



# DANURB+ - ACTION PLAN

## SECTION 2 – GOLUBAC

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 **Interreg**   
Danube Transnational Programme  
**DANURB**

# **DANURB+ – ACTION PLAN**

## **SECTION 2 – GOLUBAC:**

### **INTEGRATING NATURAL AND CULTURAL HERITAGE FOR SUSTAINABLE GOLUBAC 2027: NETWORK OF ECO-CULTURAL ROUTES**

Deliverable D.T 4.1.2 - REGIONAL ACTION PLANS FOR ACTIVITY REGIONS FOR THEIR COMPETITIVENESS IN THE TOURISM, LABOR AND CULTURAL MARKETS

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Cover photo: Sailboats on the Danube in front of Golubac, with Golubac Fortress in the background (Author: Dragan Miletić; Credits: TO Golubac).

## 2. ACTION PLAN DATA SHEET

PROPOSAL 1: DESCRIPTION	
Project acronym and title	IRON-HEALTHY LIFE - Fostering Healthy Lifestyle & Healthy Tourism in the Iron Gates
TYPE OF THE PROJECT (Within DANURB+ goals)	Branding of DANURB values to increase the attractiveness of towns and regions
Location	SERBIA / Iron Gates & Golubac Municipality + ROMANIA
Duration (if you can specify)	24 months
Planned budget	500,000 EUR

KEY STAKEHOLDER	
Organisation name	Biciklističko Planinarsko Društvo Golubac / Cycling and Hiking Society, Golubac
Contact person (URL / Email)	Snežana Rakić Arsić / <a href="http://bpdgolubac.com">bpdgolubac.com</a> / snezanaarsic@gmail.com
Other stakeholders	
Partner I	Asociatia "Dunarea la Cazane", Dubova, Romania
Partner II	Golubac Municipality, Serbia
Partner III	Tourist Organisation of Golubac, Serbia
Partner IV	"Đerdap/Iron Gates" National Park, D. Milanovac, Serbia
Partner V	Iron Gates Natural Park, Orșova, Romania

### PROJECT OBJECTIVE:

The main objective is to develop and promote a healthy lifestyle and health tourism in the Iron Gates Region by improving the infrastructure for outdoor and mountain sports and recreation.

### MAIN PROJECT ELEMENTS:

Activity 1: E4 European long-distance path in the Iron Gates  
 Activity 2: New climbing activities in the vicinity of Golubac Fortress and the Dubova Area  
 Activity 3: Eco-hiking – hiking plus removing waste along the mountain routes  
 Activity 4: Eco-awareness for the younger generation.

### EXPECTED RESULTS:

Expected results are: (1) marked E4 European long-distance path for hiking activities in Golubac and the Iron Gates; (2) 'via ferrata' built in an abandoned quarry next to Golubac Fortress with supplementary access; (3) workshops with local guides and hospitality workers to address the awareness regarding eco-hiking; (4) pilot eco-hiking tours, with the

aim to collect waste along routes; and (5) eco-camps for youngsters, to learn how to respect nature during mountain recreation and tourism activities.

**RELATED DANURB ACTIVITIES:**

- Workshops on the possibilities to create competitive regions by the networking of projects and stakeholders by the Danube
- Local stakeholder workshops to find local and common values of peripheries and possibilities related to these and the Danube
- Workshops on the evaluation and selection of underused heritage sites to be valorised by the DANURB Action Plans
- Participatory design processes with stakeholders in all regions by university experts to develop local heritage
- Technical documentation as the result of planning to develop local heritage
- Guidelines for educational programs for young people in local schools on the cultural resources of the Danube
- Guidelines for educational programs in special-technical training schools/and or artistic schools/cultural centres to promote the use of traditional local arts and crafts and professions
- Proposals for effective local stakeholder networks capable to initiate heritage valorization projects
- Workshops to develop competencies needed for cooperative valorisation actions
- Regional reports on the possible impact of DANURB Branding activities on the resilience of peripheral regions by the Danube

PROPOSAL 2: DESCRIPTION	
Project acronym and title	REJUVENATED GOLUBAC – Making Golubac Attractive for Young People
TYPE OF THE PROJECT (Within DANURB+ goals)	DANUrB Cultural Network in motion
Location	SERBIA / Golubac Municipality
Duration (if you can specify)	18 months
Planned budget	400,000 EUR

KEY STAKEHOLDER	
Organisation name	Golubac Municipality
Contact person (URL / Phone)	Biljana Dautbašić / <a href="http://www.golubac.org.rs">www.golubac.org.rs</a> / 0691710095
Other stakeholders	
Partner I	Sportsko društvo Opštine Golubac / Sport Association of Golubac, Serbia
Partner II	“Skate Foundation”, Belgrade, Golubac, Serbia
Partner III	Biciklističko Planinarsko Društvo Golubac / Cycling and Hiking Society, Golubac, Serbia
Partner IV	SMEs in the hospitality sector, Serbia
Partner V	“Branko Radičević” Primary School in Golubac, Serbia

#### PROJECT OBJECTIVE:

The main objective is to widen the leisure options for young people in Golubac and its vicinity by developing indoor and outdoor places and facilities that enable their physical and mental development

#### MAIN PROJECT ELEMENTS:

Activity 1: New sport and recreation activities which target the younger population

Activity 2: Development of indoor leisure programme for youngsters

Activity 3: Wider knowledge and understanding of leisure necessities and attitudes of younger generations

#### EXPECTED RESULTS:

Expected results are: (1) a new skate-park with a surrounding landscape arrangement in the central part of Golubac Town; (2) two climbing rocks: (a) an outdoor rock in the vicinity of Golubac Fortress and (b) an indoor rock in Golubac Sports Arena; (3) a small adrenaline park built of natural materials; 4) an escape room which refers to local Vlach and Old Slavic cultural intangible heritage (tradition, customs, stories, legends, etc.); and (5) supporting training, workshops and camps for children and teenagers.

#### RELATED DANURB ACTIVITIES:

- Guidelines for educational programs for young people in local schools on the cultural resources of the Danube
- Guidelines for educational programs in special-technical training schools/and or artistic schools/cultural centres to promote the use of traditional local arts and crafts and professions
- Development and application of the DANUrBanity game for awareness raising to local values (youth and stakeholder sessions)
- Local stakeholder workshops to find local and common values of peripheries and possibilities related to these and the Danube
- Workshops on exploring common patterns in development potentials for peripheral situations along the Danube with the mapping of the planning priorities and measures at the local and regional level
- Report on the sites and stories for the documentary film on cultural heritage, good practices and “guard-transmitters” in DANUrB ASP towns
- Workshops for PPs on the possibilities to make local communities, stakeholders and regions capable to interconnect through DANUrB values and actions

<b>PROPOSAL 3: DESCRIPTION</b>	
<b>Project acronym and title</b>	<b>PAST4FUTURE – Golubac Children as Promoters of Local Heritage</b>
<b>TYPE OF THE PROJECT</b> (Within DANURB+ goals)	DANUrB Actions to use cultural heritage based on the DANUrB Strategy DANUrB Cultural Network in motion
<b>Location</b>	SERBIA / Golubac Municipality
<b>Duration (if you can specify)</b>	30 months
<b>Planned budget</b>	600,000 EUR

<b>KEY STAKEHOLDER</b>	
<b>Organisation name</b>	“Lasta” Kindergarten in Golubac, Serbia
<b>Contact person (URL / Email)</b>	Milena Đurđević / <a href="http://www.lastagolubac.edu.rs/">www.lastagolubac.edu.rs/</a> lastagol@gmail.com
<b>Other stakeholders</b>	
<b>Partner I</b>	Golubac Municipality
<b>Partner II</b>	“Branko Radičević” Primary School in Golubac, Serbia
<b>Partner III</b>	“Golubac Fortress” Lmtd, Golubac, Serbia
<b>Partner IV</b>	“Veljko Dugošević” National Library in Golubac, Serbia
<b>PROJECT OBJECTIVE:</b>	
The main objective is to bring local heritage closer to children in Golubac, so they can be in constant contact with it, understand its values and promote the heritage further away.	
<b>MAIN PROJECT ELEMENTS:</b>	
Activity 1: Compilation of local intangible heritage	
Activity 2: Improvement of children’s outdoor places in Golubac	
Activity 3: Teaching and learning activities for children with the topic of local intangible cultural heritage	
Activity 4: Tourist promotion of local intangible cultural heritage for children	
<b>EXPECTED RESULTS:</b>	
Expected results are: (1) "Dragon village" – web promotion of local intangible heritage: mythology, legends and fairy tales about dragons for children; (2) Children fortress – a playground in the form of a fortress, surrounded by the urban furniture that shows local intangible heritage; (3) elective subjects in local educational institutions with the topics in local cultural and natural heritage; and (4) workshops for young students as “tourist guides” for local heritage – greeters in Golubac.	
<b>RELATED DANURB ACTIVITIES:</b>	



- Guidelines for educational programs for young people in local schools on the cultural resources of the Danube
- Guidelines for educational programs in special-technical training schools/and or artistic schools/cultural centres to promote the use of traditional local arts and crafts and professions
- Development and application of the DANUrBanity game for awareness raising to local values (youth and stakeholder sessions)
- Workshops to define a framework for PPs working with DANUrB stakeholder networks
- Workshops on the possibilities to create competitive regions by the networking of projects and stakeholders by the Danube
- Workshops on the evaluation and selection of underused heritage sites to be valorised by the DANUrB Action Plans
- Participatory design processes with stakeholders in all regions by university experts to develop local heritage
- Publishing of a heritage development and planning toolkit to be used locally in Danube towns
- Student workshops to create heritage development plans

<b>PROPOSAL 4: DESCRIPTION</b>	
<b>Project acronym and title</b>	<b>COOLTURE_GOALubac – Make Golubac Culture Visible to Everyone</b>
<b>TYPE OF THE PROJECT</b> (Within DANURB+ goals)	DANUrB Actions to use cultural heritage based on the DANUrB Strategy  Branding of DANUrB values to increase the attractiveness of towns and regions
<b>Location</b>	SERBIA / Golubac Municipality
<b>Duration (if you can specify)</b>	36 months
<b>Planned budget</b>	700,000 EUR

<b>KEY STAKEHOLDER</b>	
<b>Organisation name</b>	“Veljko Dugošević” National Library in Golubac, Serbia
<b>Contact person (URL / Email)</b>	Marija Živanović Ilić / <a href="http://www.bibliotekagolubac.rs">www.bibliotekagolubac.rs</a> / biblioteka.golubac@gmail.com
<b>Other stakeholders</b>	
<b>Partner I</b>	Golubac Municipality
<b>Partner II</b>	SME in digitalisation and ICT development
<b>Partner III</b>	“Golubac Fortress” Lmtd, Golubac, Serbia
<b>PROJECT OBJECTIVE:</b>	
The main objective is to open new perspectives for local culture in Golubac Region through its better visibility, digitalisation, spatial accessibility and the widening of the consumer pool.	
<b>MAIN PROJECT ELEMENTS:</b>	
Activity 1: New spatial capacities for local cultural facilities in Golubac	
Activity 2: Digitalisation of Golubac cultural heritage	
Activity 3: Collection, promotion and visibility of rural heritage of the Golubac Region	
Activity 4: The urban regeneration of the historic core of Golubac through flagship projects	
<b>EXPECTED RESULTS:</b>	
Expected results are: (1) the expansion of space for the local museum collection within the Golubac Library; (2) the creation of a mini-digital museum of Golubac, referring to the local cultural heritage; (3) the restoration of the main cinema in Golubac as a new venue place; (4) the reuse of an old school in Maleševo Village for a new memorial house, dedicated to the history of the village; and (5) supplementary campaigns to raise general awareness for newly-presented culture.	
<b>RELATED DANURB ACTIVITIES:</b>	

- Publishing of a heritage development and planning toolkit to be used locally in Danube towns
- Surveys for stakeholders to map their cultural and entrepreneurship capacities in relation to local heritage valorisation
- Workshops on the evaluation and selection of underused heritage sites to be valorised by the DANUrB Action Plans
- Report on the collection of new heritage datasheets for each section to be integrated into the DANUrB Platform and in the Atlas
- Inter-generational cultural heritage knowledge transfer workshops integrated into local festivals
- Heritage Valorisation Action Plans piloted with local stakeholder cooperatives

<b>PROPOSAL 5: DESCRIPTION</b>	
<b>Project acronym and title</b>	<b>COLUBAC WELCOME! Branding of Golubac Identity through economic, social, spatial and visual means</b>
<b>TYPE OF THE PROJECT</b> (Within DANURB+ goals)	Branding of DANUrB values to increase the attractiveness of towns and regions DANUrB Cultural Network in motion
<b>Location</b>	SERBIA / Iron Gates & Golubac Municipality + ROMANIA
<b>Duration (if you can specify)</b>	24 months
<b>Planned budget</b>	400,000 EUR

<b>KEY STAKEHOLDER</b>	
<b>Organisation name</b>	Tourist Organisation of Golubac, Serbia
<b>Contact person (URL / Email)</b>	Jelena Petrović / <a href="https://togolubac.rs/?pismo=cir">https://togolubac.rs/?pismo=cir</a> / <a href="https://togolubac.rs/?pismo=cir">https://togolubac.rs/?pismo=cir</a>
<b>Other stakeholders</b>	
<b>Partner I</b>	“Osmeh Dunava” udruženje žena / “Smile of Danube” Serbia Women Association, Golubac, Serbia
<b>Partner II</b>	“Ethno-network” Association, Serbia
<b>Partner III</b>	Women association in Moldova Noua Region, Romania
<b>Partner IV</b>	Tourist Organisation of Moldova Noua, Romania
<b>Partner V</b>	“Milenković” Distillery, Golubac, Serbia
<b>PROJECT OBJECTIVE:</b>	
The main objective is to regionally and internationally embrace the identity and symbols of the Golubac Region by analysing potentials, expanding it to new sectors and spaces and breeding it in an organised manner.	
<b>MAIN PROJECT ELEMENTS:</b>	
Activity 1: The research and co-creation and branding of the identity of Golubac and Region	
Activity 2: The branding framework of the identity of the Golubac Region	
Activity 3: The empowerment of women through the promotion and development of local food products	
Activity 4: The promotion of Golubac identity through spatial development	
<b>EXPECTED RESULTS:</b>	
Expected results are (1) local brand books and supplementary brochures; (2) the joint web repositories of local food and beverage products; (3) murals and urban furniture in towns, which are designed to promote local identity and symbols; and (4) the renewal of the traditional summer huts (“salaš”, “katun” or “bačija”) in Golubac hinterlands for eco- and ethno-tourism capacities.	

**RELATED DANURB ACTIVITIES:**

- Toolkit based on DANUrB Brandbook to make a quality labelling system and to give a methodological and practical knowhow on how to use the label and form a brand from the labelled assets
- Report and promotional booklet for the preparation of a DANUrB Quality Label
- Operation of the labelling procedures for local products/services/initiatives by the DANUrB Quality Label
- Agenda and action plan for the “Danube Days” festival in specific ASP towns in all sections
- Report on the sites and stories for the documentary film on cultural heritage, good practices and “guard-transmitters” in DANUrB ASP towns
- Creation and signature of a Danube Cultural Promenade Action Plan by all existing and newly formed regional and interregional initiatives and projects working in heritage valorisation of the Danube
- Technical measurement and documentation of piloted local heritage sites (buildings or public spaces).

<b>PROPOSAL 6: DESCRIPTION</b>	
<b>Project acronym and title</b>	<b>COLUBAC IN MOTION! Linking Tourist Offer in Golubac to Attract New Visitors</b>
<b>TYPE OF THE PROJECT</b> (Within DANURB+ goals)	Branding of DANUrB values to increase the attractiveness of towns and regions DANUrB Cultural Network in motion
<b>Location</b>	SERBIA / Golubac Municipality
<b>Duration (if you can specify)</b>	36 months
<b>Planned budget</b>	1,000,000 EUR

<b>KEY STAKEHOLDER</b>	
<b>Organisation name</b>	Golubac Municipality, Serbia
<b>Contact person (URL / Email)</b>	Biljana Dautbašić / <a href="http://www.golubac.org.rs">www.golubac.org.rs</a> / 0691710095
<b>Other stakeholders</b>	
<b>Partner I</b>	Tourist Organisation of Golubac, Serbia
<b>Partner II</b>	“Đerdap/Iron Gates” National Park, D. Milanovac, Serbia
<b>Partner III</b>	Biciklističko Planinarsko Društvo Golubac / Cycling and Hiking Society, Golubac
<b>Partner IV</b>	University of Belgrade

**PROJECT OBJECTIVE:**

The project objective is to upgrade and link the main tourist attractions in Golubac, as many of them function as singular “tourist magnets”. Their better physical and functional interconnections will make the town and its surroundings more open to the diverse types of tourist visitors and more resilient to seasonal variations.

**MAIN PROJECT ELEMENTS:**

- Activity 1: The research of missing physical and functional links between the main tourist attractions in Golubac Municipality
- Activity 2: The analysis of the spatial networks in the field of tourism in the Golubac Region
- Activity 3: The restoration and appropriate reuse of abandoned buildings (lots, unused elementary schools or village halls, etc.) across Golubac Municipality.
- Activity 4: Joint activities – workshops, roundtables, seminars – to make synergy between tourist offers in Golubac and the necessity of larger national institutions (such as universities, high schools, national institutes, etc.).

**EXPECTED RESULTS:**

Expected results are: (1) a new suspension bridge to the “Dragons’ Garden”, a mountain peak above the Golubac Fortress; (2) the general arrangement of the parking in Golubac Town; (3) a network of mountain lodges, obtained from urban reuse process; and (4) the

restoration of the old building of the primary school in Braničevo Village school for special tourist activities (student research centre and dormitory).

**RELATED DANURB ACTIVITIES:**

- Technical measurement and documentation of piloted local heritage sites (buildings or public spaces).
- Technical documentation as the result of planning to develop local heritage.
- Proposals for effective local stakeholder networks capable to initiate heritage valorisation projects.
- Workshops on defining the effects of peripheral situations, urban and functional shrinkage in Danube towns
- Local stakeholder workshops to find local and common values of peripheries and possibilities related to these and the Danube
- Student workshops to create heritage development plans.

<b>PROPOSAL 7: DESCRIPTION</b>	
<b>Project acronym and title</b>	<b>SEE DANUBE SEA! Enabling Better Relations between Golubac and the Danube River</b>
<b>TYPE OF THE PROJECT</b> (Within DANURB+ goals)	Branding of DANUrB values to increase the attractiveness of towns and regions DANUrB Cultural Network in motion
<b>Location</b>	SERBIA / Golubac Municipality + ROMANIA
<b>Duration (if you can specify)</b>	24 months
<b>Planned budget</b>	300,000 EUR

<b>KEY STAKEHOLDER</b>	
<b>Organisation name</b>	Golubac Municipality, Serbia
<b>Contact person (URL / Email)</b>	Biljana Dautbašić / <a href="http://www.golubac.org.rs">www.golubac.org.rs</a> / 0691710095
<b>Other stakeholders</b>	
<b>Partner I</b>	Tourist Organisation of Golubac, Serbia
<b>Partner II</b>	Sailing Union of Serbia, Belgrade, Serbia
<b>Partner III</b>	“Srbijavode” JP, Beograd / “Serbian Waters” PE, Belgrade, Serbia
<b>Partner IV</b>	Tourist Organisation of Moldova Noua, Serbia

#### **PROJECT OBJECTIVE:**

The project objective is to strengthen existing links between the Danube and Golubac Riverfront in a multi-level manner, by enabling the visual, physical, and functional links that support nautical activities. The aim is to appropriately and sustainably utilise the Danube at the place where the river is widest on its flow.

#### **MAIN PROJECT ELEMENTS:**

Activity 1: The analysis of viewpoints and belvederes for tourist development in the Golubac area

Activity 2: The revision of development plans and projects for public property (both plots and buildings) in Golubac Municipality

Activity 3: Building and arrangement on free public land next to the Danube for tourist faculties

Activity 4: The digitalisation of the tourist capacities related to water/the Danube potential

#### **EXPECTED RESULTS:**

Expected results are: (1) a new viewpoint above the Danube at the entrance of the Golubac Town from Veliko Gradište direction; (2) a new camping place in Usije Village next to the ferry border crossing to Moldova Noua; and (3) a municipal web page for promoting sailing in Golubac and necessary logistic support.



**RELATED DANURB ACTIVITIES:**

- Regional action plans for municipalities in all regions to be able to form interconnected regions competitive in the tourism, labour and cultural markets using their heritage connected to the Danube
- Publishing of a heritage development and planning toolkit to be used locally in Danube towns
- Workshops on exploring common patterns in development potentials for peripheral situations along the Danube with the mapping of the planning priorities and measures at a local and regional level
- Workshops on the possibilities to create competitive regions by the networking of projects and stakeholders by the Danube
- Workshops on defining the effects of peripheral situations, urban and functional shrinkage in Danube towns
- Networking events and study trips between stakeholder networks and to “good practice” models from along the Danube and from other EU regions, with invited stakeholders and/or travel bloggers, and influencers to come to the Danube

### 3. EXECUTIVE SUMMARY

*The strategic framework of the **Action Plan for the protection and sustainable use of the natural and cultural heritage of Golubac** (Action plan) is the Danube Region Development Strategy based on natural and cultural heritage (DANURB, 2019), which proposes the creation of spatial and cultural networks along the Danube (Fig. 1) with the aim to connect communities and create a **unique, culture- and heritage-based and eco-friendly tourist destination**.*



**Fig. 1:** Golubac Town in the Danube (Source: TO Golubac, 2022).

*The Action plan was developed in continuous cooperation with representatives of the local self-government and with the active participation of approximately 15 stakeholders from public, private and NGO sectors, as well as from the spheres of culture & art, tourism & hospitality, gastronomy, heritage preservation, education, project development, and public administration. It represents the result of efforts to connect and integrate local initiatives and actors for more efficient and effective formulation and implementation of sustainable solutions.*

*The MAIN AIM of the Action plan is the protection and improvement of the environment (urban + cultural + natural) that is based on local culture and available natural and cultural assets, human resources through community awareness, knowledge & skills, and settlement fabric as a linking element. Hence, this is an effort to create a network of diverse offers, places and routes of cultural, eco- and town tourism.*

*The SPECIFIC OBJECTIVES of the plan are:*

- 1. The identification, valorisation, protection, enhancement and promotion of natural, cultural and urban heritage as a resource for the development of sustainable tourism, with the aim to develop the "Danube Urban Brand" as a specific touristic offer;*

2. *Raising the capacity of local stakeholders and other actors to formulate and launch development projects based on natural and cultural heritage, aiming to achieve their full cooperation and access to funds at the local and international level;*
3. *Creating a network of actors' projects so to provide the improvement of existing and the development of new eco-cultural content and tours, accessible and interesting to different types of users-tourists-visitors; and*
4. *Creating the possibilities of trans-border connection in the wider area of Golubac, i.e., between both sides (Romanian and Serbian) of the Iron Gates Region, leaning on the Danube corridor in the field of sustainable, culture- and eco-based tourism.*

*Achieving these objectives would lead to the empowerment of the local community, better connection between local people, institutions and organizations, and would enhance the local economy and the quality of life for local people.*

*The Action plan development process consisted of three interrelated phases:*

1. ***Identifying and mapping key paths and nodes:*** *existing and planned bicycle, hiking and pedestrian paths, public transport and waterway routes, roads, bus stops, bicycle infrastructure and services, as well as resting points, viewpoints and other supportive elements;*
2. ***Identifying and mapping key elements:*** *eco- (nature and landscape heritage) and cultural (tangible and intangible heritage) based on documents' analyses and outcomes of the communication with stakeholders; and*
3. ***The development of integral development projects*** *that are interconnected, complementary, and mutually encouraging, which foster and enhance the local identity, valorising and connecting compatible elements in line with stakeholders' ideas and available resources, defined timeframe, and analyses of costs and benefits.*

*In collaboration with stakeholders and other local actors, **25 project ideas** were preliminary proposed. They enabled the creation of a wide platform for further prioritization and elaboration of projects. In addition, these project ideas are gathered around several sub-topics. Further research resulted in several final project proposals developed in this Action plan.*

## 4. INTRODUCTION

The strategic framework of the **Action Plan for the protection and sustainable use of the natural and cultural heritage of Golubac** (Action plan) is the Danube Region Development Strategy based on natural and cultural heritage (DANURB, 2019), which proposes the creation of spatial and cultural networks along the Danube with the aim of connecting communities and creating a **unique, culture- and heritage-based and eco-friendly tourist destination**.

The MAIN AIM of the Action plan is the protection and improvement of the environment (urban + cultural + natural) that is based on local culture and available natural and cultural assets, human resources through community awareness, knowledge & skills, and settlement fabric as a linking element. Hence, this is an effort to create a network of diverse offers, places and routes of cultural, eco- and town tourism.

### 4.1 SPECIFIC CONTEXT: DANURB+, EUROPEAN AND DANUBE PERSPECTIVE

The Action Plan for Golubac is one of the results of the international project DANURB+ (2020-22) and it has been developed in line with the European Danube perspective and its strategic context, as well as with the current strategic plans for Golubac municipality. The DANURB+ project involved many stakeholders and actors from six countries in the Danube region: universities, research & development centres, local governments, NGOs in the field of culture and tourism, tourist agencies, and local companies. This project is a continuation of the previous project (DANURB 2017-19), which has defined the Development strategy of the Danube region based on the natural and cultural heritage. The Development strategy represents the strategic framework of this Action Plan. Both DANURB projects have been funded by European Territorial Cooperation - INTERREG: The Danube Transnational Programme, which aims to support regional cooperation.

The general aim of the DANURB+ project is to create a cultural network of institutions, cities and countries in order to enhance their common and specific capacities for the realisation of sustainable means of the protection and use of natural and cultural heritage. An equally important goal is to enable the improvement of the quality of life of the local inhabitants. The DANURB+ project's mission is also to identify and promote undiscovered and hidden places of the Danube cultural tangible and intangible heritage in places, and peoples' memories and traditions.

The idea is to create spatial/cultural networks along the Danube and to link the communities in one tourist destination with several thematic tourist routes and contents. It is believed that in this way the number of visitors could be increased and their stay in this remarkable region would be longer. Furthermore, through DANURB+, but also future projects it will be possible to restore or establish connectivity and cohesion within the Danube region, including non-EU countries like Serbia.

The Action plan has been prepared by the academic staff of the University of Belgrade – Faculty of Architecture, in cooperation with an associate strategic partner in the project – Golubac Municipality, including the Tourist Office of the municipality and municipal library, as well as the other entities from Golubac Region (SMEs in tourism and hospitality, local associations in the field of culture, sport, recreation, and relevant NGOs).

The Action plan for Golubac has a chance to increase regional and international visibility and future funding for sustainable tourism projects but also encourages the competitive development of the region by making a network of cities and places of cultural interest. Being an important marketing tool, the Action plan aims to achieve regional branding for local community initiatives and to preserve both tangible and intangible cultural heritage for future generations. Having both short-term and long-term perspectives, the Action plan intends to capitalize on local potential while at the same time, in the long run, contributing to the prevention of the demographic decline of the Golubac community.

## 4.2 METHODOLOGICAL FRAMEWORK: STAKEHOLDERS AND ACTORS, AND INTEGRATIVE, PARTICIPATIVE AND COLLABORATIVE APPROACH

The Action plan **for the protection and sustainable use of the natural and cultural heritage of Golubac 2022-2027** was developed in continuous cooperation with representatives of the local self-government (Municipality of Golubac) and with the active participation of about approximately 15 stakeholders from the public, private and NGO sectors, as well as from the spheres of culture & art, tourism & hospitality, gastronomy, heritage preservation, education, project development, and public administration. It represents the result of efforts to connect and integrate local initiatives and actors for more efficient and effective formulation and implementation of sustainable solutions.

The specific objectives of the plan are:

1. The identification, valorisation, protection, enhancement and promotion of natural, cultural and urban heritage as a resource for the development of sustainable tourism, with the aim to develop the “Danube Urban Brand” as a specific touristic offer;
2. Raising the capacity of local stakeholders and other actors to formulate and launch development projects based on natural and cultural heritage, aiming to achieve their full cooperation and access to funds at the local and international level;
3. Creating a network of actors’ projects so to provide the improvement of existing and the development of new eco-cultural content and tours, accessible and interesting to different types of users-tourists-visitors; and
4. Creating the possibilities of trans-border connection in the wider area of Golubac, i.e., between both sides (Romanian and Serbian) of the Iron Gates Region, leaning on the Danube corridor in the field of sustainable, culture- and eco-based tourism.

Achieving these objectives would lead to the empowerment of the local community, better connection between local people, institutions and organizations, and would enhance the local economy and the quality of life for local people.

The Action plan was built on information derived from different sources and using the following methods:

- An analysis of strategic regional and local planning documents, regarding the municipality and the city of Golubac,
- A review of publicly available written sources
- The individual and group meetings with local people in Golubac town and surrounding areas,
- A field study of the potential for the development of culture- and eco-based tourism
- Research through participation, organization of thematic exhibitions and other events and activities within the project.

The representatives of relevant regional and local public institutions, entrepreneurs, local NGOs, and citizens of Golubac municipality were contacted to join the process of creating the action plan. They were contacted directly, by e-mail, by an official website, and by social networks. Their involvement was enabled through three preparatory workshops (Fig. 2 & 3) that were held in the local government offices, and by taking part in the online survey (two questionnaires with different sets of questions and with the opportunity to express a personal attitude about the subject). The info about the online survey was sent by e-mail and was publicly available through social networks.



**Fig. 2 & 3:** Preparatory meetings for the action plan with local partners in Golubac during Spring 2022 (Source: UBGD, 2022).

Three workshops were held:

1. Workshop 1, held on December 23, 2021 – The goal was to introduce an action plan to local stakeholders: the goals of the action plan, its basic structure and why it is important for the local community.
2. Workshop 2, held on February 23, 2022 – The aim of workshop 2 was to check and amend the available information, especially the list of potentials and constraints. The results of the questionnaire were integrated into the contextual analysis by the DANURB+ team.

3. Workshop 3, held on April 20, 2022 – The aim of workshop 2 was to encourage the participants to offer new and describe the existing project ideas. The team presented the concepts of eco- and culture-based tourism, rural- and other types of tourism, which could be implemented or enhanced. The importance of the process of a participative, collaborative and integral approach was explained, as well as the sustainable ways of living and production. The reasons for people to participate were elaborated with an emphasis on possible means of funding the project ideas through different municipal, regional, national and international funds. Finally, new ways of re-labelling and re-branding tourist products and services were presented.

*The Action plan development process consisted of three interrelated phases:*

1. ***Identifying and mapping key paths and nodes:*** existing and planned bicycle, hiking and pedestrian paths, public transport and waterway routes, roads, bus stops, bicycle infrastructure and services, as well as resting points, viewpoints and other supportive elements;
2. ***Identifying and mapping key elements:*** eco- (nature and landscape heritage) and cultural (tangible and intangible heritage) based on documents' analyses and outcomes of the communication with stakeholders; and
3. ***The development of integral development projects*** that are interconnected, complementary, and mutually encouraging, which foster and enhance the local identity, valorising and connecting compatible elements in line with stakeholders' ideas and available resources, defined timeframe, and analyses of costs and benefits.

## 5. ANALYSIS OF THE ACTION AREA

### 5.1 GOLUBAC MUNICIPALITY: GENERAL DEVELOPMENTAL CONTEXT AND THE IMPORTANCE OF CULTURAL AND NATURAL HERITAGE

The general developmental context of Golubac municipality is characterised by numerous strategic, long- and mid-term documents such as the municipality spatial plan and regional plans, as well as other documents of local importance. The DANURB+ team identified 14 documents relevant to the context of the Action plan:

1. *Regional spatial plan for Braničevo and Danube region (2015),*
2. *Regional development strategy Braničevo-Podunavlje 2009-2013,*
3. *Spatial plan of the special purpose Iron Gates (2012),*
4. *Iron Gates management plan,*
5. *Master plan of the touristic destination Iron Gates (2007),*
6. *Local economic strategy (2010-2014),*
7. *Strategy of local sustainable development (2015-2020),*
8. *Marketing plan for tourism,*
9. *Study for Golubac Tourist Site,*
10. *Golubac municipality spatial plan (2011),*
11. *General plan for the town of Golubac (2011)*
12. *Detailed regulation plan for the Golubac Medieval Fortress,*
13. *Detailed regulation plan for the Golubac town's embarkment, and*
14. *Detailed regulation plan for the Bigrenica-Tumani Complex.*

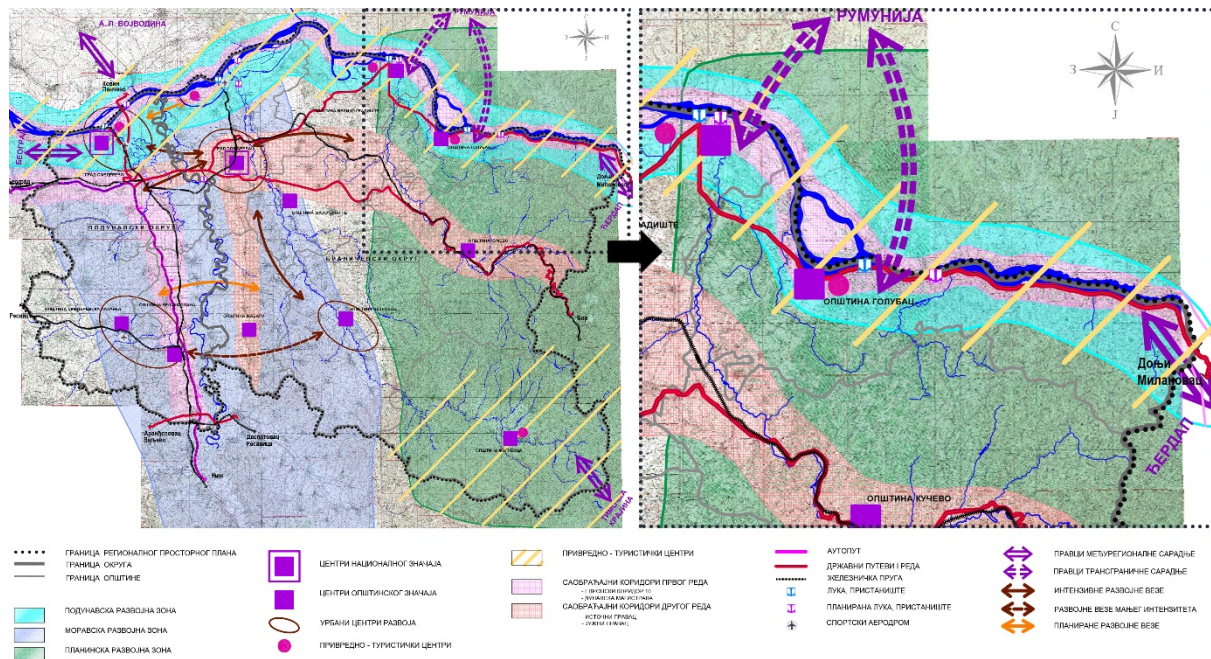
There are also several projects of special interest for the Action plan, namely: *a project for the revitalisation of the Golubac fortress, a project for the fishing village, and a project for the ethno-village.*

Documents related to the regional level aim to target greater development areas along the river Danube and in mountain areas, as well as along the Morava River basin. The Golubac municipality is seen as an important point, where the Danube development zone overlaps with the planned transportation and traffic corridor of the first priority. In the *Regional spatial plan for Braničevo and Danube region*, Golubac municipality is part of a future economic-tourist belt which extends from Belgrade up to the Kladovo Municipality (Fig. 4). It is also a zone of transborder cooperation and intensive traffic and infrastructure development. One of 5 new ports is planned in Golubac town.

*Regional development strategy Braničevo-Podunavlje 2009-2013* represents a vision of a future Braničevo-Danube region and its 5 priority-axis and 24 measures through which the strategy should be implemented. This document was intended to serve as a framework for future development and a basis for focused inter-municipal cooperation and public-private partnerships. The Strategy's goals refer to the support of viable initiatives and entrepreneurial ideas to encourage young people to stay and live in the region, strengthening the regional identity while at the same time preserving traditional values, local culture and the natural environment. They also fully support partnerships on all levels and between all groups of local

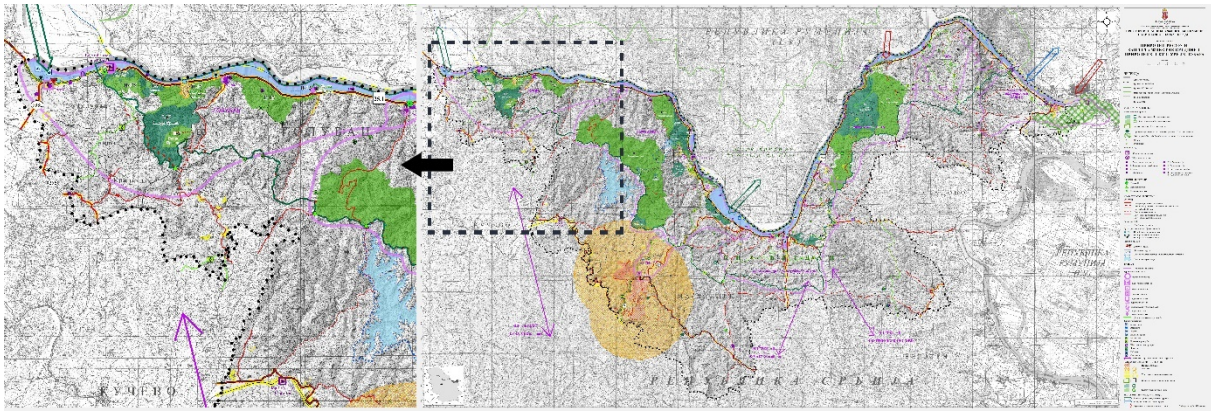


actors. The Strategy has defined several priority axes that address improving the environment and infrastructure, stronger entrepreneurship, sustainable rural areas, more knowledge and care for everyone, and most importantly, establishing the region as a tourism destination.



**Fig. 4: Concept of Braničevo and Danube regional spatial development** (Source: **Regional spatial plan for Braničevo and Danube region**, 2015).

*The spatial plan of the special purpose Iron Gate and Iron Gate management plan* prioritize the protection and promotion of natural values, forming a network of ecologically significant areas of national and international importance (Fig. 5). This includes the protection of strictly protected species of flora and fauna, geo-heritage and landscape. The main goal is ensuring the ecological public interest, along with the local communities' development and creation of the conditions for the relaxation, recreation, education and leisure of visitors. It is planned for local inhabitants to be involved in every segment of the implementation of planning solutions. Mid-term goals include the whole-year tourist offer, emphasizing the present and potential attractions of cultural and historic values. Tourism will represent the main economic axis and a sort of compensation to the local community because of the different developmental constraints deriving from the strict natural and cultural protection of the area. Planning solutions support the activation of complementary activities, especially organic food production, authentic ethno-products, and traditional arts & crafts, supported by improved public services and infrastructure. One of the priorities refers to the presentation of natural and cultural values, along with better accessibility and integration with the surrounding areas. The traffic infrastructure improvement includes betterment of the international waterway, modernisation of the infrastructure and reconstruction of the main roads. Functional networking of micro development centres will be ensured by fostering the development of municipal centres, such as Golubac.



**Fig. 5: Natural resources, measures of environmental protection, and protection, development and improvement of natural resources and immovable cultural property (Source: The spatial plan of the special purpose Iron Gate, 2013).**

*The master plan of the tourist destination Iron Gate* emphasizes the tourist potential but also the insufficient present use of the Iron Gate region in Serbia. The master plan recognises 5 thematic areas for future tourist growth: Veliko Gradište as a Danube resort, Golubac as a romantic destination, Donji Milanovac as the heart of the region, Kladovo as a destination for sports and recreation and Negotin as a rural/vinery area. Giving the areas a thematic specificity is considered the best way to foster tourist development for the region as a whole. The master plan offers a diversification of the tourist capacities, such as hotels, motels, apartments, marinas, etc. the implementation of the master plan requires a vast amount of financial and other resources.

*The strategy of local economic development* emphasizes the importance of the consensus among local government, local citizens and all actors to achieve the common goal – economic development and improving the quality of life through the implementation of the strategy. The strategy has defined several key questions and directions for development, the first of them being tourism development, which will remain the cornerstone of the economic growth of Golubac. There are three more key directions of the development, namely: communal infrastructure development, the development of agriculture and the development of middle- and small-sized local companies. Although every key domain should work independently, all are united to support tourism development. In conclusion, the Strategy draws attention to the priorities related to the aforementioned activities and highlights that the development of the Golubac economy should be planned as per the needs of local inhabitants, but also in line with the needs of future tourists and visitors. On the other hand, there are possibilities to create new jobs in the tourism and food industry based on healthy food production which should retain the negative demographic trends in Golubac. Instead of seeing the fact that 40% of Golubac territory is within the borders of the “Iron Gate” National Park as a constraint, the economic growth should rely on the good quality of the environment and use it as an advantage.

*The Strategy of local sustainable development* recognises three pillars of sustainable development for Golubac: local economic development based on tourism, agriculture, and small- and mid-sized companies; social development based on strengthening the network

and diversity of public services, and especially formal and informal education, health facilities, culture and sports and recreation, and infrastructure, traffic and transport and urbanization.

*Golubac municipality spatial plan* has defined the main principles and vision for the future of Golubac municipality: 1) Recognition and engagement of all spatial opportunities of Golubac municipality for long-term balanced, sustainable economic, social and tourism development through environmental sustainability, sociocultural traditions, improvement of traffic, communal and economic infrastructure and public services; 2) Directing the spatial organization of the local community towards harmonizing the development of urban and rural areas, rehabilitation of unplanned construction and more rational use of construction and productive land while balancing the exploitation of natural resources. 3) Protection of natural and cultural heritage, landscapes and ambient. 4) Intensifying the participation of the local population in policy-making and planning. 5) Continuous inclusion of the municipality's potential as part of the historical route "Route of the Roman Emperors" (Felix Romuliana), in the international tourist destination. 6)

Revitalizing the coast of the Danube and the surrounding areas, activating the cultural-scientific content alongside the river, as well as nautical destinations. 7) Strengthening the role of possible lower-ranking hubs of the Danube region, as places of international traffic communication.

According to the concept of *the General plan for the town of Golubac*, the development of the town should go in the following directions: a) Enhancing the border, regional, and tourist potential of the area; b) Determining the optimal construction area of the settlement, with more rational and intensive use of construction land; c) Enabling the extension of the existing urban matrix, with clear boundaries of the construction area. d)

Enabling the formation of businesses in residential areas, by introducing activities that do not interfere with the basic function of housing and do not affect the state of the environment. e) Define the capacities of facilities for public use, which must follow the needs of temporary and permanent populations from the gravity area. the plan is oriented towards the development of tourism, preservation of heritage and quality of living for the population of the town.

The main purpose of the *Feasibility study for the tourist site Golubac* is to prepare the basis and argumentation for declaring the Golubac fortress as a zone of special interest for tourism. *The detailed regulation plan for the Golubac medieval fortress* represents the continuation of the previous document, while the *detailed regulation plan for the Golubac town's embankment* enables the development of the traffic and parking infrastructure, and the reconstruction of the existing embankment, making it an attractive place for tourists. *The detailed regulation plan for the Bigrenica-Tumani complex* emphasizes the traditional and historic significance of the monastery Tumane and defines the ways to include the complex in the tourist offer of Golubac municipality.

The analysed plans, strategies and other planning documents clearly have a lot in common regarding the preservation of natural and cultural values and their presentation and promotion within tourism development. The imperative is to preserve the protected areas and to use them for the benefit of the town and municipality of Golubac and its visitors.

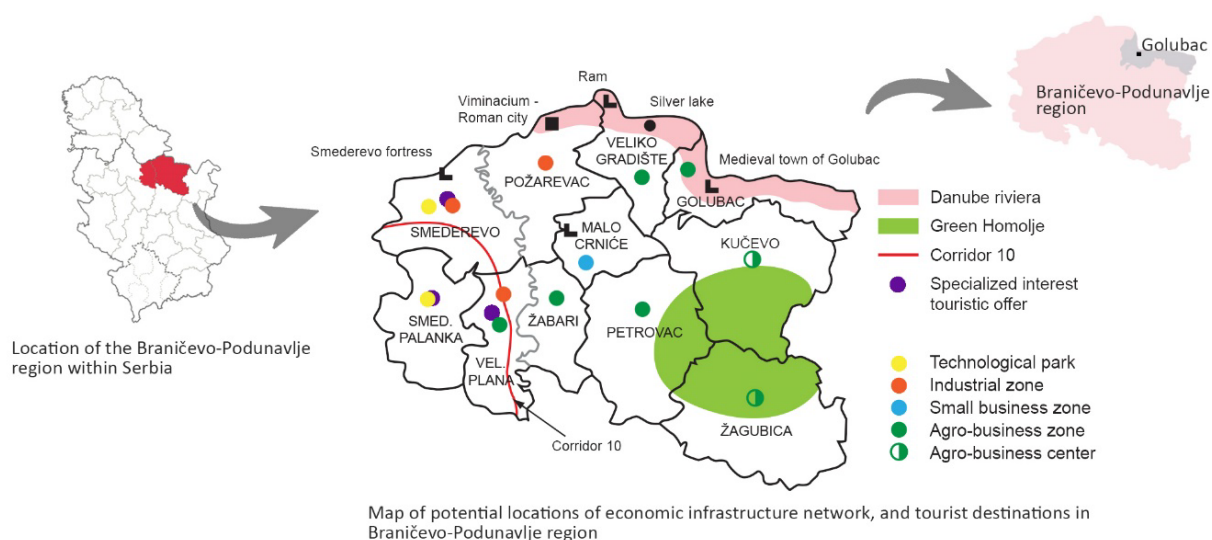
Although the plans differ with respect to their main focus (sustainable development, economy, traffic etc.), they all focus on the same problems, constraints, strengths, and weaknesses. The summary of the above said is given in the SWOT analysis below.

<b>Strengths</b>	<b>Weaknesses</b>
Favourable geo-strategic position on the Danube highway, the tourist destination "Lower Danube", and the international waterway along the Danube.	Migration trend - the outflow of population abroad and to larger cities with a negative natural increase and increase in the share of the older population
Preserved environment;	Low level of urbanization (19.1%)
Good traffic connection with the wider environment - road M25.1-, connecting the neighbouring municipalities, the regional centre of Požarevac and Belgrade;	Unfavourable educational structure
A special potential of the National Park "Đerdap (Iron Gate)" (water, forests, specific flora and fauna), with exceptional natural assets, and cultural-historical heritage, as a support for the development of all types of tourism.	Insufficiently developed systems of communal infrastructure
The potential of rural households for the development of rural tourism;	The route of the state road (M25.1) passes through the Golubac fortress
Bicycle route - a chance to attract a large number of tourists from Europe;	Agricultural production oriented exclusively to the local market
Favourable natural resources for the development of hunting and fishing;	There are not enough storage and processing capacities in agriculture
Exceptional forest fund with characteristic and specific species;	Undefined and underdeveloped adequate tourism and hospitality offer
Favourable agroecological conditions for the production of healthy food and cultivation of medicinal plants and forest fruits.	Low source budget revenues due to an underdeveloped economy
Existing capacities for the development of small and medium enterprises.	Lack of educational facilities above the elementary level, especially informal forms of education (such as language and IT courses)
<b>Opportunities</b>	<b>Threats</b>
Favourable location on the Danube highway, European tourist routes, and the international waterway	Transition processes and unemployment growth
Cross-border cooperation with Romania in the field of tourist infrastructure	Absence of political consensus

Inclusion of natural and architectural heritage in the overall development and tourist offer	Inconsistency of legal regulations
Increasing market interest in organic farming products	Trends in illegal economy and building
The interest of potential investors in investing in the overall and water infrastructure	Competitiveness of neighbouring municipalities
Defined relocation of the state road that passes through the Golubac fortress	Unregulated legal-property relations
Potential for river transport	The citizens are poorly informed
	Insufficiently developed inter-municipal, regional and cross-border cooperation

## 5.2 DEFINITION OF THE TARGET AREA

The target area is Golubac municipality which belongs to the Braničevo-Danube region, in the Eastern part of Serbia (Fig. 6). The whole region is characterised by the depopulation processes and emigration over the last two decades. Although the region is easily accessible, young people need more job opportunities and indicators point toward a regional economy requiring a new impetus and a more highly qualified workforce. As a result, the ageing of the local population is a big challenge (Fig. 7). The agriculture sector needs to improve competitiveness to access international markets, while the environment and cultural heritage offer real potential for the sustainable development of the region. The region is mostly known for the National Park Đerdap (Iron Gates) which has been declared an IPA, IBA and PBA region and a part of the EMERALD network (Fig 8).

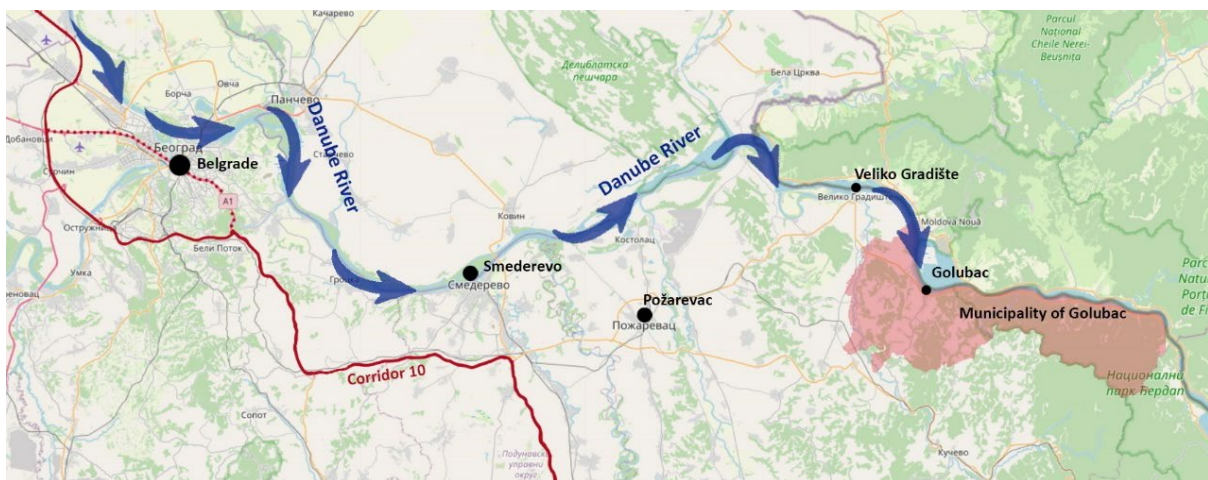


**Fig. 6:** Location of the Municipality of Golubac within Braničevo-Podunavlje region, and map of potential locations of economic infrastructure network, and tourist destinations in Braničevo-Podunavlje Region (Source: Regional development strategy Braničevo-Podunavlje 2009-2013).



**Fig. 7:** Elderly population is typical for Golubac, as well as for the whole Eastern Serbia (Author: B. Antić, 2018); **Fig. 8:** The Iron Gates Gorge is a protected area in Serbia and the largest national park at national level (Author: B. Antić, 2018).

Golubac municipality and the town of Golubac are very well positioned by the Danube (which waterfront through Golubac is 52 km long) and between two geo-areas: plain and mountainous parts (Fig. 9). The municipality occupies a territory of 368 km<sup>2</sup>, there are 24 settlements and 9392 inhabitants. The centre of the municipality, the town of Golubac has situated 55 km from Požarevac and 130 km from Belgrade. The so-called Đerdap magistral road – road M25.1, which is the most significant corridor for the municipality, connects it with Kladovo Municipality and other settlements along the way. The closest river port is 50 km away in Smederevo, while the highway – Corridor 10 is around 50 km away. One of the biggest traffic problems is the main road M25.1. that passes through the fortress itself, thus being a risk to the highly protected historic complex and the most important cultural heritage.

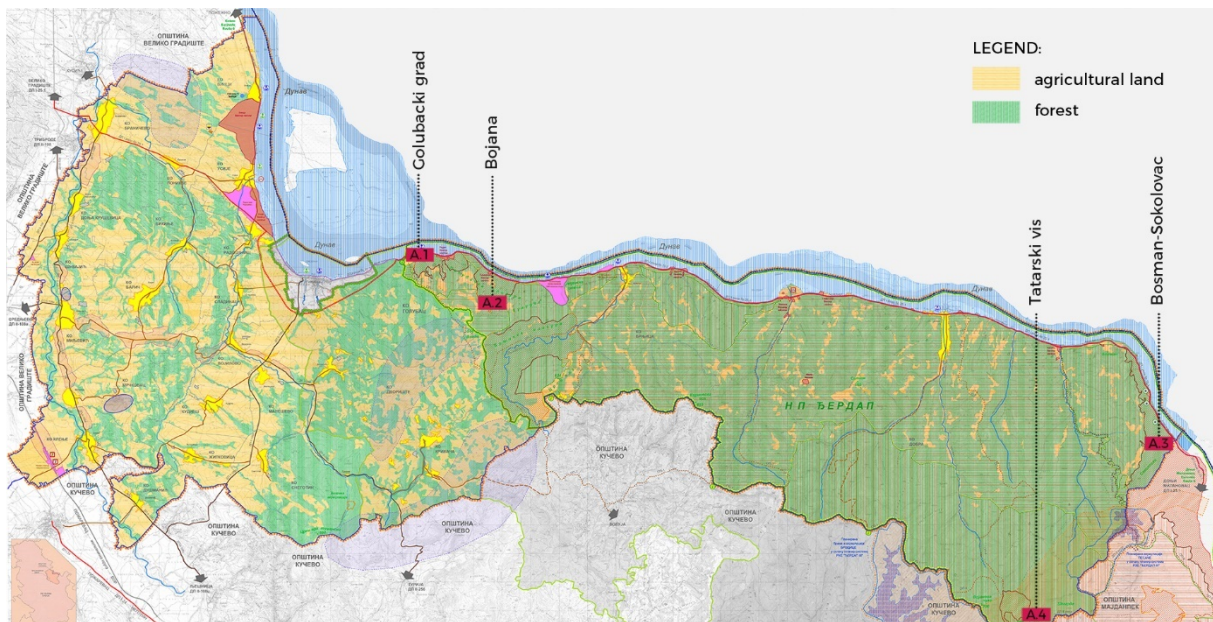


**Fig. 9:** Location of the Municipality of Golubac within Braničevo-Podunavlje region, and map of potential locations of economic infrastructure network, and tourist destinations in Braničevo-Podunavlje region (Source: Regional development strategy Braničevo-Podunavlje 2009-2013).

Golubac has a moderate continental climate with differentiated seasons and occasionally strong southeast wind. Because of the proximity of the Danube and Iron Gate Lake, the summers are milder and more pleasant, so the development the climatic-recreative tourism is possible.

The agricultural land occupies 41% of the Golubac territory and there are good conditions for vineyards and orchards. Forests take up to 47% of the territory (Fig. 10). The Danube River represents a key natural potential (its width by Golubac is around 5 km) although there are 6 more small rivers. There is certain mining potential but there are not many active mining locations.

Natural beauties and values are the most important assets of Golubac – there are 4 natural reserves: Golubacčki grad, Bojana, Tatarski vis and Bosman-Sokolovac (Fig. 10). Several floral species are protected and there are many kinds of medicinal herbs. The variety of flora and fauna, including different kinds of fishes, offer possibilities for developing fishing and hunting.



**Fig. 10:** The ratio of agricultural and forest land in the municipality of Golubac and the location of 4 nature reserves: Golubacčki grad, Bojana, Tatarski vis and Bosman-Sokolovac (Source: Golubac municipality spatial plan, 2011).

The demographic situation is not good as there is a continuous decline and people have been migrating to other regions, cities and abroad for decades. On average, the population is ageing and the negative natural increase index is worse (11.2%) than in the rest of Serbia. The ethnic structure is complex as 3 main nationalities live in Golubac municipality. The educational structure of the population is unfavourable as only 3.4% of inhabitants hold a bachelor's or university degree. One of the reasons for the situation is a lack of educational facilities in the territory of Golubac.

The economic background of Golubac is also not favourable as the GDP level is 55% lower than the average national GDP. The main economic sectors are agriculture, forestry and water management (36%), industry (30%) and retail. The tourism and hospitality sector takes only 3% of GDP, which is a very poor situation bearing in mind the possibilities for tourism development. The unemployment rate (13%) is the highest in the region.

Somewhat chaotic urbanisation in potentially touristic areas close to the river presents a threat to significant tourism development. There are numerous illegal, ad-hoc-built buildings

which at the present serve as hospitality capacities. Many private houses are partly rented and add to the capacities, but they are not adequately equipped nor categorised, etc.

The tourism potentials in Golubac show it is possible to foster and develop different kinds of tourism- from eco-friendly, heritage-based or rural/ ethno - tourism, to different types of sports and recreation tourism, including the chances for organising sailing, fishing or simply tracking and hiking in amazing nature. Alongside the above-mentioned natural reserves, the territory of Golubac offers great chances to foster culture-based tourism. Besides the Golubac medieval fortress (Fig. 11), there are other cultural and historical monuments, such as *Vicus Cupae* - the remains of the Roman city, the medieval monastery of Tumane (14<sup>th</sup> century - Fig. 12), several springs and caves, ethno-houses, as well as a lot of intangible heritage, just waiting to be presented.



Fig. 11 & 12: Cultural heritage on the territory of Golubac Municipality: medieval Golubac Fortress (left) and Tumane Monastery (right) (Author: B. Antonić, 2021).

### 5.3 IDENTIFICATION OF TERRITORIAL NEEDS

During the process of creating the Action Plan, stakeholders expressed their perception of values, problems and potentials for the development of the municipality and the city of Golubac, in cooperation during three workshops and through online questionnaires. 23 participants have taken part in the workshops and online questionnaires - 52% were females, while 48% were males; 8 of them were 26-35 years old, 7 were 36-45 years old, 5 were 46-55 years old and only 3 were over 55 years old. Most of the participants (19) hold bachelor's or university degrees, while 4 of them graduated from a high school. All of them have been living for more than 5 years in Golubac, and almost all of them work in Golubac. Almost all of them are currently working - 14 working in the public sector and 8 working in the private sector. All of them were interested in being involved in the process of creating the Action plan.

The participants were offered to prioritize the pre-defined values. 10 participants have chosen the value "protected nature and good quality of the environment" as a top priority, while 6 of them thought that "healthy citizens and good conditions for healthy lifestyles" is an important priority. Some of the participants (3) have chosen the value "successful city and diverse economic activities", while surprisingly, the values "good government and infrastructure" and "local identity" were not rated well.



Below is the summary of the key problems, constraints, and potentials named by the local participants.

<b>Additional components of the development of Golubac (proposed by participants)</b>
The development based on good ties with the diaspora
Cooperation with neighbouring Romania
The development based on the development of cultural and educational institutions
The development based on the modernization of health facilities
The development of small and mid-sized companies and the development based on the usage of local resources and the employment of youth
The development based on rich intangible heritage
The development of water infrastructure, water sports and sports tourism
The development of fast and modern traffic connections with other regions and cities
Fishing
The development of the IT sector and digitalisation
The digitalisation of the local heritage and old books
Prioritising the local people and businesses
The development of the quality hospitality capacities

<b>The most important developmental potentials of Golubac</b>
Tourism and the geographic position along with the accompanying activities, such as sports and cultural manifestation; a chance to attract the sportsmen and sports manifestations
Agriculture and craftsmanship
the Danube, Golubac medieval fortress, the monastery of Tumane, the Iron Gates National Park
The development of the medical herbs processing, cosmetic industry
Sports fishing and water sports
Ethno-heritage
Natural resources and natural and cultural heritage; numerous archaeological sites from the Roman period; walking tours with vistas; pedestrian and bicycle routes; sailing routes
The coast and waterfront areas

<b>Key problems in Golubac</b>
Inadequate development planning
Insufficient and /or incompetent workforce
The insufficient stimulus for the small businesses

Insufficient tourist infrastructure
Heavy transit traffic and transport through the city centre
Not enough industrial capacity, not enough investments that would increase the chances of employment for younger people
Poor water supply infrastructure with inadequate network
No local museum and archive
Private interests prevail over public interests along with the destructive local politics
The youth emigration to other countries and bigger cities; consequently, the older population prevails
The passiveness of the public sector and lack of engagement in the development of the city
Lack of activities during the winter period
The corruption and poor government communication with local people
Not well-maintained and cleaned greenery
Insufficient investments in tourism and incentives for local citizens.
Lack of locations for economic development and housing
Cleaner and greener Golubac Area - more green areas
Insufficient forest protection
The problem of waste disposal
Not enough parking places
Insufficient incentives for agriculture
Lack of heating in the cultural centre
Underdeveloped awareness of the need for cooperation
Incompetent people in local government
Poor quality of the internet

<b>Key problems in communication with the local government</b>
Lack of knowledge about procedures and /or planning solutions; the plans are not communicable or clear enough for ordinary people
The plans are not attainable as it is necessary to go to the local govt offices during working hours; no efficient communication system for citizens
the plans are not attainable due to the poor internet or lack of access to the computers
Lack of transparency in the work of local government officials
Insufficient involvement of local people in the developmental issues of the municipality
Insufficient financial resources for the revitalisation of heritage

<b>The most important elements of the natural and cultural heritage</b>
The continuity of living in this area, from the prehistory and antic periods
The Iron Gate National Park, the Iron Gate, the medieval fortress, the monastery Tumane
The Roman settlement Kupe
The so-called Lower Marina (it is necessary to improve the waterfront and put it into operation; The numerous cultural intangible and tangible heritage (categorisation, digitalisation of written remains as well as of fairy tales, legends and alike); tradition and authenticity
The improvement cleaning of the river basins
The locality of "Miloševa Banja"; the locality of Vicus Kupe; the cultural heritage of the Vlah people
Untouched nature, clean and fresh air, history of the area
Gastronomy

Through the interaction with stakeholders, the problem of the emigration of the young population and insufficient support for the development of local entrepreneurship is especially emphasized.

The participants have stated that the diversity of tangible and intangible heritage represents great potential for the future development of the municipality and the city of Golubac. The natural landscape and monuments within the Iron Gate National Park, which is partly situated within the borders of Golubac municipality, along with the Danube waterfront and shores are the main assets and their value should be more emphasized, promoted and embedded in the development plans and programs. Part of the problem is poor maintenance of that heritage, as well as its accessibility.

The problem of insufficient transparency in the decision-making process in the city, as well as weak communication with various stakeholders, was highlighted. It is necessary to enable the networking of different stakeholders at the local level, which would enable their joint action.

Since there is a great problem with demographic decline, it is necessary to motivate young people to stay in Golubac and study or work there. It is crucial for the survival of the area to offer young people a chance to get a good education and a chance to get employment or to start their own businesses. Providing support and enabling cross-border cooperation through supporting the development of innovations in various areas, the IT sector, and Start-up organizations can play a major role in attracting young people.

The area of the municipality of Golubac has excellent potential for the development of several types of tourism, from cultural-historical, gastronomic, ecological and active tourism. The improvement of traffic infrastructure is of great importance in order to put Golubac on the tourist map of Europe, and increase its value in the national context. It is necessary to improve the tourist infrastructure and increase the accommodation and hospitality capacity.

## 5.4 INTEGRATION OF OTHER INITIATIVES

Functional connection with regions and countries in the surrounding area takes place in accordance with European principles through cooperation projects and programs, with the support of European funds and the creation of joint action areas. This is achieved on three levels: cross-border cooperation (CBC), which implies cooperation with local and regional territorial units of neighbouring countries along the border with Serbia, transnational cooperation, which implies cooperation with countries in a wider transnational area (CADSES, SEE) and interregional cooperation that takes place between cities and municipalities with local self-government units in other parts of Europe, and which should also take place in regions that have the same development problems and interests. A special type of spatial integration is the harmonization of indicators of spatial development with European statistics and the European Observatory for Spatial Planning (ESPON). The basis for connection is the whole of natural systems, infrastructure, cultural heritage, as well as economic and social ties that contribute to the sustainable spatial development of Serbia in the European environment.

Several Euroregions were formed in the border areas of the Republic of Serbia. The aim of the Regional Cooperation is to develop relations in the fields of economy, education, culture, health, science and sports, expanding innovative cooperation, and cooperation in infrastructure development programs of importance for the Euroregion. The cooperation strategy supports the opening of new border crossings, as well as the retraining of existing ones, with the aim of creating better production, business and technical cooperation conditions and improved economic ties between neighboring countries.

The Danube River as a Pan-European Corridor VII is the only waterway of the ten Pan-European Corridors. As this pan-European corridor has confirmed its international and continental importance, the Danube Strategy represents an important backbone of the development of the Danube region in Serbia. The Strategy defines priority areas: the development of transport, energy and information & communication technologies (ICT) along the entire course of the Danube; environmental protection and sustainable use of natural resources in the Danube river basin; the economic development and strengthening of regional cooperation and partnership in the Danube region; the establishment of a system of safe navigation, and the creation of a knowledge economy through cooperation in the Danube region and the active role of science in achieving the goals of the Strategy.

Part of the Danube cycling route - Euro Velo route no. 6 (Atlantic - Black Sea) is located on the territory of the municipality of Golubac. The mentioned route goes along the Serbian part of the Danube in a length of 667 km. In accordance with that, within this space along the built embankments, it is planned to establish a segment of the trans-European system of cycle paths, international cycle corridor no. 6, which will connect all Danube regions with this form of transport.

The IPA program of cross-border cooperation aimed to achieve balanced and sustainable socio-economic development of border areas. Its goals are related to the development of tourism and the entire service sector, profitable agricultural production, competitiveness through better utilization of local resources and the attraction of investments.

## 5.5 CROSS-BORDER ASPECTS

The Danube belt (wider area functionally referred to or connected to the Danube River) represents one of the three development belts of Serbia, and it mainly relies on cooperation in the field of traffic, infrastructure, and the protection of natural and cultural assets between the Republic of Serbia and the Republic Romania. In terms of economic development, the implementation and realization of regional infrastructure projects (road network at the regional level, water transport - ports, piers and nautical facilities) has a positive impact on regional economies, contributes to the opening of their markets for new business initiatives and makes trade exchanges between countries and regions from the region more efficient.

In the context of a process of cross-border and interregional connection, the natural environment of the exceptional importance of the targeted area represents part of the EMERALD network and the European ecological network NATURA 2000. Both networks refer to the protection and preservation of rare flora and fauna species and their habitats.

For now, the interregional cooperation of the Republic of Serbia is based on the cooperation of cities and local territorial units.

## 6. STRATEGY

INTERREG – Danube Transnational Programme – DANURB (2017-19) project – “A Regional Network Building through Tourism and Education to Strengthen Danube” defined the overall implementation strategy for the future development titled DANURB – Strategy – Bridgeheads of Identity (2019). This document, led by the international research team, contains the basic principles, main goals, and methodology, as well as the theoretical background for cultural heritage, built environment and urban identity, cultural tourism, social involvement and local stakeholders, and empowerment through local co-ownership. The research on the existing environment provided data about socioeconomic characteristics, connectivity, tourism, landscape and identity. An important role has been given to the stakeholders, their role and interest in the process.

The DANURB project, which aims to connect the cultural resources along the study area of the Danube River, was based on a strategic approach and a project-specific valorisation methodology of cultural heritage. The project is strongly relied on local identity and targets domestic and international tourism. The results of the project should create global visibility of the Danube area and contribute to the quality of life and the social well-being of the local citizens. Furthermore, the project aims to connect various stakeholders and integrate their visions of the development of respective areas by fostering partnerships of different kinds and levels.

The main principles of the strategy are the exploration of heritage-based identities on a regional scale; the provision of tools for the development and implementation of the Danube Promenade, and the definition of the common DANURB identity applicable to the whole Danube valley. The document has built on local or regional cultural assets which have not been previously connected and defined the tools for strategic interventions and action plans. These interventions, though with different outputs and timeframes, tend to bring cultural and social development opportunities to ensure the growth of local institutions and the sustainable tourism industry. The results are expected to have a long-lasting and positive impact on the quality of life of local citizens.

According to the Strategy, the most important cultural heritage examples in the DANURB context are:

- a. History, historical events, traditions, and local memories;
- b. Religion and related traditions;
- c. Industrial/trade/agricultural crafts and knowledge;
- d. Tales of the local places, built cultural capital, and
- e. folk culture.

The implementation of the Strategy relies on two foundations: the Danube Cultural Promenade – a comprehensive spatio-cultural network of stakeholders and heritage assets, and the Danube Urban Brand, which connects the efforts of local people willing to act for more attractive and liveable towns and settlements by the Danube River. The Danube Urban Brand should bring better international and national visibility, and the possibility of attracting more visitors.

The Regional Action plans as an important output of the DANURB+ projects rely on the previously defined Strategy, being its instruments for implementation. They are based on the previous methodological, theoretical and practical research during the DANURB project on one hand, and on the other hand, on workshops, the atlas on morphology and local values, university projects, etc.

## VISION FOR GOLUBAC

A vision of the development of the municipality of Golubac was created during the process of cooperation with stakeholders. In the further process, the vision represented the starting point and framework for defining goals and afterwards, the projects as means of goals' implementation.

*The municipality and town of Golubac are places of well-preserved, outstanding nature and environment where citizens enjoy a good quality of living and are able to work in a sustainable manner. Local identity is recognised and cultural heritage is preserved and well-presented to the visitors. The local economy, with its main pillar being tourism, is based on the natural and cultural assets of the local community and makes a solid foundation for the living of their citizens. The communal infrastructure is well-developed and represents good support to the other aspects of life and work in Golubac.*

Further operationalisation was possible with the respect to the following criteria in 5 developmental spheres:

- A) Well-preserved nature and environment:
  - Well-preserved natural reserves but available to the local and other visitors
  - Clean air and use of the sustainable energy resources
  - Protected and unpolluted agricultural land which is designated mostly for the production of healthy food
  - Well-planned and equipped settlements and hospitality zones
  - Well-protected various species of flora and fauna
- B) Local identity and preserved cultural heritage:
  - Preserved, protected and revitalized material heritage
  - Preserved and vital intangible heritage
- C) Good quality of life for all citizens:
  - The diversity and accessibility of educational, cultural, sports and recreational activities and facilities
- D) Good governance and developed communal infrastructure
  - Democratic procedures and work transparency, especially related to the public interest and public good
  - Good conditions for economic development, with special attention to the small and mid-sized companies
  - The efficient transport system which supports diverse types of traffic
  - Programs for the employment of young people
  - Safety and security
- E) Successful municipality with the developed and diverse economic activities
  - The development based on agriculture, sustainable tourism and commerce

- The development based on strengthening the local companies

## Objectives

In line with the vision and criteria of the development, the main aim of the Action plan is the protection and improvement of the cultural and natural environment in accordance with local culture and available resources, knowledge and skills by engaging and supporting people to integrate their efforts.

The specific objectives of the plan are:

1. Identification, valorisation, protection, enhancement and promotion of natural and cultural heritage as a resource for the development of sustainable tourism;
2. Raising the capacity of local actors to formulate and launch development projects based on natural and cultural heritage,
3. Networking and connection of actors and their projects, improvement of existing and development of new eco-cultural contents and tours in the function of the development of the "Danube brand",
4. Improving the capacity of local actors for cooperation and access to funds at the local and international levels.

These four objectives are further operationalised through the selection of priority fields of work and in cooperation with engaged stakeholders. The specific objectives come as a result of a compromise between the initiatives defined by stakeholders, and available resources.

The objectives focus on:

- Creating a physical network of existing and planned bicycle and pedestrian paths, public transport and water routes, roads, bus stations, infrastructure, and accommodation.
- The identification, protection and enhancement of the use of new and existing natural and cultural heritage entities, and eco-culture network
- Support for the entrepreneurs' initiatives in the field of traditional services, crafts and production
- Integration of agriculture and sustainable rural tourism
- Improvement of the quality of rural life
- The application of the principles of good governance in the process of implementation of new projects.



## 7. IMPLEMENTATION

Integral projects are the result of the findings of the territory analysis, the value-conceptual approach and the expressed initiatives of stakeholders. Therefore, the set of projects is not comprehensive, and their realization will not achieve all the set goals. Due to resource limitations (primarily time, level of formality, but also the number of people who could be involved), integral projects are appropriate to the context in which they were formulated and represent a roadmap and an illustration of how the document and practical action based on it could be implemented in future.

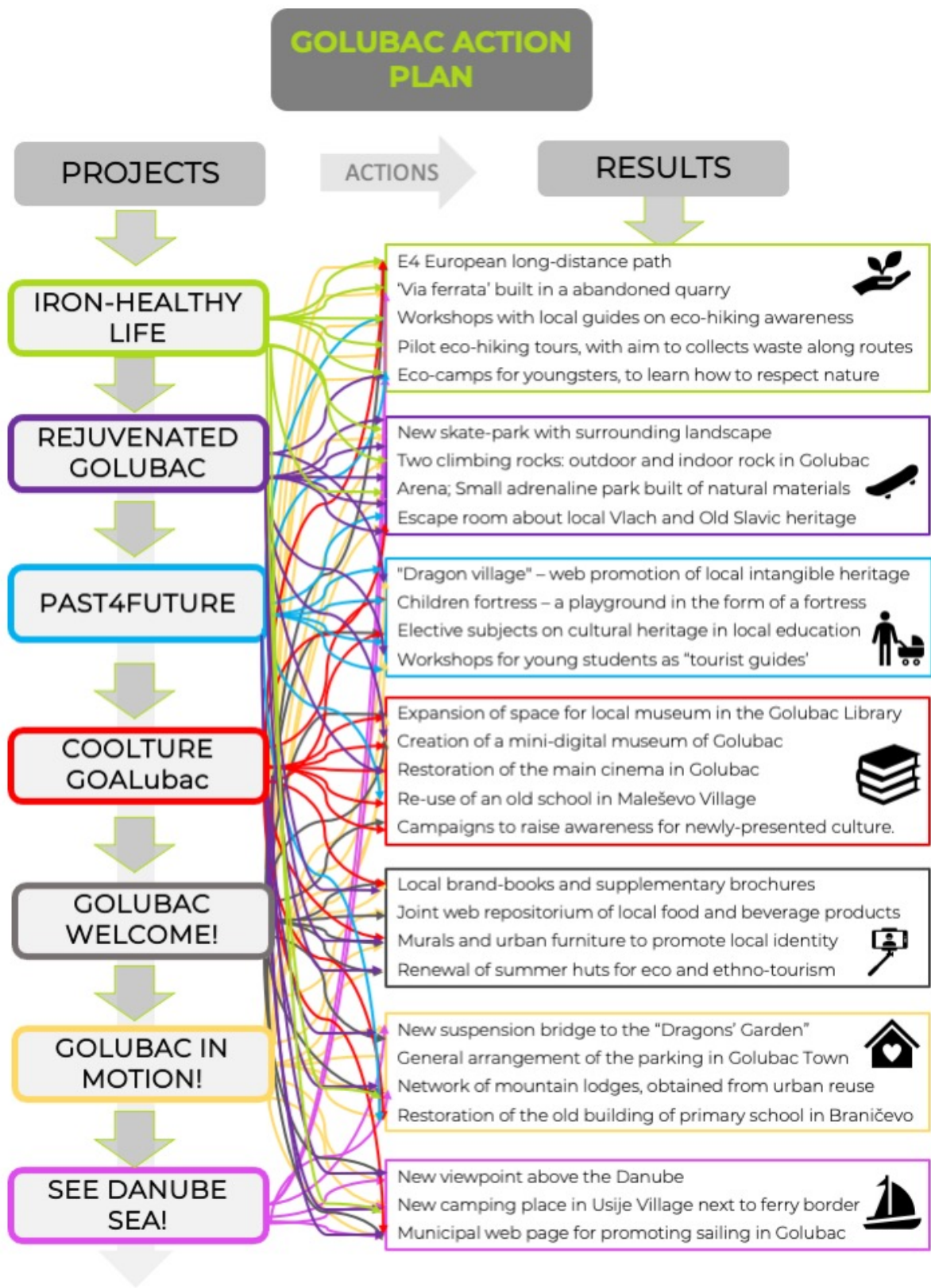
Projects differ by:

- Type of intervention: development of products, development of services, education, cultural programs, etc.
- The size of the territory they cover: some affect the development of the whole community of Golubac, some include specific locations, and some target the rural area;
- The number of people concerned: family or company, community or residents of a settlement or municipality;
- Required funds: micro, small, medium and large investments;
- Types of resources that can and should be engaged: self-engagement, existing facilities, established association, realized and initiated projects, etc.;
- Topics: development of entrepreneurship, environmental protection, restoration and protection of heritage, climate change, biodiversity, etc.; and
- Possible project partners: they come from the public, private and/or non-governmental sector and from different levels of management, i.e., from municipal/local, district, regional, national, cross-border or international level

The integral projects were developed within four interrelated phases:

- Identifying and mapping key paths and nodes: existing and planned bicycle and pedestrian paths, public transport and water routes, roads, bus stations, bicycle infrastructure and services, and accommodation.
- Identifying and mapping key elements of eco-cultural network: natural and cultural heritage based on documents analyses and outcomes of communication with stakeholders;
- Development of integral development projects in line with stakeholders' ideas and available resources, prioritization and projects integration;
- Defining instruments to support the implementation of the projects- needed resources and possible funds, defining indicators for monitoring their implementation.

The projects are complementary and spatially and functionally interconnected. They can be seen as separate actions, but their best effects lie in their synergy. The diagrams below illustrate interconnections between projects, activities, and results (Fig. 13).



All of the presented projects are interconnected and divided into seven categories

Fig. 13: A diagram of the interconnections between projects, activities, and results (Author: J. Marić, 2022).

## 7.1 PROJECTS ELEMENT #1 IRON -HEALTHY LIFE

### Fostering Healthy Lifestyle & Healthy Tourism in the Iron Gates

Key partner: Cycling and Hiking Society, Golubac

Partners: Asociatia "Dunarea la Cazane", Dubova, Romania, Golubac Municipality, Serbia, Tourist Organisation of Golubac, Serbia, "Đerdap/Iron Gates" National Park, D. Milanovac, Serbia, Iron Gates Natural Park, Orșova, Romania

Location: the whole territory of the Iron Gates National Park, Serbia and Romania, and the territory of the municipality of Golubac, Serbia

#### Project Summary

The project aims to enhance and support healthy ways of living and to promote health tourism. Including and promoting sustainable mobility, such as hiking, walking and cycling, brings great benefits to the local population, which already relies on such ways of moving in the city and its surrounding. It is of great importance for the community to foster as much as possible sustainable and healthy tourism as it would not only contribute to the health of the visitors but will also help protect the environment and natural beauties. Visitors coming from other parts of Serbia but also from abroad should be specifically motivated to walk and cycle instead of getting around by car or bus.

#### Main challenges

Various constraints could endanger the implementation of the project ideas. Some refer to the habits of Serbian tourists who are not used to walking or cycling enough and who are in a way car-dependent. The other limitation is related to the mountainous terrain just outside of the city of Golubac, which can be a constraint for some groups of people i.e., older people unable to walk long, parents with small kids, etc. The possible overcoming of the problem could be defining different types of routes and paths that could be used with different efforts.

#### Project objectives

The main objective is to develop and promote a healthy lifestyle and health tourism in the Iron Gates Region by improving the infrastructure for outdoor and mountain sports and recreation. The secondary objective is, by promoting healthy and sustainable mobility, to protect natural heritage and reduce air pollution to a minimum.

#### Project activities

The project includes several activities:

Activity 1: E4 European long-distance path in the Iron Gates

Activity 2: New climbing activities in the vicinity of Golubac Fortress and in the Dubova Area

Activity 3: Eco-hiking – hiking plus removing waste along the mountain routes

Activity 4: Eco-awareness for the younger generation.

## **Expected results and outputs**

Expected results are: (1) marked E4 European long-distance path for hiking activities in Golubac and the Iron Gates; (2) 'via ferrata' built in an abandoned quarry next to Golubac Fortress with supplementary access; (3) workshops with local guides and hospitality workers to address the awareness regarding eco-hiking; (4) pilot eco-hiking tours, with the aim to collect waste along routes; and (5) eco-camps for youngsters, to learn how to respect nature during mountain recreation and tourism activities.

## **Target groups**

Primarily, the target group is the younger population, both from the municipality of Golubac and visitors coming from other parts of Serbia and abroad. The idea is to raise awareness of healthy lifestyles and health tourism in this part of the population. This is also a financially less demanding way of getting to know the Golubac territory so in that sense, the project is affordable to all visitors.

## **Sustainability of project results**

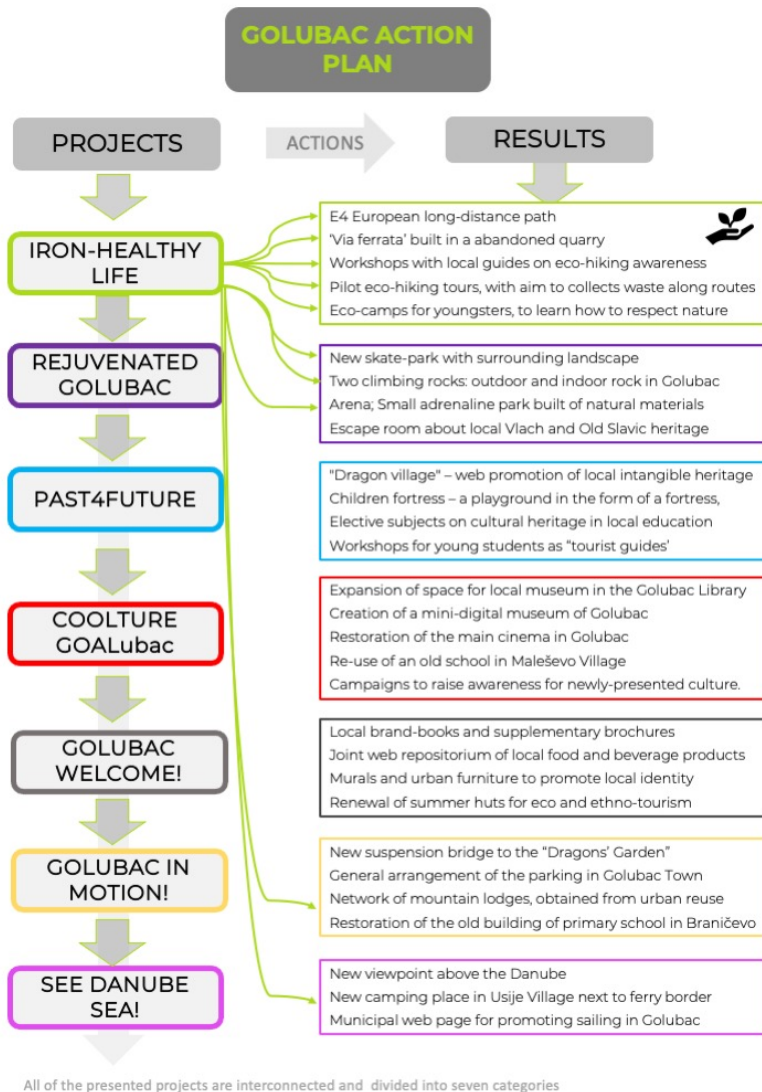
It goes without saying that the promotion of healthy lifestyles and health tourism is by its nature sustainable; it contributes to the preservation and protection of natural heritage, and boosts the health of visitors through physical activities in clean nature and fresh air; finally, it is in line with all the national and international documents regarding sustainable tourism and sustainable lifestyles.

## **Synergy and complementarity**

The synergy and complementarity of the project are shown in the diagram (Fig. 14) . All the project ideas and project activities are mutually complementary and supportive. Although the best effects can be achieved in a good synergy of all of them, they are mostly independent enough to create new values and to make even a small difference. Below is a list of related activities within the DANURB project:

- Workshops on the possibilities to create competitive regions by the networking of projects and stakeholders by the Danube
- Local stakeholder workshops to find local and common values of peripheries and possibilities related to these and the Danube
- Workshops on the evaluation and selection of underused heritage sites to be valorised by the DANURB Action Plans
- Participatory design processes with stakeholders in all regions by university experts to develop local heritage
- Technical documentation as the result of planning to develop local heritage
- Guidelines for educational programs for young people in local schools on the cultural resources of the Danube
- Guidelines for educational programs in special-technical training schools/and or artistic schools/cultural centres to promote the use of traditional local arts and crafts and professions

- Proposals for effective local stakeholder networks capable to initiate heritage valorisation projects
- Workshops to develop competencies needed for cooperative valorisation actions
- Regional reports on the possible impact of DANUrB Branding activities on the resilience of peripheral regions by the Danube



**Fig. 14:** A diagram of the interconnections between IRON-HEALTHY LIFE project, activities, and results (Author: J. Marić, 2022).

## 7.2 PROJECTS ELEMENT #2 REJUVENATED GOLUBAC

### **Making Golubac Attractive for Young People**

Key partner: Golubac Municipality

Partners: Sports Association of Golubac, Serbia; "Skate Foundation", Belgrade, Golubac, Serbia; Cycling and Hiking Society, Golubac, Serbia; SMEs in the hospitality sector, Serbia; "Branko Radičević" Primary School in Golubac, Serbia

Location: the whole territory of Golubac municipality, Serbia

### **Project Summary**

The project aims to contribute to better living conditions for the younger population in Golubac municipality. This includes sustainable and interesting ways of spending quality leisure time, such as indoor leisure programmes, outdoor sports and recreation activities, and educating youngsters about the importance of physical activities. The project also aims to attract more younger visitors and make them spend more time in the Golubac vicinity, hence the additional indoor and outdoor sports facilities and activities. In the further development of the project, it is important to attract sportsmen and sports clubs for sports training and sports camps.

### **Main challenges**

There are no bigger challenges for the implementation of the project. The prerequisite for its implementation is finding and designating the locations appropriate for the allocation of skate parks, adrenaline parks, indoor and outdoor climbing rocks, escape rooms and places for workshops and camps for children and teenagers. This could be possible through the process of citizen participation within the regular process of developing and adopting the plans of detailed regulation.

### **Project objectives**

The main objective is to widen the leisure options for young people in Golubac and its vicinity by developing indoor and outdoor places and facilities that enable their physical and mental development. The secondary objective is to enhance the quality of life for younger people in Golubac municipality by creating new ways of spending quality free time. As there is a great demographic problem of younger people emigrating to other cities and abroad, it is crucial to contribute in any possible way to keep young people motivated to live, study and work in Golubac.

### **Project activities**

The project includes several activities:

Activity 1: New sport and recreation activities which target the younger population

Activity 2: Development of indoor leisure programme for youngsters

Activity 3: Wider knowledge and understanding of leisure necessities and attitudes of younger generations

## **Expected results and outputs**

Expected results are: (1) a new skate-park with a surrounding landscape arrangement in the central part of Golubac Town; (2) two climbing rocks: (a) an outdoor rock in the vicinity of Golubac Fortress and (b) an indoor rock in Golubac Sports Arena; (3) a small adrenaline park built of natural materials; 4) an escape room which refers to local Vlach and Old Slavic cultural intangible heritage (tradition, customs, stories, legends, etc.); and (5) supporting training, workshops and camps for children and teenagers.

## **Target groups**

Primarily, the target group is the younger population, both from the municipality of Golubac and visitors coming from other parts of Serbia and abroad. The idea is to raise awareness of healthy lifestyles and health tourism in this part of the population. This is also a financially less demanding way of getting to know the Golubac territory so in that sense, the project is affordable to all visitors.

The specifically targeted group of school children and teenagers is often neglected in most of the planning solutions, so in this way, they will be given appropriate attention.

## **Sustainability of project results**

Getting involved and learning about healthy habits at a young age is crucial for the development of a healthy society. Contact with nature and activities in natural surroundings contribute to creating a sense of respect for nature in children and teenagers. Promoting activities and recreation in nature has a favourable effect on children's development and contributes to strengthening immunity.

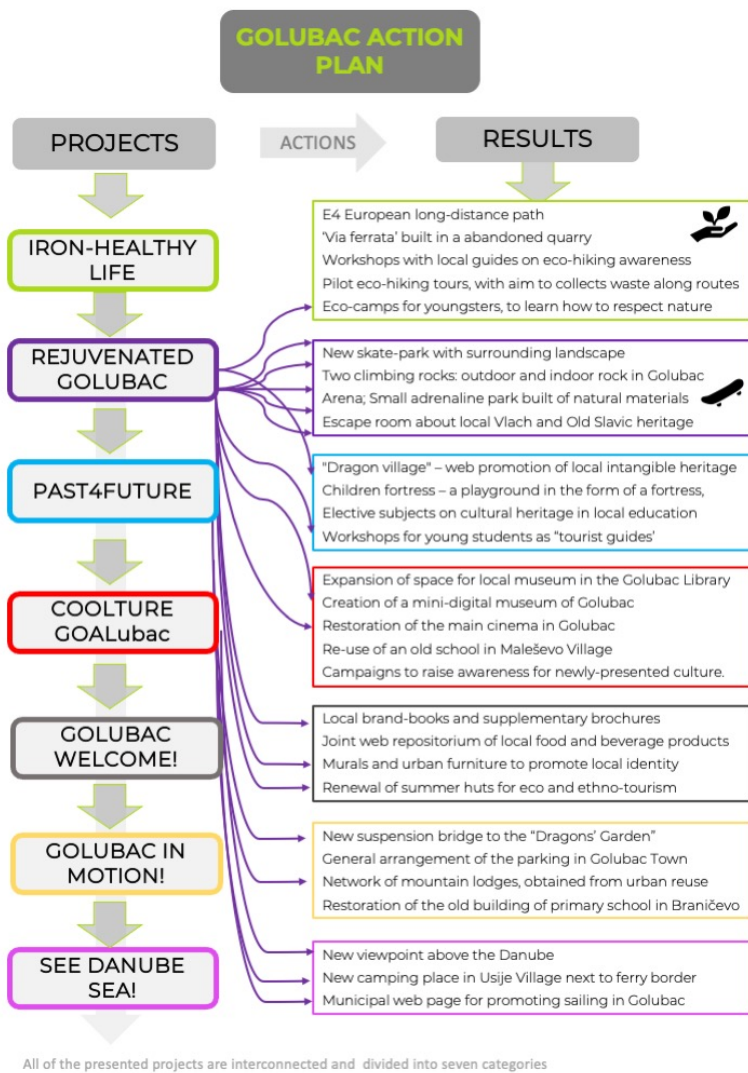
Education and the creation of an active community are key aspects of achieving sustainable development. Staying in nature and getting to know cultural manifestations and institutions have a positive effect on the development of creativity in children, which positively affects and stimulates the creation of future innovative practices.

## **Synergy and complementarity**

The synergy and complementarity of the project are shown in the diagram (Fig. 15). Below is a list of related activities within the DANURB project:

- Guidelines for educational programs for young people in local schools on the cultural resources of the Danube
- Guidelines for educational programs in special-technical training schools/and or artistic schools/cultural centres to promote the use of traditional local arts and crafts and professions
- Development and application of the DANURBanity game for awareness raising to local values (youth and stakeholder sessions)
- Local stakeholder workshops to find local and common values of peripheries and possibilities related to these and the Danube

- Workshops on exploring common patterns in development potentials for peripheral situations along the Danube with the mapping of the planning priorities and measures at the local and regional level
- Report on the sites and stories for the documentary film on cultural heritage, good practices and “guard-transmitters” in DANUrB ASP towns
- Workshops for PPs on the possibilities to make local communities, stakeholders and regions capable to interconnect through DANUrB values and actions



**Fig. 15:** A diagram of the interconnections between REJUVENATED GOLUBAC project, activities, and results (Author: J. Marić, 2022).



## 7.3 PROJECTS ELEMENT #3 PAST4FUTURE

### Golubac Children as Promoters of Local Heritage

Key partner: "Lasta" Kindergarten in Golubac, Serbia

Partners: Golubac Municipality; "Branko Radičević" Primary School in Golubac, Serbia; "Golubac Fortress" Lmted, Golubac, Serbia; "Veljko Dugošević" National Library in Golubac, Serbia

Location: the whole territory of Golubac municipality, Serbia; educational and children's day-care facilities in Golubac

### Project Summary

The project focuses on the diverse intangible heritage in Golubac municipality which derives from tales, myths, legends and other forms of vernacular literature. The diverse and rich tradition of storytelling comes from different ethnic groups and different historic periods, thus adding to the cultural treasure of this region. The project includes "soft" methods of learning and educating children about intangible heritage through enjoying the 'dragon village', the kids' fortress, and workshops. Although the educational process targets children, it also extends to local students and young people, who will have a chance to become local guides for local heritage or simply choose an elective subject to deepen their knowledge.

### Main challenges

The first step, which includes the collection and compilation of local intangible heritage is crucial for the whole project and it requires a lot of fieldwork and many people, possibly volunteers included. This can be seen as a challenge, but not as an insuperable constraint. The sequence of the activities is vital the first step is a prerequisite for the rest of the activities and results. On the other hand, the first step- activity is not financially very demanding and does not include a complicated procedure.

### Project objectives

The main objective is to bring local heritage closer to children in Golubac, so they can be in constant contact with it, understand its values and promote the heritage further away. The secondary objective is related to the other possible groups involved, especially your people who will be willing to become specific promoters of the cultural intangible heritage. The third objective is related to the promotion and presentation of vernacular stories and legends to tourists.

### Project activities

The project includes several activities:

Activity 1: Compilation of local intangible heritage

Activity 2: Improvement of children's outdoor places in Golubac

Activity 3: Teaching and learning activities for children with the topic of local intangible cultural heritage

#### Activity 4: Tourist promotion of local intangible cultural heritage for children

##### **Expected results and outputs**

Expected results are: (1) "Dragon village" – web promotion of local intangible heritage: mythology, legends and fairy tales about dragons for children; (2) Children fortress – a playground in the form of a fortress, surrounded by the urban furniture that shows local intangible heritage; (3) elective subjects in local educational institutions with the topics in local cultural and natural heritage; and (4) workshops for young students as "tourist guides" for local heritage – greeters in Golubac.

##### **Target groups**

Primarily, the target group is the youngest population, children both from the municipality of Golubac and visitors coming from other parts of Serbia and abroad. The idea is to raise awareness of the cultural intangible heritage and cultural richness through leisure time and playing and

##### **Sustainability of project results**

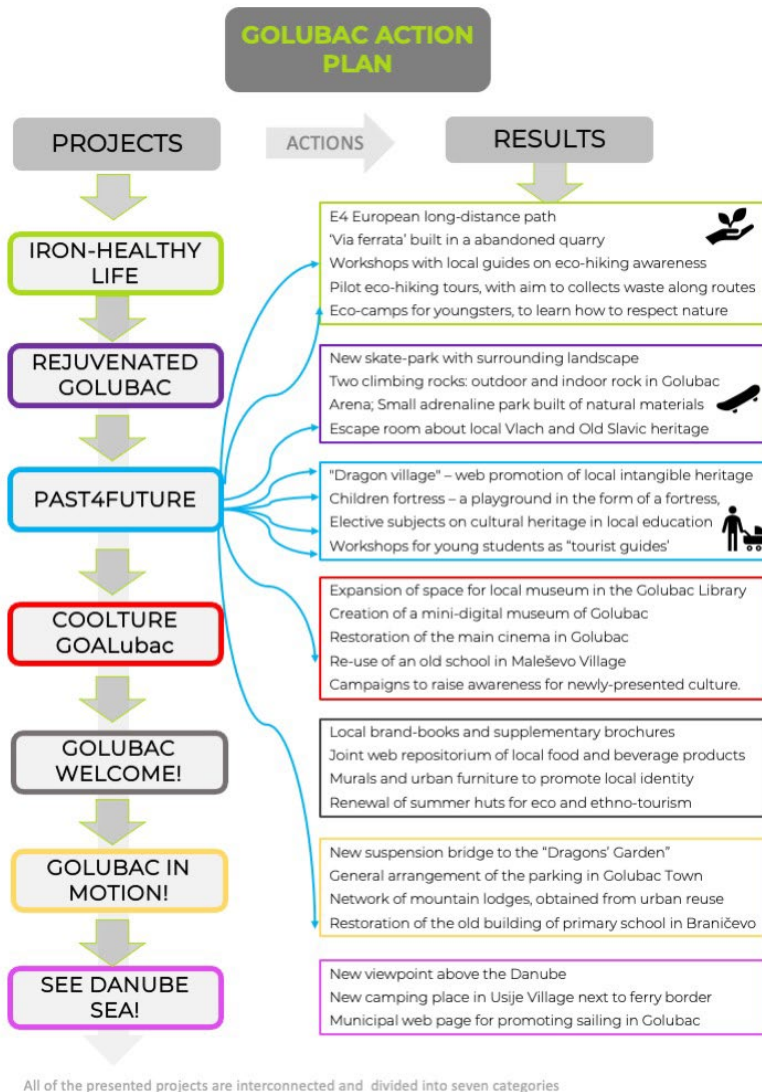
At its core, the project is fully sustainable and in accordance with the principles of cultural and spatial sustainability. The idea of collecting and presenting in different ways the intangible cultural heritage is one of the best ways to preserve, create, and/or reinvent the local identity. The sustainability of the project can also be recognised by the various results and activities that allow the project's implementation even if only some of the results will be realised. The variety of possibilities to preserve and present the cultural heritage (given below, in the section Synergy and complementarity) ensure the project will be successful.

##### **Synergy and complementarity**

The synergy and complementarity of the project are shown in the diagram (Fig. 16) . All the project ideas and project activities are mutually complementary and supportive. Although the best effects can be achieved in a good synergy of all of them, they are mostly independent enough to create new values and to make even a small difference. Below is a list of related activities within the DANURB project:

- Guidelines for educational programs for young people in local schools on the cultural resources of the Danube
- Guidelines for educational programs in special-technical training schools/and or artistic schools/cultural centres to promote the use of traditional local arts and crafts and professions
- Development and application of the DANURBanity game for awareness raising to local values (youth and stakeholder sessions)
- Workshops to define a framework for PPs working with DANURB stakeholder networks
- Workshops on the possibilities to create competitive regions by the networking of projects and stakeholders by the Danube
- Workshops on the evaluation and selection of underused heritage sites to be valorised by the DANURB Action Plans

- Participatory design processes with stakeholders in all regions by university experts to develop local heritage
- Publishing of a heritage development and planning toolkit to be used locally in Danube towns
- Student workshops to create heritage development plans



**Fig. 16:** A diagram of the interconnections between PAST4FUTURE project, activities, and results (Author: J. Marić, 2022).

## 7.4 PROJECTS ELEMENT #4 COOLTURE GOALubac

### **Make Golubac Culture Visible to Everyone**

Key partner: “Veljko Dugošević” National Library in Golubac, Serbia

Partners: Golubac Municipality; SME in digitalisation and ICT development; “Golubac Fortress” Lmtd, Golubac, Serbia

Location: the whole territory of Golubac municipality, Serbia

### **Project Summary**

The project focuses on the culture available, attainable and accessible to everyone. Therefore, it does not have a specific targeted group of people – rather it aims to offer something of rich cultural heritage for every visitor or local user. Through many activities and results, this project aims to recollect and renew the existing tangible heritage capacities in the city of Golubac, in the rural area as well as in the digital space.

### **Main challenges**

This project, although crucially important for the territory and people of Golubac, tends to engage a lot of stakeholders from local and national levels, as well as significant financial resources. It also requires a lot of time, as there are several stages of the implementation of the project ideas, activities and outputs – from the creation and operationalisation of the ideas through different projects, plans and similar activities, to the realisation – renewal or building the new cultural capacities. As opposed to the above said, the strength of the project lies in the fact that the locations are (mostly) known and chosen and the locations are at the disposal of the local community (locations of the existing library and cinema in Golubac, and old school in Malesevo village).

### **Project objectives**

The main objective is to open new perspectives for local culture in Golubac Region through its better visibility, digitalisation, spatial accessibility and the widening of the consumer pool. The secondary objectives are of a more practical nature, regarding the renewal and re-use of the existing cultural facilities.

### **Project activities**

Activity 1: New spatial capacities for local cultural facilities in Golubac

Activity 2: Digitalisation of Golubac cultural heritage

Activity 3: Collection, promotion and visibility of rural heritage of the Golubac Region

Activity 4: The urban regeneration of the historic core of Golubac through flagship projects

### **Expected results and outputs**

Expected results are: (1) the expansion of space for the local museum collection within the Golubac Library; (2) the creation of a mini-digital museum of Golubac, referring to the local cultural heritage; (3) the restoration of the main cinema in Golubac as a new venue place; (4)

the reuse of an old school in Maleševo Village for a new memorial house, dedicated to the history of the village; and (5) supplementary campaigns to raise general awareness for newly-presented culture.

### **Target groups**

As it was stated above, the project does not target any specific group – it rather focuses on all groups, making it possible for all groups of visitors and local citizens to find their own way of getting to know better customs and culture of the Golubac territory. It could be noted that this project does not favour younger visitors and children but some of the activities and results, such as forming the digital museum would surely be more appealing to younger visitors.

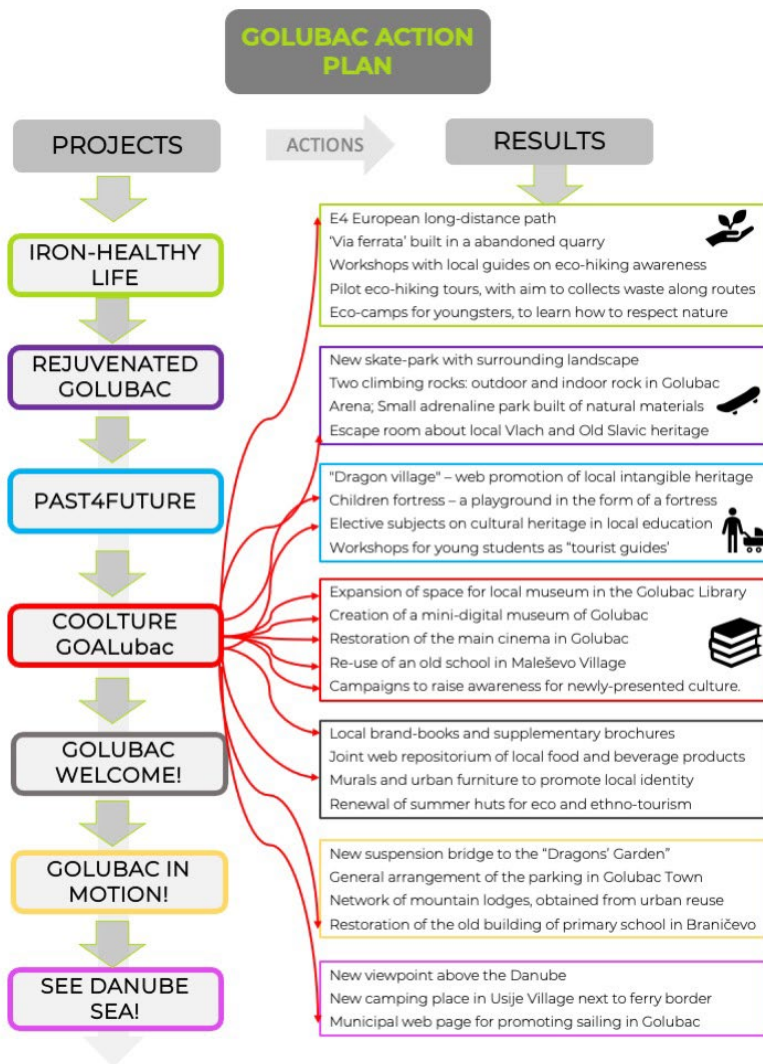
### **Sustainability of project results**

Cultural sustainability is one of the main pillars of the survival of the city and its people as it is rooted in local identity and recognition. The enhancement and renewal of the cultural institutions, their reuse and re-creation in a new contemporary context will contribute to the strengthening of the local community and its demographic consolidation. The implementation of various ideas and outputs given in the previous sections will help the Golubac community to become better known and more attractive, both to the visitors and to local people.

### **Synergy and complementarity**

The synergy and complementarity of the project are shown in the diagram (Fig. 17). All the project ideas and project activities are mutually complementary and supportive. Although the best effects can be achieved in a good synergy of all of them, they are mostly independent enough to create new values and to make even a small difference. Below is a list of related activities within the DANURB project:

- Publishing of a heritage development and planning toolkit to be used locally in Danube towns
- Surveys for stakeholders to map their cultural and entrepreneurship capacities in relation to local heritage valorisation
- Workshops on the evaluation and selection of underused heritage sites to be valorised by the DANURB Action Plans
- Report on the collection of new heritage datasheets for each section to be integrated into the DANURB Platform and in the Atlas
- Inter-generational cultural heritage knowledge transfer workshops integrated into local festivals
- Heritage Valorisation Action Plans piloted with local stakeholder cooperatives.



All of the presented projects are interconnected and divided into seven categories

**Fig. 17:** A diagram of the interconnections between COOLTURE GOALubac project, activities, and results (Author: J. Marić, 2022).

## 7.5 PROJECTS ELEMENT #5 GOLUBAC WELCOME!

### **Branding of Golubac Identity through economic, social, spatial and visual means**

Key partner: Tourist Organisation of Golubac, Serbia

Partners: "Smile of Danube" Serbia Women Association, Golubac, Serbia; "Ethno-network" Association, Serbia; Women association in Moldova Noua Region, Romania; Tourist Organisation of Moldova Noua, Romania; "Milenković" Distillery, Golubac, Serbia

Location: the whole territory of Golubac municipality, Serbia, the Iron Gates Region, Romania

#### **Project Summary**

The project is focused on branding and creating the identity of Golubac, the Iron Gate Region and the Moldova Noua in Romania. Furthermore, it emphasizes the possibilities of the empowerment of women through re-presenting the culinary heritage and local food. Finally, the project aims to promote the newly presented traditional summer huts for eco-tourism capacities.

#### **Main challenges**

Rebranding the region of Iron Gate and local communities is not an easy task. On one hand, the Iron Gate Region is relatively well known and is visually recognised by the Danube gorge and Iron Gate Lake, while the city and municipality of Golubac are relatively known (in national and regional contexts) by the medieval fortress of Golubac. Local food products can add to the already-known visual and cultural identity of Golubac. The empowerment of the identity of Golubac can be attained by including more spatial, economic and social elements.

#### **Project objectives**

The main objective is to regionally and internationally embrace the identity and symbols of the Golubac Region by analysing potentials, expanding it to new sectors and spaces and breeding it in an organised manner. Secondary objectives target specific topics and tasks, such as the promotion of local food products and gastronomy by women's associations, the creation of murals which aim to present the local scenery and activities, and the new activation of the traditional summer huts., thus enriching the hospitality capacities.

#### **Project activities**

The project includes several activities:

Activity 1: The research and co-creation and branding of the identity of Golubac and Region

Activity 2: The branding framework of the identity of the Golubac Region

Activity 3: The empowerment of women through the promotion and development of local food products

Activity 4: The promotion of Golubac identity through spatial development

#### **Expected results and outputs**

Expected results are (1) local brand books and supplementary brochures; (2) the joint web repositories of local food and beverage products; (3) murals and urban furniture in towns, which are designed to promote local identity and symbols; and (4) the renewal of the traditional summer huts (“salaš”, “katun” or “bačija”) in Golubac hinterlands for eco- and ethno-tourism capacities.

### **Target groups**

Target groups include various actors and stakeholders from Golubac and Iron Gate region, but the focus is on women and women’s associations. At the same time, it is necessary to include stakeholders from the food production sector as well as those from the ethno-network in order to support the local food production promotion.

### **Sustainability of project results**

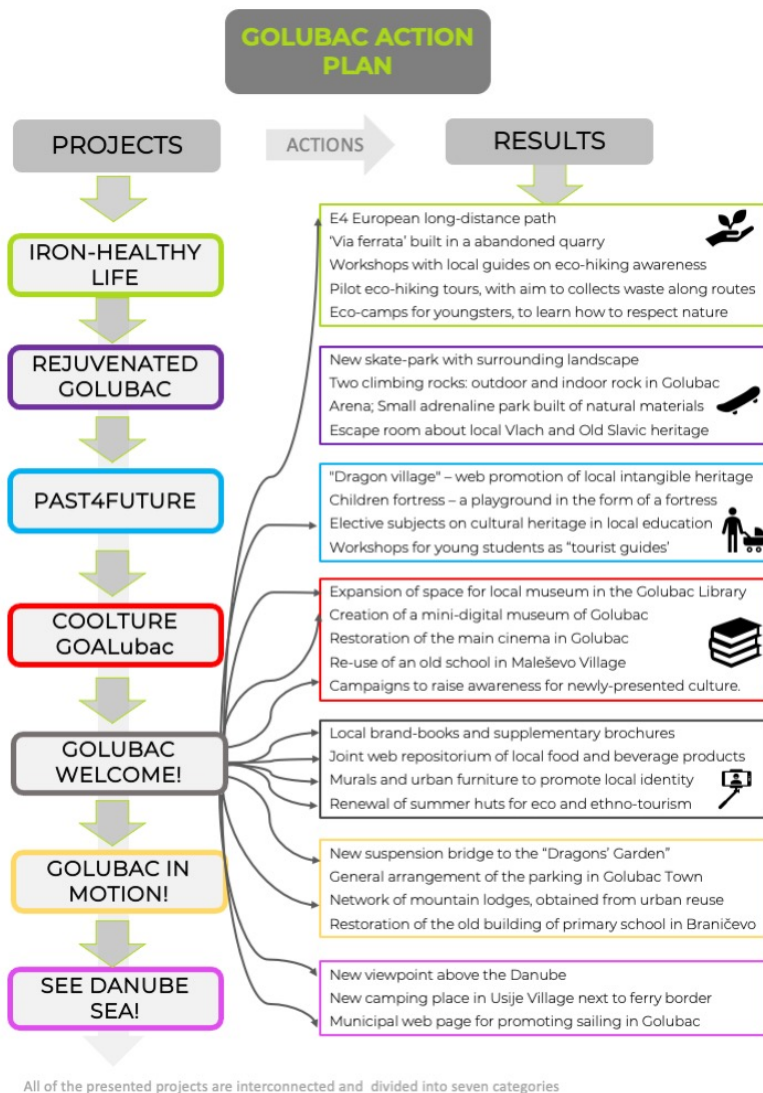
At its core, the project is fully sustainable and in accordance with the principles of cultural and spatial sustainability. The idea of collecting and presenting traditional food products is rooted in social and cultural sustainability. The sustainability of the project can also be recognised by the various results and activities that allow the project’s implementation even if only some of the results will be realised. The variety of possibilities to preserve and present the cultural heritage and identity through local food (given below, in the section Synergy and complementarity) ensure the project will be successful.

### **Synergy and complementarity**

The synergy and complementarity of the project are shown in the diagram (Fig. 18) . All the project ideas and project activities are mutually complementary and supportive. Although the best effects can be achieved in a good synergy of all of them, they are mostly independent enough to create new values and to make even a small difference. Below is a list of related activities within the DANURB project:

- Toolkit based on DANURB Brandbook to make a quality labelling system and to give a methodological and practical knowhow on how to use the label and form a brand from the labelled assets
- Report and promotional booklet for the preparation of a DANURB Quality Label
- Operation of the labelling procedures for local products/services/initiatives by the DANURB Quality Label
- Agenda and action plan for the “Danube Days” festival in specific ASP towns in all sections
- Report on the sites and stories for the documentary film on cultural heritage, good practices and “guard-transmitters” in DANURB ASP towns
- Creation and signature of a Danube Cultural Promenade Action Plan by all existing and newly formed regional and interregional initiatives and projects working in heritage valorisation of the Danube
- Technical measurement and documentation of piloted local heritage sites (buildings or public spaces).





**Fig. 18:** A diagram of the interconnections between GOLUBAC WELCOME! project, activities, and results (Author: J. Marić, 2022).

## 7.6 PROJECTS ELEMENT #6 GOLUBAC IN MOTION!

### Linking Tourist Offer in Golubac to Attract New Visitors

Key partner: Golubac Municipality, Serbia

Partners: Tourist Organisation of Golubac, Serbia; “Đerdap/Iron Gates” National Park, D. Milanovac, Serbia; Cycling and Hiking Society, Golubac; University of Belgrade

Location: the whole territory of Golubac municipality, Serbia

### Project Summary

The main aim of this project is to create a network of tourist locations, activities, and routes, so its main task is to link and create a system of tourist offers along with the appropriate and easily accessible information about it. More than making new tourist products, this project tends to organise existing ones and group them thematically and/or by categories of users.

### Main challenges

The main challenge is tied to the fact that the main partner is Golubac municipality and its government. Since Golubac is a small community with relatively weak capacities in governing and financing, it will be a challenge to undertake and organise the variety of scattered tourist offers in the city, rural areas, and non-urbanised mountainous areas. On one hand, the support from national level is strongly recommended and needed, while on the other hand is it necessary to reunite different actors and groups interested in tourism progress in Golubac to act unanimously.

### Project objectives

The project objective is to upgrade and link the main tourist attractions in Golubac, as many of them function as singular ‘tourist magnets’. Their better physical and functional interconnections will make the town and its surroundings more open to the diverse types of tourist visitors and more resilient to seasonal variations.

### Project activities

The project includes several activities:

Activity 1: The research of missing physical and functional links between the main tourist attractions in Golubac Municipality

Activity 2: The analysis of the spatial networks in the field of tourism in the Golubac Region

Activity 3: The restoration and appropriate reuse of abandoned buildings (lots, unused elementary schools or village halls, etc.) across Golubac Municipality.

Activity 4: Joint activities – workshops, roundtables, seminars – to make synergy between tourist offers in Golubac and the necessity of larger national institutions (such as universities, high schools, national institutes, etc.).

### Expected results and outputs

Expected results are: (1) a new suspension bridge to the “Dragons’ Garden”, a mountain peak above the Golubac Fortress; (2) the general arrangement of the parking in Golubac Town; (3) a network of mountain lodges, obtained from urban reuse process; and (4) the restoration of the old building of the primary school in Braničevo Village school for special tourist activities (student research centre and dormitory).

### **Target groups**

There is no specific targeted group – rather it is a matter of the engagement of the whole community in achieving better tourist attractiveness of Golubac. The key role in networking should be played by the Golubac municipality, with help from other groups outside of the Golubac area, i.e., from the national and regional levels, the Iron Gate National Park public company, etc.

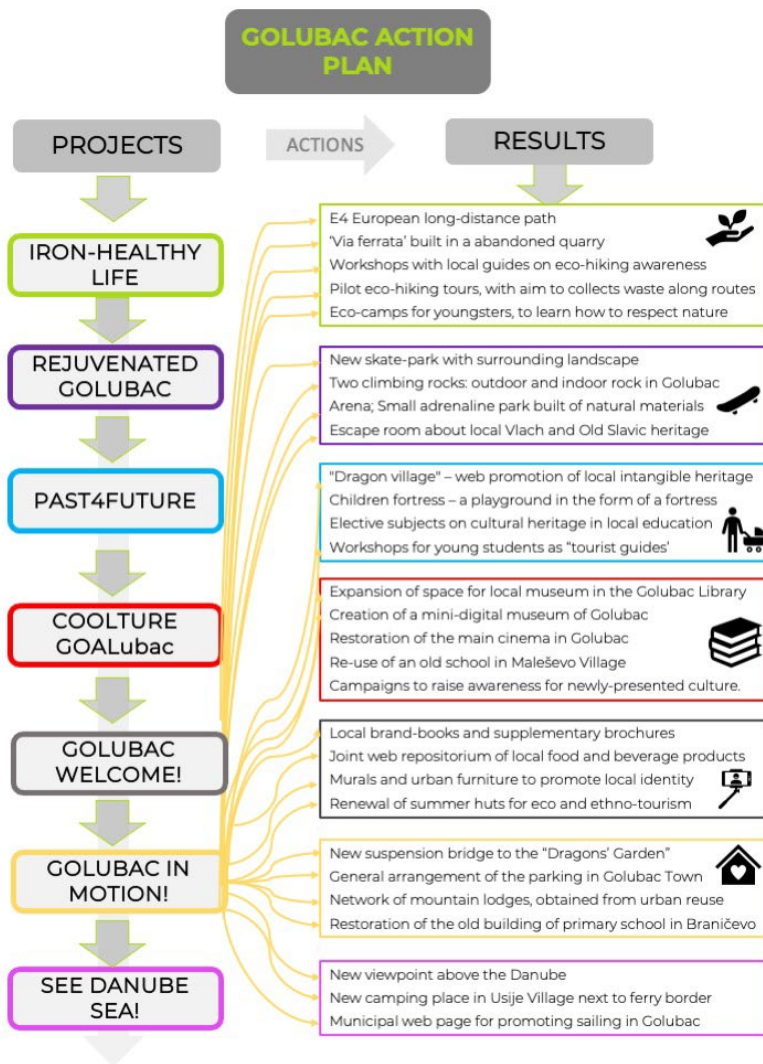
### **Sustainability of project results**

At its core, the project is fully sustainable and in accordance with the principles of cultural and spatial sustainability. Given that sustainable tourism is considered a huge economic impetus globally, it is beyond doubt that it will be the most significant economic force in the Iron Gate Region and in Golubac municipality in the future. Organising and networking the tourism capacities in a sustainable manner will help the preservation of the natural and cultural heritage and prevent the abuse of natural beauties (such as semi-legal buildings along the Danube coast that usurp the public waterfront, etc.).

### **Synergy and complementarity**

The synergy and complementarity of the project are shown in the diagram (Fig. 19) . All the project ideas and project activities are mutually complementary and supportive. Although the best effects can be achieved in a good synergy of all of them, they are mostly independent enough to create new values and to make even a small difference. Below is a list of related activities within the DANURB project:

- Technical measurement and documentation of piloted local heritage sites (buildings or public spaces).
- Technical documentation as the result of planning to develop local heritage.
- Proposals for effective local stakeholder networks capable to initiate heritage valorisation projects.
- Workshops on defining the effects of peripheral situations, urban and functional shrinkage in Danube towns
- Local stakeholder workshops to find local and common values of peripheries and possibilities related to these and the Danube
- Student workshops to create heritage development plans.



All of the presented projects are interconnected and divided into seven categories

**Fig. 19:** A diagram of the interconnections between GOLUBAC IN MOTION! project, activities, and results (Author: J. Marić, 2022).

## 7.7 PROJECTS ELEMENT #6 SEE DANUBE SEA!

### Enabling Better Relations between Golubac and the Danube River

Key partner: Golubac Municipality, Serbia

Partners: Tourist Organisation of Golubac, Serbia; Sailing Union of Serbia, Belgrade, Serbia; "Srbijavode" JP, Beograd / "Serbian Waters" PE, Belgrade, Serbia; Tourist Organisation of Moldova Noua, Serbia

Location: the territory of the Golubac municipality, Serbia, and Romania

### Project Summary

The project aims to strengthen the ties between the Golubac land and the Danube River, by redefining Golubac's physical identity as a place by the Danube, and by fostering activities by and on the water. Although there are numerous activities related to the Danube bank and water itself, it is necessary to create a network of "water activities" and form a unique tourist offer, which will be well known nationally and internationally.

### Main challenges

The main challenges are related to the motivation and readiness of the local people to engage and help the municipality of Golubac and the Tourist organisation of Golubac to create a network of water points, places and activities. It is highly recommendable that local target groups act proactively and take the initiative in completing the offer of water sports and leisure by the Danube.

### Project objectives

The project objective is to strengthen existing links between the Danube and Golubac Riverfront in a multi-level manner, by enabling the visual, physical, and functional links that support nautical activities. The aim is to appropriately and sustainably utilise the Danube at the place where the river is widest on its flow.

### Project activities

The project includes several activities:

Activity 1: The analysis of viewpoints and belvederes for tourist development in the Golubac area

Activity 2: The revision of development plans and projects for public property (both plots and buildings) in Golubac Municipality

Activity 3: Building and arrangement on free public land next to the Danube for tourist facilities

Activity 4: The digitalisation of the tourist capacities related to water/the Danube potential

### Expected results and outputs

Expected results are: (1) a new viewpoint above the Danube at the entrance of the Golubac Town from Veliko Gradište direction; (2) a new camping place in Usije Village next to the ferry

border crossing to Moldova Noua; and (3) a municipal web page for promoting sailing in Golubac and necessary logistic support.

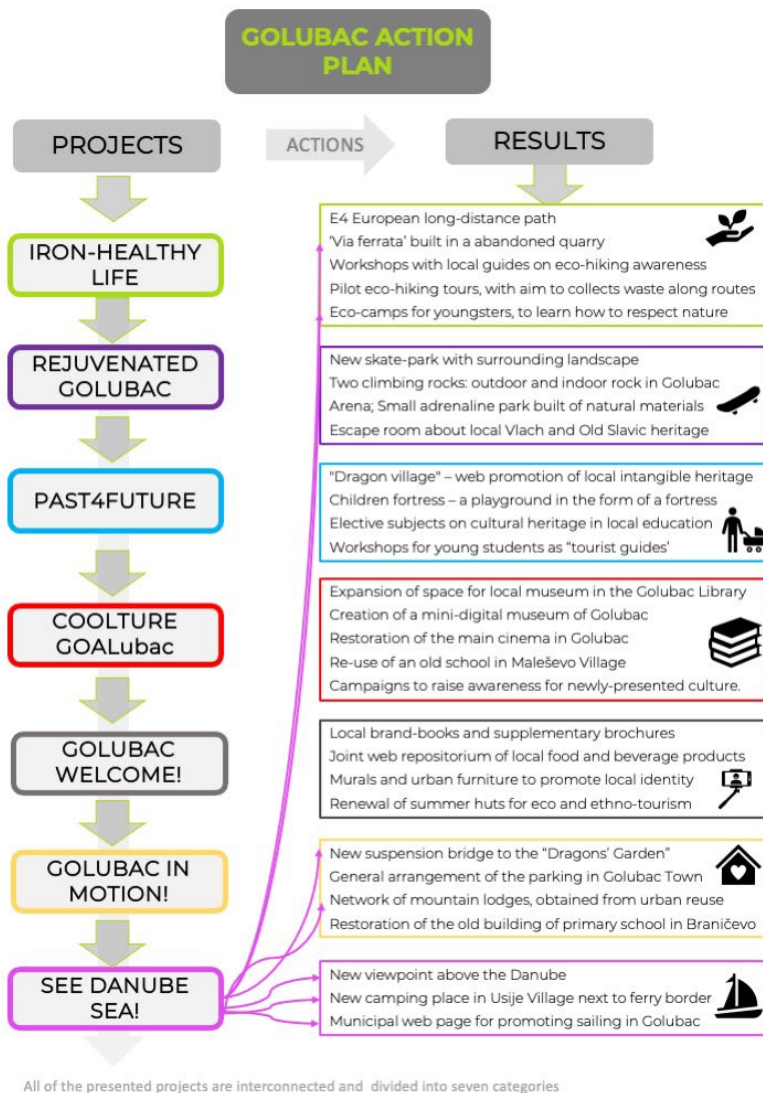
### **Target groups**

In addition to local self-government and the above-mentioned partners mainly from the public sector, it is necessary to include the following groups: local entrepreneurs who offer sailing tours at the Danube, local sports clubs and associations, and other actors whose activities are located or will be located by the Danube bank.

### **Synergy and complementarity**

The synergy and complementarity of the project are shown in the diagram (Fig. 20). All the project ideas and project activities are mutually complementary and supportive. Although the best effects can be achieved in a good synergy of all of them, they are mostly independent enough to create new values and to make even a small difference. Below is a list of related activities within the DANURB project:

- Regional action plans for municipalities in all regions to be able to form interconnected regions competitive in the tourism, labour and cultural markets using their heritage connected to the Danube
- Publishing of a heritage development and planning toolkit to be used locally in Danube towns
- Workshops on exploring common patterns in development potentials for peripheral situations along the Danube with the mapping of the planning priorities and measures at a local and regional level
- Workshops on the possibilities to create competitive regions by the networking of projects and stakeholders by the Danube
- Workshops on defining the effects of peripheral situations, urban and functional shrinkage in Danube towns
- Networking events and study trips between stakeholder networks and to “good practice” models from along the Danube and from other EU regions, with invited stakeholders and/or travel bloggers, and influencers to come to the Danube.



**Fig. 20:** A diagram of the interconnections between SEE DANUBE SEA! project, activities, and results (Author: J. Marić, 2022).