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TOURIST VALORIZATION OF THE CULTURAL AND HISTORICAL HERITAGE OF THE CITY CORE OF SREMSKI KARLOVCI

Abstract: *The synergistic effects of integration of the culture and tourism sector contribute to cultural tourism being a true catalyst for overall tourism growth and development. The transformation of the authentic cultural and historical heritage of Sremski Karlovci into a tourist attraction is the valorization of the identified cultural and tourist values. The aim of this paper is to valorize the tourism sector and the management sector for cultural goods of the town center of Sremski Karlovci according to the Hilary du Cross Model for the valorization of cultural and tourist values. The results of the analysis of the subindicator, the allocation of M cells (1, 3), confirmed the existence of favorable conditions for further development of cultural tourism, with continued reparation, conservation, restoration and presentation of its cultural-historical heritage. Although thus far there have not been any negative reflections on cultural and historical heritage, the capacity of the space and the natural environment should be subject to a review based on monitoring and the effects of tourism's impact on the preservation of the cultural and natural heritage, as well as on the life of the local community.*

Key words: *Sremski Karlovci, tourism, heritage, culture, tourism valorization*

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INTRODUCTION

Sremski Karlovci is one of the few historic towns in the Republic of Serbia which has achieved continuity in historical, cultural and building values. According to the 2011 census, there are 8,750 inhabitants¹, which makes it the smallest municipality in the Autonomous Province of Vojvodina, but also the only place in the Republic of Serbia that has the Law on the Restoration of Cultural-Historical Heritage and the Stimulation of Development.²

The town center of Sremski Karlovci has been inscribed into the List of Immovable Cultural Heritage of Exceptional Importance of the Republic of Serbia as a spatial cultural and historical whole of exceptional importance, while the Cathedral Church of St. Nicholas and the Patriarchate Court have been inscribed into the Central Register of Immovable Cultural Property as monuments of culture importance. The location where the Treaty of Karlowitz was signed in 1699 has been designated as a place of exceptional importance.

The location in Stražilovo where the remains of poet Branko Radičević were reburied after being moved from Vienna in 1883, has been designated as a place of great importance. Significant cultural monuments are the Chapel of the Nikolić Family, as well as two tombstones at Čeratsko Cemetery and three tombstones on Magarčev breg.³

Cultural heritage together with natural attractions are the basic resources for the survival of, and the preconditions for, tourism development⁴, which indicates that the more dynamic development of cultural tourism in Sremski Karlovci, as a strong catalyst for overall economic development, should be based on the Tourism Development Strategy of the Republic of Serbia from 2016 until 2025.⁵

Tourism in the new century is becoming a major economic force. Because of the specific nature of the business that includes travelling and staying outside the place of residence, i.e. specific services organized tourist industry significantly participate in the increasing of the total economy income and contribute to the development of the economy.⁶

The interpretation of cultural and historical heritage is an important qualitative step forward which contributes to enriching the tourist offer by sensitizing emotions, improving experience and deepening an understanding of the town, its people, events and objects from the past and the present. A departure from the unilateral concept according to which it was sufficient to “let the heritage speak for itself” and favoring its interpretation as a communicative process, simultaneously highlights tourist, economic, educational, environmental and spiritual values.

¹ Републички завод за статистику (2020): *Општине и региони у Републици Србији*, стр. 46. Београд, Србија.

² Закон о обнови културно-историјског наслеђа и подстицању развоја Сремских Карловаца (2021): *Службени гласник РС*, бр. 52/2021.

³ Покрајински секретаријат за културу, јавно информисање и односе с верским заједницама (2021): *Непокретна културна добра АП Војводине*. Нови Сад, Србија.

⁴ Свијановић Драго, Руџић Павло (2017): *Ruralni turizam*. Универзитет у Крагујевцу, Факултет за хотелијерство и туризам у Врњачкој Бањи. Србија.

⁵ Стратегија развоја туризма Републике Србије за период од 2016. до 2025. године. (2016): *Службени гласник РС*, бр. 98/2016.

⁶ Илић, В., Стефановић, В., Џикић, С. (2020): Специфичности лидерства у туризму са циљем успешног пословног процеса. *Megatrend revija*, 17(1), 89-108.

1. LITERATURE REVIEW

The World Tourism Organization⁷ points out that tourist motivation and anthropogenic tourist values are at the core of cultural tourism offering a new definition of cultural tourism whose focus is increasingly more focused from the tangible to the intangible: a type of tourism activity in which the visitor's essential motivation is to learn, discover, experience and consume the tangible and intangible cultural attractions/products in a tourism destination. These attractions/products relate to a set of distinctive material, intellectual, spiritual and emotional features of a society that encompass arts and architecture, historical and cultural heritage, culinary heritage, literature, music, creative industries and the living cultures with their lifestyles, value systems, beliefs and traditions. However, a unique response to the question of what cultural tourism is not realistic as there are almost as many definitions of cultural tourism as cultural tourists.⁸

The International Council for Monuments and Monuments confirms that natural and cultural heritage, diversity and life cultures are main tourist attractions but that excessive or poorly managed tourism and tourism-related development may endanger its physical nature, integrity and significant characteristics.⁹ Therefore, all activities in the culture and tourism sectors should be considered in an integrated manner through the prism of responsible, sustainable and inclusive cultural tourism development.

An interpretation of the past and the cultural heritage, as contemporary activities, and the manner, in which this is carried out, correlates with the reasons of those seeking this interpretation and opens up a number of creative possibilities for interpretation.¹⁰ Noting that interpretative activities would produce the desired result, the founder of interpretation as a discipline, Freeman Tilden¹¹ listed six principles: any interpretation that does not somehow relate what is being displayed or described to something within the personality or experience of the visitor will be sterile; information is not interpretation although every interpretation is based upon information; interpretation is an art which combines many arts; the chief aim of interpretation is not instruction but provocation; interpretation should aim to present a whole rather than a part, and interpretation addressed to children should not be a dilution of the presentation to adults but should follow a fundamentally different approach, *i.e.*, will require a separate program.

Almost all urban and rural areas have a large number of sites of cultural and historical heritage, which makes certain places attractive destinations which attract numerous visi-

⁷ WTO (2017): UNWTO Tourism and Culture: Definition adopted during the 22nd Session of the General Assembly held in Chengdu, China (September 11–16, 2017).

⁸ McKercher Bob, Cros Du Hilary (2002): *Cultural Tourism: The Partnership between Tourism and Cultural Heritage Management*. Haworth Hospitality Press.

⁹ ICOMOS (1999): *International Cultural Tourism Charter - Managing Tourism at Places of Heritage Significance*. Mexico.

¹⁰ Ennen Elke (1999): *Heritage in fragments, the meaning of Pasts for City Centre Residents*. Utrecht/Groningen. Rijksuniversiteit Groningen.

¹¹ Tilden Freeman (1977): *Interpreting Our Heritage*, Third Edition, University of North Carolina Press.

tors.¹² Rural tourism can be viewed as directly linked to cultural tourism by highlighting and promoting tradition, lifestyle, local gastronomy, wine tourism, as well as ethno tourism.¹³

Despite the fact that sustainable tourism contributes to urban regeneration, preservation and promotion of national cultural heritage and traditions,¹⁴ cultural tourism remains only potential for individual areas, while it is the tourist offer carrier in developed places.¹⁵ The imperative of cultural and natural resource-based tourism is its sustainability, which means that the use of cultural and natural resources should not be consumer but renewable, so that tourism contributes to the revitalization of culture and provides economic incentives for preserving cultural and natural values.¹⁶ In this context, Isaković¹⁷ stresses that cultural content that represents a tourist attraction is not only intended for tourists but also for local residents who, by participating in the provision of services, acquire material gains, benefiting from a variety of intangible benefits ranging from a richer social life to enriching encounters with tourists from other cultures. In addition to the economic effects, there are other non-economic effects not less important for local communities: promoting cultural heritage and cultural exchange, discovering new cultural activities, promoting social integration, community involvement, preserving and promoting indigenous cultural values, promoting local entrepreneurship, protecting natural areas and landscapes, improving infrastructure.¹⁸

In addition to pessimism regarding the negative impact of tourism on culture, there is also a positive understanding of tourism as a potential for the protection and promotion of cultural heritage and the development of local culture. Tourism revenues are often used to protect and restore cultural heritage, supporting a local traditional culture that would likely disappear in many smaller places without tourism.¹⁹

Stressing that linking heritage-based tourism and culture can bring more effects to the local economy than promoting them separately, the National Trust for Historic Preservation stresses that three objectives are thus achieved: heritage and cultural values are preserved, presented to visitors and economic benefits are achieved by the environment.²⁰ All of these

¹² Jovanović-Tončev Melita, Podovac Milena (2014): *Kulturna dobra kao deo turističkog proizvoda banja Srbije. Ekonomija: teorija i praksa*, 7(3), 54-67. Novi Sad.

¹³ Csapo, Janos (2012): *The Role and Importance of Cultural Tourism in Modern tourism Industry*. In *Strategies for Tourism Industry - Micro and Macro Perspectives*, 201-232. InTech. London.

¹⁴ Dumond et al. (2007): *Proactive management of The Impact of Cultural Tourism Upon Urban Resources and Economies, Integrating and strengthening the European Research Area Activity*, 6th Framework Programme of Research.

¹⁵ Đukić-Dojčinović Vesna (2005): *Kulturni turizam – menadžment i razvojne strategije*. Clio. Beograd, Srbija.

¹⁶ McKercher Bob (2001): *Sustainable Tourism Development – Guiding Principles for Planning and Management*, Presentation to the national Seminar on Sustainable tourism Development, Bishkek, Kyrgyzstan, November 5-9, 2003.

¹⁷ Исаковић Смиљка (2016): *Уметничке праксе у контексту културног туризма*. Врњачка Бања: Факултет за хотелијерство и туризам

¹⁸ Gajić et al. (2018): *Examination of regional disparity in the level of tourist offer in rural clusters of Serbia. Economics of Agriculture*, 65(3), 911-927. Belgrade.

¹⁹ Pančić Kombol Tonka (2006): *Kulturno nasljeđe i turizam*. Varaždin: Zavod za znanstveni rad HAZU, 16-17, 211-226.

²⁰ Krivošejev Vladimir (2014): *Upravljanje baštinom i održivi turizam*. Valjevo - Beograd: Narodni muzej - Artis centar.

are reasons why Hadžić²¹ stresses that cultural tourism, still in the planning process of tourist products, needs to touristically valorize cultural and natural attractions at the destination, as well as benefits for accommodations, while respecting the principles of sustainable tourism development. Traditionally, within two conflicting views on the nature of relations that reflect the different extremes of conflict and co-operation, cultural asset management assumes responsibility for the protection and conservation of cultural heritage, while the widely-established tourism sector has assumed the role of product development and promotion.²²

2. THE CULTURAL AND TOURIST VALUES OF THE TOWN CORE OF SREMSKI KARLOVCI

The past of Sremski Karlovci can be traced, in continuity, since 1308, when the city was first referred to as a “kaštel” or a town called “Karom”, with Karlovci becoming the largest Serb settlement under Turkish rule between 1529 to 1541.²³ Bakić²⁴ points out that the most valuable objects in Sremski Karlovci, grouped in the center of the town around Branko Radičević Square, the Square of Patriarch Branković and the surrounding streets, are not only architectural achievements but are symbolic of all values accumulated throughout the town’s historic development. Sremski Karlovci have secured an exceptional place in the history of the Serbian people with the unique whole of the historical town, numerous architectural and visual values and functional solutions, as well as its role in historical, political and cultural events.

The Tourism Development Strategy of the Republic of Serbia from 2016 until 2025 has specified priority tourism products and defined 18 key tourist destinations in Serbia, including Sremski Karlovci. Based on the development documents for Sremski Karlovci, tourism represents one of eight strategic areas whose potential has been underutilized. Tourism products that can be successfully developed and marketed are cultural, religious, manifestation, business, nautical, as well as forms of tourism related to special interests – wine, food, educational and student.²⁵ Although faced with strong pressure from tourists and the imperative of an even more rapid accelerated economic development, the authentic cultural and historical heritage of Sremski Karlovci did not receive a secondary epithet. Sustainable tourism development offers compromising management that will constantly balance between seemingly conflicting, but at the same time, the only possible challenges of protection and development. The legacy of Sremski Karlovci should be an even more significant driver of economic development, by viewing it not only as an instrument to meet tourism demand

²¹ Хаџић Олга (2005): *Културни туризам*. Нови Сад: Природно-математички факултет.

²² Mc Kercher et al.(2005): Relationship between tourism and cultural heritage management: evidence from Hong Kong. *Tourism Management*, 26 (4), 539–548.

²³ Сечански Живан (1978): *Сремски Карловци кроз историју*. У: Васић, П. “Уметничка топографија Сремских Карловаца”. Матица српска. Нови Сад, Србија.

²⁴ Bakić Svetlana (2014): Mogu li se tipski objekti ugrađivati u tkivo istorijskog grada? U: *Zbornik radova prve međunarodne konferencije “Očuvanje i unapređenje istorijskih gradova”* (241-254). Sremski Karlovci: Pokrajinski zavod za zaštitu spomenika kulture, Opština Sremski Karlovci. Petrovaradin – Sremski Karlovci, Srbija.

²⁵ План генералне регулације Сремских Карловаца (2016): Службени лист Општине Сремски Карловци, бр. 4. Сремски Карловци, Србија.

but also as an opportunity for the creation of new jobs and highlighting the identity of the local community - a historic town.

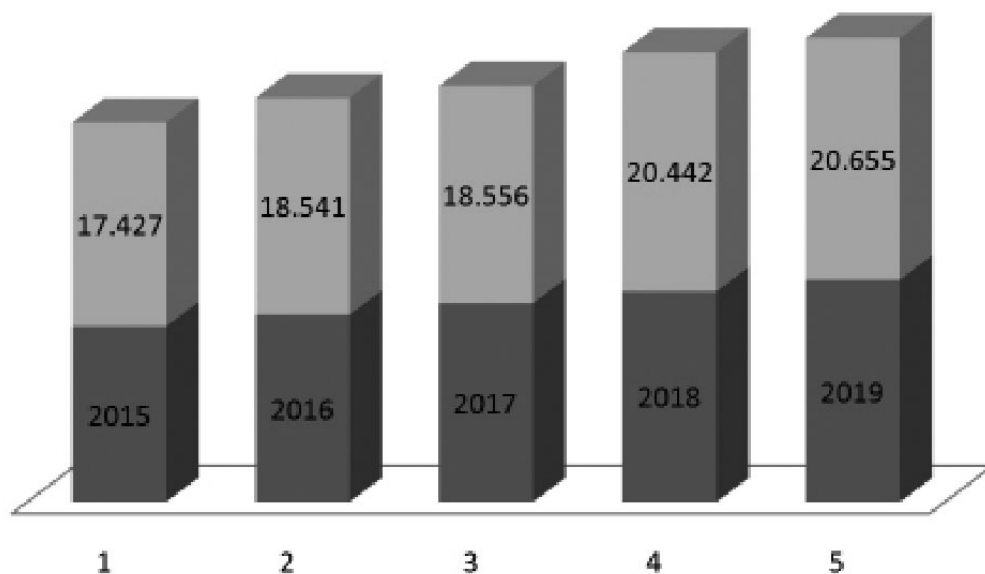
Table 1: *Cultural and tourist values in the town core of Sremski Karlovci*

The Cathedral Church of St. Nicholas	The Cathedral Church of St. Nicholas was built from 1758 to 1762 during the administration of metropolitan bishop Pavle (Nenadović) at the site of the previous temple. The Cathedral Church of St. Nicholas in Sremski Karlovci was built as a Baroque building with two high towers. After works carried out between 1907 and 1910, the church received the appearance it has today. The Cathedral Church of St. Nicholas with Baroque iconostasis was proclaimed a monument of culture in 1949 and in 1990 it was categorized as a cultural monument of exceptional importance.
The Patriarchate Court	The Patriarchate Court building, built from 1892 to 1894 according to architect Vladimir Nikolić's design, was the seat of the head of the Serbian Orthodox Church at the time the Archdiocese was located in Sremski Karlovci. The Court, the most representative building of the 19 th century in Vojvodina, is now the seat of the Eparchy of Srem of the Serbian Orthodox Church and the summer residence of the Patriarch of the Serbian Orthodox Church. It houses the Treasury of the Serbian Orthodox Church Museum.
The Roman Catholic Church of the Holy Trinity	The Roman Catholic Church dedicated to the Holy Trinity was built in the Baroque style in 1768. The Church portal is one of the most beautiful examples of Baroque in the region. It was built on the location of the former Benedictine Basilica, and it's particularly interesting because of its historical complexity that points to its existence since the Middle Ages.
City Hall	The City Hall building was built from 1806 to 1811 in the Neoclassical style. The most significant event related to City Hall was the proclamation of Serbian Vojvodina from its balcony in 1848. Today, City Hall is the seat of the Municipality of Sremski Karlovci.
Karlovci Grammar School	The oldest Serbian secondary school was founded in 1791. The current building was built in 1891 as an endowment of Serbian Patriarch German Anđelić and his brother Stevan. The Grammar School has reared some of the most important Serbian intellectuals: Đorđe Magarašević, Branko Radičević, Patriarch Josif Rajačić and German Anđelić, Jovan Hristić, Jovan Subotić, Dimitrije and Ilarion Ruvarac, Jovan Sterija Popović, Đorđe Natošević, Ilija Ognjanović, Dejan Medaković, Borislav Mihajlović Mihiz and numerous others. Today, the Karlovaci Grammar School is a high school of philology where modern and classic languages are studied.
The Theological Seminary	The first Serbian Orthodox Theological Seminary was founded by Metropolitan Stefan Stratimirović in 1794. The building which houses the Arsenija Sremac Seminary was raised by Patriarch Georgije Branković for the purposes of the Church-National Funds in 1902. The archive of the Serbian Academy of Arts and Sciences is housed in this building.
The Four Lions Fountain	Built in 1799 in honor of the completion of the first Karlovac aqueduct. The fountain was proclaimed a monument of exceptional culture importance for the Republic of Serbia.

Source: Tourist organization of Sremski Karlovci

The largest number of visitors, 42,307, to visit Sremski Karlovci was in 2002, which was a 10.27% increase compared to the previous year.²⁶ The structure of the visitors was predominantly domestic, while foreign visitors were mostly from the former Yugoslav states. The most important motives for the arrival of adult tourists are tours of cultural and historical heritage sites, visits to wineries and Fruška Gora monasteries, as well as participation in congresses and seminars.²⁷

Table2: Number of visitors using the guide services Tourism Organizations of the Municipality of Sremski Karlovci, 2015 - 2019



YEARS	2015	2016	2017	2018	2019
NUMBER OF VISITORS	17.427	18.541	18.556	20.442	20.655

Source: Tourism Organizations of the Municipality of Sremski Karlovci, 2019.

3. RESEARCH METHODOLOGY

The presumption for the preservation of a valuable cultural-historical heritage concentrated in the town core of Sremski Karlovci is the establishment of a balanced, sustainable and harmonized process of cultural asset management which will integrate the protection

²⁶ Ministarstvo ekonomije i regionalnog razvoja (2009): *Master plan za turističku destinaciju Sremski Karlovci sa Fruškom gorom*.

²⁷ Sančanin et al. (2019): Cultural-historical resources as initiators of tourism development in Sremski Karlovci. *Hotel and Tourism Management*, 7(2), 77-85. Fakultet za hotelijerstvo i turizam u Vrnjačkoj Banji, Srbija.

and preservation of cultural heritage with the tourism-development component. The Hilary du Cross Model comprised of the tourism sector and the cultural asset management sector, was used for the tourist valorization of cultural goods.

The tourism sector includes two sub indicators: the market attractiveness of cultural goods and factors of importance in designing tourism products. The evaluation of the sub indicators was 0 to 5, where some have a lesser scoring range. The sum of the assessment of all sub indicators from both groups gives an overall assessment of the tourism sector, and the evaluation was as follows: 0 to 20 – poor attraction, 21 to 40 – medium attraction and 41 to 60 - high attraction.

The cultural asset management sector includes two sub indicators: cultural significance and robustness. Their sum gives an overall assessment of cultural asset management: 0 to 20 - high sensitivity/low cultural value, 21 to 40 - medium sensitivity and cultural value and 41 to 60 - low sensitivity/high cultural value.

Based on the analysis, a “matrix of market attractiveness/robustness” was created with nine cells designated with an M (i,j) (i,j=1,2,3), so that a cell to which every cultural asset belongs can be determined, in relation to the previously obtained score.²⁸

The survey used interview technique with 20 subjects, relevant to the field of research, from Belgrade (6), Novi Sad (8), Petrovaradin (1), Bač (2), Vrnjačka Banja (2) and Aranđelovac (1). When selecting the sample, it was taken into account that the respondents had visited Sremski Karlovci at least once in the last five years. The research was conducted during the last quarter of 2020.

Table 3: A matrix of market attraction and robustness

Indicator	Market attraction			
	Total score	0 - 20	21 - 40	41 - 60
Robustness	0 - 20	M (3,1)	M (3,2)	M (3,3)
	21 - 40	M (2,1)	M (2,2)	M (2,3)
	41 - 60	M (1,1)	M (1,2)	M (1,3)

Source: Hilary du Cross, 2000

The cells were defined in the following manner:

- M (1,1) High value of indicator for cultural significance/robustness and low market attractiveness;
- M (1,2) High value of indicator for cultural significance/robustness and medium market attractiveness;
- M (1,3) High value of indicator for cultural significance/robustness and high market attractiveness;
- M (2,1) Mean value of indicator for cultural significance/robustness and low market attractiveness;

²⁸ Besermenji Snežana, Pivac Tatajana (2008): Turistički značaj Sirmijuma. Zbornik radova Geografski fakultet Univerziteta u Beogradu, 56, 151-164.

M (2,2)	Mean value of indicator for cultural significance/robustness and medium market attractiveness;
M (2,3)	Mean value of indicator for cultural significance/robustness and high market attractiveness;
M (3,1)	Low value of indicator for cultural significance/robustness and low market attractiveness;
M (3,2)	Low value of indicator for cultural significance/robustness and medium market attractiveness;
M (3,3)	Low value of indicator for cultural significance/robustness and high market attractiveness.

3.1. Tourist sector: market attraction

Market attraction includes the following sub indicators, which are valued on a scale of 0 to 5:

- *Ambient assessment* - the ambient of the town core of Sremski Karlovci has preserved authenticity and recognition with its valuable cultural and historical heritage. *Score 4.8*

- *Recognition outside the local framework* - the recognition of the town core of Sremski Karlovci is exceptional, and numerous films and series have been produced in this environment which has retained the physiognomy of the 18 and 19 centuries. *Score 4.6*

- *Important national landmark* - the center of Sremski Karlovci, church, educational and administrative, represents a unique spatial unit where the oldest Serbian secondary school (1791) is located, as well as the Patriarchate Court (1894), formerly the seat of the head of the Serbian Orthodox Church (1848-1920) and today the seat of the Eparchy of Srem of the Serbian Orthodox Church. *Score 4.9*

- *Evocative* - the past of Sremski Karlovci is an inexhaustible motivation for stories about people and events. However, the lack of animation of important events from the past in an authentic space, such as the signing of the Treaty of Karlowitz in 1699 (Chapel of Peace) and the declaration of Serbian Vojvodina in 1848 (City Hall), represents a major limitation for the transformation of potential into a tourist attraction. *Score 3.1*

- *Differentiation in relation to other cultural goods* - the town core of Sremski Karlovci is the result of the spontaneous formation of the urban matrix in the 18th and 19th centuries with extremely valuable objects. Architectural-visual importance and functional solutions, as well as its role in historical events, especially the political and cultural spheres, ensures this spatial whole as an exceptional place in the history of the Serbian people. *Score 4.5*

- *Attraction for special needs* - the uniqueness and functionality of the town core provides a variety of development opportunities. These potentials can be significantly greater, and better exploited, while the restriction has been detected in the absence of multifunctional tourist capacities. *Score 3.9*

- *Complementarity with other tourist products at the destination* - the tourist offer of Sremski Karlovci is inseparable from the offer of the city of Novi Sad and Fruška Gora. As many as 16 medieval monasteries on one mountain in the Autonomous Province of Vojvodina were once the backbone of the spiritual and political life of Serbs, and today present valuable religious and cultural-historical objects. Novi Sad, Fruška Gora and Sremski Kar-

lovci are among 18 important tourist destinations for the Republic of Serbia according to the Tourism Development Strategy of the Republic of Serbia from 2016 until 2025. *Score 4.7*

- *Tourist activity* – tourist activity exists, and the activity carrier is mainly the Tourist Organization of Sremski Karlovci. The number of tourists, especially those from other countries, is insufficient to correlate with opportunities and needs. *Score 3.3*

- *Connection between the destination and culture* - valuable cultural-historical heritage is protected, revitalized and preserved, but there are still restrictions for achieving adequate interpretation and presentation. *Score 4.2*

The environment, recognition and significant cultural and historical heritage represent significant tourist potential for Sremski Karlovci. However, for greater market attractiveness, additional multifunction capacities and new facilities are needed which would, through animation, evoke the space and time of the past centuries, with each of the cultural and historical resources.

Total score: 38

3.2. Tourist sector: factors of importance for designing a tourist product

- *Access to cultural goods* - the town core of Sremski Karlovci is a pedestrian zone, and in the immediate vicinity there are parking places for passenger vehicles and buses. The distance from the town core to the railway station is 600 meters, and up to the banks of the Danube River 750 meters. *Score 3.8 (score 0-4)*

- *Organized transport from population centers to cultural goods* – Sremski Karlovci is a specific municipality as it has only one settlement that is at the same time a municipal center. Due to its geographical location at the heart of traffic activities, the area of Sremski Karlovci: state road II, vicinity of E-75 highway, railway and water traffic. The distance to Nikola Tesla Airport, Belgrade is 60 km. *Score 2.7 (score 0-3)*

- *Proximity to other cultural attractions* - at a distance of about 1,000 meters from the town core of Sremski Karlovci - is the Chapel of Peace, where on January 26, 1699, after 72 days of negotiations, peace was signed between countries of the so called Holy League and Turkey. The building is oval in shape, has four doors, with one door walled up to symbolically emphasize the end of Turkey's presence in these areas. The Monastery of the Presentation of the Blessed Virgin Mary, where Serbian Patriarch Georgije Branković and Lukijan Bogdanović have been laid to rest, is 350 m away, and the Lower Church of St. Peter and Paul is a little over 200 m away. In Stražilovo, 5 km away from Sremski Karlovci, is the grave of one of the most important poets of the era of Romanticism, Branko Radičević. *Score 2.9 (score 0-3)*

- *Service facilities* – travel and tourist signalization exists, as do numerous catering facilities. There's a five-star hotel in the town core. The service range of products needs to be expanded, updated and adapted to the demands of tourists. *Score 3.9 (score 0-5)*

Total score: 13.3

Its favorable geographical position, as well as the road-rail and water communication, represent a comparative advantage for Sremski Karlovci, classifying it under accessible and desirable tourist destinations. In order to make a more significant progressive step forward, it is necessary to expand the range of tourist products and services and pay more attention to the demands of tourists.

The sum of the market attraction sub indicator scores - 38, and the subindicators of importance when designing a tourist product - 13.3, gives an overall assessment of the tourism sector - 51.3, indicating a high attractiveness.

3.3. Cultural asset management sector: cultural significance

- *Aesthetic value* - the present layout of the Sremski Karlovci town core has preserved the value of building and cultural heritage. *Score 2.0 (0 low; 1 medium; 2 high)*

- *Historical value* – future development will be based on a valuable and preserved historical matrix, with the promotion of authenticity, inherited identity and a cultural-historical environment. *Score 2.0 (0 low; 1 medium; 2 high)*

- *Educational value* - the network and spatial distribution of public services has been defined at the highest level, especially in the field of education and culture. Interpretation and presentation need to be improved. *Score 1.6 (0 low; 1 medium; 2 high)*

- *Scientific-research value* - the town core of Sremski Karlovci has the oldest Serbian secondary school – Karlovaci Grammar School, as well as one of the oldest theological seminaries among Orthodox Christians. The archive of the Serbian Academy of Arts and Sciences in Sremski Karlovci is a treasure of material testimony, which is an essential inspiration for research. *Score 1.9 (0 low; 1 medium; 2 high)*

- *Social value* – the social value for the Serbian people in this area is evident, as well as for other peoples and countries, given the events that occurred here and that determined the future of Europe. *Score 1.9 (0 low; 1 medium; 2 high)*

- *Uniqueness of the cultural good* – the authenticity of all cultural and historical objects, as well as the town core of Sremski Karlovci, is visible at every turn: from each individual protected object, cultural monuments and nature, to the ambient as a whole. *Score 3.0 (0 usual cultural good of the same type; 1 less common cultural good; 2 rare cultural good; 3 unique cultural good)*

- *Representativeness of the destination* – the town core, as well as each individual object is representative, and with its appearance and story about events and people throughout the centuries, attracts more and more visitors.

Score 3.3 (1 weak; 2-3 good; 4 excellent)

Overall score: 15.7

The preserved physiognomy of the city center of Sremski Karlovci, with its recognizable Baroque architecture, has a special place in history as a cultural, educational and political center of the Serbian people under the Austro-Hungarian monarchy. The historical significance and beauty of the ambient is a significant motive for the arrival of tourists. During the following period, interpretation and presentation should be improved primarily through the implementation of new digital technologies.

3.4. Cultural asset management sector: robustness

- *Sensitivity* - the increasing number of tourists has not reached a critical level, *i.e.*, the limit of carrying capacity. However, while there are no negative reflections on cultural and historical heritage so far, the limit/carrying capacity should be subjected to a review based on monitoring and the effects of tourism on the preservation of cultural and natural heritage. *Score 3.0 (0-1 large; 2-3 considerable; 4 not sensitive)*

- *State of reparation* - all facilities are protected, preserved and accessible to visitors. Noticed shortcomings relate to improving the tourist infrastructure, as well as ensuring conditions for access by disabled persons). Score 3.6 (0 weak; 1 somewhat organized; 2-3 well; 4 excellent)

- *Management plan* - there is no strategic document to confirm that tourism is one of the development areas favored by local government. The Ministry of Tourism highlighted Sremski Karlovci as one of the 18 important tourist destinations in Serbia's Tourism Development Strategy until 2025. Score 3.1 (0 without a plan; 1-4 in preparation; 5 exists)

- *Monitoring and maintenance* - care for valuable cultural and historical heritage has been entrusted to the Republic Institute for the Protection of Cultural Monuments in Belgrade, the Provincial Institute for the Protection of Cultural Monuments, as well as to owners-users. There are evident difficulties in securing the necessary resources, but also in the quality of the performed revitalization. Score 3.3 (0 weak; 1-2 somewhat good; 3-4 good; 5 excellent)

- *Investment potential* – the potential for attracting investment exists. More work with local authorities is needed to make them even more familiar with tourism as a profitable activity. Score 3.7 (0 weak; 1-2 suitable; 3-4 good; 5 excellent)

- *Possibility of a negative impact of visitors on the physical state of cultural goods* - the physical state of cultural goods in the town core of Sremski Karlovci is good, and the number of visitors has been without influence.

Assessment 4.5 (1 high possibility; 2-4 medium possibility; 5 low possibility)

- *Potential for negative effects of modification on the physical condition of cultural goods* – modification to the physical condition of cultural goods has not been foreseen for the town core of Sremski Karlovci. Score 4.9 (1 high possibility; 2-4 medium possibility; 5 low possibility)

Total score: 26.1

The adoption of the Law on the Restoration and Cultural-Historical Heritage and Stimulation of Development in Sremski Karlovci in 1991, followed by a new one in 2021, created a basis for the revitalization of the multi-century cultural heritage and its development. However, tourist capacities are still insufficient, and there is no strategic plan for tourism development that would encourage investors and provide them with legal and other security.

The overall assessment of the cultural assets management sector (sub indicators of cultural importance – 15.7 and sub indicators of robustness – 26.1) is 41.8, which is an indication of low sensitivity and high cultural values.

Table 4: Matrix of market attraction and robustness

Indicator	Market attraction			
	Total score	0 - 20	21 - 40	41 - 60
Robustness	0 - 20	M (3,1)	M (3,2)	M (3,3)
	21 - 40	M (2,1)	M (2,2)	M (2,3)
	41 - 60	M (1,1)	M (1,2)	M (1,3)

Source: author, according to the Hilary Du Cross Model, 2000

Correlation of the sum of all tourist sector assessments (51.3) and cultural asset management (41.8) creates a “matrix of market attraction/robustness”:

The displayed matrix shows the sum of the assessment of all the sub indicators in cell M (1, 3), indicating that the town core of Sremski Karlovci has a high value indicator for cultural significance/robustness and high market attraction.

CONCLUSION

The high assessment of market attraction of cultural goods and cultural importance suggests that the concentration of cultural values in the town core of Sremski Karlovci represents an exceptional resource for tourism development. Research has shown that there is a need for better interpretation and presentation of cultural values, their “revival” through space and event animations, but also the introduction of multilingual audio-visual elements. In this way, values in the cultural asset management sector would receive a higher score in future research.

Despite the existence of strategic documents that support the development of sustainable tourism in the Sremski Karlovci area, notably the Tourism Development Strategy for the Republic of Serbia for the period 2016 to 2025, and the Tourism Development Program of the Autonomous Province of Vojvodina for the period 2018 to 2022, the municipality of Sremski Karlovci does not have a strategic document for the development of tourism within its territory, so this commitment, with the aim of improving the development of sustainable tourism, is placed at the top of the agenda.

The issue of sustainable development of cultural tourism imposes a continuous time-space obligation for evaluation, so that insight into the real impact of tourist activities on cultural and natural heritage, as well as on the domicile population, can be seen at all times.

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TURISTIČKA VALORIZACIJA KULTURNO-ISTORIJSKOG NASLEĐA GRADSKOG JEZGRA SREMSKIH KARLOVACA

Sažetak: *Sinergijski efekti integracije sektora kulture i turizma doprinose da kulturni turizam predstavlja istinski katalizator sveukupnog turističkog rasta i razvoja. Za transformaciju autentičnog kulturno-istorijskog nasleđa Sremskih Karlovaca u turističku atrakciju neophodna je valorizacija identifikovanih kulturnih i turističkih vrednosti. Problemski focus istraživanja usmeren je prema odnosu između autentičnog kulturno-istorijskog nasleđa i održivog turizma. Predmet istraživanja je turistička valorizacija kulturno-istorijskog nasleđa gradskog jezgra Sremskih Karlovaca. Cilj rada je valorizacija turističkog sektora i sektora menadžmenta kulturnih dobara gradskog jezgra Sremskih Karlovaca po modelu Hilari du Kros namenjen za valorizaciju kulturnih i turističkih vrednosti. Rezultati analize subindikatora, dodelom ćelije M (1,3), potvrdili su postojanje povoljnih uslova za dalji razvoj kulturnog turizma, uz kontinuiranu sanaciju, konzervaciju, restauraciju i prezentaciju kulturno-istorijskog nasleđa. Mada, za sada, nema negativnih refleksija na kulturno-istorijsko nasleđe, noseći kapacitet prostora i prirodne sredine treba da bude predmet reevaluacije bazirane na monitoringu i efektima uticaja turizma na očuvanje kulturnog i prirodnog nasleđa, kao i na život lokalne zajednice.*

Ključne reči: *Sremski Karlovci, turizam, nasleđe, kultura, turistička valorizacija*