



Be.CULTOUR
Beyond cultural tourism

Vojvodina, Serbia

Action Plan Summary for Bač, Sremski Karlovci and Irig Municipalities



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Cultural heritage – a starting point for co-creation, innovation, sustainable and circular cultural tourism

Discovering hidden treasures: cultural heritage as driver of attractiveness in less-known and remote areas

The three cities within the Vojvodina PHS are considered to have a high potential for cultural tourism since they have a high diversity of cultural, religious, and natural heritage. This includes fortresses, monasteries, Turkish bath, and intangible heritage related to wine and gastronomy. The region is also quite multicultural, with six official languages and 20 ethnic groups.

HERITAGE		BAČ	SREMSKI KARLOVCI	IRIG
Cultural	Historic	<ul style="list-style-type: none"> • Europa Nostra award for cultural heritage • UNESCO Cultural Heritage Tentative List • Roman Emperors and Danube Wine Routes • Turkish Bath • Museum Unit “Centuries of Bač” 	<ul style="list-style-type: none"> • Roman Emperors and Danube Wine Routes • Karlovci Grammar School • Chapel of Peace • Stefaneum and Seminary • 5 Museums 	<ul style="list-style-type: none"> • Roman Emperors and Danube Wine Routes • First Serbian Reading Library • Vrdnik tower
	Events	<ul style="list-style-type: none"> • Bač Kulen Fair • Bač Cooking Pot Fair • European Cultural Heritage Days • CycloBač Festival 	<ul style="list-style-type: none"> • Branko Spring Poetry and Branko’s Wreath Days • Art Colony • Kuglof Festival • Cornelius Days Festival • Honey Days • Karlovci Grape Picking Days 	<ul style="list-style-type: none"> • Pudar Days • Watermelon Days • Wine Days • Eggplant Neradin Days • Vidovdan Day • Plum Days
Religious		<ul style="list-style-type: none"> • Franciscan Monastery • Bodjani Monastery • 12 Churches (4 Orthodox, 1 Evangelist and 7 Catholic) 	<ul style="list-style-type: none"> • Patriarchy residence • Orthodox Cathedral • Karlovci Theological School • Roman Catholic Church • Virgin Mary Monastery 	<ul style="list-style-type: none"> • 17 Orthodox Monasteries (Serbian Holy Mount - Athos)
Natural		<ul style="list-style-type: none"> • Danube (+Danube-Tisa-Danube canal) • “Backo Podunavlje” UNESCO Man & the Biosphere Reserves • Lake Provala (swim area and sand beach) • CycloBač - EuroVelo 6 long-distance cycling route • Water Pumping Station “Plavna” 	<ul style="list-style-type: none"> • Royal Garden • Danube • Marshes of Kovilj and Petrovaradin (IBA, ICPDR and Ramsar List of Wetlands of International Importance) • Fruška Gora National Park 	<ul style="list-style-type: none"> • Fruška Gora National Park • Spa “Thermal” • 4 lakes (3 in use for sport)



Examples of specific cultural assets include:

Tangible cultural heritage

- Fruška Gora Monasteries (Irig)
- Chapel of Peace (Sremski Karlovci)
- Bač Fortress
- Franciscan and Bodjani Monasteries (Bač)

Intangible cultural heritage

- Wineries and gastronomy of Sremski Karlovci
- Rich cultural and ethnic diversity, which accounts for unique ethnic crafts and trades, multilingualism, traditional music, religious diversity

Natural heritage

- Fruška Gora National Park and thermal springs (Irig), included in the European Culture Routes: Roman Emperors and Danube Wine Route - Middle Danube
- Kovilj – Petrovaradin marshes (Sremski Karlovci)
- UNESCO Biosphere “Bačko Podunavlje” - Special Nature Reserve "Karadjordjevo" (Bač)



Bač Fortress



Fruška Gora Vine Cellar

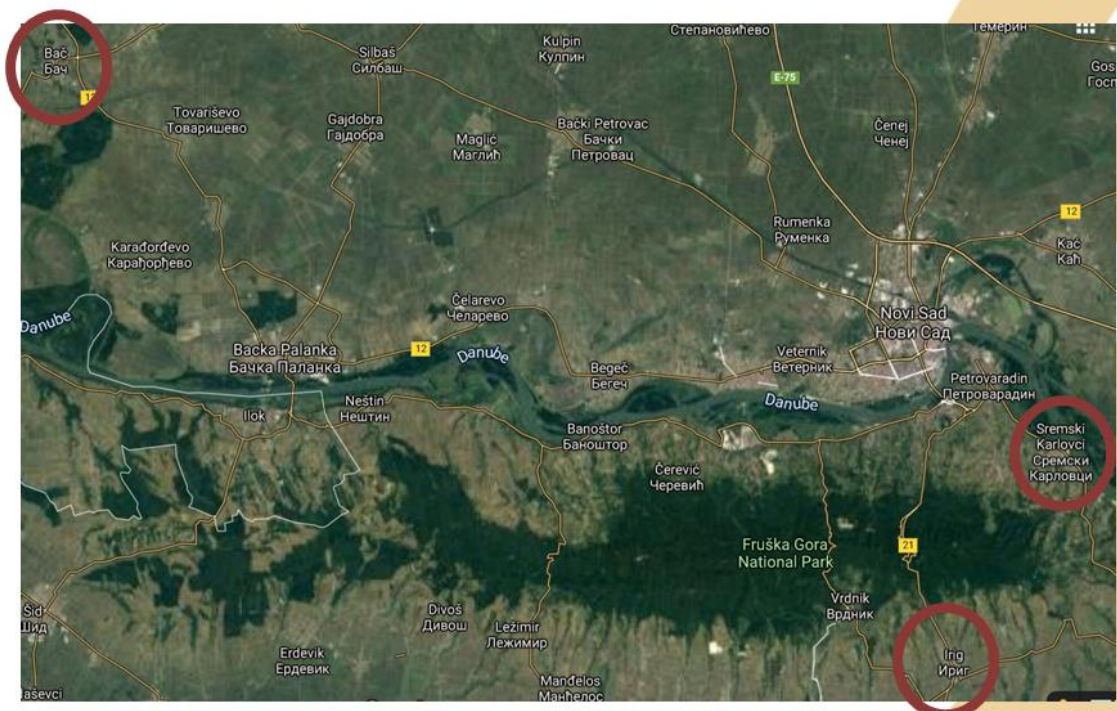


UNESCO Biosphere “Bačko Podunavlje”, Bač



Fruška Gora Monastery Frescoes

Proximity of Bač, Sremski Karlovci and Irig to Novi Sad, European Capital of Culture and Capital of Vojvodina Province in Serbia



Challenges

Tourism in the Vojvodina region, like Serbia as a whole, meanwhile is challenged by limited tourist infrastructure, poorly-distributed accommodation, and limited state budgets for museums and cultural institutions. Cultural tourism is not widely seen by the public and private sectors as a driver of economic growth. There is also a deficit in the available workforce, yet young people, in particular, are under-employed. Other challenges include a limited digital mindset of service providers and a lack of an integrated, unique, story-based offer.

Stakeholders of ecosystems around cultural heritage

Vojvodina's emerging stakeholder ecosystem is very diverse (representatives of national and regional level, employees of ministries, institutions, tourism organisations, activists, cultural and tourism experts, entrepreneurs, local key figures). The BeCULTOUR Project Working Group is gender-balanced, including minorities, youth and vulnerable groups. The three municipalities Irig, Sremski Karlovci, and Bač are considered to be highly interested in the project and having a great impact in the region. Other stakeholders are located in several areas from IT hubs to manufacturers of local products, national parks and religious sites. There were 9 in-vivo and 9 online workshop-meetings organized during the Action Plan making phase in three PHS Vojvodina Municipalities, including two day Novi Sad final LWS3 event.

Local community benefiting from the heritage-led local action

Vojvodina's plans within Be.Cultour to valorise its cultural heritage offer will give a boost to collaborative governance processes in the region, with additional side benefits to the community foreseeable. Its local Action Plan outlines stakeholder cooperation for short and long term planning, and a strengthened network between Irig, Sremski Karlovci, and Bač beyond the project.

Summary of Main Actions

For full Action and Sub-Action descriptions, see here: <https://becultour.eu/pilot/vojevodina-serbia>

This Action Plan is a living document and therefore its contents are subject to change.

This Action Plan was authored by Local Pilot Heritage Site Coordinators and their Contributors

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:

- Action 1.1: Ensuring the stakeholders' involvement, networking, exchange of experience, cooperation and co-creation
- Action 1.2: 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 1.3: Digital transformation aspect through improved use of new technologies, smart solutions and application for cultural, circular tourism purposes (Action 1.3)
- Action 1.4: Development of the necessary infrastructure to support the innovative actions and circular business solutions, in line with the strategic and legal framework

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
- Action 2.2: Creation of new human-centred tourism content and new product development through heritage reinterpretation
- Action 2.3: Innovative tourism product for creating a unique sensory experience of the pilot heritage site
- Action 2.4: The hidden side of the Danube and other water resources - eco-experience of flora and fauna
- Action 2.5: Creating conditions for rural co-living in Fruška Gora and Bač surroundings
- Action 2.6: Innovative suggestions of business solutions for Hackathon



Irig Festival

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

Cultural, religious and natural heritage diversity is a key asset of the Vojvodina site. 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.

- Action 3.1: Cultural diversity as a Priority Asset of the PHS Irig-Sremski Karlovci-Bač
- Action 3.2: Religious diversity in the pilot heritage site - creating opportunities for a unique spiritual experience
- Action 3.3: Diversity of natural heritage - an opportunity for unique experience



Sremski Karlovci ViewPoint



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