooms 31%.

Table 7. The overview of accommodation capacities in Szeged

Accommodation type	No. of accommodation units	No. of beds
Hotels and motels	889	2.289
Boarding houses and lodging	147	363
Private rooms	731	2.535
Camps	201	2.868
Total	1.968	8.055

Source: Tourist Organization of Szeged

Opusztaszer

When it comes to the Opusztaszer settlement, only private accommodation is available in households. As the settlement itself, besides ONTO Heritage Park, is not tourism developed, adequate tourist infrastructure and signalization are present only within the heritage park.

*1.3.3 Marketing activities***Novi Sad**

The main entity in charge of promoting town tourism is Tourist Organization of Novi Sad, which promotes the town using traditional and digital marketing channels. Besides the official website of the tourism organization, Novi Sad is present on social networks – primarily Instagram and Facebook. In light of the fact that Novi Sad holds two titles – the European Capital of Culture 2021 and the Youth Capital of Europe in 2019, both of these organizations make a major contribution to promoting tourism in the town.

The success of marketing activities in Novi Sad is also reflected in the fact that it is ranked among the top 10 destinations to be visited in 2019 by the leading guidebook and publisher of tourist publications “LONELY PLANET”.

Promotional activities include bringing in journalists, tour operators and promotion in foreign markets in cooperation with TO Serbia and TO Belgrade.

Tourist Organization of Novi Sad is currently working on the development of numerous publications aimed at bringing the very authentic offer of Novi Sad and its surroundings to all tourists, and the most publications will be translated into more than 10 languages.

Sombor

The promotion of tourism in Sombor is primarily dealt by Tourist Organization of Sombor. In addition to the official website *VisitSombor* (in Serbian, English, German and Italian), there are profiles on Instagram, Facebook, YouTube, Twitter.

Apatin

Tourist Organization of Apatin is promoting tourism in Apatin. As of 2017, it has a new website in Serbian and English linked to profiles on social networks of Facebook, Instagram and YouTube. There is an info center in Apatin where visitors can get informed about tourism in the town.

Subotica

The main entity in charge of tourism promotion in Subotica is the Tourist Organization of the Town of Subotica (TOGS), which was formed in 2010 with the main objective of improving and promoting tourism in the territory of Subotica town. There are currently two tourist information centers operating in the town, one within the Town Hall in Subotica and the other at the Tram Station in Palić. There is also a visitor center on the north shore of Lake Ludaš.

Promotion channels are diverse, through various applications (*VisitSubotica*), participation in IPA projects, presentations at professional lectures, trade fairs in the country and abroad, brochure printing in many languages, presence on social networks (Facebook, YouTube, Flickr). The town's tourist organization also has its own website (*visitsubotica.com*), which is also linked to profiles on social networks.

The town of Subotica also has its own Instagram profile. Additionally, Subotica has been presented in various publications, then through cooperation with the national and provincial tourist organization, the Ministry in charge and the provincial secretariat.

Szeged

The Szeged Tourist Organization promotes the tourism of the town, and has an official website that is linked to the town's social networks such as Facebook, Instagram, Pinterest, LinkedIn, YouTube. There is one tourist information center in Szeged, in the main town square, and two visitor centers: one at the Szeged Hall and the other at the Franciscan Monastery in Donji Grad.

Opusztaszer

There is an official Opusztaszer Heritage Park website (in English and Hungarian) with links to YouTube and Facebook. The park itself publishes numerous brochures and publications which are also the main traditional channels used in promotion.

1.3.4 Events according to types and the time

Only events of major importance that may be included as part of modern and traditional heritage as a tourist offer of the route will be mentioned in the following text.

Novi Sad

The events take place in Novi Sad almost all year round and attract a diverse audience. Here we do not mean trade and business fairs, which are a part of the MICE product. Not all events have the same potential of attracting visitors, especially those who spend the night in Novi Sad, but their abundance and variety is certainly a good basis for further development of this product. Of course, the key event is EXIT.

Photo 5. EXIT festival



Source <https://www.flickr.com>

EXIT is a music festival that takes place once a year at the Petrovaradin Fortress in Novi Sad, starting off back in 2000. It is considered one of the largest music festivals in Southeast Europe. The association of the seventy largest European festivals awarded EXIT in 2007 with the Best Festival of the Year award. It was officially named "THE BEST EUROPEAN FESTIVAL" at the AWARDS EU FESTIVAL in 2013 and 2017, while the Montenegrin SeaDance won the "Best Mid-European Festival" award in 2015. The EU Festival Award is considered one of the most influential festival awards in the world.

EXIT also won the "BEST OVERSEAS FESTIVAL" award at the UK FESTIVAL AWARDS in 2007, as well as the "Best Summer Music Festival in Europe" for 2016 by the "Best European Destinations" tourist portal in cooperation with the European Commission. In March 2018, the assigned Regional Cooperation Council (RCC) declared Exit festival the 2017 Regional Cooperation Champion.

Every year, in the middle of July, this festival brings together numerous global and local music celebrities who perform on over twenty different stages, which are mainly divided in relation to the music genre represented on them.

Cinema City is an international film festival held annually in Novi Sad. For eight days Novi Sad becomes a city-festival, with a rich film, music and academic program.

The program concept of the festival envisages three segments: Cinema City Movies, PRO Section and Cinema City Music, which are held in 10 attractive town locations (<http://www.cinemacity.org/>)

Zmajeve dečje igre (Children's Festival) – the most famous festival of children's literature, which includes multimedia programs for children and young people, which represent all forms of artistic creations for children, as well as children's creativity: theater, literature, music performances.

Photo 6. Zmajeve dečje igre (Children's Festival)



Source: www.explorenovisad.rs

The Festival of Novi Sad Music Ceremony (NOMUS) was created in 1975 as a brainchild of the prominent cultural activist Anton Eberst. Very soon after its founding, the festival grew into a central music event in Novi Sad, as it featured the most successful works by Yugoslav interpreters and composers. (<http://www.muzickaomladina.org/>)

Every year, the Festival of Street Players brings to the streets of the town various artists from the international scene, to whom playing music in the street and performing on squares represents a lifestyle, as well as recognized art that has its own festivals and other modes of performing around the world.

From the beginning of the new millennium, Novi Sad has been a host of street art, and has been visited by all the most famous street musicians in the world, who have performed at other prestigious festivals in Europe and beyond.

In this way, they bring the culture and spirit of their surroundings to this place, in order to exchange them with local street art lovers and other performers.

(<http://www.ulicnisviraci.com/>)

The only **International Festival of Alternative and New Theater in Serbia - INFANT** is also held in Novi Sad, which has become a meeting point for art creators who view theater art in a new and different way. This is the only festival of this kind in the country, authentic and highly respected in other European countries, among artists and critics who follow the latest trends in the field of performing arts.

(<http://www.infant.rs/>)

Sterija's Theater (orig. *Sterijino pozorje*) was established in 1956 as a permanent festival of competitive national drama and theater, within the celebration and commemoration of the 150th anniversary of the birth and centenary of the death of the great Serbian comedy writer Jovan Sterija Popovic. Since then, Sterija's Theater has organized annually the theater festival, which takes place in Novi Sad at the end of May. The repertoire is formed on the basis of a selection made by a three-member selection jury headed by an artistic director. Professional theaters and groups from the country and abroad with plays made according to the texts of our writers, as well as domestic theaters with plays made according to the texts of foreign writers can participate at the festival. (<http://www.pozorje.org.rs/>).

Sombor

According to *Tourist Organization of Sombor*, five largest and most visited events in the town are:

1. **Sombor stewing kettle (orig. *Somborski kotlić*)** – a traditional event with over 2000 participants who prepare fish stew during June onto the town square along with rich entertainment program.
2. **Poultry Fair** – Traditional International Pultry Fair is held in the Town Hall „Mostonga“ in Sombor.

Exhibitors from all over the country and abroad present their quality pigeons, decorative birds, rabbits and breeding poultry.

The event organizer is “Sombor 1871” Association of Small Animal Breeders from Sombor, which entered the third century of its existence and is the oldest society of this kind in Europe.

3. **Ravangrad Wine Fest** – is held in early December and is a wine and food festival that brings together winemakers from our country and surroundings. In addition to wine promotion, a gastronomic offer is also promoted with tasting of authentic Bačka specialties.
4. **Theatre Marathon** – takes place in the second half of June. Since 1993, Sombor National Theater ends the season with the Marathon Theater Festival.

For three days and three nights, one after the other, performances of Sombor theatre and performances of guest theaters, theater groups and students of drama faculties are played.

5. **Bodrog Fest** – takes place in August in Bački Monoštor. An ethno festival of food, tradition and handicraft products is aimed at nurturing the traditions of all nations of the area and promoting the natural values of „Gornje podunavlje“.

It consists of a two-day program: "Bodroški kotlić", "Bodroga Fiacre Festival", culinary offer, cultural-classical program, cultural art program, craft program, concert "Bodrog Fest for Young People" and many other educational and cultural contents.

Other events worth mentioning are the ***TERMINAL Arts & Music festival, the Flower Festival, SOMUS, the Sombor Half Marathon, Oldtimer Meeting, Old Crafts Street, Green Town Jazz Fest and the like***. For attracting young people, the ***TERMINAL Arts & Music Festival***, which takes place in June, is particularly significant, with the idea of bringing together musicians, visual artists and visitors, thus helping to internationalize the Sombor cultural scene.

Apatin

Tourist Organization of Apatin, out of many events that take place here, highlights **the four most significant festivals for Apatin**. Those are:

1. Apatin Fishermen's Evenings – in 2019 they are held for the 56th time. They take place traditionally, on the first weekend of July and last for four days, Thursday through Sunday. In daily terms sports meetings and competitions are held in traditional fishing disciplines (fishing on a float, fishing with a pot, boat racing "Apatinci", etc). Also, in daytime panoramic sightseeing of SNR "Gornje Podunavlje" is organized from the boat Apatinka. The night program begins with cultural-artistic and entertainment program and competitions in cooking Apatin fish stew, and ends with big concerts of famous pop stars. During the four days of "Apatin Fishermen's Evenings" more than 30 000 guests visit it.

Photo 7. Apatin Fishermen's Evenings



Source: www.apatin.org.rs

2. Deer & Beer Festival - A music festival commemorating Apatin's dedication to its most famous beer brand "Jelen" (*the deer*), as well as its connection to nature, symbolized by the indigenous animal recognizable to Apatin and its surroundings – the deer. It lasts for one day (in August) and includes concerts on the Apatin beach "Blue Rose", which is preceded by a daily gathering with cooking game meat stew at a picnic area located near the beach.

3. Beach Fest – On the occasion of the Youth Day (August 12), sports competitions in beach volleyball, basketball, football on the sand, swimming and water polo are held on the city beach "Blue Rose", while in the evening all participants and guests spend the night having fun at Beach Fest of electronic music.

4. Lička olimpijada (Lika Olympics) – a manifestation that has been established as the occasion and place of socializing, twinning and deepening of friendly relations with Licians, their descendants and friends from other regions, enclaves and diasporas of the Serbian people. Through competitions in the old martial arts and sports, the organizers wanted to remind of the tradition, which for centuries has been exalted and admired by the people of Lika, along with their songs, jokes, melody and folklore. The Lika Olympics are held every year in the last week of June.

Events such as Saint Peter's Day Assembly in Apatin, the Grapes Festival in Sonta, the the May festivities and the White Cups in Prigrevica also have significant attendance.

Subotica

The presence of a large number of different ethnic and religious groups in this region has favored the development of festival tourism, so in the territory of Subotica almost every nation has its event.

During 2018, nearly 80 different events, festivals and competitions were held in Subotica and Palić. Most venues / events are held between May and October. Subotica is dominated by cultural events, and entertainment events, fairs and exhibitions and sporting events are also quite prevalent.

Palic is particularly recognizable for the event tourism. According to "Park Palic" estimations, about 130,000 visitors come to Palic just for events and venues. If we add the number of 5,000 people who come to Palic every weekend (from May to October) (29 weekends by 5,000 visitors) and 50,000 visitors to the Zoo in Palic (visitors who come to the Zoo on weekdays), we find that Palic is visited by a total of 325,000 visitors annually.

During the year, there are a number of youth festivals and events such as: May Day, Youth Festival, Ethnofest, European Film Festival in Palić, Summer3P Electronic Music Festival, International Children's Theater Festival, Subotica Half Marathon, Wine Marathon.

The most significant are:

May Day is a few-day cultural and entertainment event held on the northern shore of Lake Palic. It was first organized 35 years ago and is the most massive event in Vojvodina.

The European Film Festival Palic is one of the most important film festivals in the region and is one of the few to feature only European art films. It takes place in mid-July. Movies in the main competition program are shown on the beautiful Palic Summer Stage.

There are many filmmakers and other guests from all over Europe gathering here. During the festival numerous accompanying events (exhibitions, concerts, parties, performances, book promotions, round tables) are organized, attractive to all visitors of the festival.

Photo 8. The European Film Festival Palić



Source: Festival evropskog filma Palić

The Summertrip Electronic Music Festival is held in Palić at the thermal pool on the third weekend in July. Some of the best European and regional electronic scene artists, mainly European techno and trance artists, perform at the festival. There is a free camp for festival visitors. During the day, various art and environmental workshops are organized.

The International Festival of Children's Theater presents the most valuable and artistically most relevant stage plays from international and domestic productions for children. It is one of the five most important festivals of this kind in the world. It is held in mid-September. During the festival, the main program and accompanying programs are held at various locations – as well as in the town's main square.

Wine Marathon – takes place in September and involves a wine race - a half marathon, **21.1 km long**, passing through the picturesque landscapes of Lake Palić and its surroundings, through vineyards, by wineries, farms.

Segedin

Within the festival tourism of the Szeged town there are numerous and varied events. The most attractive for tourists are:

The Day of the Szeged Town is a ten-day event, traditionally organized from May 18-27. An integral part of the celebration is the **Szeged Wine Festival**. The event consists of a series of about 250 programs that run in parallel in about ten locations. During this festival, Szeged is overwhelmed with a carnival atmosphere.

Photo 9. The Day of the Szeged Town



The Brandy Festival is traditionally held at the beginning of March and besides brandy, the participants are presented with a large selection of pork products.

The Rose Festival is an event that is organized in late June in Sirig, a settlement that is today the suburb of Szeged. It is known for growing roses.

The Szeged Summer Theater is a theater festival that takes place from the end of May until the end of August, on an improvised stage in the square in front of the Szeged Hall. Performances are, as a rule, always of grandiose world-class productions.

The Szeged Youth Days is a music festival held annually on the left bank of the Tisza. The festival regularly features the world's biggest and Hungarian stars of popular music.

The International Fish Stew Festival takes place on the right bank of the Tisza last weekend in August. It promotes the traditional Szeged way of preparing fish stew.

The Autumn Cultural Festival is a series of events organized throughout October by cultural societies created under the umbrella of Szeged University.

The Szeged Christmas Fair is traditionally held in Secenji Square and in the area in front of the large church in Szeged. It runs from November 24 to December 24. In addition to the Christmas Fair, entailing periodical programs are regularly organized.

1.3.5 SWOT analysis

Strengths

1. The diverse contemporary and traditional cultural heritage – each of the towns along the route is recognizable for its cultural tourism and cultural heritage. Besides the traditional, each of the route towns has a modern heritage, reflected primarily in numerous festivals and events for both young people and other target groups.

2. The towns located on cycling routes - Novi Sad, Sombor and Apatin are located on the EuroVelo 6 cycling route, while Subotica and Szeged are on the EuroVelo 13 route. Also, there are cycling trails between Szeged and Opustaser.

This fact gives another opportunity to tour the newly proposed route – by bicycles, as there is adequate infrastructure and signaling.

3. Natural values and heritage along the route – besides cultural values, there are numerous natural values along the route, such as the Danube and the Tisza rivers, Fruška Gora National Park, “Gorenje Podunavlje” Special Nature Reserve, the Pustaser Protected Area, etc.

4. Developed products complementary to culinary tourism such as wine tourism and gastronomy, since the whole area in both Serbian and Hungarian parts is known for different wine varieties and specific gastronomic specialties.

5. Attractive heritage in rural areas – a large number of ethno houses and ethno collections especially near Apatin and Sombor, ethno museums and protected rural architecture.

6. Good traffic connections among the roads along the entire route – local roads and main highways leading through Serbia and Hungary.

Weaknesses

1. Insufficient cooperation between certain towns along the route – while some towns such as Szeged and Subotica have already developed cooperation in tourism development, there is no such link between other towns along the route. Creating a new route is certainly an opportunity to encourage this collaboration and create joint products.

2. Limited budgets for the support of tourism development and destination marketing – most towns along the route have limited financial resources to invest in new tourism products and destination marketing, which is mainly based on the activities of tourist organizations.

3. A lack of contemporary interpretation of the cultural heritage – the interpretation of the cultural heritage in most attractions along the route is passive, reduced to a story of a curator or a guide, while lacking in interaction with a visitor and the use of digital technologies in interpretation.

4. Insufficient linkage of different tourist products – there is an underutilization of the potential of linking different tourist products such as cultural and active tourism or cultural and ecotourism since the area analyzed is full of natural and cultural resources with great potential.

5. An undeveloped brand of the region and tourism products – despite its exceptional resource base, it lacks in an umbrella brand that would be recognizable to visitors. Creating a brand of the route that connects all these places would help to solve this shortcoming.

6. The insufficient, poor quality accommodation basis (the receptive) and a low capacity of arranged accommodation facilities in some places along the route. This is especially related to Sombor and Apatin as well as Opusztaszer which lack accommodation that could hold larger groups of people (organized groups) at the same time.

7. Insufficient presence of digital marketing in the promotion - Although there are promotional initiatives on social networks, digital tools are not yet sufficiently used in promoting the tourism of these towns along the route.

8. Few receptive agencies that would offer different itineraries connecting Serbia and Hungary.

Opportunities

1. Growth in demand for non-capital city destinations – a global trend is that people are increasingly visiting cities/towns that are not capitals but have an attractive cultural and natural heritage, which is a great chance for the towns analyzed along the route.

2. A growing interest in contemporary cultural heritage – cultural tourism accounts for 40% of all tourist arrivals, and besides traditionally attractive cultural heritage, modern heritage such as events, dances, performances and the like is becoming more and more popular with tourists, which is a great chance for the newly created route.

3. The trend in youth travel is shifting towards destinations where they can engage in various activities, experience something new and see interesting content that they can share on social networks like Instagram.

4. Visa liberalization and an increase in the number of tourists from Asian countries, especially China, who would find the itinerary of this route attractive to visit.

5. Favorable macroeconomic environment and prospects in Serbia and Hungary that should contribute to the growth of investments in the tourism sector.

Threats

1. The migrant crisis across Europe, especially in border areas, can also affect tourism flows.

2. An insufficient interest of local and foreign investors in investing in tourism. Threats to the development of tourism in the border area are insufficient interest of domestic and foreign investors to invest in this industry and a lack of funds to build tourist facilities and improve the tourist offer.

3. A "tightened" political situation in the Western Balkans region – the long-lasting unstable political situation in the region and its potential deterioration could have a negative impact on the image of Serbia and even the cross-border part of Serbia and Hungary.

II.BENCHMARK ANALYSIS

In order to fully see the development potential of the proposed route, a comparative analysis on the concept of similar routes, representing route patterns and examples of good practice, will be presented below.

The routes as role-models included in the analysis were selected on the basis of **the following criteria:**

- Routes that connect traditional and contemporary heritage
- Routes connecting at least 2 countries
- Routes with high tourist traffic

The main elements of the analysis will include:

- Tourist attractions – heritage and events on the route
- Tourism products and activities on the route
- Promotion and digital marketing
- Route management model

Table 8 presents a benchmark analysis that analyzes selected routes that are role-models to the newly proposed route of modern and traditional heritage.

Table 8. Benchmark analysis of cultural routes as role-models to the newly proposed route

Cultural route	Countries it passes through	Tourist attractions/ heritage and events	Tourism products and activities	Promotion and digital marketing	Route management model
Roman Emperors and Dunabe Wine Route	Serbia, Hungary, Croatia, Bulgaria and Romania	20 archeological sites and 12 wine regions + classical music, jazz and rock festivals, especially Christian holidays, local fairs organized for the first time after few thousands of years, medieval festivals, and those dedicated to ancient culture of Thrace or Dacia	Archeological, cultural and wine tourism. Besides that, an organized offer of activities like Danube cruise, cycling, bird watching, rowing, fishing, hiking, wellness, tours of the cities, cultural heritage and protected areas	Route website, promoted on Danube.travel portal, online brochure, Facebook page, Instagram, Youtube channel, mobile app, fairs, Blue Week events and activities promoting culture, nature and active tourism	Route is managed by Danube Competence Center (DCC)
Secession Route	20 cities in 16 countries, including Hungary and Serbia	Secession style cultural heritage, museums, galleries, theme exhibitions	training, education workshops, exhibitions	Route website, online book edition, video clips on Youtube and Vimeo, online brochure on secession, online magazine, Facebook, Twitter, multimedial	Consortium, non-profit association composed by local authorities and NGOs of memberinh countries

presentation					
Silk road	19 countries on the route	Synergy of cultural and natural heritage like caves and deserts	Itineraries of the tours of culture and nature values, learning about various ethnic groups, gastronomy tourism, museums, galleries, lakes, national parks, temples, monument, landscapes	International trade fairs, social networks Facebook, Instagram Twitter, PR, P&P cooperative marketing campaigns, seminars and conferences, event Member States' Tourism Ministers on ITB Berlin	UNWTO, UNESCO
Reformation Route	Generated in 2018 as a result of interreg project among Hungary, Austria, Germany, Czech, Italy, Poland and Slovenia	Combination of cultural heritage visit and outdoor activity	Culture tourism, art exhibitions and culture events, cycling tourism, cycling and walking trails made, memorial tours, urban routes	Website, mobile app, Facebook	Project consortium– Association of the cultural Route composed from NGO, development agency, academy, local government and tourist organization
Mozart route	10 countrise and over 200 sites	Art, culture attractions, educational and exploring activities, festivals, exhibions, concerts	Tour Itinerary of artistic, musical, architectural values, theme events and exhibitions	Route website, facebook, the program Young Ambassadors of the Route, blog, online brochure,	Board of Directors from member countries

The benchmark analysis has shown that all routes role-models include visits to a number of different cultural, artistic and ethno heritage attractions, but combined with contemporary elements such as events, festivals, exhibitions and various touring methods like bicycle tours. There is also a combination of tours of cultural and natural values, accompanied by different educations and lectures.

All the routes analyzed are mainly based on digital tools, social networks, but also on video materials, blogs and online brochures. There are also mobile apps that provide the users with all the information about what they can see, visit, do and experience along the route. Talking about the management model, the management of most routes is done by non-profit associations, associations or partnerships of different public and private entities, which has proven to be the most successful model of route management that include multiple countries, large territories and more different tourism and cultural entities. The examples surveyed in the benchmark analysis will serve as an example of good practice in establishing a framework for the management, marketing and development of new products within the newly created route.

III. A PROPOSAL OF THE ROUTE CONCEPT AND NEW TOURISM PRODUCTS ON THE ROUTE

3.1 The current tourism products on the route

The following text will present the current tourism products in towns along the route, based on the previously described resource base. The tourism products identified in this section are considered as a priority by both tourist organizations and strategic documents. An analysis of the current products on the route will be given for each town on the route.

Novi Sad

As mentioned before, Novi Sad's key tourist products are:

1. MICE – business events and business trips;
2. Events and culture
3. City Break (short city breaks)
4. Touring
5. Education
6. Nautics
7. Wine and gastronomy
8. Recreation in nature.

Sombor

Sombor's offer is based on three key tourism products:

Culture and heritage – town tours, County Building and the largest oil on canvas “the Battle of Senta” (generates the largest tourist visits), the Milan Konjović Gallery, Town Museum, the theater (one of the biggest)

Ecotourism – “Gornje Podunavlje” - there are two walking trails, visitor center

Ethno-tourism - salaš, ethno-houses of Sombora and surroundings (Bezdan, Monoštor)

Apatin

In Apatin, the following tourism products are the most attractive:

Health and wellness – Junaković Spa

Culture and heritage: - the heritage of Danube's Germans / museum display in the church, the first Apatin museum.

Hunting tourism – Apatin swamp

Active holiday in nature – The camp “Call of Nature”, canoeing lessons, cycling

Events – Beach Fest, Fishing Evenings, Deer and Beer Festival

Nautics – a great potential that has not been developed yet in a tourism context.

Subotica

Culture and heritage – Secession, baroque and neo-baroque architecture.

Ecotourism – On the walking trails of the protected natural areas within the special nature reserves of Lake Ludaš and Selevenjska pustara, visitors can learn about the biodiversity of these sites, protected plant and animal species and the history of these sites in the presence of expert nature guards.

Wine tourism – on the sandstone in Subotica area Wine Route is marked, where some extremely old grape sorts (*kadarka*, *kevedinka*, *muscat crocan*) are traditionally cultivated.

Rural tourism – considers Subotica salaš, čarda and stud farms.

Sports and recreational tourism – sports fields, three city swimming pools (thermal, outdoor and indoor) and many more private ones, and a modern aqua park is currently under construction in Palic, expected to open in 2020, which will certainly complement the existing tourist offer.

Events – numerous festival and event for young people are organized throughout the year, which were mentioned in the previous text.

Szeged

Culture and heritage – neo-baroque and secession heritage

Event tourism – many events throughout the year

Gastronomy – traditional čarda and salaš and Hungarian specialities

Nature tourism – the Zoo, the botanic garden, rural landscapes in Szeged surroundings

Opusztaszer

Cultural tourism – based on Heritage Park

3.2 A proposal of a route concept

Based on the discussions with the tourist organizations of the towns along the route as well as other tourism stakeholders, including information from the strategic documents of the towns along the route, a proposal of the locations that should be incorporated along the route will be created for each town:

Novi Sad

Within the route in Novi Sad and surroundings, the following should be included:

- Town center tour
- A tour of religious sites – churches, synagogues, cathedrals
- Petrovaradin Fortress and fortification
- Museums and galleries
- Exit festival, Cinema City and other important events
- Fruška gora hill and monestaries

Sombor

Within the route in Sombor and surroundings, the following should be included:

- Terminal Music and Art Festival – devised by young people (interesting workshops like How to become a DJ, painting workshops, and similar);
- Bodro Festival (Monoštor) that also attracts young visitors;
- County Building with the painting “The Battle of Senta”;
- Milan Konjović Gallery;
- The Museum of Sombor Town;
- Special Nature Reserve “Gornje Podunavlje”;
- Museum of Batin Battle on the border with Croatia;
- Bezdan, Monoštor (abound in ethno-houses, salaš, old crafts, Bezdan damask).

Apatin

Attractions that are to be included in the itinerary are certainly a tour of the highest concentration of sculptures / art colony / spa Junaković.

In addition, it is suggested that the route also includes the Kupusina and the Bee *čarda*, a tour of the marina and a panoramic boat ride, a visit to 19th-century architectural centers, a tour and a story of the Black Virgin in the church, a tour of the brewery, gallery, cultural center and Gornje Podunavlje, festival (beach fest, fishing evenings, Deer and Beer Festival).

Subotica

In Subotica within the new route it is a proposal to include:

- Town centre architecture and Palića,
- The tour of traditional salaš and čarda,
- Visits to local wineries,
- Bird-watching (Lake Ludaš is one of the most significant places for the rest of migratory bird species),
- Walking in protected areas,
- Dužijanica event,
- Summer3p festival.

Szeged

Within Szeged the following will be included in the route:

- The tour of town centre and neo-baroque buildings,
- The tour of secession architecture,
- The Church of Our Lady of Hungary,
- Móra Ferenc's Museum,
- The Black House,
- Szeged Military Park,
- The traditional rural house-museum in Alsóváros,
- The zoo,
- Thermal baths.

Opustaser

ONTO Heritage park

- Tours of the park and circular image,
- Specialities tasting in čarda.

3.3 A proposal of new and improvement of the current tourism products on the route

A proposal of new tourist products to be developed along the route should connect the cross-border area of Hungary and Serbia, i.e. the traditional and contemporary heritage in the two countries. The product development is based primarily on contemporary art, music, painting and photography. The new products have been proposed on the basis of information obtained from benchmarking analysis of the routes that are good practice examples in the field of product management, marketing activities, tourist visits and connections and development of cross-border regions. The interviews with stakeholders of the destination's tourism development are also an important basis for the product proposal.

Theme tours. As many common historical topics permeate this region of Serbia and Hungary, it is possible to organize theme tours within a route such as Eugene Savoy, Austro-Hungarian heritage, cycling trails of cultural heritage and the like. This would create subproducts within the route intended for specific target segments.

Animation in tourism. It is crucial that the cultural heritage of young people is interpreted in an interesting and appealing way, that there is interactivity. Young people are interested in stories about famous people, curiosities related to buildings and architecture, interesting stories about how something was built, without sufficient details.

Mobile application. Besides interactive boards that are placed at some points along the route, there is currently no greater use of IT technologies that could contribute to better interpretation. Regarding this, a new product can be a mobile application to support route development and tourist information as well as heritage interpretation.

Active tourism offer. New tourist products, which according to stakeholders should include cycling, sailing on Palić, paragliding (a current aero-club and an airport in Bikov, a village near Subotica), horseback riding, etc.

Gastronomy. Some cities/towns, such as Subotica, are known as the cradle of organic food production, so this segment could also be an integral part of a new tourism product. Also, Hungarian specialties represented in Szeged and the region as well as in Vojvodina could be incorporated into the tourist offer and promoted as a kind of cultural heritage of these regions.

Cultural festivals and events. Due to the rich cultural heritage in the border area of Serbia and Hungary, there is still an unused potential to organize joint events that would take place in parallel in both Serbia and Hungary and promote the same themes and cultural values. In this way, primarily young people would be attracted to visit more places along the route, having the opportunity to experience more events in a short time.

IV. THE DESIGN OF A BUSINESS AND MANAGEMENT MODEL AND A ROUTE MARKETING PLAN

4.1 Principles of successful culture route management

Across the world, there are cultural routes that have emerged as trade and communication routes or as pilgrim routes that have remained active for centuries. In most cases, infrastructure has been built to welcome pilgrims or travelers at the time the routes were formed, and many of these boarding houses, hostels and hospitals still remain today. The key process began in 1987 when international organizations such as UNWTO, UNESCO and the Council of Europe decided to encourage the development of cultural tourism of transnational cultural directions. This process can be seen in initiatives such as the Silk Road and the Santiago de Compostela route, as well as other certified Council of Europe routes, that account for 33 nowadays^{18, 19, 20}.

Based on the experience of international organizations and international routes, key factors have been identified and defined to ensure the efficiency and success of managing cultural routes²⁰:

1. There must be a common name for a route that can be organized linearly based on areas or themes (i.e. Camino de Santiago, Via Francigena and Silk Road) in historic territories (i.e. AlAndalus routes Legacy) or associated with a characteristic product (such as the case of productive cultural landscapes, for example, the Iter Vitis Route) or a network of cores (i.e. the Reseau Art Nouveau network);

¹⁸ Tresserras Juan, J. (2007), "El Camino de Santiago: la gestión sostenible un itinerario cultural transnacional", Jornadas sobre Patrimonio. Fundación Abertis, www.fundacioabertis.org/rcs_jor/pdf_tresserras.pdf (last accessed: 13.07.2015.).

¹⁹ Berti, E. (2012), *Itinerari Culturali del Consiglio d'Europa: tra ricerca di identità e progetto di paesaggio*, Firenze, Firenze University Press

²⁰ UNWTO Global Report on Cultural routes and itineraries, Vol. 12, UNWTO, MADRID, 2018.

2. It is essential for the local community to be associated with the route development project and to be involved in the very process of route improvement and the development of economic activities that help create jobs and opportunities, especially for young people;

3. It is important that routes are viewed a tangible product, not just as an intellectual creation; a cultural route should be a product with a clear identity that is much more than a flyer or a website;

4. The cultural route itself is a destination, and its recognition must be created for the target group. It should include cultural attractions that are available (at the right time); to be classified according to their relevance or interest, tourist infrastructure (appropriate signaling, accommodation, restaurants, additional services, IT use); the program of tourism activities; and different experiences throughout the year that include all types of vacations from relaxation to active or creative tourism where visitors can participate directly and become main actors.

5. Destinations should in any way involve and encourage visitors to actively share their positive experiences (feelings worth sharing) through social networks (Facebook, Twitter, Instagram and TripAdvisor). Good management also implies good management of criticism and negative experiences in order to improve the offer and improve the tourist experience and satisfaction.

6. The route management organization is generally an executive secretariat with a political and managing government and advisory body composed of professors and other experts in the field, or a non-profit association gathering various entities / stakeholders.

7. The route should have a management plan lasting between three and five years, which includes objectives, actions, outcomes, indicators, budget, participants involved in the implementation and funding, and a detailed timeframe. It is also important to have a strategy that spans between 10 and 15 years.

The first document is for short- and medium-term planning, and the second is for long-term planning.

8. Marketing routes by sector, segment or whole. The route should have a booking office and / or travel agencies and tour operators that sell the cultural route itinerary. The route target market should be analyzed and researched in order to adapt the offer to the interests of target group segments by age groups (young, senior citizens, etc.), main or secondary motivation (culture, cuisine, spirituality, nature) or by type of travelers (visitors traveling alone, groups - schools, senior citizens, associations, professionals, hearing, vision and/or sensory impaired people, families, couples, wedding parties, LGBTs) and modes of transport (rail, bus, car, motorbike, on foot, bicycle or on horse, combined flight and ride). The duration of the experience is vital as it must be adapted to weekend tourism, outings or shorter, average or long holidays. Furthermore, marketing strategy for people traveling alone and organized groups are necessary in order to adapt the offer to different prices, depending on the type of services provided and the range in quality from basic to premium. Many of these initiatives are being implemented along the Camino de Santiago route. Another good example is the management provided by Cami de Ronda for Ronda Trails in Costa Brava, which are in the process of being listed as a cultural route by UNESCO. That is why it is important to create so-called “clubs” of products that will represent the route and all its tourism products and services together. This is the case with the Spanish Network of Jewish Neighborhoods (a part of the European Route of Jewish Heritage) and with the European Trail of the Emperor Charles V. Collaboration with specialized tour operators is necessary in order to successfully promote and brand the route.

9. Creating new products and services and improving the quality of the current infrastructure and promotion and marketing mechanism. It is necessary to constantly monitor the experience of visitors in real time. Supply must also be dynamic and adapted to the annual schedule.

This analysis of the tourism management of cultural routes shows that, as a destination itself or as a part of another tourist destination, routes can create jobs in the cultural heritage and tourism sector.

Cultural routes can provide employment for these professions: managers of cultural monuments, museums and interpretive centers focused on tourism development; travel guides and facilitators, specialized content creation staff using IT; qualified teaching staff; staff in public or private companies dedicated to promotion of tourism; consultants; travel agencies and specialized tour operators, as well as employees in the cultural, creative and other tourism segments.

Effective policies between the cultural and tourism sectors and between the public and private sectors need to be coordinated so that cultural routes can be created and managed as genuine tourism and cultural products. It is also necessary to conduct statistical studies of the route because, with the exception of few cases, generally no data are available to assess and quantify the impact of cultural and creative tourism²¹.

4.2 The proposal of a route management model

The proposal for the management of new products, attractions and activities, as well as the regional route, was created on the basis of inputs provided by stakeholders in the development of tourism both from Hungarian and Serbian sides. An important source of information is also the analysis of role models - benchmark analysis of good practice examples in the field of route management models, as well as the analysis of the principles of successful management of cultural routes.

The experiences of successful cultural routes have shown that centralized management by a sole organization does not produce good results, especially for those routes that cross multiple countries and thus make management difficult.

²¹ Tresserras Juan, J. (2014), "El turismo naranja, el color del turismo cultural y creativo", in Revista de Economía Creativa. Santiago Creativo nº 1: 51-52. Programa CORFO del Ministerio de Economía de Chile. Santiago. http://issuu.com/santiagocreativo/docs/revista_cscl_ed1 (last accessed: 13.07.2015).

A number of entities from both public and private sectors are involved in the creation of the cultural route therefore, it is necessary to establish a balance in the management model that will satisfy the interests of all.

As the most effective route management solution that will pass through Serbia and Hungary is the formation of an association that will include representatives of tourist organizations, local governments, cultural institutions, event organizers, travel agencies, hotels and other important entities involved dealing with the development of cultural routes. An important task of this association is to adopt a Route Management Plan for a period of 3 to 5 years, which will define the planned activities, project decision-making mechanisms, meetings and mechanisms for promoting the cultural route.

4.3 The plan of market performance

It involves defining marketing strategies for attracting new visitors, involving young people as well as visitors with disabilities who will be provided with adequate conditions to access attractions and events. The marketing plan proposes to improve the current marketing activities, but also proposes new marketing channels to reach the defined target groups. The marketing strategy also includes a plan to involve young people in promoting the route.

4.3.1 Objectives

The main strategic objectives need to be accomplished by the strategy of market performance are the following:

1. Designing a recognizable image of the newly created route – involves creating awareness of the existence and attractiveness of a newly created route. As it is about creating a new product (in this case, a route) promotional activities should be focused on creating awareness about the existence of the route, what it offers to users, what activities are available and what experiences users can gain.

Increasing visibility requires investing in marketing tools that will increase awareness and demand for this route and the sites on it. This is the first step in marketing the route onto the tourism market and creating a route brand.

2. Increase the number of tourist sites on the route by 30% in the next 3 years.

Considering the attractiveness of the sites along the route, as well as their poor attendance, linking attractions with innovation in marketing and branding should contribute to creating more interest in the target demand to visit these sites.

Innovative experiences, activities and new products along the route should also contribute to this, which will make individual sites more attractive.

3. To reach a number of 2000 route visitors per year.

4.3.2 Target markets

In determining the target groups of the newly created route, it is necessary to have a somewhat broader picture, since it is an international route connecting two countries – Serbia and Hungary, and thus the scope of market segments is diverse.

The specific market segments that the route marketing activities will focus on will be defined in relation to the nature of the proposed tourism products along the route.

Once the route is launched, a more detailed survey of tourist demand should be conducted to define clear profiles of tourists visiting the route, both by geographical range and by socio-demographic characteristics.

Market segments

Considering the combination of modern and traditional heritage along the route, as well as numerous activities in urban areas and in nature, the primary target segment that the route promotion will focus on is **young people**. This involves several different sub-groups of the market.

The market potential lies in organized visits especially **school excursions**, through which students would be introduced to the heritage of Serbia and Hungary or this country through cross-border excursions. The proximity of the site would allow two- and three-day excursions to be organized in order to visit most of the sites along the route.

In addition, travel agencies should also offer the itinerary which will provide organized group visits to the route.

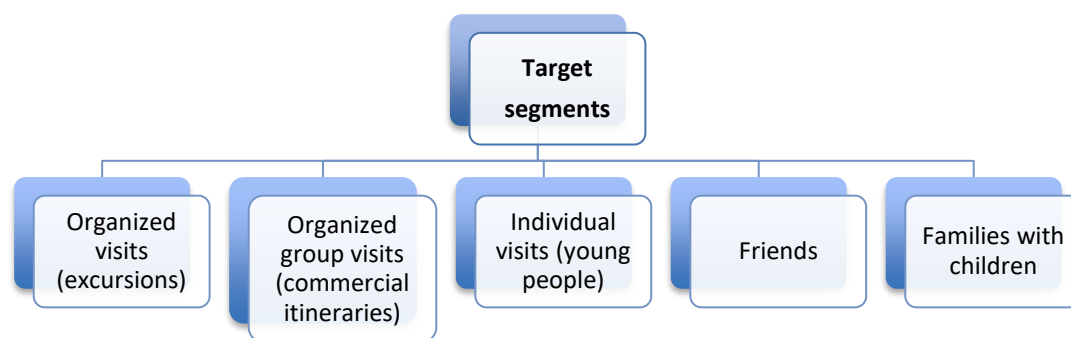


Chart 1. Target segments of the contemporary and traditional heritage route

Besides excursions, an important target segment is **individual visitors**, especially **young people up to 40 years of age**, who would in addition to visiting the heritage have the opportunity to visit a particular festival along the route, engage in bicycle tours, engage in walking/hiking tours and the like.

Regarding this, besides individual visitors, the route will also focus on attracting **friends**, young people traveling in a group. Another important segment is families with children, as there will be numerous workshops and activities along the route that can include the youngest visitors as well.

4.3.3 Products

The products are described in the chapter: The current tourism products and new tourism products on the route.

4.3.4 Promotion

Marketing activities are crucial for reaching the target segments, developing awareness of the newly created route and attracting visitors.

In the tourism sector, the following are used:

- 1) traditional marketing channels (TV, press, radio, trade fairs...)
- 2) online marketing channels (websites and portals, social networks, blogs, mobile apps and the like)

Choosing a marketing channel to send a promotional message will depend on the target segment we are addressing to and which are the main information channels they typically use.

For organized visits (excursions) email marketing and personal sales will be applied in terms of presenting itineraries to decision makers in schools. The route promotion for attracting groups coming through travel agencies should be done in cooperation with tourist organizations of all settlements on the route, in specialized magazines, using route brochures, but with the highest emphasis on digital tools. For individual visits by young people, friends and families with children, the most dominant should be online tools.

The following will suggest marketing channels that should be used to promote the newly created route to the above-mentioned target segments.

Online marketing channels

The use of digital marketing is increasing, especially because of the many benefits it provides. This primarily means that:

- It increases the visibility and facilitates information search about the content advertised;
- It enables targeting specific target groups of users that represent the profile of potential buyers/visitors;
- It facilitates and allows two-way communication with potential visitors, users;
- It provides an opportunity of unique and detailed result meaning and the analysis of visitors' behaviour which enables the marketing campaign to be focused to the full and achieves optimal results;
- It is more economic and cost-effective than advertisements in traditional media.

It is proposed that the newly created route uses the following digital channels:

1) A route website that will be well optimized for searches. This is extremely important because a well-optimized website will provide a good position for relevant keywords, ensuring better visibility on the internet. The content featured on it must be comprehensive, informative, must offer links to other useful sites, and provide online booking and sales of individual attractions along the route. The route website should also be mobile-friendly and content relevant, informative and up-to-date. It is crucial that this site is well organized to navigate easily, regularly updated, and that it attracts interest of a potential visitor with its content.

2) Social networks – nowadays, social networks are one of the most important and most frequently used channels of marketing in tourism and presently all successful tourist destinations have profiles on some of the most popular social networks. Also, these are especially effective channels for targeting young people, but also people of a specific geographical location, gender, education, and the like. This option provides paid advertising on social networks.

Besides promotion on Facebook, as a social network with the largest number of users, there is a great potential for advertising on other social networks that use the potential of images and video clips in marketing activities. Instagram profile and YouTube channel are two indispensable channels of promotion in this regard.

Twitter is increasingly used in tourism, both for the promotion of individual attractions and for tourist destinations in general. Twitter, Instagram, and Facebook now also have the ability to use #hashtags, which enables to create the content by visitors and their grouping for some future visitors.

Social networks are channels of information, content creation, and they enable direct and fast communication with a user. Communication through social networks must be continuous, targeted and encourage target group engagement and content sharing.

3) Mobile application – Mobile applications are increasingly being used in tourism as well, providing support to managing on destination and represent an innovative way of interpreting the attractions, providing direct and up-to-date information. It is proposed for the route to have a mobile application that will scan QR codes placed at different locations along the route, which will guide to the content, information, images and points of interest about the sites being or to be visited.

Offline channels

Promotion that takes place in a traditional way, i.e. through the offline channels is as important as the online strategy. As the target market is diversified, there is a large share of the market that we cannot reach online – either they are not internet users or have no developed habit of learning about products, services, attractions and destinations through online channels.

On the other hand, this type of promotion has many disadvantages, such as one-way communication and the inability to track the number of reviews and to determine the profiles of potential users, as provided by online media. Also, offline media is nowadays very often used as a way and means to attract users to online media.

Advertising

There are several types of offline advertising, and you need to select the ones that best suit the promotion of City Hall as a multifunctional facility directed to different target markets.

This may be placing an ad in a local newspaper, television ad or radio commercial. When it comes to attractions and tourist destinations, an offline ad can take the following forms:

1. Classic ad: placing ads in newspapers or specialized magazines (e.g. for cultural tourism)
2. Offline guerilla marketing: creative ideas or facilities located in cities/towns, using unexpected places to advertise creative messages
3. Advertising in print media (brochures, flyers)
4. Radio and television Ads: when posting this type of advertisement, it is possible to target a predefined target group based on the content they follow.

Printed tools: brochures, leaflets

Printed materials of the route should clearly communicate its brand identity and the benefits it offers to the defined target visitor segments. The distribution of promotional and information material should be conducted in cooperation with other related service providers. When it comes to complex tourism products such as tourist routes, promotional material should be distributed to all entities located on it such as tourist information centers, hotels, restaurants located along the route, etc. From printed materials, it is recommended to create a route brochure, which will contain a tourist map of the route, attractions, activities and experiences that can be lived through along the route.

Organization of FAM trips for journalist and travel agencies

The proposal is to organize FAM trips for journalists and travel agencies. The participants would walk the route from start to finish, through Hungary and Serbia, and try out all the products, activities and would tour the most important tourist sites along the route. In this way, the route would receive additional media attention, and on the other hand, travel agencies would be stimulated to offer an itinerary in the market.

4.3.5 Sale

The proposal is to create a “tourist card” of the newly created route. By purchasing the card, visitors will receive discounts on tickets at all the locations they are on, but they will also be entitled to discounts on events and festivals on the route.

4.3.6 The plan of engaging young people in the promotion

Given the opportunities offered by digital technologies and social networks, as well as the increasing popularity of cultural heritage, young people could become route ambassadors that will spread information about interesting facilities, events and attractions along the route.

In regard, the proposal is to achieve this in the following ways:

- 1) By hiring a young celebrity from Serbia and Hungary who would “tweet” about interesting experiences and products along the route. This would make the route experiences much more interesting.
- 2) Hiring an influencer who would pass the route for free, try out the attractions, activities, specialties, etc. and who would share his/her experiences on Instagram. In this way, primarily young people would get interested in this.

3) Creating interesting “#hashtags” for young people to use when visiting locations along the route, participating in events, activities and the like, as well as organizing an #campaigns where mostly young people would share their experiences on the route and thus they would promote it. This achieves a wide-ranging promotion that is interesting to young people.

4) Involving young people through education about the heritage and tourist offer of their own place and encouraging them to share knowledge and information through blogs on social networks.

Conclusion

The Development Strategy Document for Cultural Heritage / Contemporary Art Tour Route provides basic guidelines about the management, marketing and sustainability of the newly created route, providing an insight into the fundamental resources, potentials and attractions that can be utilized in the future in order to create new products along the route. The document provides guidelines for the market presentation with defined target groups and marketing instruments by which these target groups can be reached most effectively. The research conducted with the key stakeholders has shown the interest of individual entities on the route to contribute to the development of the newly proposed route between Serbia and Hungary. The new route should contribute to better cooperation in the field of culture and tourism between the two countries, to contribute to networking of the stakeholders and the joint creation of new cross-border tourism products. This should increase tourist arrivals and overnight stays in the cross-border area, but also attract young people as an important target group in cultural tourism.