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TOURIST VALORISATION OF CULTURAL AND HISTORIC RESOURCES IN OSIJEK-BARANJA COUNTY

TURISTIČKA VALORIZACIJA KULTURNO POVIJESNIH RESURSA NA PODRUČJU OSJEČKO-BARANJSKE ŽUPANIJE

ABSTRACT

Since the key to the success of Croatian tourism lies in the assessment and reconstruction of its comparative advantages, the aim of this paper is to indicate the presence of valuable cultural and historical resources of Osijek-Baranja county, and emphasize the importance of their tourism evaluation regarding the economic development. Desk research methods will be used for gathering information on the structure of eastern Croatia's tourism supply, the inductive-deductive method for explaining established insights and the case study method for Tvrđa as an example of adequately valorised monument. Research results show that Osijek-Baranja county is an outstandingly rich region, regarding the availability and quality of resources, emphasizing the need for a sustainable evaluation of cultural heritage, given that existing attractions have an exceptional potential for expansion of tourism. Research results also point to potential benefits and harms of intensive use of resources and emphasize the need for balanced regional tourism development in the eastern Croatia.

For further tourism development, it is necessary to orientate on tourism forms that explore specific local resources using principles of sustainable development. The object of study relies on eastern Croatia's micro-locations, perceived as resources valuable for cultural tourism development. The contribution is reflected in emphasizing the importance of conducting proper assessment of attractions and applying the results to similar regions. Previous secondary research show inadequate use of cultural and monumental heritage in Osijek-Baranja county. It is desirable to conduct new studies to redefine the using of these resources to enrich literature related to the mentioned topic.

This research will help establish the presence of valuable resources for tourism development and demonstrate their role in the region's cultural identity. Regarding valorization of cultural heritage, the example of good practice could be repeated in other attractions.

Keywords: Cultural heritage, attractions, tourist valorisation

SAŽETAK

Budući da ključ uspjeha hrvatskog turizma leži u vrednovanju i obnovi njezinih komparativnih prednosti, cilj rada je ukazati na prisutnost vrijednih kulturno povijesnih resursa Osječko-baranjske županije u ulozi turističkih atrakcija te naglasiti važnost njihove turističke valorizacije u funkciji ekonomskog razvoja. Metoda desk istraživanja će se koristiti prilikom prikupljanja informacija o strukturi ponude turizma na istoku Hrvatske, dok će se za objašnjavanje utvrđenih spoznaja koristiti induktivno-deduktivna metoda. Također će se upotrijebiti metoda studije slučaja za osječku Tvrđu kao primjer adekvatno valoriziranog spomenika. U konačnici će rezultati

istraživanja pokazati da je Osječko-baranjska županija po raspoloživosti i kvaliteti kulturno povijesnih resursa iznadprosječno bogata županija, uz isticanje potrebe za provođenjem održivog procesa valorizacije kulturne baštine, obzirom da postojeće atrakcije posjeduju izniman potencijal za proširenje turističke ponude županije. Rezultati istraživanja će ujedno ukazati na moguće koristi i štete intenzivnog korištenja kulturnih resursa te istaknuti važnost ravnomjernog regionalnog turističkog razvoja u kontekstu ulaganja u turizam istočne Hrvatske. Za prostor Osječko-baranjske županije je neophodna orijentacija na oblike turizma koji će iskorištavati specifične lokalne resurse po principu održivog razvoja. Predmet istraživanja se oslanja na mikro-lokacije istočne Hrvatske, percipirane kao skup vrijednih potencijala za razvoj kulturnog turizma. Doprinos rada se očituje u isticanju važnosti provođenja primjerene valorizacije nad odabranim atrakcijama te primjenjivanju rezultata na sličnim regijama. Analizom rezultata sekundarnih istraživanja je utvrđeno neadekvatno korištenje kulturne i spomeničke baštine Osječko-baranjske županije. Poželjno je provođenje novih istraživanja u svrhu redefiniranja načina korištenja resursa te obogaćivanja literature povezane s temom istraživanja. Istraživanjem će se ustanoviti prisutnost vrijednih resursa za razvoj turističkog sektora istočne Hrvatske te prezentirati značaj njihove uloge za unaprjeđenje turističke ponude i kulturnog identiteta regije. Također je istaknut primjer dobre prakse valorizirane spomeničke baštine koji bi se mogao ponoviti na primjeru drugih atrakcija.

Ključne riječi: *Kulturno naslijeđe, atrakcijska osnova, turistička valorizacija*

1. Tourism as a driving force of development for the continental regional economy

Tourism as a socioeconomic and cultural-civilizational phenomenon is realized in the space that has the appropriate attractive force based on certain attributes tourist attraction within the natural or anthropogenic resources (Geić, 2011.).

Given the complexity of the social sciences, the phenomenon of tourism needs a multidisciplinary approach, taking into account a number of internal and external factors affecting a particular phase of the life cycle of its products and services. So by his presence, the destination can benefit through multiplying effects, infrastructure, employment, local population, expansion of developmental possibilities or may experience damage due to inflation seasonality, economic fluctuations, demonstration effect, degradation of culture and general destruction of resources (Geić, 2002). This leads to one of the main comparative advantages of Croatian tourism, which is the cultural and historical heritage in the role of popular tourist attraction, which requires adequate and tourist valorization and revitalization, according to the principle of sustainability and respect for the carrying capacity of a given location (Jadrešić, 2001.). The above mentioned entails careful and rational use of heritage as a segment of tourism at the local, regional and national level and long-term evaluation and preservation of these basic elements of tourism by the phrase "leaving something for generations to come."

1.1. The structure of tourism supply in Osijek-Baranja County

Regional Plan of Osijek-Baranja County determined that tourism in the county must strategically develop a on the basis of natural and cultural resources, ecological diversity and preservation of natural resources. Kopački Rit and other protected areas as well as areas of thermal springs near the village Bizovac are a significant the backbone of eco and health tourism in addition to the cultural and historical form of culinary and wine tourism. Linking tourism and agriculture through organic health food specific offers of rural and agro tourism were created, and of the newer forms of tourism growth recorded crusing and congress tourism. Osijek-Baranja County invested significant efforts in the expansion and presentation of tourist offer, which is particularly applicable to the development of rural tourism, which also includes a project of establishing and subsidizing and promoting wine routes, events and tourist significance for the development of tourism of family farms.

Holders of tourism in the Osijek-Baranja County are cities of Osijek, Donji Miholjac, Đakovo, Našice, Belišeće, Beli Manastir, Valpovo and municipalities Bilje, Bizovac, Draž, Erdut that stand out due to certain tourist attractions, activities but also tourist employees and local authorities of this area that put the existing valorized resources in the function of tourism (www.tzosbarzup.hr).

Eastern Croatia is considered to be inadequate utilized in terms of tourism since it has exceptional potential for the development of several different selective forms of tourism thanks to its natural basis and historical development as well as human resources. Osijek as a regional economic, commercial, cultural center of the eastern Croatia is characterized by valuable and unique historical sites, sporting and hunting activities, the habitat of endemic plants and animals, culinary delicacies, rich culture and history - from prehistorical culture of Vinodol and the nature park Kopački Rit, to the complex of fortress "Tvrđa". University of Osijek and secondary education system are also important resources that can generate staff potentials capable of sustainable and economically advantageous management of all tourism resources (Tourist Board of Osijek-Baranja County, 2012.)

An indispensable segment of Osijek-Baranja County tourism offer is a large number of equally attractive locations. So we face Beli Manastir as a medieval center of Baranja with the Catholic convent from the 13th century and folklore performances of handicrafts and gastronomy - Baranjski bečarac. Then there is the monumental Đakovo cathedral which was built under the auspices of Bishop Josip Juraj Strossmayer in the 19th-century and the manifestation of Đakovački vezovi, Lipicaner horses bred on farms with tradition of since 1506. year and exceptional potentials for the development of wine tourism, and Ilok with historic urban core with a variety of valuable buildings from the 18th and 19 century, which also contributes to the rich cultural fund of the region. Following Našice with horticultural monuments in possession of the historic Castle Pejačević, Vukovar as a symbol of Croatian national pride, severely damaged in the war, the world's relevant prehistoric archaeological site Vučedol, Vinkovci with pre-Romanesque church containing graves of the kings Koloman and Ladislav, the province Erdut with the remnants of eneolithic bronze culture and the famous vineyard culture (Guinness record for the world's largest barrel of 75 000 liters), Slavonski Brod with archaeological finds from the Neolithic, Iron and Bronze age, Baroque monastery from 1694. and the mansion of Ivana Brlić Mažuranić where the famous children's author wrote most of her fairy tales, Požega in famous Valis Aureae with one of the most beautiful squares in Croatia and Kutjevo with wine cellars from the 1232. years, Surduk Festival in Zmajevac that combines wine, art and tourism, and many other cities, towns, rural municipalities and attractive sites.

1.1.1. Potential to expand tourism offer

Of the recent activities and projects of Tourist Board of Osijek-Baranja County, the emphasis and considerable efforts were noted on further improvement of tourism offer which is reflected through the continuous financial support for various projects, as well as through major tourism projects such as the construction of the port for cruise ships in Batina and Aljmaš, making the tourist wine routes, which include tourist offer of 4 vineyards (Đakovo Feričanci, Erdut and Baranja) from the area and recover the castle of Eugene of Savoy in Bilje and marketing tourist function, a project of setting tourist signs for the entire county, project of making Ethno-track village Karanac in collaboration with the tourism entrepreneurs of ethno village, new product development (historic tourist trail park Donji Miholjac, support for sport and fishing society Drava in designing tourism offer of fishing tourism, development of bike trails in the Osijek-Baranja County as part of international bicycle paths) then participation in trade fairs and special presentations at home and abroad (Ethno-Eco Croatia, Days of Wine and Tourism, Baranja bečarac, Fair of old customs and crafts, Đakovački vezovi, Straw Land Art Festival, etc.).

In particular, the development of the city of Osijek, from the perspective of the tourism industry, should take into account the evaluation and rehabilitation of the natural and cultural resources, usability of contents offering solutions to the problem of seasonality (spa, ski resorts and the development of selective forms of tourism such as rural, hunting, event and many other). Also, segmentation of the market demand should be conducted in order to start with creation and promotion of specific tourist products based on the principle of planning and organizing development management of tourism destinations.

This should be feasible if the tourism policy and practice to introduce changes such as improving infrastructure, increasing capacity utilization, education, tourism workers, then the establishment of destination management organization, guidance on appropriate strategies and promotion of tourism products and of making a recognizable image and identity of the city.

But the main competitive advantage of Osijek and entire Slavonia area is considered urban and tourist insaturated and environmental tidiness in areas, archaeological zones, nature reserves, preserved traditional gastronomy, ethnology and ethnography and the mentality of its inhabitants with genuine hospitable and friendly character. All this greatly affects the loyalty and the return of the visitors, but for the further destination development it is desirable to study the example of the development of foreign tourist regions such as the application of specific local policies offering variety of contents in tourist products and the creation of integrated tourism products, micro locations of all areas of Slavonia, which will give sort of synergistic effect.

Unifying and improving the tourism supply Ministry considers a priority and assumption of the successful future development of inland tourism, which is best accomplished by forming high-quality integrated products. These products should be a combination of tangible and intangible aspects of selected tourism offer natural, cultural and historical resources, which make the development of selective forms of tourism in the eastern Croatian (www.kongres-rural-turizma.org). The fact is that the immaterial part of the offer are the anthropogenic elements and human factors such as the kind and educated caterers, hospitable host or travel agent service. Indicated could be improved through continuous education and training of personnel, resulting in and raises the level of quality of services provided. It should also increase the number of additional features that allow visitors to gain a truly authentic experience of life in continental Croatia and gain insight into the customs and traditions of the original and preserved environment as it is to survive. Unfortunately, these areas are still not considered attractive enough so most investments go into coastal areas, although it is possible to develop a large number of selective forms of tourism based on long-forgotten historical tales and traditions.

Modern visitors enjoy the most innovative products and services so several new attractions to existing classical selective offer and gastronomic tourism could be initiated, for example workshops on decorating flasks or preparing sausage Kulen, participating in the process of catching fish and making fish stew following traditional recipes, or a long-run experience of taking a tour to wine production facilities and "adopting" vines in order to receive regular information about the progress of vines and finally be presented with a bottle of wine made from concerned grapes only if you return to the destination next year. Also it is preferable to point out prominent and well-known brands that carry „Croatian Creation“ label (sausage Kulen from Belje manufacturers, pear brandy from Požega, Slavonian jewelry) and the sign of „Croatian Quality“ (Đakovo kitchen furniture, Osijek beer) to educate visitors about the local values and improve the recognizability of Slavonia and Baranja as tourist destination regions.

2. Valorisation

Attraction base is the main appealing element of the destinations and the key assumption of its tourism development. Attractiveness of each destination consists of natural and cultural heritage, and of that it is possible to improve the efforts of the community, while tourist attractions are considered as individual sites, events or manifestations that amplify its attributes attractive power.

The process of evaluation for croatian tourist attractions include:

- a) identification (recognition) of main attractions,
- b) systematization of the identified by type of attraction,
- c) ranking the identified by the importance within a particular types,
- d) touristification level assessment of the main attractions (Kušen, 2002.).

Identification of the main attractions is made based on a variety of sources, such as materials of competent institutions dealing with the protection of natural and cultural heritage by organizing tourist activities and the promotion of Croatian tourism, and all other materials that deal with tourism attraction base, from the numerous studies on the national and regional level to tourist brochures and indigenous monographs. To begin the process of evaluation its attractions should be separately ranked according to the attractions appeal to the *international market* (targeted attracts foreign visitors), *national* (domestic travel targeted tourists and foreign ones visit them during the journey undertaken with a different purpose), *regional* (county) and *local* (cities and municipalities), followed by an assessment of their touristification degree (Institute of Tourism, 2011)., meaning tourist orderliness, availability and marking certain attractions through three levels - *level A* means complete tidiness, good transport accessibility and marked units certain attractions that are generally not required to be investments other than routine maintenance, while *level B* indicates a satisfactory level, and *level C* with low arrangement and marked units attractions, while still allowing access to the attraction, at which both require additional funding and which need better fitting to give a substantial boost to tourism development and contribute to reducing seasonality and / or steady dispersion in tourism demand. There is also a fourth degree of touristification defined as *zero*, which include sites unequipped and incompatible with tourism (castles as hospitals, prisons, etc.).

Table 1 Main croatian cultural - historical attractions of international significance*

Region	Attractions	Turistification degree
Ancient and prehistoric heritage		
All macro regions	Archaeological sites dating from the Roman period (Salona, Narona, područje Dunavskog limesa)	B
	Hušnjakovo, Vindija, Vučedol, and other paleontological and prehistoric sites	B
Baroque heritage		
Continental Croatia	Fortress Tvrđa and town center in Osijek	B
	Old town Ilok	B
	Baroque parts of town Varaždin and other continental cities of Croatia (Samobor, Čakovec, Karlovac, Požega, Đakovo, Vukovar)	B
	Dvorci i palače (Trakošćan, Veliki Tabor)	B
Other cultural-historical heritage		
Continental Croatia	Memorial sites (Vukovar, Jasenovac)	B
All macro regions	Forts (Nehaj/Senj, Knin, Klis, Slavonski Brod)	B
	Birth places of famous people (Tesla, Tito, Marko Polo)	B

Source: Institute of Tourism: Master Plan and Development Strategy of Croatian Tourism, Report 03, Zagreb, 2011.

*The original tabular display was shortened for this article

2.1. Example of „Tvrđa“ as an adequately valorised monument

Within the interrelations of culture and tourism, special importance should be given to the evaluation and revitalization of cultural and civilizational heritage as an essential component of the tourist attractions. In this context it is necessary to analyze the evaluation and rehabilitation of monuments and cultural heritage of the superstructure and the role of cultural heritage as a factor in improving tourism promotion. As an example of the above mentioned monuments, ethnology and ethnographic elements, cultural institutions and cultural events, as in the city of Osijek, best describes an example of the complex evaluation of the Fortress Tvrđa.

The complex of the Fortress belongs to most significant old Croatian city centers and has the greatest harmony Baroque military buildings preserved until today (www.aoot.hr). Tvrđa was built in the 18th century by transformation of current elderly historic city that stood on the key strategic crossing over the river Drava, on the border with the Ottoman Empire and was designed and built by Prince Eugene of Savoy in year 1712, modeled by the Dutch military fortifications. Tvrđa had four gates: New (South), Water (Northern), Imperial (East) and Valpovic (Western), but to this day the only preserved is the Water Gate, with a memorial tablet to the builder of fortresses, General Johann von Stephan Beckers. Tvrđa also preserved St. Trinity square, beautiful aristocratic and civic buildings, the building of the Museum of Slavonia, the old high school, post office, orphanage, church of St. Michael with valuable inventory, former taverns now transformed into bars and nightclubs, and a Franciscan monastery (Slavonia's first faculty in 1735.). Due to the rapid development of war technology and expensive maintenance of existing military facilities, in the late 19th and early 20th centuries, Tvrđa has become unfit for the military, the public and town administration have required the demolition of the walls because they interfered with economic development and transport links between the Upper and Lower Town. So they remain to this day preserved only in parts of Charles and Eugene bastions with the Water tower.

Nowadays in Tvrđa there are numerous institutions of which is most important to mention the Agency for reconstruction of Tvrđa, established by the Ministry of Environmental Protection, Physical Planning and Construction, Osijek-Baranja County and the City of Osijek, whose activities include tasks related to the protection, renewal and revitalization of the Osijek Fort, like making plans and programs of reconstruction of architectural heritage, organizing and implementing supervision of construction works, monitoring implementation of investment programs, organization and performance of marketing and other promotional activities, and coordinating the work of the participants in the restoration of monuments.

As the largest fully preserved baroque composition from the 18th century in Croatia, historic town of Osijek, Tvrđa is already third time nominated for entry into the UNESCO World Heritage List, but the criteria are very high and demanding, which is why the agency was established, although the problems and needs of reconstruction and revival of the Tvrđa have been present for some time. The agency aims to carry out extensive and complicated work on the restoration and revitalization of Tvrđa, with the use of current research for the restoration plan from 1976., based on a study of historical events, urban development, stages of development, archaeological research, complex analysis of the current physical condition of individual buildings, the original purpose of the research, with the following principles:

- a) *Protection* includes conservation approach intended to prevent the devastation and decay of individual buildings.
- b) *Renewal* means architectural restoration and constructive empowerment of individual buildings for continued daily use in accordance with the monumental protection regime.
- c) *Revitalization* implies revival of area by entering contents related to needs of modern living.

Restoration of Tvrđa will be carried out in accordance with spatial planning documents and the Programme protection plans, restoration and revitalization of Tvrđa, while on international cooperation in the reconstruction project, one of the most important activities of the Agency will be the re-establishment of active cooperation with the Committee for Cultural Heritage of the Council of Europe. The main objectives of the reconstruction projects the systematic restoration of monuments by the principles of ICOMOS, the preservation of multifunctionality enabling optimal unfolding functions (inhabit, work, leisure, transport), providing conditions for the traditional functions (city government, culture), the introduction of new active contents within the urban structure will be to arouse interest in people of Osijek and the wider community, the establishment of internal social and economic balance in the space of the historic center in a way to restore social life and stop the negative socio-economic processes, adoption and implementation of economic

measures that will encourage the management of core and will , while preserving the overall historical value, become the generator of its renewal and revitalization, etc. (www.aoot.hr).

3. Conclusion

Regarding the availability and quality of natural and cultural resources, Osijek-Baranja County is outstandingly rich county, but according to many economic indicators, there is a developmental stoppage compared with an average for Croatia (Tourist Board of Osijek-Baranja County, 2012). In that sense, the latest development strategy of Osijek-Baranja County states the goals for development of the tourism sector, according to unification and promotion of tourism, from the preservation of natural and cultural heritage, improving knowledge and professional skills of human resources in the tourism industry, the development of new tourism products with the growth of all continental forms of tourism, with an emphasis on cultural, ecological and rural tourism.

Tourism in Osijek-Baranja County has to develop much faster based on the existing resources and a specific variety of space. However, long-term tourism development is required to be based on the active protection of natural and cultural heritage. Of great importance is the implementation of proper resource inventory according to the criteria and the significance of attractive force for the development of the local tourism economy, which is necessary to establish a new strategy for tourism development at the local and regional level, and with respect for the principles of sustainable development. Given that the greatest potential for growth show just certain types of specialized selective tourism, it is necessary to implement new ways to use these vast resources (principles of sustainable development for destination management), which also improves the existing concept of development and strengthen the attractive factors of Croatia's inland tourism. Since Croatian tourism development strategy predicts the development of tourism throughout the country with the intention of harmonizing regional, economic and social development, it is necessary to pay special attention to the plans of evaluation valuable tourism resources and tourism outside the Adriatic region, and this opportunity should be taken to 'learn while traveling' with an emphasis on regional cooperation and coordination that would encourage the simultaneous development of several selective forms of tourism.

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