



Be.CULTOUR
Beyond cultural tourism

Vojvodina, Serbia

Action Plan



Be.CULTOUR Beyond cultural tourism

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“Vojvodina is truly diverse and intercultural! [...] And it is important to mention, you can get education in six languages there. Even in high schools! [...]

... These six languages are not used just officially, they really live there...”

What makes us unique? Introduction and context.

Pilot Heritage Site – Vojvodina: Irig – Sremski Karlovci - Bač

Vojvodina is one of the five regions of Serbia and an autonomous province located in the north of the country. It covers a territory of approximately 22,000 km² and hosts a population of approximately 1,8 million inhabitants. Vojvodina is a flat and low altitude terrain crossed by numerous channels. The region is part of the Pannonian Plain and shares its borders with three EU countries, Croatia in the West, Hungary in the North and Romania in the East. Danube River and its tributaries the Begej and the Tamiš constitute dominating geographical features, followed in the south-west by the Fruška Gora National Park: a hilly area covered by forests with an altitude up to 540 metres.

This territory forms a polycentric system of medium-sized cities and municipalities, strongly influenced by the first two largest cities in Serbia: Novi Sad (340,000 inhabitants) and the capital Belgrade (1,6 million inhabitants). Even though Belgrade is not part of Vojvodina, its proximity to Novi Sad (90km; 1h and 20 minutes by car) determine many social, cultural, and economic functions to be concentrated there in general, to play a large influence in the region. Both cities are located on and shaped by the Danube River.

The next cities in terms of importance are Subotica (98,000 inhabitants) in the north, Zrenjanin (76,000 inhabitants) in the centre, Sombor (47,000 inhabitants) in the north-west, and Kikinda (38,000 inhabitants) in the north-east.

Travelling from the EU to Vojvodina is generally easy, both by air and land, due to its position in the Balkans and its vicinity with three EU countries. There are no airports located directly in Vojvodina, therefore most people will use the main national airport located near Belgrade. Additionally, those leaving near the border have the option to alternatively use the Osijek Airport in Croatia, and the Timisoara Airport in Romania. Vojvodina benefits from the north-south highway and railway linking Budapest with Belgrade and further south with Sofia (BG) and Skopje (North Macedonia) and the west-east connection linking Zagreb with Belgrade. The railway infrastructure also has additional routes but is unfortunately not very convenient and performant. Currently the railway between Belgrade and Budapest is under modernization which is intended to improve traffic capacity and speed. In addition to air and road connections, Vojvodina is crossed by a complex network of water canals dominated by the Danube. The canal system Danube-Tisa-Danube represents one of the largest canal navigation networks in Europe, which in addition to navigable canals includes the canalised rivers Begej and Tamiš. They establish a connection with the Danube and the Tisza, through which they are further connected with the navigable Rhine-Main-Danube highway, which connects the North and Black Seas, passing through 12 countries.

Vojvodina benefits from availability of quality land, being historically and to date dominated by agriculture. Additionally, the **economy** of the region also comprises the metal industry and a growing ICT sector. Overall, from a social-economic perspective the region is considered to be lagging behind, compared to other regions in the area and facing considerable challenges. As in the rest of the Western Balkans, “grey economy” is occasionally observed. Privatisation and restructuring of the economy remain incomplete and domestic investments are low. On top of these there is a deficiency of human resources both in terms of quantity and quality. The

industry sector has a large number of potential pollutants. In terms of the relationship between the universities, research and development institutions with the economy, connections are weak and unproductive. Last but not least, the political context in the Western Balkans is, generally, considered to be quite dynamic.

From a social perspective, Vojvodina is a **culturally diverse space** where several ethnicities, languages, religions, different cultural patterns and traditions coexist.

With more than 20 diverse ethnic groups and 6 official languages, Vojvodina is one of the most heterogeneous regions of Europe.

Serbs make up the largest ethnic group, approximately 67% of the total population. Hungarians make approximately 13.0% and with a somewhat smaller proportion come the Slovaks, Croats, Roma and Romanians. In recent years the only ethnic group that increased in numbers was the Roma, while all others have decreased. During the war in Yugoslavia and its disintegration in the 1990s, Vojvodina was relatively a safe space and therefore received numerous refugees from other parts of the Balkans, the majority of them being Serbs. Since then, negative demographic characteristics occurred, such as negative natural increase, migration and emptying of border areas. Since 2015 Serbia is also a migration route towards the EU, but many of the migrants have remained stranded at the border with Hungary and Romania, living in improved conditions in the border villages. This situation is occasionally generating tensions with the local population. Youth in the area is considered a vulnerable group, as they do not have assets, they are hardly employed and often depend on the help of parents.

Tangible and Intangible Cultural Heritage - Including Visitor Hot-Spots

The current state of tourism development in Vojvodina is not satisfactory, with modest performance and underused, or hidden assets. The most frequently visited locations in Vojvodina are the [Fruška Gora National Park](#) and various thermal water resorts around the region. Additionally, Novi Sad [has become a 2022 Culture Capital of Europe](#). The title offers an increased visibility and has attracted much higher visitor numbers, due to numerous cultural events taking place on a daily basis.

Long before becoming the Culture Capital, Novi Sad has become famous for the internationally renowned annual [EXIT Music Festival](#). The first festival took place in the year of 2000 and was an outgrowth of a student movement for democracy and freedom. Today, the annual summer festival attracts between 150,000 and 200,000 visitors from all over Europe and the world, per edition. EXIT's mission has been "to spark positive social changes and speed up the evolution of human consciousness by making use of **creative industries, top global artistic, educational and charity events**. as a means for spreading a global message of love and freedom".

Novi Sad's EXIT Festival's vision: Humanity and Earth in harmony at all levels – local, regional and global.

In addition, back in 2019 the city was elected the **European Youth Capital**.

When it comes to natural heritage, Vojvodina has much more to offer. It has been blessed with natural treasure characterised by a variety of species and genetic diversity.

Vojvodina has a complex historical heritage. The territory of today's Vojvodina has been ruled by many different powers during history, with the prevailing influence of the Romans, Turks, and Austro-Hungarians.

The typical assets of Vojvodina include old towns, mediaeval towns, fortifications, villages, ethnographic parks, monasteries, churches and castles which could be further revalorized for cultural tourism purposes.

Most of the tourists visiting Vojvodina are locals or coming from nearby regions. Although tourism here does not have a strong seasonal character, the sector faces considerable challenges. To start with, there is limited tourist infrastructure and poor distribution of accommodation facilities. The state budgets allocated for culture are limited and many times these cannot cover the basic maintenance and operational needs of museums and cultural institutions. To a great extent, public administration manifests a passive attitude towards cultural tourism and is failing to recognize the importance of cultural tourism as a key driver of economic growth, more balanced regional development and increasing employment. Secondly, there is a general lack of trust and therefore cooperation between the public and private sectors. As a result, there is no leadership and consensus among stakeholders on key issues related to tourism development in the Autonomous Province of Vojvodina or the Republic of Serbia. Last but not least, the agriculture sector is orienting itself to models of agricultural development that are in contrast to tourism development for high added value.

On the other hand, Vojvodina has already identified an opportunity in increasing its number of visitors. Since the Serbian highways are often used by central Europeans to travel to Greece for the summer holidays, the Autonomous Institutions of Vojvodina are trying to attract these travellers and make them stay and experience the local attractions, even for a short time.

The Municipalities of Irig, Sremski Karlovci and Bač which constitute the focus area and one of the six pilot heritage sites of the Be.CULTOUR initiative, have been considered and selected for participation as those with the highest potential for cultural, circular tourism development.

Common to the three municipalities, Irig, Sremski Karlovci and Bač, is a vast diversity of cultural-historic, religious, and natural heritage.



Irig is located 20 km (25 minutes by car) south of Novi Sad, while most of its territory is part of the [Fruška Gora National Park](#). Irig relies on abundant natural heritage, combined with numerous opportunities for visitors to seek spiritual recovery, relax their senses and find a safe resort, away from the urban turmoil.

The natural beauty of Fruška Gora, with its geological and hydrological potentials, as well as rich flora and fauna is Irig's principal asset for sustainable, circular tourism development.

Specific for Irig are the **spa resorts** and its **thermal springs**, offering significant potentials for health tourism development, with a rich wellness tourism content and potential for rehabilitation of visitors with impaired health. The famous

Vrdnik Spa, with its excellent geographic position, in the vicinity of Novi Sad and Belgrade is one of the most attractive congress tourism venues in Serbia, with several high-class hotels, which host hundreds of thousands of conferences and other events each year.

Fruška Gora National Park and the historical centre of Irig are the two localities of central interest for Irig's cultural tourism development. Irig is surrounded by 16 (out of 35) Orthodox Monasteries from 15th to 18th century (important -for Serbian uprisal and preservation of culture). Another group of Irig's assets are the numerous wineries scattered around Fruška Gora and Irig. Currently, these wineries operate individually, offering exquisite cuisine and premium quality wine. In recent years, their promotion as a part of a single Wine Route has started.

For all these reasons, Fruška Gora has been included in the [European Culture Routes: Roman Emperors and Danube Wine Route - Middle Danube](#). At the same time, in 2020, Serbia proposed UNESCO to include these Fruška Gora's assets in their [Cultural Heritage Tentative List "Frontiers of the Roman Empire – The Danube Limes"](#). In the context of cultural, circular tourism development, these assets need to be "reinvented" to offer a more integrated sensorial and spiritual experience.

Irig is also famous for its rich **cultural heritage**, such as the **First Serbian Reading Library** or the homes of famous writers and other important socio-political figures. The cultural heritage of Irig represents a vast potential for revitalization, rethinking of the already existing concepts and reuse of both the tangible and intangible assets in a new way, as well as their reinterpretation in line with the contemporary meanings of heritage.

Development of cultural, circular tourism on the territory of Fruška Gora is somewhat limited by the fact that it is a national, protected asset, with a clearly predefined framework.

The next valuable cultural tourism point in the Vojvodina PHS is **Sremski Karlovci**, located 10 km south-east of Novi Sad and 60 km from Belgrade, in proximity of the E75 highway, situated at the Danube River's left Bank. This small town has a variety of urban, architectural, cultural and historical values, concentrated in one spot, with a high potential for cultural, circular tourism development. Sremski Karlovci, is a true cultural diversity hub, with several ethnic groups active in creating a rich cultural content (in particular, there is an influential German community which contributes to the process of Europeanisation).



In addition to multireligious heritage (Orthodox and Roman Catholic) and exquisite sacral architecture examples, Sremski Karlovci municipality has the oldest grammar school in the Republic of Serbia and is the educational and cultural centre of Orthodox Christian religion. The cultural diversity is embodied in the historical **Chapel of Peace**, with its clear symbolism – a place where the famous [Karlovci Peace Treaty](#), was signed in 1699, with utmost historical significance, between Austria (and its allies Holy League, Russia, Venice and Poland) and the Ottoman Empire – with England and Holland as negotiators.

Sremski Karlovci can also boast about its numerous intangible heritage aspects, related to **winery and gastronomy**. Well-known for its numerous vineyards and wine-making tradition, Sremski Karlovci wineries have been producing some of the finest wine for centuries now.

The **Kovilj – Petrovaradin marshes** represent a complex of marshes and forest ecosystems (covering 4,840 hectares) with numerous flora and fauna species integrated into a functional whole. This site is located in the south-east of Bačka Region, along the inundation area of the middle course of the Danube. The core values of this area are associated with the **Danube River** potentials. The natural heritage is represented by the preserved and diverse indigenous orthographic and hydrographic forms of marshes (islands, backwaters, ponds, swamps), the preserved, abundant flora - indigenous plant communities in marshes (forests, meadows, reeds, rushes), the diversity and abundance of fauna (172 species of birds and 46 species of fish) and particularly by the presence of rare and endangered species. Thanks to its extraordinary natural wealth, the Kovilj-Petrovaradin marshes were declared the [Important Bird Area \(IBA¹\)](#) in 1989, and in 2004 it was included in the [list of significant water-related protected areas in the Danube basin \(ICPDR2\)](#). This wetland is also one of the potential candidates for the [Ramsar List of Wetlands of International Importance](#).

Currently, many of the existing assets of Sremski Karlovci are underused, or not used at all. Some of the key issues include poorly maintained infrastructure, lack of accommodation facilities and quick transport solutions, which would include the town into a joint cultural tourism package with Novi Sad and, probably, make young tourists interested in staying in Karlovci for at least one overnight during the EXIT Festival or similar. With its favourable geographic position, in a socio-economically and politically strategic position, Sremski Karlovci is threatened by the process of industrialization and investments in new businesses, which can threaten the natural environment and might be incompatible with the current aspirations of Sremski Karlovci community members, to focus on cultural, circular tourism development.



Bač and its surroundings present a complex cultural landscape with several important assets and hidden gems with a significant potential for revalorisation and reuse for cultural, circular tourism purposes. For these reasons, Bač has become an internationally recognised heritage site with significant assets and potentials and has recently been added to the [UNESCO tentative Heritage List](#). Bač is only 60 km away from Novi Sad (less than one-hour by car) and 160 km from the Serbian capital. It is in the vicinity of Croatia, with the Danube serving as a natural border between the two countries.

The picturesque historical landscape includes the **Bač Fortress, the Franciscan Monastery, the Bodjani Monastery, the Turkish Bath (Hamam) and several water canals**. [Bačko Podunavlje](#) is another widely recognized natural asset, already listed as [UNESCO Biosphere Reserve](#).

Bač Fortress is the most important and best preserved mediaeval fortress in the area of Vojvodina Province. The Franciscan monastery is located in the centre of Bac. The complex consists of a square-shaped convent, with an inner courtyard and a Church of the Ascension of Maria. Since the Franciscans have not left the monastery for 300 years, many old objects,

¹ Important Bird Area

dishes, textiles, church suits and many other small things have been preserved, which bear witness to continuity since the Middle Ages, but also from Roman times (the lapidarium in the hallway next to the church). There are also protected special nature reserves and forest ecosystems around Bač, where some globally endangered species live, such as the Special Nature Reserve "Karadjordjevo". Municipality of Bač with other surrounding municipalities is defined as one of the priority tourist destinations in Serbia (Gornje Podunavlje with back canals).

The intangible assets include a rich cultural and ethnic diversity, which accounts for unique ethnic crafts and trades, multilingualism, traditional music, religious diversity, vibrant villages and exquisite ethnic cuisine, with unique, transgenerationally passed and preserved recipes. Over the past centuries, the Danube's fluvial bed has moved away from Bač's historical centre; however, in the old times, Bač has been the stopping point and a temporary, or longer-term residence of many invaders and historically significant figures who had reached it by the river and left their landmarks, stories and legends as Bač's legacy.

Other assets include a rich cultural and ethnic diversity, which accounts for unique ethnic crafts and trades, multilingualism, traditional music, religious diversity, vibrant villages and exquisite ethnic cuisine, with unique, transgenerationally passed and preserved recipes. Over the past centuries, the Danube's fluvial bed has moved away from Bač's historical centre; however, in the old times, Bač has been the stopping point and a temporary, or longer-term residence of many invaders and historically significant figures who had reached it by the river and left their landmarks, stories and legends as Bač's legacy.

In order to become a part of an integrated cultural offer of the Vojvodina pilot heritage site (Irig-Sremski Karlovci-Bač), in the coming years, the issues of both hard and soft infrastructure should be addressed in a more systematic manner. Connectivity and accommodation capacities need to be improved. Additional transportation options and innovative lodging solutions need to be considered. Another serious issue to consider and address is a chronic lack of human resources, as the population of Bač has been rapidly decreasing over the past decades.

Existing Development Strategies and Identified Gaps

Vertical Alignment of the Action Plan with National and Provincial Policies and Legislation

Alignment with the EU Framework for Sustainable Cultural Tourism. The Action Plan is vertically aligned with the [EU Framework for sustainable cultural development](#). As a candidate country, Serbia strives to adopt the approach and methodologies which would bring it closer to the EU integrations. The EU sees sustainable cultural tourism as a vital part of the EU regional and macro-regional development strategies. For PHS Vojvodina, culture can become both a **driver and an enabler** of overall sustainable development. However, as much as tourism is supported and endorsed by this Action Plan, as a way to access the PHS' cultural heritage, Irig, Sremski Karlovci and Bač are faced with a number of challenges related to overcrowding, cultural appropriation and the loss of authenticity. The EU framework acknowledges that tourism brings money and jobs to cities and regions, but it can also damage residents' day-to-day lives, as well as the area's culture and heritage. The purpose of this Action Plan is to find „the right measure in tourism promotion and deployment through: 1) adopting a **human-centred approach** and caring about the local community needs and taking into account specific visitors' groups and their individual interests ; 2) supporting local economic development, but at the same time insisting on the **circular approach** and 3) giving way to the

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European value through multilingualism and by cherishing diversity. In line with the EU framework, the purpose of the Action Plan is to raise the awareness of both decision-makers and stakeholders, by bringing a **new perspective and putting the PHS' cultural heritage and its potentials at the centre of decision-making processes.**

Involving local communities and other stakeholders in the decision-making processes is key to ensuring results benefit both cultural heritage and the local population. The objective of sustainable cultural tourism is to ensure good conservation practices along with authentic interpretation that supports the local economy.

Alignment with the legal framework and policies at the national and provincial level. The Action Plan is in line with the existing **higher-level public policies.** It is vertically aligned with the national legislation and strategic framework related to sustainable tourism development, as well as the legislation related to the planning system of the Republic of Serbia

The action plan contributes to the improvement of regional development through cultural tourism and circular approach promotion and is, therefore, harmonised with the existing policy framework, but it does not duplicate what already exists. All proposed actions, sub-actions and activities clearly contribute to the achievement of the vision and development goals defined in the umbrella strategic documents of the Republic of Serbia, as well as to other relevant strategies.

The [Law on Tourism of the Republic of Serbia²](#), emphasises **integrated tourism development as a part of overall economic and social development.** The Law is aligned with the EU framework for sustainable tourism development as a „coordinated system of technical-technological, economic and social activities, which is based on economic development, preservation of natural and cultural assets, preservation and development of the local community, increasing efficiency and responsibility in the area of use, management, protection and improvement of tourist space, unique standards for the provision of services in tourism, protection of the national economy, users of tourism products and tourism professionals, partnership relationship between the private and public sector and civil society in planning, designing and placing the tourist product on the market; provision of unique, public and electronic records of registered and recorded data from the field of tourism; contained in the Code of Ethics in Tourism of the World Tourism Organisation of the United Nations; planning and implementing tourism development policy in accordance with the Tourism Development Strategy.

The methodology and process of strategic planning and policy document development are defined by the Law on Planning System³ of the Republic of Serbia, whereas planning in the area of sustainable tourism is regulated in the [Rulebook on the content and manner of drafting the tourism development programme⁴](#)

² "RS Official Gazette", No. 36 of 15. May 2009, 88 of 23. November 2010, 99 of 27. December 2011 - other law, 93 of the 28. September 2012, 84 of 6. October 2015, 83 of 29. October 2018 - other law, 17 out of 14. March 2019 - other law

³ "RS Official Gazette", No 30 of 20. October 20th, 18th.

⁴ "RS Official Gazette", no .86 of 19. June 2020.

At the **provincial level**, several strategic documents are significant for the Action Plan preparation.

Tourism Development Program In The Autonomous Province Vojvodina (2018-2022). The strategic goals in the area of sustainable tourism development in Vojvodina are as follows: 1) Increased supply of accommodation facilities by a third (7,000 beds), 2) Increase annual bed occupancy in the planning period by about 10% on average (with current 14.8% to about 25%), 3) positioning at the European market as a short holiday destination (**primarily based on the contents of gastronomy and culture**), 4) attract drive in guests, both domestic and foreign visitors who are already visiting destinations 100-150 km away, 5) develop 2-3 large Pannonian resorts, 6) in addition to the best European music festival EXIT, internationalise existing and develop at least one additional major international event, 7) establish a control system and quality labelling in food products and tourismImplement projects: 8) completion of the physical infrastructure of river cruising at the quality level Central European destination; 9) further strengthening the infrastructure for cycling tourism and 10) urban rehabilitation of city centres in Vojvodina, 11) revitalization, renewal and valorization of cultural (material and intangible), industrial and sacral heritage

Regional Spatial Plan Implementation Program of the Autonomous Province of Vojvodina (2017-2021). Strategic goals: 1) reducing sub regional differences in economic and social terms, 2) rational activation of territorial capital, through decentralisation and polycentrism, 3) strengthening the position of village with a greater role within the functional areas of the cities, 4) arrangement and sustainable use of nature, landscape, cultural heritage and 5) environments, with protection against disasters and technological accidents, 6) interesting and functional networking with other regions in Europe.

Environmental Protection Program of AP Vojvodina (2016-2025). Strategic goals: 1) adoption of strategic and planning documents in the field of environmental protection and sustainable use of natural resources, defined by the Law on the Protection of Living environment and other special laws, 2) integration of environmental protection policy with other sectoral policies, 3) strengthening institutional capacities for the creation and implementation of sectoral environmental protection policies and policies as a whole and the establishment of a system for reaction in accident situations; 4) establishing a single information system with all available geodata and formation of GEOPORTAL, 5) improving the environmental quality control system by accrediting authorized persons laboratory, application of norms and regulations, mandatory quality control monitoring of environmental factors and analytical methods, development of pollutant monitoring, development of a cadastre of pollutants, development of an inventory of gases with a glass effect gardens, the establishment of a single information system, 6) improving the legal system in the field of environmental protection by adopting sectoral laws and bylaws, by improving enforcement oversight regulations and capacity building of inspections, investigative bodies and the judicial system, 7) development of an efficient system of financing environmental protection and economic incentives, 8) improving the state of the environment and ensuring sustainable development, by implementing legislation and spatial planning documents and sanctioning environmental pollutants and those who endanger it in other ways, as well as promoting examples of good practice, 9) improving formal and non-formal education on environmental protection and energy efficiency, which should be based on the National Strategy education in the field of environmental protection. Raising awareness levels better by informing and communicating with the public and developing

mechanisms for their participation in terms of the living environment, in accordance with the Aarhus Convention.

Horizontal Alignment of the Action Plan with the Municipal Policies and Strategies

According to Article 20 of the [Law on Local Self-Government](#)⁵ of the Republic of Serbia, municipalities are authorised to plan and support local economic development, including tourism, trade, craft development; adoption of plans and programs for granting incentives and subsidies for economic development, environmental protection, etc.

In 2019, a [Spatial Plan of the Special Purpose Area "Fruška gora"](#)⁶ is of particular significance for action planning, since Fruška Gora National Park is a part of the PHS, occupying a major part of Irig Municipality and Sremski Karlovci as well. Alignment of all actions and sub-actions with this document is a part of the Action Plan.

Bač Municipality occupies an important place in the PHS cultural heritage and has been of particular significance for the national and provincial institutions for protection of Serbian and Vojvodina's natural heritage. In that respect, the Action Plan takes into account and follows relevant guidance detailed in the [Spatial Plan of the Special Purpose Area of Bač Cultural Landscape](#)⁷. [Sremski Karlovci](#) and [Irig](#) also have their spatial plans. All planning documents are available at the municipal websites.

All three municipalities (Irig, Sremski Karlovci and Bač) have been or are currently in the process of developing their Local Development Plans, in line with the [Law on Planning System](#), so the timing of the Be.CULTOUR action planning has perfectly coincided with the development of the umbrella strategic documents in these municipalities. The municipalities have agreed to integrate all key aspects, objectives and actions proposed in the Action Plan into the Local Development Plan, which will cover a 7-year strategic span.

[Plan for Development of Bač Municipality \(2022-2028\)](#) has been adopted, with the final version published (in Serbian) on the municipal website. The document lists tourism and culture as one of the priorities (**Priority objective 6: Creating environments and preconditions for tourism development, and Priority objective 11: Capacity building of stakeholders implementing cultural activities in existing and new cultural programs and contents**). The Strategy lists the following priority tourist products of the destination: nautical sports, ecotourism, ethno-tourism, rural tourism, culturally themed routes (cycling, gastronomy, etc.), special interests and events. However, despite the listed values and potentials, tourism in the Municipality of Bač is regarded as undeveloped. According to the available statistics⁸, the number of registered tourists in the year 2019 was 1,151. Bač has a low number of employees in the hospitality sector - only 0.8 employees per 1,000 inhabitants, or 105 in total. The accommodation structure is also not favourable. No property is categorised on the territory of

⁵ 129/2007-41, 83/2014-22 other law, 101/2016-9 other law,

⁶ "APV Official Gazette" no. 8/19

⁷ ("APV Official Gazette" no. 14/2015)

⁸ National Statistics Office of the Republic of Serbia, Municipalities and regions in the Republic of Serbia, 2020

the municipality, but accommodation for tourists offers several uncategorized facilities: farms, private accommodation and domestic facilities with a total of 112 beds, 28 of which are categorised beds. The Tourism Organization of the Municipality of Bač, founded in 2006. Is officially in charge of tourism development and promotion. The Strategy lists 7 distinct measures for improving the tourism climate. Some of these measures are directly linked with the Action Plan (especially Specific Objective 1, related to innovative destination management.

An Overview of Priority Measures Listed in Bač Development Plan (2022-2028)	Links to Be.CULTOUR Action Plan
6.1 improvement of infrastructure related to the selected assets/sites and introduction of new cultural content	A lack of adequate infrastructure has been listed as one of the key challenges in the Be.CULTOUR action planning process. (related to Action 1.4 in the Action Plan)
6.2 Construction of a marina complex in Bačko Novo Selo	In the Action Plan, the Danube is seen as a central asset for deployment (see the list of assets, and Action 2.4)
6.4 Improved tourism promotion	Related to the Action 1.2 of the Action Plan (rebranding of PHS and new message development.
6.5 Education of training of tourism operators and potential service providers in Bač and the surroundings	Action 1.1 (sub-action 1.1.1) deals with establishment of a Business Competence Centre in Bač, with a particular focus on stakeholders' networking and education,
6.6 Support to civil society organisations in organising tourist events and education for improved performance and their contributing to tourism offer development	All actions in the Specific Objective aimed at creating an inclusive and diverse ecosystem. As a culturally diverse community, Bač is encouraged to rely on CSOs, private sector and academia to the extent possible.

Bač will be encouraged to improve the content of its Local Development Plan for the period 2022-2028 in a more detailed municipal Action Plan by introducing a clearer link to sustainability, innovation, circularity, human-centeredness and innovation.

Sremski Karlovci and Irig are currently in the process of local development planning. In the course of the Action Plan implementation, these two municipalities will be encouraged to ensure both vertical and horizontal linkages between the Action Plan for Sustainable Tourism Development and the Local Development Plan.

How can cultural heritage innovations bring us to circular cultural tourism? Local co-creation process

The Action Plan's Specific Objective 1 deals with the aspects of innovative management of destination and cultural assets. The purpose of the local workshops and overall action planning process, has been to create an innovative and diverse stakeholder ecosystem, as a prerequisite for inclusive, participatory circular cultural tourism development. In that respect, the local workshops were used as an opportunity to establish lines of communication, to support networking, learning and demonstrate what a co-creative process should be like and how they will continue to innovate and co-create together.

Mapping of inclusive and diverse stakeholder ecosystem

The Action Plan has been developed in a participatory manner and has, to the extent possible, included all relevant stakeholders from the pilot heritage site (public and private sector, civil sector, academia, at the *micro* level). The planning process included the Regional Development Agency (RDA) Srem and RDA Bačka (*meso* level), as well as the institutions and organisations operating at the level of the Autonomous Province (AP) Vojvodina (*macro* level, in this context), including a few significant stakeholders from relevant institutions at the national level.

Stakeholders' motivation to take part in the Heritage Innovation Network

- Personal/individual level: opportunity for capacity building and learning new skills and tools, especially in the context of circular economy,
- Business level: how to improve personal business and obtain higher economic profit,
- Public level: opportunity for implementation of national legislation in domain of tourism, development and connection of neighbouring regions, socio-economic development of local communities through circular tourism offers,
- Networking for joint promotion, joint offer of cultural and tourism products and services, better visibility, and development of joint projects;
- Becoming more informed about the project and potential benefits for our local communities,
- Improvement of cooperation and communication between various stakeholders from tourist sector,
- Improvement of tourism offers through: development of new tourist/cultural content(s) and creation of packages that will keep tourists staying more days for the interests beyond cultural tourism.
- Networking of different stakeholders in order to develop mutual innovative cultural content for the purpose of developing an integrative tourism product(s)/offers,
- Getting acquainted with specific cultural areas in the EU and the ways in which they are managed by local self-government,
- Development of cultural tourism based on sustainability as well as creating an attractive and competitive cultural tourism offer(s),

- Learning about innovative tools for exploring the cultural and other heritage and developing a new approach to tourism development.

Participants' feedback from Local Workshop 1

The establishment and strengthening of the challenge-driven teams took part throughout the co-creation process at the local workshops (LWS) held in December 2021 (LWS 1), May and April (LWS2) and June 2022 (LWS3). A full list of stakeholders and challenge driven teams is available in LWS (1 and 2) reports and in **Annex 1 of the Action Plan: Stakeholder Map**.



Establishment of well-composed and competent challenge-driven teams means that they are result-oriented and well-focused on opportunities and viable solutions.

During the workshops, the local government, CSO representatives and academia from all three municipalities took an active part, whereas the private sector was not sufficiently represented and should be better included in the co-creation process in the implementation process.

Although decision-makers' support is crucial for successful Action Plan implementation, they have not been sufficiently involved. Local decision-makers should be the champions of the visioning process and their role in bringing together the community to innovate and co-create is a key one. Idea of **Local PACT establishment** at the start of the implementation process, as a credible standing body composed of the representatives of all three municipalities should contribute to better guidance and oversight of both action planning and prospective implementation of the Action Plan. The local PACT should include credible and unbiased representatives of all sectors (public, private, civil sectors and academia).

During the LWSs, **the challenge teams, thematically oriented towards specific innovation areas** have been created. However, a proper project management structure is necessary for both preparation and operationalization of the Action Plan. **Formalisation of intermunicipal cooperation, should be institutionalised by signing an agreement by the three municipalities.**

The action planning process has introduced a number of concepts which are novel to most of the participants in the process,

For that reason, it was particularly important to consider the processes at the *meta* level, as well: by creating the Be CULTOUR Community of Practice and Community of Interest, a system of knowledge and skill transfer among the participating pilot heritage sites has been established. Another important vehicle for knowledge and skill transfer, in parallel with the action planning process, were the three rounds of Local Workshops held for each PHS.

The same learning, networking and co-creation process should be applied continuously in the course of Action Plan implementation and beyond.

Mapping of recognized and hidden assets

LWS1 focused on mapping of the recognized and hidden assets in Irig, Sremski Karlovci and Bač, as a starting point for prioritising and selecting the assets for further ideation and innovation process (which started at the second workshop). During LWS2, before brainstorming on the challenges and prioritisation of the assets which would be further elaborated into actions and sub-actions with clearly defined results, the map of recognized and hidden assets was further analysed and clarified. A detailed list is available in **Annex 2: Tangible and Intangible Assets**.



Tangible Assets and Resources

IRIG

Geological site Grgeteg 1.8 million years old, protected since 1973

Grgeteg Monastery

"Three-handed **Theotokos**" (Trojeručica) Icon Anniversary

Fruška Gora Monasteries

Watermill in Rivica

Kipovi (Plague) Monument

Rural Architecture end of XIX and beginning of XX century

Vineyard House

Monument to „People’s Liberation Struggle in WWII“ in natural environment – Hero Pinki’s gravesite

Trail of the partizans

Ethno Complex „Jazak“ in Fruškogorska Street

Village Wells in Jazak

Mining Heritage in Vrdnik

Poet Milica Stojadinović Srpkinja's House

Mihiz House

Kasina Building

Old Railway Station

Vrdnik Tower

Irig Wheel

Moss Field „Beška“ Vrdnik

Miner's Days

Vidovdan Gathering Vrdnik

Wild Horses of Remeta

Lake Borkovac

Lake Šatrinac

Lake Dobrodol

National Park zones

Four Heroes Dragons

Olga Rogulic Love Story

Serbian Thermopylae – Battle of Krstašica

Song of nightingale

Sounds of Lazin Whirlpool Waterfalls

Gusle Academy

Geese Festival Šatrinac

Early Wine Days Irig

Horseback riding Krušedol

Salaš Perkov Tašta Vrdnik

SREMSKI KARLOVCI

Kovilj-Petrovaradin Wetland (Karlovac Danube bifurcation)

Stražilovo and Branko Radičević trail/grave site

Monastery route (Fruška Gora)

Danube exploration through catamaran and canu sailing

Scouting eco camps (internship and national, volunteering)

Field trips for children (educational and festival activities)

Activism through youth programs

Awarding green and black certificates

Bicycle and canoe rental service

Court garden – youth workshops, heritage preservation

Karlovac Grammar School

„St. Arsenius“ Seminary

„St. Nicholas“ Orthodox Cathedral

„St. Trinity“ Church

Patriarhcal Court/Palace

Lower Church of „St. Peter and Paul“

Upper Church – Presentation of Mary Monastery

Lady of Peace Chapel

Museum Exhibitions

Honey Museum

“Branko's kolo” Event

Karlovac grape harvesting

Film Festival

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Call: H2020-SC6-TRANSFORMATIONS-2020 – Type of action:
IA (Innovation action)



Cultural Tourism Festival
Heritage museum
Kugloff Festival and Museum
Milan Kečić Palette Gallery
Danube beaches
Grape feet stomping
Traditional cooking
Traditional Arts and Crafts
Wineries
Lighting Match Museum
Ceramics Arts and Crafts
Karlovac Vineyards
Knights Days
Karom Fortress
BAČ
Bač Fortress
Bodjani Monastery
Turkish Bath – Hamam
City Gate Šiljak
Franciscan Monastery
Ethno Houses – Dida, Šokac, Krajiča
The Danube
Fritz Hristić Castle
Days of European Heritage
Lake Provala
Danube-Tisa-Danube Canal
Old Craft Broom Making
Slovak Tradition
Bike Trail EURO velo
Bee Clinic
Gebaver Pharmacy
Hunting grounds
Culture and Arts Society „Mladost“
Building of Library „Vuk Karadžić“
„Selenački slavuji“ concert
Christmas concert in Evangelical Church
Daylight New Year Celebration
Kalvarija
Catholic church in Bač
Local Churches
Multiple national and ethnic communities
Ethno House „Čapelja“
Drama Festival “Pričam ti priču”
Karađorđevo resort
Pump station “Plavna”
Romani bread Tsigan-pečen pogatsa
Folklore section of primary school Jan Kolar
Geese farming

Mapping of specific heritage and cultural tourism-related challenges

The Action Planning process helped the stakeholders to recognize and formulate a set of specific challenges related to sustainable cultural tourism development. Each of the challenges has been addressed by a set of proposed actions and sub-actions in the Action Plan:

- **Lack of proper infrastructure.** PHS Vojvodina has numerous potential (hidden) assets. A lack of both hard and soft infrastructure is a challenge common to all three municipalities (addressed in the *Specific Objective 1, Actions 1.1 -1.4*)
- **Awareness-raising about the new concepts in tourism development, and education of all stakeholders on the innovative approach and the key innovation areas.** Currently, the approach to tourism development in Serbia is predominantly top-down (dependent on the national and provincial governments), linear and government-centred. It should be brought to the meso and micro level and systematically addressed as a continuous action, with proper involvement of stakeholders. (*Specific Objective 1, Action 1.1*)
- **Insufficient local capacities for innovation in tourism.** The capacities are scarce, mainly due to a lack of project funds and inability of the stakeholders to decide about their own assets in a proactive way. The current system does not encourage innovation and circularity. For that reason, a specific set of actions has been proposed, in order to create a sustainable life-long learning, networking and co-creation mechanisms in each of the three PHS municipalities. This will enable the local community to create a sound and committed stakeholder ecosystem (*Specific Objective 1, Action 1.1/Sub-Action 1.1.1*)
- **The outdated destination management approach by the local government/local tourism organisations should be transformed to tourism governance,** with clear roles and responsibilities of all stakeholders in a dynamic, co-creative, circular model (*Specific Objective 1, Actions 1.1-1.4*)
- **Limited and, often, inadequate use of the available assets, leads to their deterioration and even, devastation, and increase of maintenance costs, instead of creating opportunities for circularity and greater economic, social and environmental benefits.** If no revenues are generated through a circular economy, the available historical, cultural, religious, natural, industrial and other heritage will not be brought to life and will continue to deteriorate. The proposed actions and sub-actions in the **Specific Objective 2 (Actions 2.1-2.6)** include proposed solutions for rehabilitation and revitalization of the priority assets, with European values and of global heritage significance.
- **Circular approach is a new concept which needs to be interwoven into tourism value chain development.** The proposed actions in the *Specific Objective 2 of the Action Plan (Actions 2.1 – 2.6)* are aimed at implementing the circular economy principles and are aimed at rehabilitation, revitalization, rethinking and reuse of the priority assets with cultural and economic value and sustainable results. Action 2.6 includes a specific set of business solutions proposed by the private, civil and public sectors for the Hackathon (to be held in Brussels in September 2022).

- **Conflicting visions of local development between the advocates of industrialisation and foreign direct investments into large production lines (which are also major pollutants) and those who are committed to the protection of heritage and development of circular tourism** is pending, particularly in Sremski Karlovci, mainly due to the vicinity of the municipality to the main road (highway) and the Vojvodina Province Capital, Novi Sad. Strengthening of the voice and role of local stakeholders through some mechanisms proposed throughout the action plan, is an attempt to contribute to the preservation of cultural and natural heritage and put a greater focus on circularity.
- **All three municipalities suffer from a chronic lack of human resources in the local administration and poor information sharing, communication, cooperation and collaboration with the local private and civil sector stakeholders.** Despite insufficient human and financial resources, the municipalities willingly hold themselves responsible for tourism development and management, without sharing responsibility with local stakeholders and relying on their resources. The sub-actions proposed within the *Specific Objective 1 – Action 1.1 (and sub-actions 1.1.1 Business Competence Centre in Bač, 1.1.2 Business Hub and Advisory Centre in Sremski Karlovci and Irig and Fruška Gora Tourism Centre)* are attempts to create viable, sustainable mechanisms of networking, capacity development and competence building and knowledge sharing for all stakeholders. Local governments need to build greater reliance on the community resources and create opportunities for inclusion of all groups and their involvement in the co-creation process.
- **Circular cultural tourism can be better developed through intermunicipal cooperation** and establishment of institutional mechanisms for cooperation of the three municipalities. This can be achieved by signing an inter-municipal agreement and improved vertical and horizontal coordination and alignment of policy documents (this is addressed by a number of actions, throughout the Action Plan.
- **Cultural diversity is not sufficiently used as a resource for circular tourism development.** This challenge will be attempted to be addressed through the actions proposed in the *Specific Objective 3* of the Action Plan (*Actions 3.1 and 3.2*). In addition, these actions include some considerations and solutions for introducing the Europeanisation aspects.

There is a need to break away from the old, outdated practices – from conservative, linear approach to circular tourism; from destination-centred to human-centred approach and from traditional - to European values.

Involvement of the community in Actions

The challenge-driven teams will be encouraged to think in terms of quick wins to produce attainable, readily visible results which would be presented to local decision-makers, in order to seek their support and encouragement.

The action planning was a co-creative process, which has resulted in a well-based document with a set of viable solutions. It must be recognized and accepted by the key decision makers and political actors.

The Action Plan is based on a **shared vision of development of the PHS and joint implementation strategies in an agreed timeframe**. This implies establishing and strengthening of strong intermunicipal cooperation mechanisms and continuous networking and communication of all stakeholders, through the local PACT, meetings and of challenge-driven teams. **The three municipalities could further strengthen their cooperation through joint applications for funding and, hopefully, joint project implementation.**

Once the Action Plan is accepted by the challenge-driven teams (and, preferably adopted by the local government), a **mid-term work plan** should be created, including the dynamics of working together, planned joint sessions, expected results and timelines. Particular attention should be paid to the fact that these teams consist of the representatives of the public, private, civil sector and academia from 2 or 3 PHS Vojvodina municipalities (some planned actions will include all three LSGs and some will be performed solo (by individual local communities) or by 2 out of 3 of them. Responsibility should be shared and further detailed for the challenges related to each specific action (or sub-action) in the Action Plan.

Meaning and value of local cultural heritage Actions for European history and culture

Many of the assets presented in this plan include heritage sites of European and global significance. Vojvodina Region has been at the crossroads of many different cultures and has cherished ethnic diversity and multilingualism over centuries. The actions proposed as a part of the specific objectives 2 and 3 are aimed at throwing a new light on the tangible and intangible assets of PHS Irig – Sremski Karlovci – Bač, in order to give them a new cultural and circular economic value through contemporary interpretations of heritage meaning and through focusing on the sensorial and spiritual experience of the PHS heritage.

Fruška Gora has been included in the [European Culture Routes: Roman Emperors and Danube Wine Route - Middle Danube](#). At the same time, in 2020, Serbia proposed UNESCO to include these Fruška Gora's assets in their [Cultural Heritage Tentative List "Frontiers of the Roman Empire – The Danube Limes](#).

Bač Fortress is on the [UNESCO tentative Heritage List](#). The picturesque historical landscape includes the **Bač Fortress, the Franciscan Monastery, the Bodjani Monastery, the Turkish Bath (Hamam) and several water canals**. [Bačko Podunavlje](#) is another widely recognized natural asset, already listed as [UNESCO Biosphere Reserve](#).

Sremski Karlovci. Thanks to its extraordinary natural wealth, the Kovilj-Petrovaradin marshes were declared the [Important Bird Area \(IBA⁹\)](#) in 1989, and in 2004 it was included in the [list of significant water-related protected areas in the Danube basin \(ICPDR2\)](#). This wetland is also one of the potential candidates for the [Ramsar List of Wetlands of International Importance](#).

New values and meaning will be given to the listed existing tangible and intangible assets by proposing actions in the following heritage innovation areas:

⁹ Important Bird Area

HERITAGE INNOVATION AREA	IRIG	SREMSKI KARLOVCI	BAČ
Sensorial Experience	Wine tourism Spa tourism Gastronomic tourism Wellness tourism Sports and recreation	Wine tourism Creative entrepreneurship Medicinal plant therapy Tasting various flavours Hiking tours through Fruška Gora	Creative tourism inspired by the diversity of tradition (traditional culture, gastronomy, customs, music, folklore, old crafts) Zero kilometres Bač Bač's fragrant legacy
Contemporary Meaning of Heritage	Vrdnik Tower Historical Centre Irig Wine street, application 4 Dragonladies Krusedol Irish deck	City of Museums and Archives Herbarium Archaeological Map – Roman Fortress + King's Hill / King Dragutin	Little Guides City - Open Museum Modern technologies Backa Novo Selo – German heritage) Convent of the Nuns Old Mill Murals (street art)
Natural Heritage	* Fruska Gora marathon – connects all localities Hopovo – the story of the wine line Monasteries N. and S.Hopo Agri products of monasteries Farming monastery Source (cosmetics) - sulphur Building for accommodation (private + monastery) Trim track – mobilisation required Lazin vir Proximity to Vrdnik Medicinal herbs Jacak water Moss fields Monasteries S.Hopovo (Dositej's Path) Grgeteg Geo Site Lake (4.7 miles)	Karlovac vineyards Workshops Gastronomy Wine tourism History – Cultural Heritage Kraljevo Breg Mr Viewpoint Linking King's Hill to Grgeteg Fortress as a show The hidden side of the Danube Koviljsko-Petrovaradin rhythm Hidden beaches Adrenaline canoe, bike...) “Koh Cheng” Island Flora and fauna Medicinal herbs Rare animal species species of birds 60 species of mammals Lipo's forest Lipov Honey	Water Resources RB "Backo Podunavlje" (includes all water resources Danube, Canal DTD, Lakes Fishing Camping on the lake and the Danube Cycling (Cyclo Bac man.) Walking tours Water sports Natural reservations (Karadjordjevo, Vranjak, hunting grounds, Ristovača) Adrenaline sports (paint ball, track...) Franciscan monastery Didina house, Ž Fortress Art colonies in Plavna Hunting experience Equestrian Sport Api therapy ŽTrainings for cultivation and processing of herbs and organic herbs Culinary training Broomstick craft and cheese produced
Rural co-living	Villages nearby Future of EU villages	Sremski Karlovci do not have any villages on their territory,	Dida's house Workshops of old crafts and gold embroidery

	<p>Learning about heritage, tradition and the former way of living. Competitive / challenges / races, games without borders environment - Educational / processes on natural cycles in the garden Modern fitness and garden ingredients / gardening / Getting a real sense of rural co-living and authentic experience. 3. Sustainable households, modern nomads (families) Student cooperatives (expanded activities).</p>	<p>Content that "retains" visitors for more than 2-3 hours "Outsourcing" through rural households – Diffuse urban experience Sensory experience in natural environment / Civic/romantic content ETNO vs. ECO is not relevant for Sremski Karlovci.</p> <p>There are weekend houses and Fruska Gora in the vicinity which can offer experience in the natural environment.</p>	<p>(traditional craft). Cultural manifestations Manufacturer networking Strawberry cooperative Culinary experience Ranch in Berava – Fishing Old crafts /broom making. Blackberry picking Gingerbread production Honey products Education in the country and the experience of the village Diffuse tourism Museums Food Multicultural coexistence</p>
<p>Spiritual experience of heritage (Spiritual Travel Experience)</p>	<p>17 Orthodox Monasteries</p>	<p>Patriarchy residence Orthodox Cathedral Karlovci Theological School Roman Catholic Church Virgin Mary Monastery Chapel of Peace</p>	<p>Bodjani Monastery Franciscan Monastery 12 Churches (4 Orthodox, 1 Evangelist and 7 Catholic)</p>

Discovering the “beyond” in circular cultural tourism (how Actions address other economic sectors and residents’ needs)

The actions proposed in the Action Plan include the following **circularity** aspects:

- Rehabilitation and revitalization of urban areas and reduction of traffic in the centre (e.g., pedestrian street)
- Restoration and rethinking of the historic and cultural heritage, storytelling (e.g., the Legend of Four Dragon Ladies)
- Reduction of CO2, minimised use of fuel – walking, hiking and bicycles tours; non-pollutant, alternative means of transport around Fruška Gora natural heritage sites,
- Redesign/rethinking by making use of communication and information tools, digitalisation/development of IT solutions and clean technologies (e.g., mobile applications, virtual tours, storytelling, interactive maps -)
- Recycling and reuse of waste and use of natural materials (e.g., in rural hubs, souvenirs from recycled materials)
- Reuse and readaptation of village houses for the rural co-living and hub creation needs and strengthening capacities of property owners to accommodate visitors, business nomads and educational event attendees.

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Human-centred approach and Europeanisation. Vojvodina is ethnically one of the most heterogeneous regions of Europe and there are more than 20 ethnic groups living in Vojvodina. According to the most recent 2011 census, Vojvodina has 1,931,809 inhabitants. The Serbs make the largest ethnic group, 66.7% of the total population. Hungarians make 13.0% and with a somewhat smaller proportion come the Slovaks, Croats, Roma and Romanians. Thus, as an ethnically and culturally diverse area, the PHS Vojvodina has specific community needs that need to be addressed, such as diverse confessions/ religious congregations, a need for education, signposting in multiple languages (6 different European languages are used in the PHS).

One particularly sensitive group – **youth** require special attention, as they do not have assets, they can hardly secure employment and often depend on the help of parents. This situation is further aggravated by young people living in areas away from larger cities, as well as young people without parental care, young people with disabilities, young people with developmental disorders, young Roma, young LGBT+ population. Observed in relation to the above average indicators for the EU-28, the position of young people in the labour market in Serbia is more unfavourable compared to their peers in the EU-28. The youth activity rate in 2019 in our Region is 47.0% and is 10% percentage points (p.p.) lower than in the average EU-28. The youth employment rate in 2019 is 36.9% and by 14% percentage points is lower than in the EU-28. The gender employment gap is 11.3 percentage points and is the result of the difference between the male employment rate - 42.4% and the female employment rate - 31.1%.

In the PHS, according to the National Statistics Office, there were only 22,7 % of self-employed **women** in Vojvodina in 2020, and only 15% of property owners in Vojvodina are women. Due to the collateral lack, women have additional difficulties to start and develop their own business. Women-owned businesses are still in the minority, and the hurdles faced by women who have embraced entrepreneurship are vast and often very different from those experienced by their male counterparts.

People with disabilities are another group that will be addressed through the actions. Their needs will be considered and integrated as a transversal issue throughout the action plan implementation, including local population and visitors.

Why will our Action Plan be sustainable? Monitoring and evaluation

The concept of the Action Plan includes development of a support structure and network of organisations that would ensure sustainability of the Action Plan's outcomes and results. The entire **Specific Objective 1: Introduction of Innovative Destination Management of the Pilot Heritage Site** is oriented towards creation of monitoring and evaluation and reporting mechanisms that would generate the lessons learned and clear guidance to stakeholders in how to achieve the sustainability of actions and results.

The sustainability mechanisms include:

- Structure building and organisational development of advisory, learning and networking centres and co-creation hubs (**Action 1.1**)

- **Systematic improvement of communication aspects, branding, promotion and consultations with the stakeholders (Action 1.2)**
- **Establishment of databases, digitalisation and introduction of smart solutions, which would generate strong support systems and ensure real-time communication within the region (Action 1.3)**
- **Vertical with relevant legislation, policies and procedures, horizontal connections and clear ideas about the necessary infrastructure and how to approach it in an integrated manner** would make it easier to attract funding, by clearly demonstrating how each action and sub-action is related to higher level strategic visions and plans. In addition, this action will contribute to the fulfilment of the community needs, in line with the human-centred approach **(Action 1.4)**.
- **The actions proposed business-solutions in the Specific Objective 2 have a clear link with the circularity principle and are highly innovative and based on digital transformation principles.** Thus, they are expected to be supported and funded through the national Innovation Fund, Horizon Europe, Western Balkans Innovation Fund (WBIF) and other funding vehicles which support co-creation and innovation.

Monitoring at the output level. Each sub-action contains clearly formulated, SMART output indicators, which will allow for the responsible persons/teams to monitor the project's implementation. Specifically, by sub-action **1.2.3 Development of an Annual Stakeholder Communication Plan, including informative, promotional and consultative activities and a Monitoring, Evaluation and Reporting Plan**, the monitoring and evaluation roles will be defined in terms of:

- Collecting baseline data related to the tangible or intangible assets at question,
- Responsibility for a specific action/sub-action monitoring,
- Output indicators to be monitored,
- Timelines for data collection (frequency and dynamics),
- Expected outcomes and results.

Mid-term and final evaluation of outcomes and results. At least one mid-term evaluation will be conducted in the course of the Action Plan implementation (2022-2027), and a final evaluation will be performed at the end. Since a number of the proposed actions go beyond the Be.CULTOUR project implementation, particular attention will be paid to the strengthening of the internal mechanisms for M&E.

Monitoring of the action's outcomes and impact on tourism development. Baseline values of key indicators will be established (in September 2022) and will continue to be monitored annually:

- By 2027, the number of visits to tourism organisation's websites increased by 20%.
- By 2027, at least 3 new electronic applications for tourists will be developed.
- By 2027, funding obtained for at least 10 new projects from the Action Plan
- By 2027, the number of visitors increased by 15%.
- By 2027, number of overnights increased by 15%
- By 2027, participation of tourism in local GDP increased by 5%.

European Tourism Indicators System for Sustainable Destination Management. will be applied for measuring: 1) improvement in destination management capacity, 2) economic value of the implemented actions, 3) social and cultural impact of the implemented actions, 4) environmental impact (circularity), 5) accessibility for different visitors and local community groups and individuals.

Action Plan: Overview of actions and sub-actions

The Action Plan for Sustainable Cultural, Circular Tourism Development in the Pilot Heritage Site Vojvodina (Irig – Sremski Karlovci – Bač) has been prepared for based on the ex-ante analysis of the tangible and intangible assets, legal and strategic framework for cultural tourism development in the Republic of Serbia, Vojvodina and the municipalities of Irig, Bač and Sremski Karlovci.

The Action Plan includes three specific objectives, with 13 actions and a total of 55 sub-actions

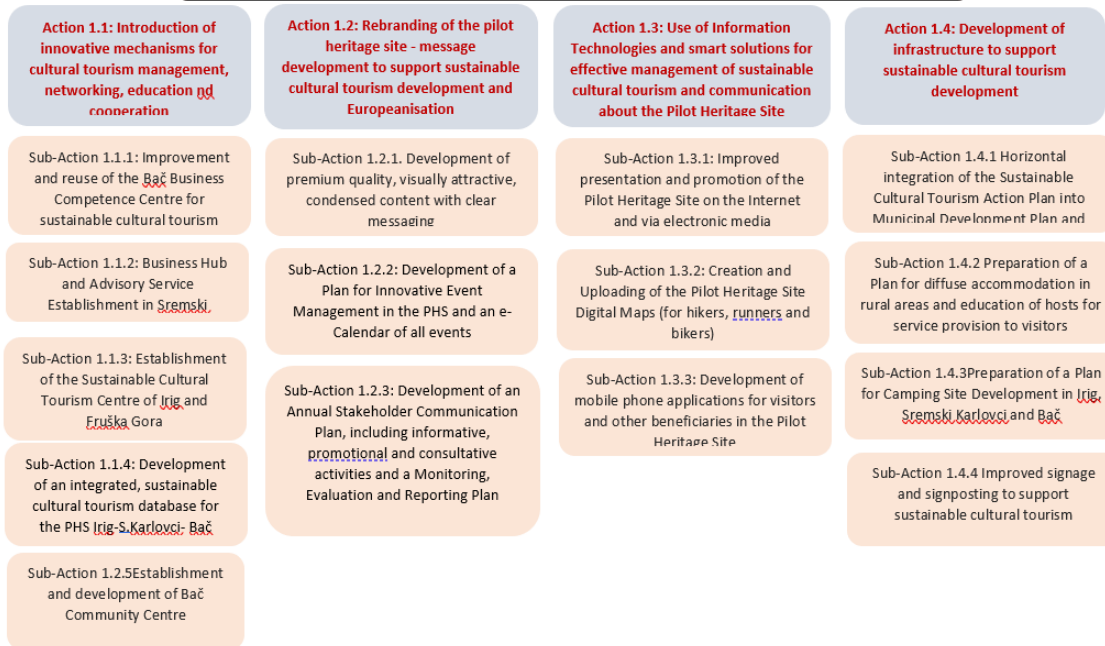


Specific Objective 1: Introduction of Innovative Destination Management of the Pilot Heritage Site

This objective includes creation and introducing of the key prerequisites for sustainable, circular tourism development and includes four interrelated actions, with well integrated sub-actions aimed at:

- Ensuring the stakeholders' involvement, networking, exchange of experience, cooperation and co-creation (Action 1.1)
- Rebranding and creation of key messages to better promote sustainable cultural tourism, which relies on circular economy, human-centred approach (cognition of cultural diversity, community needs and accessibility requirements) and European values (Action 1.2)
- Digital transformation aspect through improved use of new technologies, smart solutions and application for cultural, circular tourism purposes (Action 1.3)
- Development of the necessary infrastructure to support the innovative actions and circular business solutions, in line with the strategic and legal framework (Action 1.4)

Specific Objective 1: Introduction of Innovative Destination Management of the Pilot Heritage Site Irig-Sremski Karlovci-Bač



Action 1.1: Introduction of innovative mechanisms for cultural tourism management, networking, education, co-operation and co-creation

The new approach to cultural tourism development and management includes novel concepts that need to be adopted and implemented by the PHS stakeholders. But first, it is necessary to adopt viable mechanisms for stakeholders' capacity development within the PHS. Establishment of competence centres, innovation hubs, learning centres in three municipalities would promote exchange of experience, interactive sessions, learning by doing and opportunities for networking, education, co-operation and co-creation among the public, civil, private sector and academia. The co-learning and co-creation process will take into account the existing cultural diversity in the PHS and will apply the highest inclusion standards – adequate representation of women, youth, older people, etc.

The educational activities will be especially aimed the young, as well as all actively involved stakeholders in order to raise their awareness on Europeanisation and increase the understanding of the common history of Europe. The innovative mechanisms for cultural tourism management, networking and education will be applied in order to cherish a sense of belonging to the European common space and better understanding how the PHS Vojvodina's diverse heritage is a part of shared European standards and values. Various forums, networking and training events will be used to promote cultural diversity and creativity, introduce the concept and benefits of the [European Heritage Label](#).

The Instrument for Pre-Accession III (IPA III), puts a special emphasis on creating further opportunities for the youth, including young professionals, while ensuring that such opportunities contribute to socioeconomic development.

The innovative mechanisms proposed as a part of this action will also focus on good neighbourly relations and regional cooperation, as the essential elements of the enlargement process. Action 1.1 contributes to the advancement of regional, macro-regional and

cross-border co-operation and territorial development, in line with the EU macro-regional strategies. Those programmes should, also, further contribute to the high visibility of assistance

With regards to the circularity principle, wherever possible, the existing facilities will be refurbished and reused, while the new concepts, innovative approach to cultural tourism management, learning, co-creation and participation in projects will be developed and tested. Development of the concept will be one of the first activities in the process of Action Plan implementation.

Sub-Action 1.1.1: Improvement and reuse of the Bač *Business Competence Centre* for sustainable cultural tourism purposes

Timeframe:	January 2023 – December 2025
Challenge:	The EU pre-accession requirements put a strong emphasis on education, networking, capacity development of youth, diversity management, inclusion, innovation and good neighbourly relations, including cross-boundary and cross-border co-operation projects. Currently, Bač lacks a viable mechanism which would support education, networking of resources and co-operation on co-creating innovative tourism offers and products.
Asset:	Reconstructed, refurbished and fully operational facility of the former <i>Business Competence Centre</i> , ready for use. To date, the Centre has been underused and its purpose should be rethought. Established in the form of a civil society organisation (CSO). The members of the CSO are experienced in project proposal writing, development and implementation.
Innovation Area:	Contemporary meanings of heritage
Target group:	Local stakeholders in tourism: young people, women entrepreneurs, providers of services in tourism (physical or legal entities), rural households, CSOs, tourism-related businesses, business-support organisations, business service providers
Responsible:	CSO Business Competence Centre
Collaborators:	Bač Tourism Organisation (TO), Regional Development Agency Bačka, local CSOs, local SMEs <i>Sremski Karlovci Business Hub</i> and <i>Advisory Service, Sustainable Cultural Tourism Centre of Irig Municipality and Fruška Gora</i>
Raw budget estimation:	47,000 EUR (annually, for operational costs)
Funding source	Vojvodina Provincial funds, EU Cross-Border-Co-operation, EU IPA III funds

Other resources needed:	External expertise, local media, printing
Indicators for success	<ul style="list-style-type: none"> • By September 2022, adopted Action Plan for Cultural, Circular Tourism Development for the PHS Irig-Sremski Karlovci-Bač. • By September 2023, developed and adopted Annual Training Plan for 2024. • By November 2023 developed Annual Plan and Programme of Stakeholder Education in PHS Irig-Sremski Karlovci-Bač. • By September 2023, selected pool of at least 10 trainers in different tourism innovation topics. • By March 2024, obtained operational grant for the period 2024-2025 • By December 2024, delivered at least 10 training workshops. • By December 2024, at least 200 participants – at least 50% of the participants are women. • By December 2024, developed Communication Plan, with informational, promotional and consultative activities. • By December 2024. established website of the organisation. • By December 2024, prepared multilingual brochure on the <i>Business Competence Centre</i> in at least three languages. • By December 2025 implemented promotional activities (5 TV appearances, 5 articles in printed or electronic media, 1 promotional video). • By December 2025, the <i>Business Competence Centre</i> participates in at least one international assistance project aimed at cultural tourism innovation (CBC, or similar), including culturally diverse groups, youth and women from urban and rural Bač. • By December 2025, <i>Bač Business Competence Centre</i> has supported at least two human-centred and/or Europeanisation related projects.
Hackathon	No

Sub-Action 1.1.2: Business Hub Establishment in Sremski Karlovci

Timeframe:	January 2023 – December 2027
Challenge:	The EU pre-accession requirements put a strong emphasis on education, networking, capacity development of youth, diversity management, inclusion, rural and SME development projects. Currently, Sremski Karlovci lacks a viable mechanism which would support education, networking of resources, co-operation and co-creation of local SMEs and service providers in the area of tourism. At the moment, the Tourism Organisation of Sremski Karlovci (TOSK) supports the wine producers' hub, which should be expanded to include food producers, other SMEs, and put a greater focus on youth, women entrepreneurs

	and start-ups. A lack of interest and motivation of SME owners might be another challenge.
Asset:	Winery Hub run by the TOSK – premises with paid operational costs (coverage for 30% of monthly expenses)
Innovation Area:	Sensorial experience of heritage Contemporary meanings of heritage
Target group:	Young entrepreneurs, women entrepreneurs, start-up owners
Responsible:	Tourism Organisation of Sremski Karlovci (TOSK) Local Economic Development (LED) Unit of Sremski Karlovci Municipality
Collaborators:	Bač <i>Business Competence Centre</i> (as a best practice example), local CSOs, the Business Council, local SMEs, Regional Development Agency Srem, <i>Sustainable Cultural Tourism Centre of Irig Municipality and Fruška Gora</i>
Raw budget estimate-on:	min 16,900 EUR/max 25,598 EUR (annually, for operational costs)
Funding source	National and Vojvodina Provincial funds for SME and tourism development, municipal budget (30%), National Alliance for Local Economic Development (NALED), EU Cross-Border-Co-operation, EU IPA III funds, local SMEs' financial participation
Other resources needed:	External expertise, operational grant (costs of Business Hub running and salaries), cooperation with Bač <i>Business Competence Centre</i>
Indicators for success	<ul style="list-style-type: none"> ● By September 2022, adopted Action Plan for Cultural, Circular Tourism Development for the PHS Irig-Sremski Karlovci-Bač. ● By November 2023 developed Annual Plan and Programme of Stakeholder Education in PHS Irig-Sremski Karlovci-Bač. ● By January 2024, developed Business Plan for the Hub, including the membership scheme. ● By March 2024, established list of members. ● By March 2024, obtained operational grant for the period 2024-2025, to cover 70% of the operational costs. ● By June 2024, developed Communication Plan, with informational, promotional and consultative activities. ● By December 2024. established <i>Business Hub</i> webpage within the TOSK website. ● By December 2025, the <i>Business Hub</i> participates in at least one international assistance project aimed at cultural tourism innovation (CBC, or similar), including culturally diverse groups, youth and women and start-ups from Sremski Karlovci. ● By December 2027, the <i>Business Hub</i> has supported at least three circular tourism projects.

Hackathon	No
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Sub-Action 1.1.3: Establishment of the Sustainable Cultural Tourism Centre of Irig Municipality and Fruška Gora

Timeframe:	September 2024 – December 2027
Challenge:	The EU pre-accession requirements put a strong emphasis on education, networking, capacity development of youth, diversity management, inclusion, rural and SME development projects. A large part of the Fruška Gora National Park and its natural heritage is on the territory of Irig municipality. 16 monasteries scattered around the National Park, as are the numerous wineries and gastronomic points. Currently, Irig is faced with a number of challenges in destination management, which requires day-to-day co-operation and coordination with national level stakeholders (both Fruška Gora and the monasteries are national assets, Serbian Orthodox Church, and the private sector – owners of restaurants and wineries on the territory of Irig). Irig currently lacks an integrated mechanism which would support integrated destination management, educational activities, networking, co-operation and a participatory co-creation process.
Asset:	Fruška Gora National Park 16 Fruška Gora monasteries Wineries, inns and restaurants on Irig's territory
Innovation Area:	Sensorial experience of heritage Introduction of contemporary meanings of heritage Spiritual experience Rural-co living Human-centred approach Circular tourism
Target group:	Owners of wineries, inns and restaurants, young entrepreneurs, women entrepreneurs
Responsible:	Irig Tourism Organisation (TO) Local Economic Development (LED) Unit of Irig Municipality
Collaborators:	National and Provincial Authorities in charge of Fruška Gora National Park, Regional Development Agency Srem, local SMEs, Bač <i>Business Competence Centre</i> , Sremski Karlovci <i>Business Hubs and Advisory Service</i> .
Raw budget estimation:	Approximately 25.000 EUR (annually, for operational costs)
Funding source	National and Vojvodina Provincial funds for SME and tourism development, municipal budget (30%), National Alliance for Local

	Economic Development (NALED), EU Cross-Border-Co-operation (CBC), EU IPA III funds, local SMEs' financial participation
Other resources needed:	External expertise, operational grant (costs of Irig and Fruška Gora Tourism Centre operations)
Indicators for success	<ul style="list-style-type: none"> • By September 2022, adopted Action Plan for Cultural, Circular Tourism Development for the PHS Irig-Sremski Karlovci-Bač. • By November 2023 developed Annual Plan and Programme of Stakeholder Education in PHS Irig-Sremski Karlovci-Bač. • By January 2024, prepared Action Plan for Irig and Fruška Gora Tourism Centre development • By September 2024, obtained operational grant for the period 2024-2025, to cover 70% of the operational costs. • By June 2024, developed Communication Plan, with informational, promotional and consultative activities. • By December 2024. established <i>Sustainable Cultural Tourism Centre of Irig Municipality and Fruška Gora</i> webpage within the TO Irig website. • By December 2025, <i>Sustainable Cultural Tourism Centre of Irig Municipality and Fruška Gora</i> participates in at least one international assistance project aimed at cultural tourism innovation (CBC, or similar), including culturally diverse groups, youth and women and start-ups from Irig. • By December 2028, <i>Sustainable Cultural Tourism Centre of Irig Municipality and Fruška Gora</i> has supported at least three circular tourism projects. • By 2028, Fruška Gora has become a candidate for the <i>European Heritage Label</i>.
Hackathon	No

Sub-Action 1.1.4: Development of an integrated, sustainable cultural tourism database for the PHS Irig-Sremski Karlovci- Bač

Timeframe:	September 2022 – December 2025
Challenge:	Well-established databases and updated information are prerequisites for sustainable cultural and circular tourism and proper tourism destination management. This includes demographic, socio-economic data, including tourism assets/locations, infrastructure, etc. However, the current databases are not complete, they lack integrity and are not regularly updated. Moreover, data is not properly shared among the macro, meso and micro levels.
Asset:	Existing databases at the national level Existing databases of Irig, Sremski Karlovci and Bač municipalities
Innovation Area:	Contemporary meanings of heritage

Target group:	National level institutions Local community members Interested visitors
Responsible:	Tourism organisations of Irig, S. Karlovci and Bač municipalities Municipal administrations of Irig, S. Karlovci and Bač (Local Economic Development Units)
Collaborators:	National level institutions Provincial institutions in charge of tourism and protection of heritage Regional development agencies Civil society organisations National Statistics Office
Raw budget estimation:	60,000 – 80,000 EUR
Funding source	National funding, Vojvodina Provincial funds, EU IPA III funds, bilateral donor funding
Other resources needed:	Competent human resources
Indicators for success	<ul style="list-style-type: none"> • By December 2022, all existing databases mapped and assessed. • By December 2022, mapped and established all relevant data sources at the macro, meso and micro level. • By June 2023, established communication and regular flow of data between municipalities and higher level institutions • By September 2025, regularly, at least annually updated database of all cultural assets and tangible heritage in the PHS Irig-S.Karlovci-Bač. • By September 2025, complete databases of cultural and socio-economic aspects in the PHS Irig-S.Karlovci-Bač created and regularly updated and maintained. • By September 2025, continuous conversion of data into machine-readable format allows for data opening at the Open Data Portal of the Republic of Serbia. • By December 2025, at least 10 sets of data are standardised in open format, digitalised and visualised (if applicable, for geospatial data).
Hackathon	No

Sub-Action 1.1.5: Establishment and development of *Bač Community Centre*

Timeframe:	January 2023 – December 2026 (36 months)
Challenge:	Bač Municipality lacks adequate community space, where local agricultural producers, small businesses, young creative people and women entrepreneurs would exhibit and offer their craft work,

	agricultural products and food to the community members and visitors. This would be a common area/facility where visitors and tourists could spend some time and learn about the community dynamics and everyday life, promote cultural diversity, inclusion and Europeanisation.
Asset:	Old school facility <i>Cvrčak</i> (in poor conditions) Project document (currently developed)
Innovation Area:	Contemporary meanings of heritage Sensorial experience of heritage Rural co-living
Target group:	Children, young people and women Tourists, visitors
Responsible:	Bač Municipality Museum Unit <i>Vekova Bač</i> Bač Tourism Organisation Provincial institute for Heritage Protection and Conservation
Collaborators:	CSO <i>Kolevka</i> Bač Vocational high school for agriculture
Raw budget estimation:	Approximately 1,2 million EUR
Funding source	National funding, Vojvodina Provincial funds, EU IPA III funds, bilateral donor funding
Other resources needed:	Project documents for construction works Implementer of construction works Creative human resources Visual designers
Indicators for success	<ul style="list-style-type: none"> ● By January 2023, completed architectural design based on the idea solution. ● By June 2023, obtained construction permit. ● By December 2025, completed construction works. ● By June 2026, completed space design ● By June 2026, prepared Community Work Programme ● By November 2026, designed and delivered at least 5 training events and workshops for the community's stakeholders who are directly or indirectly involved in the Community Centre's activities.
Hackathon	No

Action 1.2: Rebranding of the pilot heritage site - message development to support human-centred, sustainable, circular tourism and Europeanisation

Sustainable cultural tourism based on the modern principles of circularity, human-centredness and European values and principles requires rebranding of the pilot heritage site, by moving away from the outdated destination-centred practices. Such approach, also, requires new message development that would be focused on the economic gain, consideration of the community needs and creation of messages in all languages in use in the PHS and at least 4 European languages (in line with the European Heritage Label requirement.)

Sub-Action 1.2.1. Development of premium quality, visually attractive, condensed content with clear messaging

Timeframe:	January 2023 – December 2024
Challenge:	The current approach to destination management and promotion of tourism sites and events might be outdated. In addition, it is necessary to create an adequate visual identity and messaging for the Pilot Heritage Site Irig-Sremski Karlovci-Bač.
Asset:	The current tourism product and existing services in the Pilot Heritage Site Irig-Sremski Karlovci-Bač
Innovation Areas:	Sensorial experience of heritage Contemporary meanings of heritage Spiritual experience Rural-co living
Target group:	Local communities of Irig, Sremski Karlovci and Bač Tourists Visitors
Responsible:	Irig Tourism Organisation (TO) and Municipal Administration Sremski Karlovci Tourism Organisation (TOSK) and Municipal Administration Irig Tourism Organisation (TO) and Municipal Administration
Collaborators:	National and Provincial Authorities in charge of tourism development Regional Development Agency Srem, Bač <i>Business Competence Centre</i> , Sremski Karlovci <i>Business Hubs and Advisory Service</i> .
Raw budget estimation:	250,000 EUR
Funding source	National and Vojvodina funds, EU IPA III funds, bilateral donors
Other resources needed:	Graphic design Communication experts
Indicators for success	<ul style="list-style-type: none"> By September 2023, created visual identity of the PHS Irig-S.Karlovci-Bač (created graphic book, logo, etc., website design).

	<ul style="list-style-type: none"> • By December 2023, developed key messages for the PHS promotion. • By November 2024 implemented new visual design in electronic media (municipal websites, regional agencies, provincial electronic media).
Hackathon	No

Sub-Action 1.2.2: Development of a Plan for Innovative Event Management in the PHS and an e-Calendar of all events

Timeframe:	January 2023 – December 2024
Challenge:	Organisation of events and festivals and popularisation of tourism manifestations could be significantly improved, if approached jointly by the three PHS municipalities.
Asset:	Venues for current and potential events: City Park Bač, Bač Fortress, Lake Provala, Fruška Gora, Vrdnik Competent human resources Currently existing manifestations and festival: European Heritage Days, Days of Strawberry and Honey. Bač Kulen and Sausage Festival, Bač Pot (Bački kotlić), Cyclo Bač, etc. (a database of events, festivals and other manifestations is available).
Innovation Areas:	Sensorial experience of heritage Contemporary meanings of heritage Nature as heritage Rural co-living Spiritual experience of heritage
Target group:	Local communities of Irig, Sremski Karlovci and Bač Tourists Visitors
-Responsible:	Irig Tourism Organisation (TO) Sremski Karlovci Tourism Organisation (TOSK) Irig Tourism Organisation (TO) CSO <i>Cradle of Bač</i>, counterpart CSOs from S. Karlovci and Irig
Collaborators:	Municipal administrations of Irig, S.Karlovci and Bač Local civil society organisations Local SMEs Primary and secondary schools in 3 municipalities
Raw budget estimation:	35,000 EUR
Funding source	National and Vojvodina funds, municipal budget

Other resources needed:	Human resources: IT expert-programmer, graphic designer
Indicators for success	<ul style="list-style-type: none"> • By September 2023, fully updated list of current manifestations in each LSGs. • By September 2023, developed Plan for Innovative Event Management in the PHS. • By November 2024, developed, posted on the TO and municipal websites and regularly updated integrated eCalendar of PHS Irig-S.Karlovci-Bač Events.
Hackathon	No

Sub-Action 1.2.3: Development of an Annual Stakeholder Communication Plan, including informative, promotional and consultative activities and a Monitoring, Evaluation and Reporting Plan

Timeframe:	January 2023 – December 2023, annually
Challenge:	Management of sustainable circular tourism processes, products, services, events, etc. Needs to be well communicated among stakeholders in the PHS.
Asset:	Established co-operation and co-creation process among three municipalities within the PHS
Innovation Areas:	<p>Sensorial experience of heritage</p> <p>Contemporary meanings of heritage</p> <p>Nature as heritage</p> <p>Rural co-living</p> <p>Spiritual experience of heritage</p>
Target group:	<p>Local communities of Irig, Sremski Karlovci and Bač</p> <p>Tourists</p> <p>Visitors</p>
Responsible:	<p>Irig Tourism Organisation (TO), Municipal Administration, <i>Business Competence Centre</i></p> <p>Sremski Karlovci Tourism Organisation (TOSK) and Municipal Administration, <i>Business Hub and Advisory Service</i></p> <p>Irig Tourism Organisation (TO) and Municipal Administration <i>Irig and Fruška Gora Tourism Centre</i></p>
Collaborators:	<p>Local civil society organisations</p> <p>Local SMEs</p> <p>Primary and secondary schools in 3 municipalities</p>
Raw budget estimation:	5,000 EUR

Funding source	Municipal Budget
Other resources needed:	Communication expert
Indicators for success	<ul style="list-style-type: none"> ● By October 2023, prepared first Communication Plan with clearly listed informational, promotional and consultative activities. ● The Communication Plan prepared annually, serves as guidance to three municipalities in the development of sustainable cultural tourism. ● By October 2023 and continuously, on annual basis, prepared Monitoring, Evaluation and Reporting Plan ● The Communication, M&E and Reporting Plan endorsed by stakeholders, each year.
Hackathon	No

Action 1.3: Use of Information Technologies and smart solutions for effective management of sustainable cultural tourism and communication about the Pilot Heritage Site

Digital transformation is one of the key requirements for the Republic of Serbia in the process of EU accession. It is based on the [EU Digital Agenda 2030](#) and the strategic framework for IT development and eGovernment of the Republic of Serbia (Programme for IT and eGovernment Development 2020-2022.) Other aspects which will be considered as a part of this action include data opening and use for the sustainable cultural tourism purpose, use of electronic media and the Internet for circular tourism promotion and improvement of the municipal and tourism organisations' websites for sharing information, promotion and consultations with stakeholders on important cultural, circular tourism matters.

The Action gives way to further development of the smart city concept and encouragement to young IT companies to get engaged in development of new applications for tourism purposes, whereas the key role of the public sector and academia is to provide data, necessary for the IT systems to be fed.

Sub-Action 1.3.1: Improved presentation and promotion of the Pilot Heritage Site on the Internet and via electronic media

Timeframe:	January 2024 – December 2028, continuously
Challenge:	Digitalisation and introduction of innovative technologies has been modestly introduced at the local level. The action should lead to increased digital competencies and smart solutions that would improve both destination management and tourism products of the PHS.
Asset:	Tangible heritage sites and assets Existing infrastructure CSOs engaged in cherishing and promoting cultural heritage of diverse communities.

Innovation Areas:	Sensorial experience of heritage Contemporary meanings of heritage Spiritual experience of heritage
Target group:	Young people, families with children, visitors, foreigners, digital nomads
-Responsible:	Cultural Ethnic Club <i>Iskon Bač</i>
Collaborators:	Municipal administrations and tourism organisations of Irig, S.Karlovcı and Bač Local civil society organisations Private sector – IT
Raw budget estimation:	700.000 EUR
Funding source	National and Vojvodina funds (e.g., Serbia's Innovation Funds, EU IPA III, bilateral donors, municipal budget
Other resources needed:	Human resources: IT expert-programmer, graphic designer
Indicators for success	<ul style="list-style-type: none"> • By December 2025, redesigned websites of Tourism Organisations for the 3 LSGs, • By December 2025 and on, all website contents offered in English language and at least two other European languages. • By December 2026, developed Portal for joint representation and promotion of the Pilot Heritage Site Irig-S.Karlovcı-Bač, in Serbian language and at least 5 other European languages.
Hackathon	No

Sub-Action 1.3.2: Creation and Uploading of the Pilot Heritage Site Digital Maps (for hikers, runners and bikers)

Timeframe:	January 2024 – December 2028, continuously
Challenge:	Digitalisation and introduction of innovative technologies has been modestly introduced at the local level. The action should lead to increased digital competencies and smart solutions that would improve both destination management and tourism products of the PHS.
Asset:	Tangible heritage sites and assets Existing infrastructure Paths for hikers and runners Bicycle paths Rest areas Souvenir shops Info desks, signage

	Viewpoints
Innovation Areas:	Sensorial experience of heritage Contemporary meanings of heritage Nature as heritage Rural co-living Spiritual experience of heritage-
Target group:	Young people, families with children, visitors, foreigners, digital nomads
-Responsible:	CSO „Bač in Bačka's Heart“, counterpart CSOs in Irig and Sremski Karlovci
Collaborators:	Municipal administrations and tourism organisations of Irig, S.Karlovci and Bač Local civil society organisations Private sector – IT
Raw budget estimation:	500.000 EUR
Funding source	National and Vojvodina funds (e.g., Serbia's Innovation Funds, EU IPA III, bilateral donors, Western Balkans Innovation Fund, Horizon Europe, private sector IT participation (in-kind))
Other resources needed:	Human resources: IT expert-programmer, graphic designer
Indicators for success	<ul style="list-style-type: none"> ● By December 2024, data collected and made available to the private sector in open format. ● By December 2025 partnerships established with interested IT companies. ● By December 2027, developed interactive digital maps of the PHS in at least three European languages. ● By 2028, the number of foreign visitors increased for at least 15% compared to the baseline year (2023)
Hackathon	No

Sub-Action 1.3.3: Development of mobile phone applications for visitors and other beneficiaries in the Pilot Heritage Site

Timeframe:	January 2024 – December 2028, continuously
Challenge:	Digitalisation and introduction of innovative technologies has been modestly introduced at the local level. The action should lead to increased digital competencies and smart solutions that would improve both destination management and tourism products of the PHS. Accessibility for people with disabilities should be improved.

	Mobile applications should be developed in line with the Europeanisation principles – accessible in as many EU languages as possible.
Asset:	Tangible heritage sites and assets in the PHS
Innovation Areas:	Sensorial experience of heritage Contemporary meanings of heritage
Target group:	Young people, IT companies, testers, visitors, foreign tourists, digital nomads
Responsible:	Municipal administrations (for availability in open data) and the interested private sector (IT)
Collaborators:	Tourism organisations of Irig, S.Karlovcı and Bač Local civil society organisations
Raw budget estimation:	1 million EUR
Funding source	Serbia's Innovation Fund. EU IPA III, bilateral donors, Western Balkans Innovation Fund, Horizon Europe, private sector IT participation
Other resources needed:	Resources for data collection and preparation of data sets in machine readable format
Indicators for success	<ul style="list-style-type: none"> • By December 2024, data collected and made available to the private sector in open format. • By December 2025 partnerships established with interested IT companies. • By December 2027, developed at least three different mobile phone/smart solutions (minimum one per municipality) in at least 3 different European languages. • By 2028, the number of foreign visitors increased for at least 15% compared to the baseline year (2023)
Hackathon	No

Action 1.4: Development of infrastructure to support sustainable cultural tourism development

The Action Plan cannot be implemented without the fulfilment of some key prerequisites and preconditions for sustainable cultural tourism development. Some of the initial sub-actions, in this respect, include harmonisation of document at the PHS level, vertical alignment with higher level documents and horizontal alignment with the relevant sectoral policies and the Sustainable Development Goals (in particular, the „Leave no one behind“ Principle.

There are also sub-actions which require feasibility studies and preparation of plans for introduction of innovative tourism infrastructure, such as diffuse museum and diffuse accommodation concept, rehabilitation and modernisation of the existing camping sights.

Tourism signage and signposting in EU languages, including the aspects of contemporary meaning of heritage and sensorial experience are also seen as innovation-based activities.

Sub-Action 1.4.1 Horizontal integration of the Sustainable Cultural Tourism Action Plan into Municipal Development Plan and Spatial Plan in PHS Municipalities

Timeframe:	September 2022 – December 2023
Challenge:	The Action Plan for Sustainable Cultural Tourism needs to be aligned with the municipal strategic, policy and urban planning documents.
Asset:	Valid strategic, policy and urban planning documents of the municipalities of Irig, Sremski Karlovci and Bač
Innovation Areas:	Sensorial experience of heritage Contemporary meanings of heritage Nature as heritage Rural co-living Spiritual experience of heritage
Target group:	Local community Municipal administration
-Responsible:	Local economic development unit, municipal decision makers
Collaborators:	Tourism organisations of Irig, S.Karlovci and Bač Local stakeholders
Raw budget estimation:	/
Funding source	Municipal budget
Other resources needed:	/
Indicators for success	<ul style="list-style-type: none"> By December 2022, all strategic, policy and urban planning documents analysed in a participatory process and recommendations provided for the integration of tourism development into overall sustainable development of the PHS municipalities. By December 2023, all documents aligned with the key strategic and policy documents and urban plans.
Hackathon	No

Sub-Action 1.4.2 Preparation of a Plan for diffuse accommodation in rural areas and education of hosts for service provision to visitors

Timeframe:	September 2022 – December 2025
Challenge:	The communities in PHS lack accommodation capacities in rural areas (especially Bač). Irig has a concentrated accommodation offer in Vrdnik, but has a need for diffuse-type lodging facilities. Rural household owners do not have sufficient capacities, knowledge and skills for product development and service provision. The sub-action is relevant for Bač and Irig (Sremski Karlovci municipality is 100% urban – officially, it has no rural areas).
Asset:	Private accommodation owners and in rural areas Households in rural area willing to become providers of accommodation
Innovation Areas:	Rural co-living Sensorial experience of heritage Nature as heritage Spiritual experience of heritage
Target group:	Owners of rural households Digital nomads Families and individuals interested in rural co-living
Responsible:	Local economic development units of the Municipalities of Irig and Bač Tourism organisations of the PHS municipalities Future diffuse accommodation providers
Collaborators:	Relevant national and provincial level institutions Local stakeholders: CSOs engaged in rural development, local SMEs
Raw budget estimation:	80.000 EUR
Funding source	National and Vojvodina funds (for rural development, EU IPA III, bilateral donors (GIZ, MASHAV, USAID).
Other resources needed:	External expertise in rural development, tourism, gastronomy
Indicators for success	<ul style="list-style-type: none"> • By December 2022, developed Plan for Diffuse Accommodation in Rural Areas. • By December 2023, at least 100 rural household owners completed the training modules on diffuse accommodation concept, rural tourism development, rural co-living, rural product development, good quality service provision to visitors and participants in rural co-living.

Hackathon	No
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Sub-Action 1.4.3: Preparation of a Plan for Camping Site Development in Irig, Sremski Karlovci and Bač

Timeframe:	September 2022 – December 2025
Challenge:	All three communities in PHS have designated camping site location; however, these sights need to be improved
Asset:	Camping sited in Bač, Sremski Karlovci (Stražilovo) and Irig (Vrdnik)
Innovation Areas:	Nature as heritage Rural co-living Sensorial experience of heritage
Target group:	Nature lovers Visitors who prefer basic, low-budget, affordable accommodation
Responsible:	Local economic development units of the Municipalities of Irig and Bač Tourism organisations of the PHS municipalities Camping site managers
Collaborators:	Relevant national and provincial level institutions Local stakeholders: CSOs, local SMEs
Raw budget estimation:	50.000 EUR
Funding source	National and Vojvodina funds (for rural development, EU IPA III, bilateral donors (GIZ, MASHAV, USAID).
Other resources needed:	External expertise in rural development, tourism, low-budget accomodation
Indicators for success	<ul style="list-style-type: none"> • By December 2022, developed Plan for Camping Site Development and introduction of new content and improved service provision; identified needs for rehabilitation and refurbishment. • By December 2023, at least 50 participants trained in camping site development, environmental protection, and good quality service provision.
Hackathon	No

Sub-Action 1.4.4: Improved signage and signposting to support sustainable cultural tourism

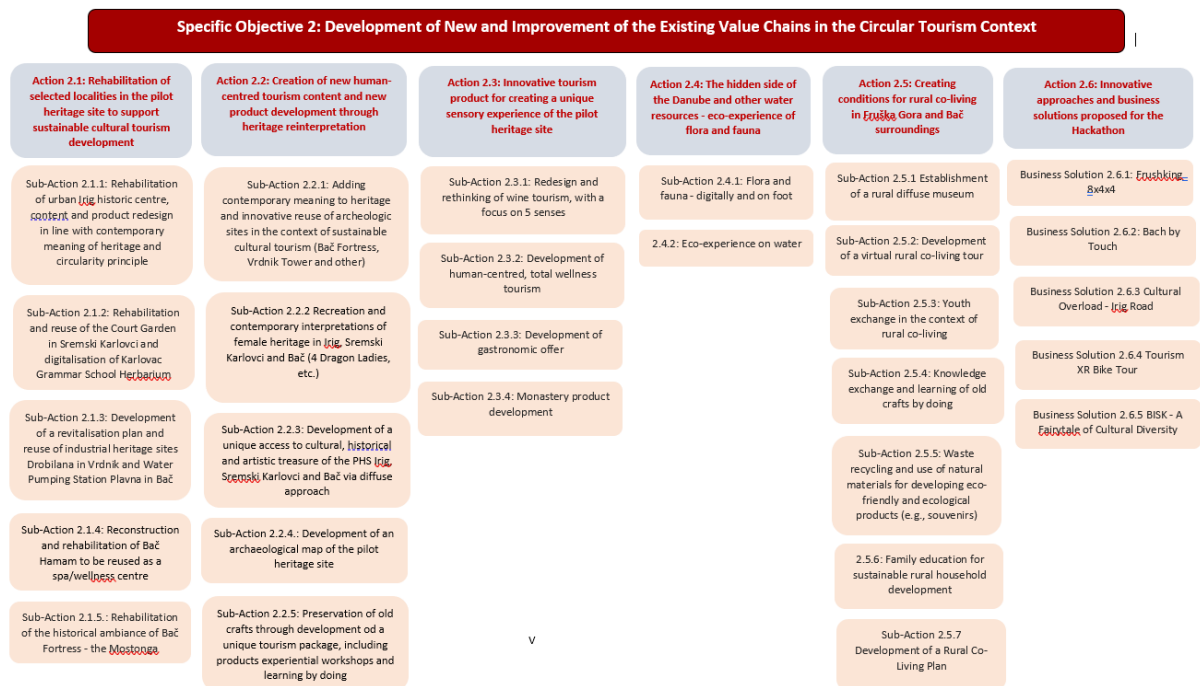
Timeframe:	January 2023 – December 2025
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Challenge:	The quality of current signage for tourism (signalisation) should be assessed. The quality of current signs for tourists should be improved and aligned with the contemporary requirements in cultural tourism development. Signage should be implemented in line with the Europeanisation principles – available in at least three European languages, respectful of diversity and inclusive.
Asset:	Existing signs for tourists around the PHS
Innovation Areas:	Sensorial experience of heritage Contemporary meanings of heritage Nature as heritage Rural co-living Spiritual experience of heritage
Target group:	Local community Municipal administration
-Responsible:	Local economic development unit, municipal decision makers
Collaborators:	Tourism organisations of Irig, S.Karlovci and Bač Local stakeholders
Raw budget estimation:	100.000 EUR
Funding source	National and Vojvodina funds (for rural development, EU IPA III, bilateral donors (GIZ, MASHAV, USAID).
Other resources needed:	Relevant expertise
Indicators for success	<ul style="list-style-type: none"> ● By December 2022, prepared plan for signage innovation. ● By December 2025, all signposts for tourist available in line with the Europeanisation principle.
Hackathon	No

Specific Objective 2: Development of New and Improvement of the Existing Value Chains in the Circular Tourism Context

This specific objective includes rehabilitation, revitalisation, content rethinking and ideas for reuse of the prioritised tangible and intangible assets in the context of circular economy. The assets will be physically reconstructed, giving **contemporary meaning to the heritage** (via new content, innovative interpretation, storytelling, new products and services). By focusing on the potential of **sensorial experience** there is an added circularity value, obtained through developing new products and service packages which are attractive to the 5 senses (winery-related sensations, such as wine-tasting, wine-making, walking through the vineyards; gastronomy, wellness tourism, etc.). Nature as heritage will also be developed through sub-actions aimed at new

interpretations of the flora and fauna of Fruška Gora and the Danube. It is important to note that the value chains that are intended to be developed within this specific objective are not aimed only at visitors, domestic and foreign tourists, but also to the local population and their new interpretations and experience of their own cultural, historical, natural, industrial and religious heritage.



Action 2.1: Rehabilitation of selected localities in the pilot heritage site to support sustainable cultural tourism development

This action is aimed at rehabilitation, revitalisation, content rethinking and ideas for reuse of the prioritised tangible and intangible assets, by their physical reconstruction and by giving **contemporary meaning to the heritage** (via new content, innovative interpretation, storytelling, new products and services). The sub-actions include rehabilitation and revitalisation of Irig's historic centre, Court Garden and Herbarium in Sremski Karlovci, rethinking of the content and meaning of two industrial heritage sites (in Bač and Irig) and reusing them for artistic purposes.

Bač Fortress which has already been rehabilitated and proposed as candidate for the UNESCO heritage list will continue to be improved in line with Bač Development Programme (2022-2028) and the special spatial plan for this heritage site – however, the proposed sub-action within Action 2.1 includes adding new meaning and enriching the content in the Fortress, with the added value of the Mostonga Canal restoration (which would bring water back to the site. The rehabilitation of the old Turkish Hamam will give it contemporary meaning and will restore its original use as a spa center, to create a unique sensorial experience.

Sub-Action 2.1.1: Rehabilitation of urban Irig historic centre, content and product redesign in line with contemporary meaning of heritage and circularity principle

Timeframe:	January 2023 – December 2028
Challenge:	Irig has a rich cultural and historical heritage, which is not adequately presented to tourists. The physical look of Irig's historical centre should be rehabilitated and enriched with new content, to better serve the needs of sustainable cultural tourism. Ownership issues may arise regarding certain buildings in Irig's centre.
Asset:	Irig's historical centre: <ul style="list-style-type: none"> - Wine cellars - Mihiz's House (Serbian writer) - Serbian Reading Room - Other assets in Irig's historical centre - Prepared technical documents for the project
Innovation Area:	Contemporary meanings of heritage Sensorial experience of heritage
Target group:	Owners of wine cellars, restaurants and cafes Tourists, visitors, local population
Responsible:	Irig Municipality
Collaborators:	Serbian Reading Room, owners of wine cellars, restaurants and cafes, Tourism organisation of Irig
Raw budget estimation:	TBD (approximately 2 million EUR)
Funding source	National and Vojvodina Provincial funds, EU IPA III funds, bilateral donors (25% municipal budget)
Other resources needed:	Designers Architects Constructions works
Indicators for success	<ul style="list-style-type: none"> ● By December 2023 all buildings, houses and other assets in Irig's historical centre are mapped. ● By December 2025, legal/property issues solved for at least 50% of the assets. ● By December 2025, tender completed. ● By September 2026, the facades and wine cellars in the Wine Street rehabilitated and adapted for sustainable tourism purposes. ● By September 2027, degustation salon finished and is operational, with exhibited local products. ● Networking of stakeholders and management plan developed.
Hackathon	No

Sub-Action 2.1.2: Rehabilitation and reuse of the Court Garden in Sremski Karlovci and digitalisation of Karlovac Grammar School herbarium

Timeframe:	January 2023 – December 2026
Challenge:	Sremski Karlovci Municipality has the oldest Grammar School in Serbia, which, among other things, maintains a comprehensive Herbarium with an impressive number of represented species. In addition, the Court Garden contains a number of flora and fauna species. Both the Court Garden and the Herbarium have remained hidden from the public for decades now. These two gems of Sremski Karlovci should be rethought and rescued in the context of sustainable cultural tourism. Agreement with the current owners of the two collections should be reached (Herbarium is the property of the Grammar School, whereas the Court Garden is owned by the Serbian Orthodox Church).
Asset:	Karlovci's Grammar School Herbarium Court Garden (lower part)
Innovation Area:	Contemporary meanings of heritage Sensorial experience of heritage Nature as heritage
Target group:	Tourists, visitors, local population – young people, schoolchildren
Responsible:	Sremski Karlovci Municipality Tourism organisation (TOSK)
Collaborators:	Grammar School, academia, CSOs Environmental Centre <i>Radulovački</i> <i>Young Highlanders</i> (Mladi Gorani) Botanical Research Centre Pharmacy Shops
Raw budget estimation:	400.000 EUR
Funding source	National and Vojvodina Provincial funds, EU IPA III funds, bilateral donors (25% municipal budget)
Other resources needed:	Designers Architects Constructions works
Indicators for success	<ul style="list-style-type: none"> ● By December 2023, consensus reached among all stakeholders. ● By December 2023, approval obtained from the Serbian Church and the Grammar School authorities. ● By June 2024, prepared plan for Herbarium Digitisation and Court Garden Rehabilitation and Opening. ● By December 2026, completed digitalisation of the Herbarium.

	<ul style="list-style-type: none"> • By December 2027, the Court Garden rehabilitated and opened.
Hackathon	No

Sub-Action 2.1.3: Development of a revitalisation plan and for reuse of industrial heritage sites *Drobilana* in Vrđnik and Water Pumping Station *Plavna* in Bač



Timeframe:	January 2024 – December 2026
Challenge:	<p>Irig and Bač possess two distinct industrial heritage sights which they want to rehabilitate and revitalise in order to reuse them for cultural tourism purposes. The PHS has no similar space which could easily become informal „cultural stations“ and a place where subcultures can meet each other, offering possibilities for culture decentralisation.</p> <p><i>Drobilana</i> is situated in Vrđnik. Next to a viable asphalt road easily accessible for tourists and is surrounded by beautiful countryside (woods) and can bring a perfect combination of art-culture and tourism.</p> <p><i>Plavna</i> pumping station, built in the early XX century, used to be a significant shift and a unique example of its kind, in the technical-technological sense, in the entire Balkans. Although it was built according to a typical project, primarily as a utilitarian object, the Pumping Station is characterised by significant stylistic elements of <i>Art Nouveau</i>, as well as traditional rural architecture and craftsmanship. Faced with the challenges posed by large industrial complexes in revitalization, these engine houses are often neglected. Equipped with the original wheel, the Pumping Station is still operational - it has stood the test of time for a century and dominates the surrounding countryside.</p>
Asset:	<p>Industrial site and facility <i>Drobilana</i> in Vrđnik (Irig)</p> <p>Industrial site Water Pump Station <i>Plavna</i> in Bač</p>

Innovation Area:	Contemporary meanings of heritage Industrial heritage
Target group:	Artists, creative industry representatives, visitors, local population – young people, people with disability
Responsible:	CSO Eustahija Irig Serbian Reading Room in Irig CSO Bačka Cradle
Collaborators:	Irig Municipality, Irig Tourism organisation , Bač Municipality, Bač Tourism organisation faculties of art, art galleries, museums, artists
Raw budget estimation:	300.000 EUR-
Funding source	National and Vojvodina Provincial funds, <i>Creative Europe</i>
Other resources needed:	Designers, architects, construction work Human resources
Indicators for success	<ul style="list-style-type: none"> ● By December 2024, developed plan for rehabilitation and reuse of <i>Drobilana</i> industrial site. ● By December 2024, developed plan for rehabilitation and reuse of <i>Pumping Station Plavna</i> industrial site. ● The plans include solving of legal-property issues, permits for reconstruction, minimal adaptation works, event plan, marketing of the cultural site.
Hackathon	No

Sub-Action 2.1.4: Reconstruction and rehabilitation of Bač Hamam to be reused as a spa/wellness centre

Timeframe:	January 2023 – December 2026
Challenge:	The Turkish Bath (Hamam) in Bač is a valuable heritage asset. Currently, it is not used for any purpose and nobody is in charge of its maintenance and conservation, which has led to its gradual decay.
Asset:	Turkish Hamam – authentic site, unique of its kind in Vojvodina (in a relatively good condition – it can be rehabilitated). Project documents on the Hamam's current state
Innovation Area:	Contemporary meanings of heritage Sensorial experience of heritage
Target group:	Local population and tourists
Responsible:	Bač Municipality – planning and existing project documents

	Vojvodina Institute for Cultural Heritage Protection – approval of project documents, supervision of works. Museum Unit <i>Vekovi Bača (Centuries of Bač)</i>
Collaborators:	Bač Tourism organisation
Raw budget estimation:	Min 1 million EUR
Funding source	Turkish Coordination and Cooperation Agency (TIKA)
Other resources needed:	Designers, architects, constructions works Human resources
Indicators for success	<ul style="list-style-type: none"> ● By December 2023, developed project for rehabilitation and construction of a spa centre. ● By December 2025, funds raised for rehabilitation of the Hamam. ● By December 2025 property issues solved - agreement reached with the owner of the nearby house to be removed. ● By December 2026, construction works started of the facility, including the surroundings (land around the house).
Hackathon	No

Sub-Action 2.1.5.: Rehabilitation of the historical ambiance of Bač Fortress - the Mostonga Riverbed

Timeframe:	January 2023 – December 2025 (36 months)
Challenge:	After the creation of the canal system in which the Mostonga river was also included back in 1965, the water city of Bač was left without a historical setting - a water mirror of its kind. This used to be strong and powerful, a river with a rich basin, which flowed parallel to the Danube, creating a multitude of backwaters, streams, ponds and marshes, and today Mostonga is a river that practically doesn't exist anymore.
Asset:	The historical basin of Mostonga Water recovery study Planning documentation for water return
Innovation Area:	Contemporary meanings of heritage Nature as heritage
Target group:	Local population and tourists
Responsible:	Bač Municipality – planning and existing project documents Vojvodina Institute for Cultural Heritage Protection and Institute for the Protection of Cultural Monuments of Serbia – approval of project documents, supervision of works.

Collaborators:	Public Water Management Company „VOĐE VOJVODINE“ Institute for Nature Conservation of Vojvodina Province
Raw budget estimation:	Approximately 2,500.000 EUR
Funding source	EU IPA III funds, National and Vojvodina Provincial funds
Other resources needed:	Water engineers/experts, architects, construction work Human resources
Indicators for success	<ul style="list-style-type: none"> • By December 2023, design and technical documentation for water return prepared. • By December 2023, building permit secured. • By December 2025, the needed equipment procured and construction works started.
Hackathon	No

Action 2.2: Creation of new human-centred tourism content and new product development through heritage reinterpretation

This action promotes a human-centred approach and innovative use of the cultural-historical heritage and intangible assets both by the local community and visitors interested in archaeology, myths, legends and less visible aspects of culture and history. Since these intangible assets are related to various heritage sites scattered around the PHS territory, it has been sensible to propose a diffuse approach, where visitors will create and deploy their own routes. Preservation of old crafts through development of a unique tourism package, including products, experiential workshops and learning by doing is also a part of this action.

Sub-Action 2.2.1: Adding contemporary meaning to heritage and innovative reuse of archeologic sites in the context of sustainable cultural tourism (Bač Fortress, Vrdnik Tower and other)

Timeframe:	September 2022 - December 2025
Challenge:	-There are several archaeological sites on the territory of the PHS which are not used or are underused.
Asset:	Archeological Sites Bač Fortress, Vrdnik Tower, Roman ruins
Innovation Area:	Contemporary meaning of heritage
Target group:	Local population, tourists
Responsible:	Tourism organisations, Bač Competence Centre, Business Hub and Advisory Centre S.Karlovcı, Irig and Fruška Gora Tourism Centre
Collaborators:	Private sector – IT companies

Raw budget estimation:	200.000 EUR
Funding source	EU funds (IPA III, CBC)
Other resources needed:	IT services
Indicators for success	<ul style="list-style-type: none"> • By December 2023 all archaeological localites mapped out • By December 2025 innovative content and stories developed for each archaeological site
Hackathon	No

Sub-Action 2.2.2 Recreation and contemporary interpretation of female heritage in Irig, Sremski Karlovci and Bač (4 Dragon Ladies, etc.)

Timeframe:	January 2023 – December 2025
Challenge:	<p>Highlighting the role of women in the history and culture of the P. region</p> <p>Gender equality</p> <p>Creating a new tour</p>
Asset:	<p>The story of 4 dragon ladies as the basis of the project</p> <p>Existing route Vrdnik – Irig – Novo Hopovo – Krušedol</p>
Innovation Area:	<p>Contemporary meanings of heritage</p> <p>Sensorial experience of heritage</p> <p>Nature as heritage</p>
Target group:	Tourists, winemakers, farms, private accommodation owners
Responsible:	CSO Eustahija Irig
Collaborators:	Municipalities of Irig, Bač and Sremski Karlovci, tourist agencies, wineries, private accommodation owners, transportation agencies
Raw budget estimation:	500.000 EUR
Funding source	Municipal budgets of 3 PHS municipalities, Vojvodina Provincial funds
Other resources needed:	<p>Human resources</p> <p>Know – how</p>
Indicators for success	<ul style="list-style-type: none"> • By December 2023, research work in Bač and Sremski Karlovci completed. • By June 2024, a number of new tours designed and organised.

	<ul style="list-style-type: none"> By December 2025, the application developed and setting up of the QR code completed.
Hackathon	No

Sub-Action 2.2.3: Development of a unique access to cultural, historical and artistic treasure of the PHS Irig, S. Karlovci and Bač via diffuse approach

Timeframe:	January 2023 – January 2025
Challenge:	Unify and develop a cultural and tourist offer based on heritage
Asset:	Museums and museum units / Museum of Vojvodina Province Cultural goods and ethnic houses Workshops of old crafts, agricultural farms
Innovation Area:	Contemporary meaning of heritage Sensorial experience of heritage Nature as heritage Rural co-living Spiritual experience of heritage
Target group:	Local population, visitors
Responsible:	<i>Establishing a committee from the existing stakeholders led by representatives of three municipalities</i>
Collaborators:	Representatives of all three sectors
Raw budget estimation:	50.000 – 100.000 EUR
Funding source	Municipal budgets of 3 PHS municipalities, Vojvodina Provincial funds
Other resources needed:	Expertise of competent human resources Know – how
Indicators for success	<ul style="list-style-type: none"> By June 2023, research of examples of successful practice completed By December 2023, the feasibility study developed By December 2023, the process of connecting /networking completed By June of 2024, all stakeholders educated on diffused approach By December 2024 the diffused approach to heritage presented to the wide public
Hackathon	No

Sub-Action 2.2.4: Development of an archaeological map of the pilot heritage site

Timeframe:	September 2022 - December 2025
Challenge:	The heritage of Irig, Sremski Karlovci and Bač includes several archaeological sites which could be presented via digital maps.
Asset:	Archeological Sites – Bač Fortress
Innovation Area:	Contemporary meaning of heritage
Target group:	Local population, tourists
Responsible:	Tourism organisations, Bač Competence Centre, Business Hub and Advisory Centre S.Karlovci, Irig and Fruška Gora Tourism Centre
Collaborators:	Private sector – IT companies
Raw budget estimation:	200.000 EUR
Funding source	EU funds (IPA III, CBC)
Other resources needed:	IT services
Indicators for success	<ul style="list-style-type: none"> • By December 2023 all archaeological localites mapped out • By December 2025 digitalised at least 3 archaeological sites
Hackathon	No

Sub-Action 2.2.5: Preservation of old crafts through development of a unique tourism package, including products, experiential workshops and learning by doing

Timeframe:	January 2023 – December 2024
Challenge:	Preserve old crafts from oblivion, upgrade them, modernise and adapt them to the souvenir offer.
Asset:	Resources of the Women's Association <i>The Cradle of Bačka</i> Weaving workshops Pottery workshops
Innovation Area:	Contemporary meaning of heritage Sensorial experience of heritage Nature as heritage Rural co-living Spiritual experience of heritage
Target group:	Local population, visitors
Responsible:	Women's Association <i>The Cradle of Bačka</i>

Collaborators:	CSO Ethnic house Educators, promoters, advertisers
Raw budget estimation:	Minimum 500.000 EUR
Funding source	EU IPA III funds, municipal and Vojvodina Provincial funds
Other resources needed:	Material and human resources
Indicators for success	<ul style="list-style-type: none"> • By end of 2023, the products of old crafts adapted for new use values. • By mid 2024, the new workshops promoted on local and provincial media outlets. • By end December 2024, at least 3 newly designed workshops of old crafts organised.
Hackathon	No

Action 2.3: Innovative tourism product for creating a unique sensory experience of the pilot heritage site

By focusing on the potential of **sensorial experience** there is an added value of circular economy, obtained through developing new products and service packages which are attractive to the 5 senses (winery-related sensations, such as wine-tasting, wine-making, walking through the vineyards; gastronomy, wellness tourism, etc.).

The action is well-integrated into other actions proposed and is aligned with the key provincial documents, the Master Plan of Fruška Gora and local planning documents.

Sub-Action 2.3.1: Redesign and rethinking of wine tourism, with a focus on 5 senses

Timeframe:	January 2023 – December 2024
Challenge:	The presentation of the local wineries is rather outdated, focused only on a single sense most of the time. Wine tasting events are poorly organised, often overlapping between the wineries. Instead of cooperating on the promotion of wine tourism, the winemakers seem to be playing unfair competition in an already narrow market. There is also a lack of a comprehensive strategy for the development of this specific tourism niche. This tourist offer needs re-invention and redesign.
Asset:	A fair number of small and large wineries, as well as numerous local producers.
Innovation Area:	Sensorial experience of heritage Nature as heritage

Target group:	Local wineries and producers, tourists, tourist agencies
Responsible:	Tourism organisations of Irig, Sremski Karlovci and Bač Private sector – winery owners
Collaborators:	Municipalities of Irig, Sremski Karlovci and Bač National and provincial authorities in charge of agriculture
Raw budget estimation:	Minimum 200.000 EUR
Funding source	Municipal and Vojvodina Provincial funds, EU IPA III funds
Other resources needed:	Expertise of competent human resources Know-how
Indicators for success	<ul style="list-style-type: none"> • By mid 2023, all wineries, local producers and wine cellars mapped. • By December 2023 the strategy for wine tourism development drafted and adopted by the PHS municipal assemblies and integrated into municipal development plans/strategies. • By December 2024, the new wine tourism product designed and implemented.
Hackathon	No

Sub-Action 2.3.2: Development of human-centred, total wellness tourism

Timeframe:	January 2023 – December 2025
Challenge:	Use of natural resources in the function of health preservation and treatment, application of healthy lifestyles and alternative treatments.
Asset:	Healthy environment, untouched nature Bees as medicine and valuable resource Knowledge and experience in applying innovative models, but also in traditional models in therapy and prevention
Innovation Area:	Sensorial experience of heritage Nature as heritage Rural co-living
Target group:	Individual visitors, pensioners, people who need rehabilitation using api-therapy, business people
Responsible:	CSO promoting healthy lifestyles <i>Bio Bee Clinic (Bio Pčelinja Klinika), Bačko Novo Selo</i>

Collaborators:	Agricultural farms, Bač Tourism Organisation, Bač municipality, associations, hotels, accommodation owners
Raw budget estimation:	Approximately 30.000 EUR per year
Funding source	Open calls at municipal, provincial and national level, EU IPA III funds
Other resources needed:	Infrastructure construction contractors, experts
Indicators for success	<ul style="list-style-type: none"> • By December 2023 a new tourist product developed. • By mid-2024, small rehabilitation works completed and equipment acquired (10 benches installed, pedestrian trails marked, 3 api-chambers and 3 inhalers procured). • By mid-2024, equipment for the production of beekeeping products acquired. • By December 2024, completed marketing and communication plan. • By December 2025, promotion carried out through 5 TV shows. • By December 2025, 10 educations on the total wellness concept organised and carried out for local service providers.
Hackathon	No

Sub-Action 2.3.3: Development of gastronomic offer

Timeframe:	January 2023 – December 2025
Challenge:	Food tourism is providing communities with a means of affirming their cultural and regional values and identities, and tourism interest in local food festivals/events/workshops is an effective instrument of regional development, but also of building on diversity and multi ethnicity. Aiming to create a touristic region offer based on gastronomy, traditional recipes were discovered during previous workshops. Now, the standardised recipes are ready for utilisation in local hotels and restaurants, as well as homes, and are available for all interested stakeholders.
Asset:	Ethnic house <i>Didina kuća</i> , Bač
Innovation Area:	Sensorial experience of heritage Nature as heritage Rural co-living
Target group:	Local population, tourists, hotels/restaurants
Responsible:	Ethnic house <i>Didina kuća</i> , Bač

Collaborators:	CSO <i>The Shokac Trail, Bač</i> (Tragovi Šokaca) CSO <i>The Cradle of Bačka, Bač</i> (Kolevka Bačke) CSO <i>Bač in the heart of Bačka</i> (Bač u srcu Bačke)
Raw budget estimation:	300.000 EUR
Funding source	Municipal and Vojvodina Provincial funds, EU IPA III funds
Other resources needed:	Human resources
Indicators for success	<ul style="list-style-type: none"> • By December 2023, competent human resources and traditional recipes mapped. • By December 2023, developed partnerships and network completed with local agricultural farms. • By mid 2024, culinary programs for workshops/food festivals designed • Continuous holding of local food festivals (ex. Scents from grandma's kitchen)
Hackathon	No

Sub-Action 2.3.4 Monastery product development

Timeframe:	January 2023 – December 2025
Challenge:	Monasteries in Fruška Gora produce a variety of food products which can be included in the gastronomic offer and create sensorial experience
Asset:	Monastic products – wine, honey, cheese, herbal tea, etc.
Innovation Area:	Sensorial experience of heritage Nature as heritage Rural co-living
Target group:	Local population, tourists, hotels/restaurants
Responsible:	<i>Religious heads of monasteries</i>
Collaborators:	Irig Tourism Organisation, Municipality of Irig
Raw budget estimation:	200.000 EUR
Funding source	Municipal and Vojvodina Provincial funds, EU IPA III funds
Other resources needed:	Human resources

Indicators for success	<ul style="list-style-type: none"> • By December 2023, available monastic products mapped. • By December 2023, agreement with the orthodox religious authorities reached and partnership established • By December 2005, the monastery product defined and product branding initiated
Hackathon	No

Action 2.4: The hidden side of the Danube and other water resources - eco-experience of flora and fauna

Vojvodina is intersected by a complex network of water canals dominated by the Danube. The canal system Danube-Tisa-Danube represents one of the largest canal navigation networks in Europe, which in addition to navigable canals includes the canalised rivers Begej and Tamiš. They establish a connection with the Danube and the Tisza, through which they are further connected with the navigable Rhine-Main-Danube highway, which connects the North and Black Seas, passing through 12 countries.

The Danube has outstanding and unique flora and fauna and vast potentials for water sports and recreation. Thanks to its extraordinary natural wealth, the Kovilj-Petrovaradin marshes were declared the [Important Bird Area \(IBA¹⁰\)](#) in 1989, and in 2004 it was included in the [list of significant water-related protected areas in the Danube basin \(ICPDR2\)](#). This wetland is also one of the potential candidates for the [Ramsar List of Wetlands of International Importance](#).

Sub-Action 2.4.1: Flora and fauna - digitally and on foot

Timeframe:	January 2022 – December 2028
Challenge:	Cultural and natural heritage is considered an invaluable resource, creating a unique tourist attraction for each country. However, knowing how to use this heritage for sustainable tourism development, while preserving and promoting the heritage value for future generations is not a simple task. This project focuses on the values of natural heritage and the importance of maintaining and promoting it while integrating with the environment for the development of society.
Asset:	Natural and cultural values of National Park Fruska Gora and the Danube Geological sites Rare and protected flora and fauna Waterfalls Monasteries
Innovation Area:	Nature as heritage Contemporary meaning of heritage

¹⁰ Important Bird Area

Target group:	Emphasis on children (preschool and school age), but also all other age groups
Responsible:	CSO Radulovački CSO Young Highlanders (Pokret gorana) CSO Eustahia – Irig CSO Young Scouts
Collaborators:	Public Utility Company <i>National Park Fruska Gora</i> Elementary school " <i>Dositej Obradovic</i> " Irig Secondary Vocational School " <i>Borislav Mihajlovic Mihiz</i> " Irig Primary schools, secondary schools, preschool institutions
Raw budget estimation:	35.000 EUR
Funding source	IPARD, Ministry of Trade, Tourism and Telecommunications, Ministry of Environmental Protection, EU IPA III funds
Other resources needed:	Educators - trainers and lecturers
Indicators for success	<ul style="list-style-type: none"> • By December 2023, education programs - workshops, learning through play, quizzes - designed and lecturers/trainers mapped. • By December 2024, a number of children/people educated on natural and cultural heritage and its preservation. • By December 2025, a network of all relevant and interested stakeholders established. • By December 2026, the digital applications developed for both the National Park Fruska Gora and the Danube area. • By December 2027, fishing educational tours developed and realised for groups of tourists with special interests. • By December 2028, continual promotion and offer of a number of different educational tours.
Hackathon	No

Sub-Action 2.4.2: Eco-experience on water

Timeframe:	January 2022 – December 2028
Challenge:	The Danube and other resources associated with this natural resource offer numerous opportunities for developing a tourism offer. Creating an integrated tourism product, which would be aimed at nature lovers - local population and visitors could create a unique eco-experience.
Asset:	The Danube
Innovation Area:	Nature as heritage

	Spiritual experience of heritage
Target group:	Emphasis on children (preschool and school age), but also all other age groups
Responsible:	Tourism organisations of Sremski Karlovci, Bač and Irig Municipalities of Sremski Karlovci, Bač and Irig
Collaborators:	Relevant national and provincial institutions <i>CSO Radulovacki</i> <i>CSO Eustahia – Irig</i> <i>CSO Young Scouts</i>
Raw budget estimation:	350.000 EUR
Funding source	Ministry of Environmental Protection, EU IPA III funds
Other resources needed:	/
Indicators for success	<ul style="list-style-type: none"> • By December 2023, developed plan for tourism product “Eco-experience on water” • By December 2025, continuous promotion and offer of a number of different educational tours.
Hackathon	No

Action 2.5: Creating conditions for rural co-living in Fruška Gora and Bač surroundings

Bač and Irig have picturesque villages in Fruška Gora and Bač surroundings as a distinct tourism asset. Rural development

2.5.1 Establishment of a rural diffuse museum

Timeframe:	Starting from January 2023 onwards
Challenge:	A rural diffuse museum will be focusing on cultural ecology, arts, rural heritage, and education for sustainability. Various events will be organised on the following topics: a festival for education and sustainability, concerts in open performance hall, workshops for amateurs with artists, etc. From an ethnological perspective, the museum investigates how tangible and intangible heritage can inspire specific educational strategies to achieve sustainability. It preserves a large collection of tools and objects related to food growing relevant for our PHS region and life in rural villages, as well as an important archive of photography, oral history, and documents about natural health, food and celebration/tradition in rural life. The focus will also be on promotion and use of local products and services,

	networking of all resources and the development of conditions for rural co-living in all three PHS municipalities.
Asset:	Cultural heritage resources that influence social and economic development, and the diffuse museum makes this possible Material and human resources
Innovation Area:	Contemporary meaning of heritage Sensorial experience of heritage Rural co-living
Target group:	Depending on the content in the diffuse museum (potentially all)
Responsible:	National library "Vuk Karadzic" Bač Museum unit
Collaborators:	Local self-government, cultural institutions, artisans, NGOs, educational institutions, collectors, individuals
Raw budget estimation:	Approximately 20.000 – 30.000 EUR
Funding source	Municipal and Vojvodina Provincial funds, EU IPA III funds
Other resources needed:	/
Indicators for success	<ul style="list-style-type: none"> • By December 2023, all resources mapped. • By December 2023, the spaces mapped. • By June 2024, the plan of main project activities designed. • By December 2024, all possible solutions elaborated and designed. • By June 2025, the diffuse museum set up and introduced to the wider public. • From June 2025 onwards, continual promotion of the diffuse museum. • From June 2025, continual monitoring and evaluation. • By December 2026, the diffuse museum recognised as a local brand.
Hackathon	No

2.5.2 Development of a virtual rural co-living tour

Timeframe:	January 2023 – December 2026
Challenge:	Records of tradition and heritage Translation into a modern digital form of communication Cooperation of different actors - trust and openness

Asset:	Climate architecture Ethnic diversity and multiculturalism Traditional cooking/recipes Old crafts The Danube, Fruska Gora national park
Innovation Area:	Rural co-living
Target group:	Agricultural farms, tourists, young people, families with children, entrepreneurs, digital nomads, companies (team-building/DOP), cyclists, mountain climbing/hiking, foreigners, 60+ years
Responsible:	CSO Eustahia, Irig
Collaborators:	International partners from the Netherlands, Lithuania and Croatia ("SAVE" project)
Raw budget estimation:	Approximately 200.000 EUR
Funding source	IPARD funds, Ministry of Agriculture, <i>Creative Europe</i> , Municipality of Irig
Other resources needed:	Human resources
Indicators for success	<ul style="list-style-type: none"> • By June 2023, mapping of objects completed. • By December 2023, mapping of tradition and heritage completed. • By December 2024, the content that goes into thematic tours and exhibitions defined (designing the concept/scenario). • By June 2025, the content on the Internet designed and uploaded. • By December 2025, digital application and content development for digital nomads completed. • By June 2026, audio and video recordings of the stories of ordinary people, residents collected. • By June 2026, photos (portraits, situations, landscapes...) collected. • By December 2026, international cooperation (travel, guests) established and fully implemented.
Hackathon	No

2.5.3 Youth exchange in the context of rural co-living

Timeframe:	September 2022 – September 2025
Challenge:	- The climate alone represents the uniqueness of the offer because certain things can be learned and seen only here, which at the same

	time makes this kind of offer attractive and useful not only for the local population, but also for those who would come to study - Student exchange, as well as the exchange of teaching staff, brings the exchange of experiences and co-living of youth who want to engage in agriculture
Asset:	Student cooperatives (specialised for mushroom cultivation) Agricultural school in Bac Secondary Vocational School "Borislav Mihajlovic Mihiz" in Irig
Innovation Area:	Rural co-living
Target group:	Students and teachers of schools, students of relevant faculties, agricultural farms
Responsible:	Agricultural school in Bac – its headmaster and all teaching staff
Collaborators:	Secondary Vocational School "Borislav Mihajlovic Mihiz" in Irig Municipality of Bač Municipality of Irig
Raw budget estimation:	300.000 EUR
Funding source	Ministry of Agriculture, Ministry of Education, Provincial Secretariat for Agriculture, Ministry of Rural Care and Rural Development, IPARD funds
Other resources needed:	Know-how The school staff who can lead such a project in the long term
Indicators for success	<ul style="list-style-type: none"> • By September 2022, the content of practice defined in detail. • By December 2022, established cooperation with different stakeholders. • By mid 2023, the support of the line ministry secured. • By December 2023, the exchange of students and teaching staff initiated (through workshops, lectures, education sessions...). • By September 2025, exchange of students and teaching staff is continually organised, monitored and evaluated and trial classes in schools established
Hackathon	No

2.5.4 Knowledge exchange and learning of old crafts by doing

Timeframe:	September 2022 – December 2026
Challenge:	Traditional crafts are emerging as a new attraction for cultural tourism. There are numerous examples of good experience of co-operation between traditional crafts persons and museums/tourism organisations

	or agencies, which are contracting them on a regular basis to demonstrate their skills, in order to foster heritage as a driving force for responsible tourist development, thus establishing a sound basis for the preservation of crafts. In particular, this project aims at: 1) education and training of new artisans/preservation of traditional values through promotion of old crafts and 2) networking of all interested stakeholders.
Asset:	The existing production of: Brooms Kugloff Craft beer Blackberry wine Embroidery with gold threads Making gingerbread and other traditional cakes and dishes
Innovation Area:	Rural co-living Sensorial experience of heritage
Target group:	Artisans and associations for the protection and promotion of old crafts Tourists, visitors
Responsible:	CSO White Wolves ("Beli Vukovi") CSO Donau Brücke, a German cultural association CSO Didina kuca
Collaborators:	Ethnic houses Workshops dealing with the preservation of old crafts Old cellars and old forges Use of original tools, pottery
Raw budget estimation:	100.000 EUR
Funding source	Municipal and Vojvodina Provincial finds, EU IPA III funds, other bilateral donors
Other resources needed:	EU Funds, Ethno-network
Indicators for success	<ul style="list-style-type: none"> • By September 2023, a program of workshops and visits developed. • By December 2022, exchange of experiences and information initiated. • By December 2023, completed education and empowerment of new craftsmen accomplished
Hackathon	No



2.5.5 Waste recycling and use of natural materials for developing eco-friendly and ecological products (e.g., souvenirs)

2.5.7 Development of a Rural Co-Living Plan

Action 2.6: Innovative suggestions of business solutions for Hackathon

On 3 March 2022, BeCULTOUR project partner Haute Ecole ICHEC – ECAM – ISFSC from Brussels, organiser of the competition, Hackathon and Acceleration Programme, opened an international call for innovators to shape the future of cultural tourism in six European regions: Basilicata (Italy), Aragon (Spain), Larnaca (Cyprus), Vojvodina (Serbia) and North-East Romania – Moldova cross-border area – *Innovative circular cultural tourism solutions – Hackathon and acceleration opportunity*.

In Serbia, on 3 March, the Standing Conference of Towns and Municipalities – National Association of Local Authorities in Serbia (SCTM), BeCULTOUR project partner, published an invitation on its website, together with the distribution of information via social networks, as well as with invitations to local actors to join the second round of participatory development of an action plan for sustainable circular cultural tourism – two-day workshops in Irig, Sremski Karlovci and Bač in the period between 22 March and 1 April this year, where the details of this competition were presented.

In line with the instructions from the international partner, the deadlines for submission of applications have been extended twice – finally to 19 May 2022.

After inviting relevant institutions and organisations from the national, provincial and local levels, the SCTM coordinated the Selection Committee for the best innovative solutions for cultural tourism development in Bač, Sremski Karlovci and Irig (the Committee), composed of 13 members representing: Ministry of Culture and Information; Ministry of Trade, Tourism and Telecommunications; Cabinet of the Minister of Innovation and Technological Development; Provincial Secretariat for Culture, Public Information and Relations with Religious Communities; Provincial Secretariat for Education, Regulations, Administration and National Minorities – National Communities; Council for Creative Industries / “Serbia Creates” Platform; Municipalities of Bač, Sremski Karlovci and Irig; Chamber of Commerce of Vojvodina; Science and Technology Park Novi Sad; Vojvodina ICT Cluster; and Business Incubator Novi Sad.

A total of eight applications were submitted, and the members of the Committee voted in accordance with the criteria published in the propositions of the competition. After gathering final evaluations, based on the criteria that were an integral part of the open call, a ranking list which summarises the average score for each of the submitted applications provided by all members of the Committee was established as follows: FRUŠKING 8x4x4, BAČ BY TOUCH, Cultural overload - Irig road, Tourism XR Bike Tour, Irig eco edition of tradition, Film location hunting, Heritage Summer Festival, and BISK-MULTICULTURAL FAIRY TALE. On the basis of the established ranking list and the open call propositions, the Committee has adopted *the Decision on selection of innovative solutions for circular cultural tourism* for the following proposals: FRUŠKING 8x4x4, BAČ BY TOUCH and Cultural overload – Irig road. All applicants were offered the opportunity to include their proposals into the Action Plan.

Sub-Action 2.6.1: Frushking 8x4x4 (Bač, Sremski Karlovci and Irig)

Note: This project proposal was developed for Irig municipality, but due to its model it can be replicated anywhere, the municipalities Sremski Karlovci and Bač included. It is realistic that in the first phase the project is tested in Irig because extensive research is necessary for the remaining two municipalities (the research can be conducted during 2023 and that would enable the second phase to initiate by the beginning of 2024)

Timeframe:	2022 – 2025
Challenge:	Tourists lack the authentic experience of Fruška Gora. This is not just another mountain and another good wine. This is a special place that has a special story. The tourist has the right to hear and experience it. On the other hand, the cultural identity we are proud of will not be preserved by itself, but we have to get involved in this process of protection, promotion and financing of the common heritage as responsible and aware citizens.
Asset:	Frushking is an improved version of the "Wine stories, the next level" project, which we will implement in August 2022 under the auspices of the Novi Sad Foundation, the European Capital of Culture. This means that the project was preceded by years of research work in the field (in the mountains) and in the library. We already know which trails to take and what stories to present to the audience. Human resources, accommodation facilities and infrastructure exist at the basic level.
Innovation Area:	Contemporary meanings of heritage Sensorial experience of heritage Nature as heritage
Target group:	Tourists, groups and individuals, families with children, cyclists, mountaineers, nature lovers, explorers, adventurers...
Responsible:	"Eustahija" citizens' association, Serbian Reading Room in Irig Frushking project team: Avakum Kvas, Vera Novković, Vladimir Ivanović and Jelena Panić Knežević
Collaborators:	Municipality of Irig (in the second phase the municipalities of Sremski Karlovci and Bač), tourism organisations of municipalities from the pilot region, local wineries, independent entrepreneurs, owners of private accommodation, restaurant owners, citizens' associations, mountaineering societies, mushroom growers, Secondary Vocational School in Irig (future winemakers), Department of Geography, Tourism and Hospitality, Faculty of Natural Sciences in Novi Sad
Raw budget estimation:	100,000 EUR/11.7 million dinars
Funding source	The municipality of Irig as a co-funder (in the second phase also the municipalities of Sremski Karlovci and Bač, the province, EU funds, another donor (e.g. the Swiss Foundation for Solidarity in Tourism).
Other resources needed:	Human resources, know – how
Indicators for success	- Increase in the number of tourists and the number of overnight stays in the territory of the municipality of Irig (in the second phase in the area of the entire pilot region) - New job openings in tourism and catering

	<ul style="list-style-type: none"> - Starting new businesses that currently do not exist and are missing or will soon be needed, such as souvenir shops, old crafts, shops for cyclists and services, travel agencies, guide services... - Construction of new facilities for tourist purposes and adaptation of existing ones - Arrangement of infrastructure, marking of pedestrian and bicycle paths, opening of campsites - Positioning of PHS localities on the European tourist map - Increasing the standard of the local population and directing them towards tourism as the predominant activity. <p>In order to achieve the main goal of the project, which is to increase the standard of the population of the pilot region, it is necessary to achieve certain "standards" in the their mind set. The risk can be the reluctance to step out of the comfort zone and fully engage in still undeveloped tourism. The pioneers will be needed. The risk can be our negligence towards nature, but also some (for European notions) inappropriate habits that can slow down or discourage the arrival of foreign tourists. That is why education (of guides, winemakers, accommodation owners) is an important activity of the project. We also have to teach young people good manners and appropriate behaviour. Hospitality used to be the main characteristic of the Serbian people. It needs to be found and put back into use.</p>
Hackathon	Yes

Sub-Action 2.6.2: Bač by Touch (Bač, Sremski Karlovci and Irig)

Timeframe:	February 2023 – end of 2024
Challenge:	Innovation in cultural tourism, digitization of rural and suburban tourism, promotion of ecological tourism, rural households, surrounding flora and fauna, inclusion of younger generations in cultural tourism...
Asset:	Bač Fortress, local entrepreneurs, artisans, households, Bač High School of Agriculture, Bač municipality, tourist organisation of Bač
Innovation Area:	Contemporary meaning of heritage Sensorial experience of heritage Nature as heritage Rural co-living Spiritual experience of heritage
Target group:	"Smart" tourists, the local community, students and teachers of primary and secondary schools

Responsible:	Project managers and implementers: Milan Končar - project leader, Danilo Kuljanin - IT expert, Zorica Subotić - education, Stela Budivuk - promotion
Collaborators:	Municipality of Bač, Provincial Institute for the Protection of Cultural Monuments, business sector, etc.
Raw budget estimate-on:	App. 72,400 EUR / 8.147,143 RSD (average exchange rate)
Funding source	EU funds
Other resources needed:	Material and human resources, know-how
Indicators for success	<ul style="list-style-type: none"> • Innovation in cultural tourism • Digitization of rural and suburban tourism • Promotion of ecological tourism, rural households, surrounding flora and fauna
Hackathon	Yes

Sub-Action 2.6.3: Cultural overload – Irig Road, Digital Map with Attractions and Booking Options (Municipality of Irig but it is applicable to all municipalities)

Timeframe:	2022 – 2023
Challenge:	Better presentation of the tourist offer, the effect of an online guide available 24 hours a day
Asset:	Attractions, local specialties, trails, restaurants...
Innovation Area:	Contemporary meanings of heritage Sensorial experience of heritage Nature as heritage Spiritual experience of heritage
Target group:	Tourists, stakeholders, holders of tourist offers, students, bidders...
Responsible:	Event Planner company, Belgrade Ana Aleksić, Event Planner – project manager Obren Drljević, professor, Hotel Management School - staff training, cooperation with institutions Milica Rudić – technical support for the application Luli Miloš - coordinator Milica Božanić, Film Association of Serbia - creating a film segment in the offer
Collaborators:	- College of Hotel Management - College of Tourism

	<ul style="list-style-type: none"> - Secondary school Irig - Tourist Organisation - Film Association of Serbia
Raw budget estimation:	25.000 EUR
Funding source	National and EU funds
Other resources needed:	Human resources, technologies
Indicators for success	<ul style="list-style-type: none"> - An increase in the number of satisfied tourists - Increase in reservations through the system - Inputs for further development of the destination - it is possible to observe the time spent at attractions and thus reallocate resources
Hackathon	Yes

Sub-Action 2.6.4: Tourism XR Bike Tour (Bač, Sremski Karlovci and Irig)

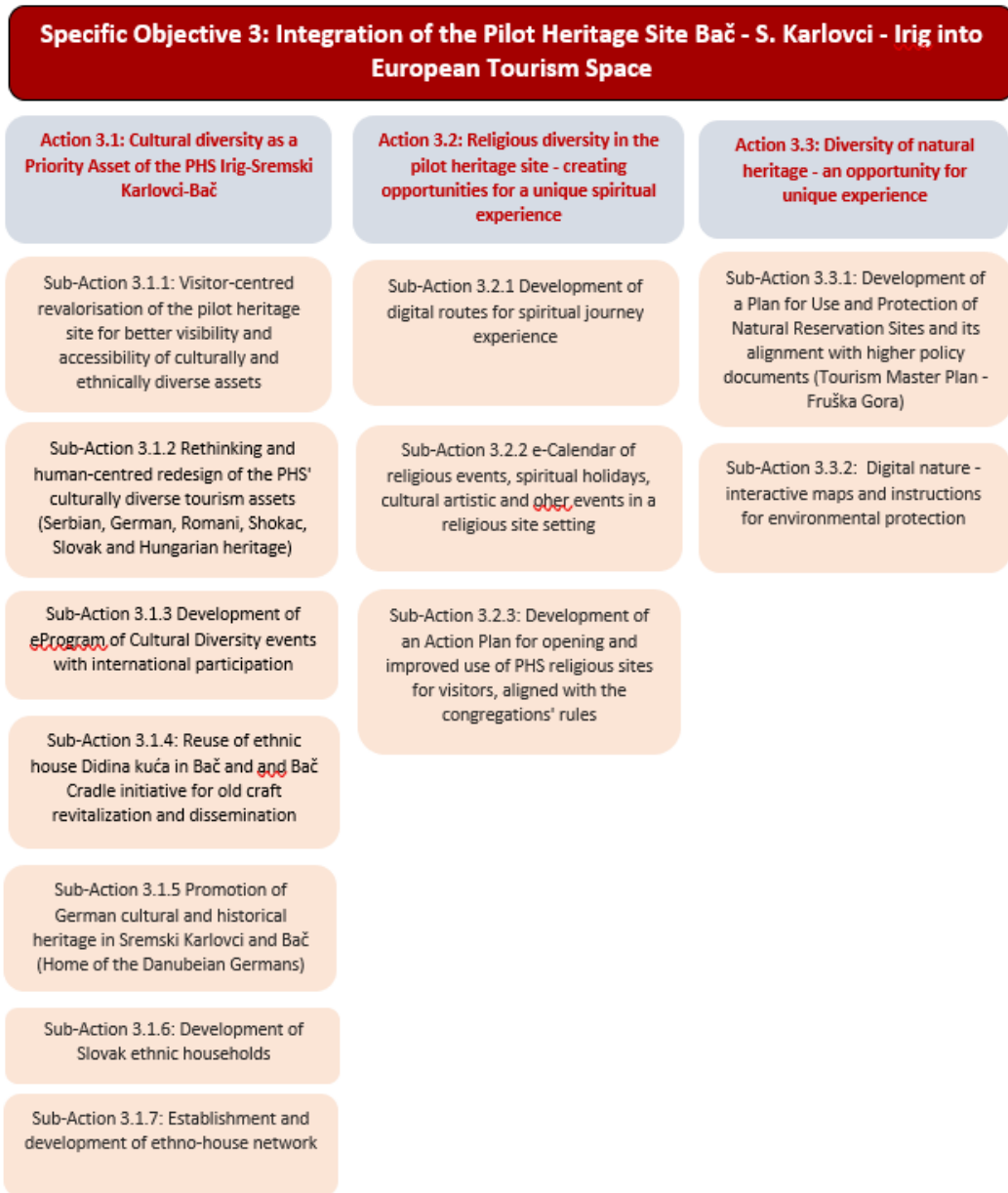
Timeframe:	August...
Challenge:	There are no bike tours for cycling tourists; no bicycle access and connection
Asset:	Knowledge of the terrain, knowledge and connecting human resources
Innovation Area:	<ul style="list-style-type: none"> Contemporary meanings of heritage Sensorial experience of heritage Nature as heritage Spiritual experience of heritage
Target group:	Tourists, cyclists-tourists
Responsible:	Sonna Kopčalić
Collaborators:	<ul style="list-style-type: none"> 1. faculties, cycling association 2. the possibility of involving interested parties
Raw budget estimation:	
Funding source	Other donors, national and EU funds
Other resources needed:	

Indicators for success	<ul style="list-style-type: none"> • number of tourists • visibility measurement through the application
Hackathon	Yes

Sub-Action 2.6.5: BISK – a multicultural fairy tale (Bač, Sremski Karlovci and Irig)

Timeframe:	from 2023 onward
Challenge:	Hackathon
Asset:	Intangible assets of the PHS, bike routes
Innovation Area:	Contemporary meaning of heritage Sensorial experience of heritage Rural co-living
Target group:	Local population, guests, tourists
Responsible:	Association "Bač in the heart of Bačka" Gordana Bjelajac
Collaborators:	
Raw budget estimation:	
Funding source	National and foreign funds (project segments), budget, other donors
Other resources needed:	
Indicators for success	<ul style="list-style-type: none"> • One BISK festival in each municipality, which will have main and supporting activities • BISK tourist basket as a kind of souvenir (content still to be developed)
Hackathon	Yes

Specific Objective 3: Integration of the Pilot Heritage Site Bač - S. Karlovci - Irig into European Tourism Space



Action 3.1: Cultural diversity as a Priority Asset of the PHS Irig-Sremski Karlovci-Bač

Strategic goal 3 deals with several aspects of diversity, which is a distinct feature of Vojvodina Pilot Heritage Site. Diversity means different perspectives and offers contemporary interpretations of heritage and opportunities for innovation.

Cultural diversity is a key intangible asset of the Vojvodina PHS. Several ethnic groups with rich cultural heritage share their arts, crafts, tradition and religion on a daily basis, in a diverse co-living space of Irig, Sremski Karlovci and Bač. Both the cultural diversity of ethnic communities and numerous talented individuals offer a variety of

opportunities for innovation and inclusion of the PHS in the European cultural space. In the long run, placing cultural diversity as a distinct asset in the sustainable tourism development framework, opens doors for Europeanisation and wider acceptance of European values.

Sub-Action 3.1.1: Visitor-centred revalorisation of the pilot heritage site for better visibility and accessibility of culturally and ethnically diverse assets

Timeframe:	January 2023 –continuously
Challenge:	Exploring opportunities for new interpretations and opportunities for using cultural diversity as a sustainable tourism asset
Asset:	Cultural and ethnic diversity as an intangible asset Co-living of Serbs, Slovaks, Hungarians, Croats (including Shokac community), Germans, Roma, etc.
Innovation Areas:	Contemporary meaning of heritage Sensorial experience of heritage Nature as heritage Rural co-living Spiritual experience of heritage
Target group:	Tourists and community members, with a particular emphasis on youth, women, indigenous groups and people with disabilities
Responsible:	Tourism organisations of Irig, Bač and Sremski Karlovci
Collaborators:	Municipal administrations of Irig, S.Karlovci and Bač Local civil society organisations Entrepreneurs and crafts people of Irig, Sremski Karlovci and Ba
Raw budget estimation:	10.000 EUR
Funding source	National and Vojvodina funds, EU IPA III, bilateral donors
Other resources needed:	Vertical and horizontal alignment of policies
Indicators for success	<ul style="list-style-type: none"> ● By December 2024, prepared plan for revalorisation of the pilot heritage site. ● By December 2024 prepared visibility and accessibility plan ● By December 2026, at least one European Heritage Label obtained
Hackathon	No

Sub-Action 3.1.2 Rethinking and human-centred redesign of the PHS' culturally diverse tourism assets (Serbian, German, Romani, Shokac, Slovak and Hungarian heritage)

Timeframe:	January 2023 –continuously
Challenge:	Exploring opportunities for new interpretations and opportunities for using cultural diversity as a sustainable tourism asset and integration into European cultural space.
Asset:	Cultural and ethnic diversity as an intangible asset Co-living of Serbs, Slovaks, Hungarians, Croats (including Shokac community), Germans, Roma, etc. Cultural organisation, art groups, National Council for Ethnic Diversity
Innovation Areas:	Contemporary meaning of heritage Sensorial experience of heritage Nature as heritage Rural co-living Spiritual experience of heritage
Target group:	Tourists and community members, with a particular emphasis on youth, women, indigenous groups and people with disabilities Old crafts
Responsible:	Tourism organisations of Irig, Bač and Sremski Karlovci
Collaborators:	Municipal administrations of Irig, S.Karlovci and Bač Local civil society organisations Entrepreneurs and crafts people of Irig, Sremski Karlovci and Ba
Raw budget estimation:	500.000 EUR
Funding source	National and Vojvodina funds, EU IPA III, bilateral donors, Horizon Europe, Erasmus
Other resources needed:	Design services Light construction works Translation services
Indicators for success	<ul style="list-style-type: none"> • By November 2024, completed mapping and selection of priority assets for redesign, innovation and Europeanisation. • By December 2026, prepared feasibility study for redesign and innovative use of cultural diversity a sustainable tourism development asset. • By December 2027, at least two projects related to cultural diversity initiated.
Hackathon	No

Sub-Action 3.1.3 Development of eProgram of Cultural Diversity Events with international participation

Timeframe:	January 2023 –continuously
Challenge:	Exploring opportunities for new interpretations and opportunities for using cultural diversity as a sustainable tourism asset and integration into European cultural space.
Asset:	Cultural and ethnic diversity as an intangible asset Co-living of Serbs, Slovaks, Hungarians, Croats (including Shokac community), Germans, Roma, etc. Cultural organisation, art groups, National Council for Ethnic Diversity
Innovation Areas:	Contemporary meaning of heritage Sensorial experience of heritage Nature as heritage Rural co-living Spiritual experience of heritage
Target group:	Tourists and community members, with a particular emphasis on youth, women, indigenous groups and people with disabilities Old crafts
Responsible:	Tourism organisations of Irig, Bač and Sremski Karlovci
Collaborators:	Municipal administrations of Irig, S.Karlovci and Bač Local civil society organisations Entrepreneurs and crafts people of Irig, Sremski Karlovci and Ba
Raw budget estimation:	5.000 EUR
Funding source	Municipal budgets
Other resources needed:	Translation services
Indicators for success	<ul style="list-style-type: none"> • By November 2023, defined plan and program for international manifestations • By December 2026, introduced digital eCalendar of cultural diversity events
Hackathon	No

Sub-Action 3.1.4: Reuse of ethnic house *Didina kuća* in Bač and and Bač Cradle initiative for old craft revitalization and dissemination

Timeframe:	January 2023 –continuously
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Challenge:	Exploring opportunities for new interpretations and opportunities for using cultural diversity as a sustainable tourism asset and integration into European cultural space. Preservation of transgenerational traditions, arts and crafts
Asset:	Cultural and ethnic diversity as an intangible asset Co-living of Serbs, Slovaks, Hungarians, Croats (including Shokac community), Germans, Roma, etc. Cultural organisation, art groups, National Council for Ethnic Diversity
Innovation Areas:	Sensorial experience of heritage Contemporary meaning of heritage
Target group:	Tourists and community members, with a particular emphasis on youth, women, indigenous groups and people with disabilities Old crafts
Responsible:	Local civil society organisations Entrepreneurs and crafts people of Irig, Sremski Karlovci and Ba
Collaborators:	Tourism organisations of Irig, Bač and Sremski Karlovci
Raw budget estimation:	200.000 EUR
Funding source	EU IPA III, bilateral donors, EU CBC projects. Horizon Europe
Other resources needed:	Materials for traditional crafts (threads, clothing, needles, tools) Natural materials for environmental products Materials for recycling
Indicators for success	<ul style="list-style-type: none"> ● At least 5 gold-embroidery workshop held per year ● At least 2 workshops at the blacksmith's 'per year ● Annual event „Female Traditional Hairdoing and Traditional Pillow Frame Crafting held ● Shokac traditional clothes crafting workshops (at least 3 per year)
Hackathon	No

Sub-Action 3.1.5 Promotion of German cultural and historical heritage in Sremski Karlovci and Bač (Home of the Danubian Germans)

Timeframe:	January 2023 – December 2025
Challenge:	Exploring opportunities for new interpretations and opportunities for using cultural diversity as a sustainable tourism asset and integration into European cultural space. Preservation of transgenerational traditions, arts. crafts and gastronomy through events, workshops and other manifestations.
Asset:	Cultural and ethnic diversity as an intangible asset

	<p><i>Danubial German House</i> in Sremski Karlovci <i>Didina kuća</i> in Bač German community in Vojvodina Co-living of Germans with other ethnic groups in Sremski Karlovci and Bač</p>
Innovation Areas:	<p>Sensorial experience of heritage Contemporary meaning of heritage</p>
Target group:	<p>Tourists and community members, with a particular emphasis on youth, women, indigenous groups and people with disabilities</p>
Responsible:	<p>Memorial House of Danubian German Community – Sremski Karlovci (Stjepan Seder) Ethno-House <i>Didina kuća</i>, Bač (Stanka Čoban) Folklore ensembles</p>
Collaborators:	<p>Civil associations of the Germans in Sremski Karlovci and Bač Tourism organisations of Bač and Sremski Karlovci Municipal administrations National Councils for Ethnic Diversity Cross-border counterparts</p>
Raw budget estimation:	<p>100.000 EUR</p>
Funding source	<p>National and provincial funds, EU IPA III, bilateral donors, EU CBC projects. Horizon Europe</p>
Other resources needed:	<p>Technical assistance and expert support of the SCTM and bilateral donors</p>
Indicators for success	<ul style="list-style-type: none"> ● By December 2023 completed project documents for rehabilitation of the two ethnic houses. ● By 2026., refurbished kitchen in the German House and the shop ● At least 2 workshops at the blacksmith's 'per year ● Annual event „Female Traditional Hairdoing and Traditional Pillow Frame Crafting held ● Shokac traditional clothes crafting workshops (at least 3 per year)
Hackathon	<p>No</p>

Sub-Action 3.1.6: Development of Slovak ethnic households

Timeframe:	<p>January 2023 – December 2027</p>
Challenge:	<p>Exploring opportunities for new interpretations and opportunities for using cultural diversity as a sustainable tourism asset and integration into European cultural space. Preservation of transgenerational</p>

	traditions, arts. crafts and gastronomy through events, workshops and other manifestations.
Asset:	Slovak ethno-houses in Bač Cultural and ethnic diversity as an intangible asset German community in Vojvodina Co-living of Slovaks with other ethnic groups in Bač
Innovation Areas:	Sensorial experience of heritage Contemporary meaning of heritage
Target group:	Tourists and community members, with a particular emphasis on youth, women, indigenous groups and people with disabilities
Responsible:	Slovak community CSOs
Collaborators:	Tourism organisations of Bač and Sremski Karlovci Municipal administrations National Council for Ethnic Diversity Cross-border counterparts
Raw budget estimation:	300.000 EUR
Funding source	National and provincial funds, EU IPA III, bilateral donors, EU CBC projects. Horizon Europe
Other resources needed:	Technical assistance and expert support of the SCTM and bilateral donors
Indicators for success	<ul style="list-style-type: none"> • By December 2023, completed project documents for rehabilitation of the identified Slovak houses (at least 3) • By December 2028, at least 3 Slovak houses refurbished and are operational.
Hackathon	No

Sub-Action 3.1.7: Establishment and development of ethno-house network

Timeframe:	January 2023 – December 2027
Challenge:	Exploring opportunities for new interpretations and opportunities for using cultural diversity as a sustainable tourism asset and integration into European cultural space. Preservation of transgenerational traditions, arts. crafts and gastronomy through events, workshops and other manifestations.
Asset:	Civil society organisations from Irig, Sremski Karlovci and Bač Ethno-houses situated in Vojvodina PHS Cultural and ethnic diversity as an intangible asset

Innovation Areas:	Sensorial experience of heritage Contemporary meaning of heritage
Target group:	Tourists and community members, with a particular emphasis on youth, women, indigenous groups and people with disabilities
Responsible:	Bač Business Competence Centre Irig and Fruška Gora Tourism Centre Sremski Karlovci Business Hub and Advisory Centre CSO organisations engaged in cultural diversity
Collaborators:	Tourism organisations of Bač and Sremski Karlovci Municipal administrations National Council for Ethnic Diversity Cross-border counterparts
Raw budget estimation:	150.000 EUR
Funding source	National and provincial funds, bilateral donors, NALED
Other resources needed:	Technical assistance and expert support of the SCTM and bilateral donors
Indicators for success	<ul style="list-style-type: none"> ● By December 2023, mapped ethno-houses in Vojvodina PHS ● By December 2024 established network and prepared Activity Plan ● By December 2025 developed ethno-network website ● At least two workshops for membership per year ● Regular (semi-annual) meetings of ethno-house managers held
Hackathon	No

Action 3.2: Religious diversity in the pilot heritage site - creating opportunities for a unique spiritual experience

Distinct religious sites and diversity of confessions, which go along with the cultural diversity of the Vojvodina PHS create opportunities for adding contemporary meaning to the existing heritage and for creating an offer of unique spiritual experience to both visitors and the community as a whole. Considerations of diverse confessions, in line with the needs of ethnic community members puts emphasis on the human-centred approach.

It is particularly important to provide interpretations in the context of Europeanisation, primarily by increasing the visibility of tangible and intangible assets and creating digital maps and signposting in several European languages.

Sub-Action 3.2.1 Development of digital routes for spiritual journey experience

Timeframe:	January 2023 –continuously
Challenge:	Exploring opportunities for new interpretations and opportunities for using religious diversity as a sustainable tourism asset
Asset:	Religious diversity as an intangible asset Various confessions
Innovation Areas:	Contemporary meaning of heritage Spiritual experience of heritage
Target group:	Tourists and community members, with a particular emphasis on youth, women, indigenous groups and people with disabilities
Responsible:	Representatives of religious facilities on the territory of Irig, Bač and Sremski Karlovci Tourism organisations of Irig, Bač and Sremski Karlovci IT sector
Collaborators:	Municipal administrations of Irig, S.Karlovci and Bač Local civil society organisations
Raw budget estimation:	30.000 EUR
Funding source	National and Vojvodina funds, EU IPA III, bilateral donors
Other resources needed:	Cooperation with religious community representatives
Indicators for success	<ul style="list-style-type: none"> • By December 2024, developed concept for a digital, interactive map for „spiritual journey“. • By December 2025, developed digital, interactive map for „spiritual journey and made available on the internet.
Hackathon	No

Sub-Action 3.2.2 e-Calendar of religious events. spiritual holidays, cultural artistic and other events in a religious site setting

Timeframe:	January 2023 –continuously
Challenge:	Exploring opportunities for new interpretations and opportunities for using religious diversity as a sustainable tourism asset
Asset:	Religious diversity as an intangible asset Various confessions Religious facilities

Innovation Areas:	Contemporary meaning of heritage Spiritual experience of heritage
Target group:	Tourists and community members, with a particular emphasis on youth, women, indigenous groups and people with disabilities
Responsible:	Representatives of religious facilities on the territory of Irig, Bač and Sremski Karlovci Tourism organisations of Irig, Bač and Sremski Karlovci IT sector
Collaborators:	Municipal administrations of Irig, S.Karlovci and Bač Local civil society organisations
Raw budget estimation:	1000 EUR
Funding source	Municipal budget Religious congregations in Irig, Sremski Karlovci and Bač
Other resources needed:	Vertical and horizontal alignment of policies
Indicators for success	<ul style="list-style-type: none"> By December 2024, prepared eCalendar of religious events and manifestations.
Hackathon	No

Sub-Action 3.2.3: Development of an Action Plan for opening and improved use of PHS religious sites for visitors, aligned with the congregations' rules

Timeframe:	January 2023 – December 2024
Challenge:	Consent of religious authorities on cooperation with local stakeholders in the area of sustainable tourism development
Asset:	Religious diversity as an intangible asset Various confessions - Religious facilities
Innovation Areas:	Contemporary meaning of heritage Spiritual experience of heritage
Target group:	Religious authorities
Responsible:	Religious authorities - representatives of religious congregations on the territory of Irig, Bač and Sremski Karlovci Tourism organisations of Irig, Bač and Sremski Karlovci

Collaborators:	Municipal administrations of Irig, S.Karlovcı and Bač Relevant National level institutions
Raw budget estimation:	/
Funding source	Any operational costs that may arise will be covered by the local governments.
Other resources needed:	Vertical and horizontal alignment of policies and church rules
Indicators for success	<ul style="list-style-type: none"> By December 2024, a common Action Plan for opening and improved use of PHS religious sites for visitors, aligned with the congregations' rules
Hackathon	No

Action 3.3: Diversity of natural heritage - an opportunity for unique experience

The natural heritage of Vojvodina PHS also offers numerous opportunities for sustainable tourism development. Nature as heritage can be turned into distinctive sensorial experience of water, greenery, flora and fauna through sport and relaxation. Combined with numerous historical and religious site, it offers opportunities to both tourists and inhabitants of the PHS to engage in a unique physical and spiritual healing experience.

Sub-Action 3.3.1: Digital nature - interactive maps and instructions for environmental protection

Timeframe:	January 2024 – December 2028, continuously
Challenge:	The action should lead to increased digital competencies and smart solutions that would improve both tourism product of the PHS and environmental protection.
Asset:	Fruška Gora National Park The Danube Canal Danube-Tisa-Danube Flora and fauna of the PHS
Innovation Areas:	Sensorial experience of heritage Nature as heritage Rural co-living Spiritual experience of heritage

Target group:	Young people, families with children, visitors, foreigners, digital nomads
Responsible:	Environmental CSOs Tourism organisations of Irig, Bač and Sremski Karlovci
Collaborators:	Municipal administrations of Irig, S.Karlovci and Bač Local civil society organisations Private sector – IT
Raw budget estimation:	300.000 EUR
Funding source	National and Vojvodina funds (e.g., Serbia's Innovation Fund, Environmental Fund), EU IPA III, bilateral donors, Western Balkans Innovation Fund, Horizon Europe
Other resources needed:	Updated data sets in open format
Indicators for success	<ul style="list-style-type: none"> • By December 2024, data collected and made available in open format. • By December 2025 partnerships established with interested IT companies. • By December 2026, developed interactive digital maps of the PHS in at least three European languages. • By 2028, the number of foreign visitors increased for at least 15% compared to the baseline year (2023)
Hackathon	No

Sub-Action 3.3.2: Development of a Plan for Use and Protection of Natural Reservation Sites and its alignment with higher policy documents (Tourism Master Plan - Fruška Gora)

Timeframe:	January 2023 – December 2023
Challenge:	The Action Plan for Sustainable Cultural Tourism needs to be aligned with the national policy document for Fruška Gora National Park.
Asset:	Tourism Master Plan – Fruška Gora Action Plan for Sustainable Cultural Tourism Development of the PHS Irig- S. Karlovci-Bač
Innovation Areas:	Sensorial experience of heritage Contemporary meanings of heritage Nature as heritage Rural co-living Spiritual experience of heritage
Target group:	Local community

	Municipal administration
-Responsible:	Local economic development unit, municipal decision makers
Collaborators:	Tourism organisations of Irig, S.Karlovcı and Bač National and provincial level institution in charge of tourism and heritage protection.
Raw budget estimation:	/
Funding source	Municipal budget
Other resources needed:	/
Indicators for success	<ul style="list-style-type: none"> By December 2022, completed Plan for Use and Protection of Natural Reservation Sites, aligned its alignment with higher policy document.
Hackathon	No

