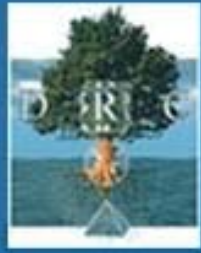




University of Novi Sad

DANUBE RECTORS' CONFERENCE



Cooperation in the Danube region related to cultural routes

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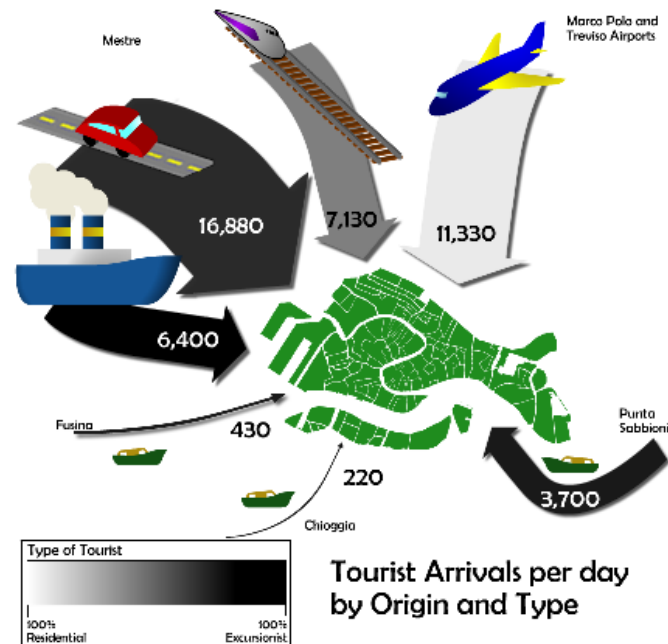
Dr. Aleksandra Dragin

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- Europe is one of the world's richest regions in terms of history, art, culture and traditions: this huge heritage has always been its main attraction and has made it a favourite destination for millions of tourists.



- Europe urgently needs to adopt coordinated policies and measures to relaunch and promote its tourism sector by focusing on the most dynamic subsector: cultural tourism, the subsector with the highest growth rate.





- *Cultural tourism is the business of providing and interpreting a place's culture to visitors – including its lifestyle, heritage, arts and people – in a way that helps visitors what makes that place distinctive.*

- According to the World Tourism Organisation, cultural tourism accounts for 37 per cent of world travel and this is growing at the rate of 15 per cent a year.



Kalemegdan

- The accession of ten new Member States in May 2004 further enriched the EU's cultural assets: the EU-25 now has 300 of the 812 world heritage sites registered by UNESCO in 137 countries.



- Cultural tourism therefore needs to be organised to most effectively deliver its benefits to tourism destinations.
- It is important to offer the European institutions – first and foremost the Commission and the European Parliament – some practical suggestions for boosting cultural tourism in the Danube region.



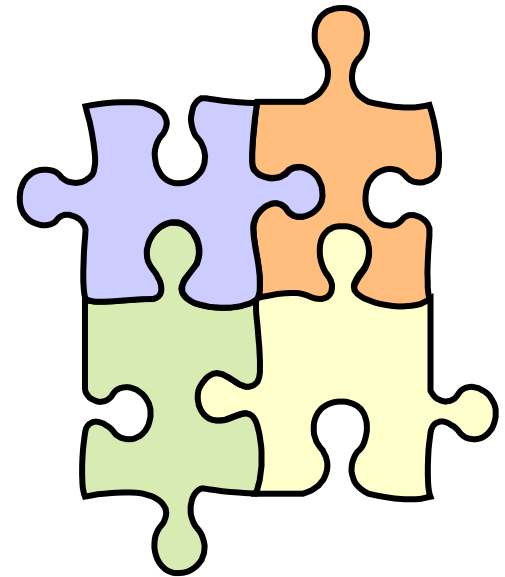
The new concept of Cultural Routes

- Danube region is a part of Europe full of culture with countless sights of 2000 years of history.
- In the context of the EUSDR the assumption that macro regional strategies are basically EU internal ones (as in the case of the EU Baltic Sea Strategy) has to be revised with a view to specifically addressing and directly involving (potential and actual) EU-candidate countries and third countries.



- With the Danube River serving as its focus, a strict limitation of the Strategy to member states alone would miss the point of any such initiative.


- It is therefore appropriate and highly welcomed that the Strategy is open to all the Participating States of the Danube Co-operation Process, in which all countries which are part of the Danube River Basin are represented.






Cultural routes

- As a result of the development of the sciences of conservation of cultural heritage, the new concept of **Cultural Routes** shows the evolution of ideas with respect to the vision of cultural properties, as well as the growing importance of values related to their setting and territorial scale, and reveals the macrostructure of heritage on different levels.

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- There are examples of Cultural Routes whose historic paths involve various countries. For this reason international cooperation is essential for research, assessment and preservation of the assets that make up international Cultural Routes.



- This concept help to illustrate the contemporary social conception of cultural heritage values as a resource for sustainable social and economic development.

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- Cultural Routes present a number of shared dimensions which transcend their original functions, offering an exceptional setting for a culture of peace based on the ties of shared history as well as the tolerance, respect, and appreciation for cultural diversity that characterize the communities involved.



- Development of cultural routes stimulates not only understanding and communication among the peoples of the world, but also increases cooperation to preserve cultural heritage.

Definition

- Any route of communication, be it land, water, or some other type, which is physically delimited and is also characterized by having its own specific dynamic and historic functionality to serve a specific and well-determined purpose.



The main characteristics of the concept

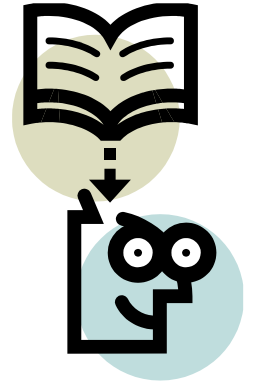
- This concept introduces a model for a **new ethics of conservation** that considers these values as a common heritage that goes beyond national borders, and which requires joint efforts. By respecting the intrinsic value of each individual element, the Cultural Route recognizes and emphasizes the value of all of its elements as substantive parts of a whole.



- This more extensive notion of cultural heritage requires new approaches to its treatment within a much wider context in order to describe and protect its significant relationships directly associated with its **natural, cultural and historical setting**.

The concept of the Cultural Route is:

innovative
complex
multidimensional



- It introduces and represents a qualitatively new approach to the theory and practice of conservation of the cultural heritage.




- Cultural Routes represent interactive, dynamic, and evolving processes of human intercultural links that reflect the rich diversity of the contributions of **different peoples to cultural heritage.**



The existence, significance and forming a cultural route


- The existence and significance of a Cultural Route can only be explained by its use for such specific purpose throughout a long period of history and by having generated heritage values and cultural properties associated to it which reflect reciprocal influences between different cultural groups as a result of its own peculiar dynamics.

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- Cultural Routes have sometimes arisen as a project planned a priori by the human will which had sufficient power to undertake a specific purpose (for example, the Roman Empire Routes).
 - On other occasions, they are the result of a long evolutionary process in which the collective interventions of different human factors coincide and are channeled towards a common purpose (such as in the African trade caravan routes, or the Silk Route).



OBJECTIVES OF THE COOPERATION

- To establish the basic principles and methods of research specific to the category of Cultural Route as they relate to other previously established and studied categories of cultural heritage assets.
- To propose the basic mechanisms for the development of knowledge about, evaluation, protection, preservation, management and conservation of Cultural Routes.

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- To define the basic guidelines, principles and criteria for correct use of Cultural Routes as resources for sustainable social and economic development, respecting their authenticity and integrity, appropriate preservation and historical significance.
 - To establish the bases for national and international cooperation that will be essential for undertaking research, conservation and development projects related to Cultural Routes, as well as the financing required for these efforts.



Defining elements of Cultural Routes:


- context,
- content,
- cross-cultural significance as a whole,
dynamic character,
- setting.



Specific Indicators

As basic differentiating indicators applicable to the category of Cultural Route, the following should be considered:

- The structure of the route and its physical substratum as well as historical data about its use to accomplish a specific goal;
- Any physical structures associated with the concrete purpose and functionality of the Cultural Route;

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- Communication elements, and the existence of cultural manifestations of shared origin along (or at given points of) the route such as:
 - practices,
 - traditions,
 - customs,
 - and common uses of a religious,
 - ritual,
 - linguistic,
 - festival,
 - culinary,
 - or similar nature;

○ Reciprocal influences:

- in music,
- literature,
- architecture,
- fine arts,
- handicrafts,
- scientific advances,
- technical and technological skills


and other material and immaterial cultural assets whose full understanding derives from the historic function of the Cultural Route.



TYPES OF CULTURAL ROUTES


Cultural routes can be classified as follows:

- According to their territorial scope:
 - local,
 - national,
 - regional,
 - continental or
 - intercontinental.
- According to their cultural scope: within a given cultural region or extended across different geographical areas that have shared or continue to share a process of reciprocal influences in the formation or evolution of cultural values.

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- According to their goal or function:
 - social,
 - economic,
 - political or
 - cultural.

These characteristics can be found shared across a multi-dimensional context.

- According to their duration in time: those that are no longer used versus those that continue to develop under the influence of **socio-economic, political, and cultural exchanges.**

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- According to their structural configuration:
 - linear,
 - circular,
 - cruciform,
 - radial or
 - network.

 - According to their natural environment:
 - land,
 - aquatic,
 - mixed or
 - other physical setting.

IDENTIFICATION, INTEGRITY AND AUTHENTICITY

Prima facie indicators

For identification and assessment purposes, the following aspects may initially be considered as *prima facie*, non-conclusive evidence of the existence of a Cultural Route:

- **Expressions** of dynamic social, economic, political, and cultural processes which have generated exchanges between different cultural groups of related areas;
- **Distinguishing** characteristics that are shared by different geographical and cultural areas connected by historical bonds;

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- **Evidences** of mobility and of relationships forged between peoples or ethnic groups of different cultures;
 - **Specific** cultural features rooted in the traditional life of different communities;
 - **Heritage** elements and cultural practices—such as ceremonies, festivals and religious celebrations representative of shared values for different communities within (a) specific cultural and historic area(s)—related to the significance and functionality of the Route.




The process for identifying a Cultural Route will necessarily take into account

- its specific functionality to serve a concrete and well-determined purpose,
- the tangible and intangible values of its heritage dynamically generated as a results of reciprocal cultural influences,
- its structural configuration,
- its whole geographic and historic context,
- its natural and cultural setting (whether the latter is urban or rural) and
- its corresponding characteristic environmental values,
- its relationships to the landscape,
- its duration in time and
- its symbolic and spiritual dimension,

all of which will contribute to its identification and to the understanding of its significance.

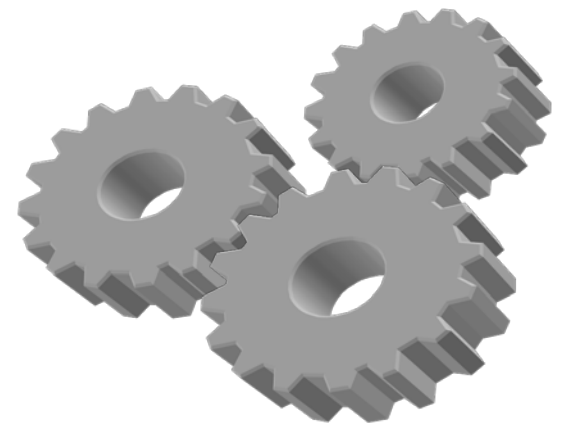


- **The intangible assets of a Cultural Route** are fundamental for understanding its significance and its associative heritage values.
- Therefore, material aspects must always be studied in connection with other values of an intangible nature.
- For the purpose of its comparative evaluation, the temporal duration and historic significance of the different sections of the Route in relation to the whole should also be taken into account.

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- In the case of a living Cultural Route, the relationships and dynamic functions associated with the specific and well-determined purpose that gave rise to its existence and serves to define and identify the route should be maintained, even if the historic processes have undergone change over time and new elements have been incorporated.

Authenticity

- Every Cultural Route should fulfill authenticity criteria demonstrably and credibly expressing its value in terms of both its natural and cultural environment, and concerning both its defining elements and its distinctive features of a material and immaterial nature.



CULTURAL ROUTES



- Neolithic Cultural Route
- Cultural Routes of Roman Emperors
- Cultural Route of Fortresses
- Wine Tour
- Einstein's Cultural Route
- Cultural Route of Textile and Crafts – (Homemade Products)
- Cultural Route of Ethno Houses
- Gastronomy Cultural Route
- Cultural Routes of National Minorities
- Salash's Cultural Routes

Cultural route of fortresses

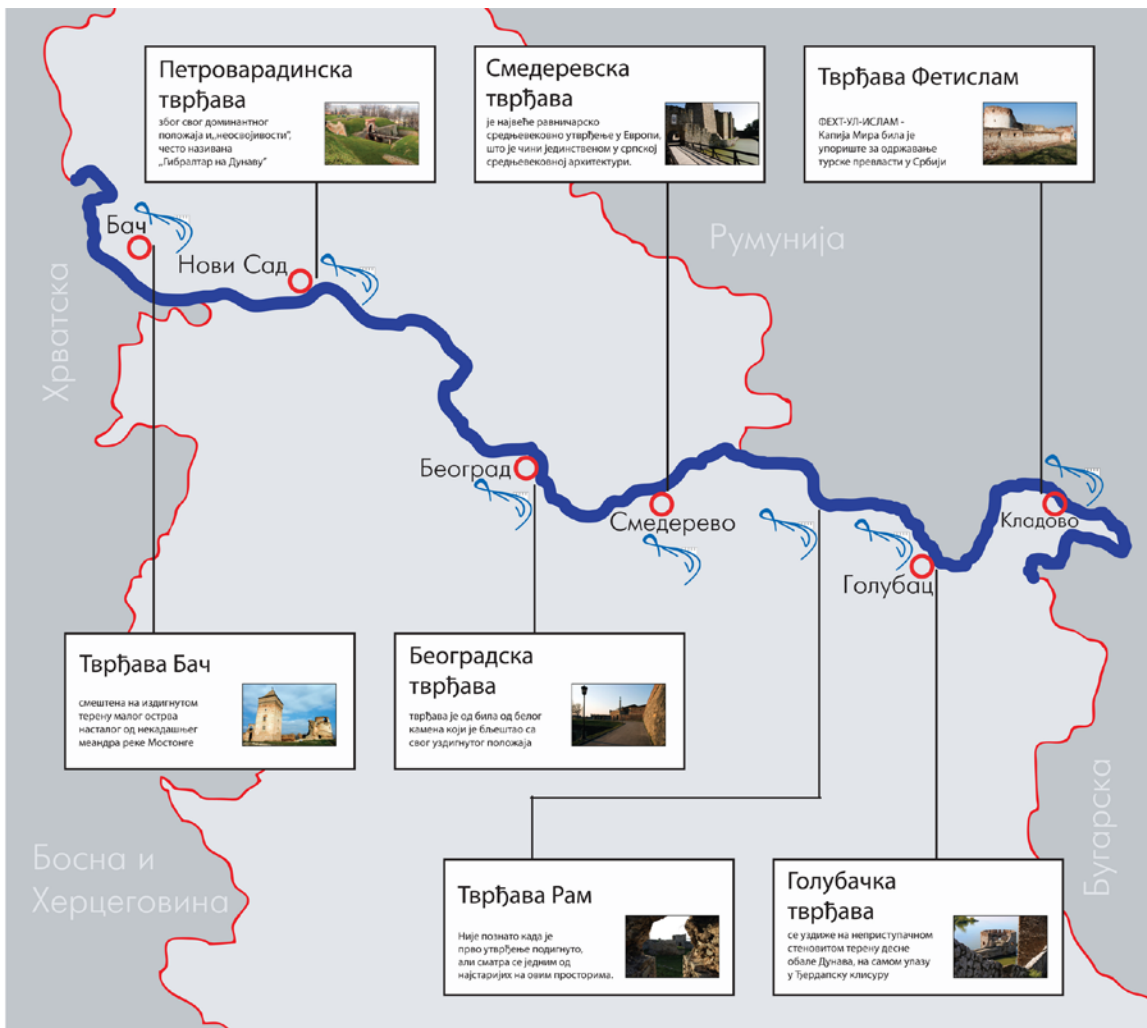
Тврђаве на Дунаву



„Тврђаве на Дунаву“ је нови пут културе у Србији који има за циљ да промовира културно наслеђе као резултат европског развоја, међу њим и значајну културну наслеђа и друштво у целини. Овај пут културе треба да се развија у складу са европским стандардима и да се развија у складу са европским стандардима и да се развија у складу са европским стандардима.

Тврђаве на Дунаву се убађују у најзначајније историјске и културне споменике Србије. Иако су оне данас углавном у лошем стању, њихово значајно давање у европском контексту, тако и регионалном развоју Србије, тврђаве имају велику историјску вредност и значај. Оне су симбол наше културне идентитета - обилази је центар државе, а посебно долази.

Сачуване ове тврђаве на Дунаву су велики развојни ресурс Србије и Југославије Европи.



Fort of Petrovaradin



Fort of Petrovaradin

- On the right bank on the Danube, opposite Novi Sad, at the site of an ancient Neolithic settlement and then, in turn, the Roman, Byzantine and Hungarian fortification that was taken by the Turks in 1526.
- The Austrians, after having taken it in 1687, built in 18th century a new Petrovaradin Fortress after the model of Sebastien Vauban, turning it into the “Danubian Gibraltar”.



- While the construction was underway, in 1716, a battle took place near Petrovaradin in which the Austrian army led by prince Eugene of Savoy defeated the Turks.
- The new, large fortress was completed during the reign of Maria Theresa (1754 – 1766).

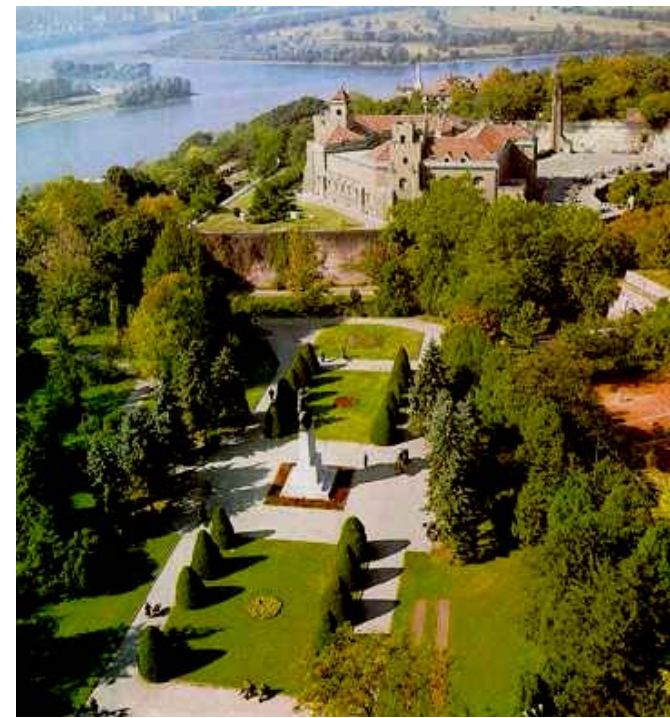


Fort of Petrovaradin



Fort of Belgrade





Fort of Belgrade

- Monumental complex made during very long period
- (from 2nd until 18th century):
 - Antique Singidunum (Roman castrum),
 - Slavic settlement – Belgrade (9th),
 - Byzantine medieval fortification (12th),
 - The capital of Serbia (15th)...

Fort of Smederevo





- Represent the last grand accomplishment of Serbian medieval military architecture
- From 1430.



Fort of Golubac



- At the entrance in Djerdap gorge.
- From the beginning of 14th century.



Fort of Bač

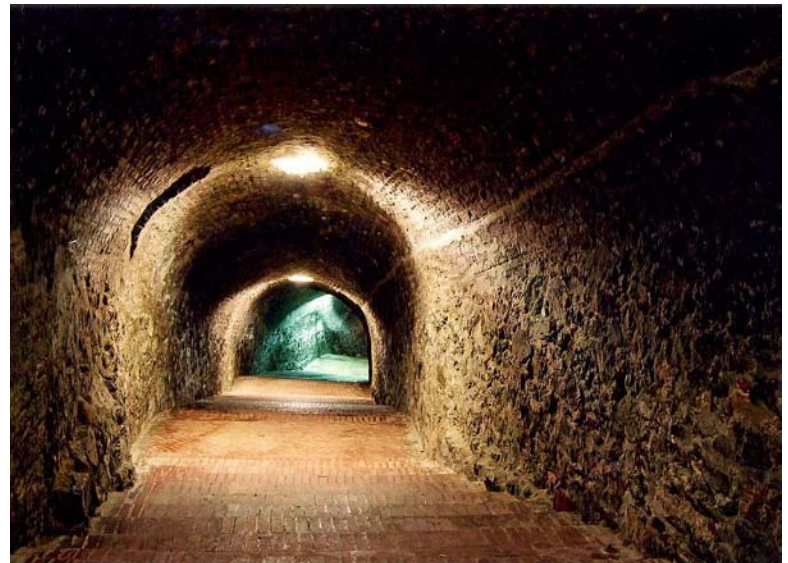


Wine tour

- Wine tour focused on the wine as a product
 - tasting and visits to vineyards,
 - wineries,
 - wine festivals and
 - wine – producing regions.
- Vineyard hills
 - the slopes of Fruska Gora,
 - Vrsac hill and
 - the slopes around Smederevo and
 - Negotin.



- The grapevine has sprouted on Mt. Fruška Gora's fertile hills for over 1,700 years, ever since it was first planted by Roman Emperor Probus of the ancient Sirmium.
- With the arrival of Ottoman Turks, Srem's viticulture was almost annihilated. However, it was gradually rehabilitated, reaching full bloom during the Austro-Hungarian rule.
- Bermet, the region's authentic wine, was exported to the United States 150 years ago. According to some documents, it was even included in The Titanic's wine card.



Vineyards and the Negotin region

- Vine has been grown there from the Roman times (vine growing was one of the main sources of income for inhabitants of this region).
- Slavs also embraced vine growing and this branch of agriculture had a very important role in the medieval Serbia.
- Almost all settlements in the Negotinska Krajina had vineyards. It is now estimated that there are about 1,000 ha under vineyards in the Negotin vineyards.

Negotin region

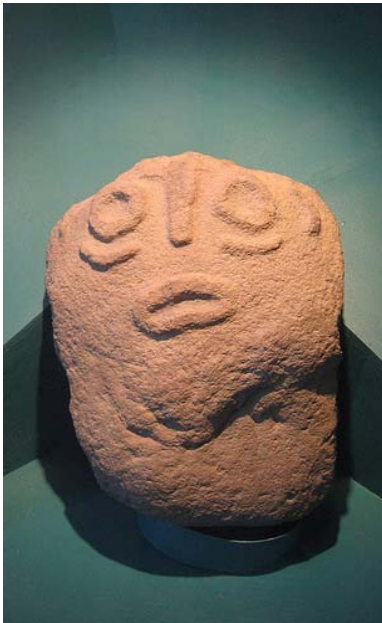


The Rajac vine cellars



- They are a unique architectonic complex of wine cellars, built between the second half of 18th century and 1930s.
- They are formed as a serried group of 270 wine cellars, surrounding the central public square with a fountain and a gathering place.
- The wine cellars are built of cut stone and of logs, covered with tiles. The houses are laid out in strait streets connected with alleys and squares. The cellars are partly dug in so that the room temperature within would vary as little as possible throughout the year, while the living rooms in the vintage time and rooms for taking care of the wine are on the ground floor.

Neolithic cultural route



Large sculptured boulder representing human/fish hybrid from Lepenski Vir (6300-5500 BC)

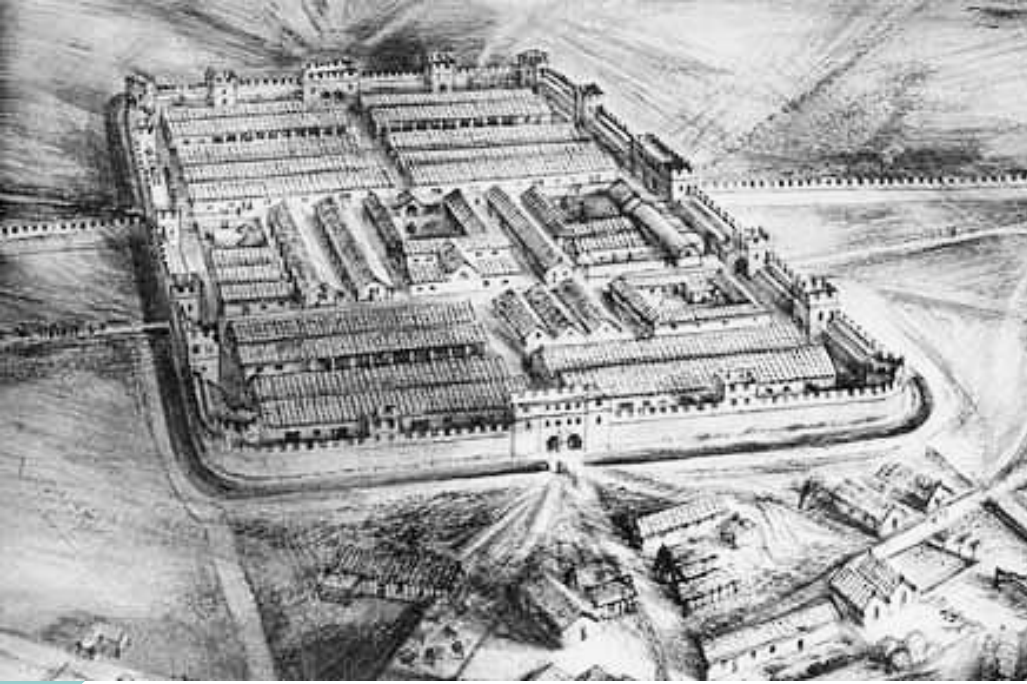
- Lepenski Vir
 - Vinča
- Donja Branjevina



Seated Clay Figurine from Vinča - Late Neolithic (4500-4000 BC)

Lepenski Vir

- Lepenski Vir is the first progressive culture from the age stone, and the first urban settlement in Europe (in the 6500 year B.C.).
- Lepenski Vir is famous for both:
 - its fantastically preserved buildings (136 settlements),
 - the range of intricate sandstone sculptures found - allegedly the oldest monumental modelled stone sculptures in Europe.



Cultural Routes of Roman Emperors

- Viminacium was a major city of the Roman province of Moesia, and the capital of Moesia Superior.
- Viminacium was the base camp of Legio VII Claudia, and hosted for some time the IV Flavia Felix.
- It was destroyed in 440 by the Huns, but rebuilt by Justinian I.
- During Maurice's Balkan campaigns, Viminacium saw destruction by the Avars in 584 and a crushing defeat of Avar forces on the northern Danube bank in 599, destroying Avar reputation for invincibility.

Einstein's Cultural Route

- Mileva Marić Einstein (1875-1948) was the first wife of Albert Einstein. Mileva was his companion, mathematician, and co-worker on the "Theory of Relativity". Mileva was a Serbian woman from the Serbian city of Novi Sad. Newest evidence suggests that Mileva's role in formulating the "Theory of Relativity" was significant.

Mileva and Hans Albert, 1907.



- In **Titel** is located the birth house of Mileva Marić Ajnstajn.
- Albert Einstein and Mileva Marić stayed in **Novi Sad** in the house of Mileva's parents when they visited them. There is an initiative to build a museum for Albert Einstein and Mileva Marić in this house.



The house of Mileva's parents
(on Kisacka Street in the Serbian city of Novi Sad)

Cruising along the Pan-European Corridor VII (The River Danube)

- Cruises are constantly increasing in popularity worldwide, as they present an attractive form of modern tourist traffic.
- Cruises along the Corridor VII can contribute to the promotion of the Danube region (for example).



*Grand Black Sea Cruise
(Avalon Waterways)*



- In period 2002-2007. total annual number of tourists on the Corridor VII in Serbia was 404,518.

- In the cruises along the Pan-European Corridor VII in 2007, **tourists from 37 countries** participated:
-

- Germany,
- France,
- Austria,
- Belgium,
- Italy,
- Turkey,
- Romania,
- Bulgaria,
- Spain,
- Mexico,
- Croatia,
- Lichtenstein,
- U.S.A.,
- Switzerland,
- Denmark,
- Canada,
- Israel,
- Norway,
- Serbia,
- Hungary,
- Ireland,
- Ukraine,
- Slovenia,
- Ecuador,
- U.K.,
- Holland,
- Sweden,
- Australia,
- Luxemburg,
- New Zealand,
- Portugal,
- South African Republic,
- Costa Rica,
- Czech Republic,
- Poland,
- El Salvador.

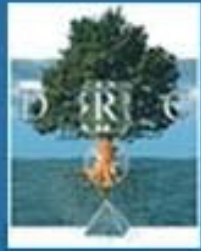


- The average goes up to 69.4.
- 24.4 years more than the world average of the age of the cruise participants in 2006.



University of Novi Sad

D A N U B E R E C T O R S ' C O N F E R E N C E



Thank you for your attention

Prof. Dr. Olga Hadžić

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