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CULTURAL ATTRACTIONS IN THE FUNCTION OF DEVELOPMENT OF CULTURAL TOURISM IN THE TERRITORY OF THE CITY OF ORAHOVICA

KULTURNE ATRAKCIJE U FUNKCIJI RAZVOJA KULTURNOG TURIZMA NA PODRUČJU GRADA ORAHOVICE

ABSTRACT

Nowadays, a cultural tourism market is being rapidly expended, and cultural tourism is categorized among the fastest-growing tourism sectors. Cultural contents of a tourist destination, as a motive for tourist travels, encompass specific elements representing a reflection of culture of a nation, consisting of culturohistorical monuments, archeological sites, cultural institutions, cultural manifestations and various anthropogenic factors inciting a motivation for an acquaintance with the customs, tradition, popular art, traditional crafts and trades, gastronomy and other cultural characteristics of a region. The recognition of cultural contents as tourist motives centralizes an issue of structuralization of cultural offer and its adjustment to an overall tourism offer of a receptive area, and thereby also the issue of promotion of cultural tourism as a specialized tourism form, which should satisfy a cultural tourists' need for an active vacation through versatile forms of selective offer and through an enrichment of knowledge and cultural experiences. The purpose of this paper is directed toward an analysis of realistic and potential cultural attractions in the function of cultural tourism development in the territory of the City of Orahovica. As a protected monument of the highest category among numerous culturohistorical monuments and profane and sacral edifices of the City of Orahovica, to which history has left an abundance of historical and cultural legacy of various stylistic features, especially emphasized is the Ružica Citadel, one of the largest medieval fortification complexes in Croatia created toward the end of the 14th and at the beginning of the 15th century. The results of an analysis of culturohistorical resources of the City of Orahovica direct toward a conclusion that the authenticity of destinations based on a culturohistorical heritage of the City of Orahovica represents a solid tourist attraction basis, whereby a tourist valorization of culturohistorical artefacts and localities should be based upon a sustainable management of cultural resources as the realistic or potential cultural attractions and an efficacious coordination of all the factors comprising a cultural offer spectrum of the City of Orahovica as a cultural tourist destination.

Key words: *culturohistorical monuments, cultural resources, tourist attraction basis, cultural tourist destination, cultural tourism*

SAŽETAK

Tržište kulturnog turizma u današnje se vrijeme naglo širi, a kulturni turizam ubraja se među najbrže rastuće turističke sektore. Kulturni sadržaji turističke destinacije kao motiv turističkih putovanja obuhvaćaju specifične elemente koji predstavljaju odraz kulture nekog naroda koju čine kulturno – povijesni spomenici, arheološki lokaliteti, kulturne ustanove, kulturne manifestacije te raznovrsni antropogeni čimbenici koji potiču motivaciju za upoznavanjem običaja, tradicije, narodne umjetnosti, tradicionalnih obrta, gastronomije i drugih obilježja kulture određenog područja. Prepoznavanje kulturnih sadržaja kao turističkih motiva u centar pozornosti dovodi pitanje strukturiranja kulturne ponude i njenog uklapanja u ukupnu turističku ponudu receptivnog područja, a time i pitanje promicanja kulturnog turizma kao specijaliziranog oblika turizma koji bi kroz raznovrsne oblike selektivne ponude trebao zadovoljiti potrebu kulturnih turista za aktivnim odmorom kroz obogaćivanje znanja i kulturnih iskustava. Cilj rada usmjeren je na analizu realnih i potencijalnih kulturnih atrakcija u funkciji razvoja kulturnog turizma na području grada Orahovice. Među brojnim kulturno – povijesnim spomenicima te profanim i sakralnim građevinama grada Orahovice, kojemu je povijest u nasljeđe ostavila bogatstvo povijesne i kulturne baštine različitih stilskih obilježja, kao zaštićeni spomenik nulte kategorije osobito se ističe Ružica grad, jedan od najvećih srednjovjekovnih fortifikacijskih kompleksa u Hrvatskoj nastao krajem 14. i početkom 15. stoljeća. Rezultati analize kulturno – povijesnih resursa grada Orahovice upućuju na zaključak da autentičnost destinacija temeljenih na kulturno – povijesnom nasljeđu grada Orahovice predstavlja solidnu turističku atrakcijsku osnovu, pri čemu bi se turistička valorizacija kulturno – povijesnih objekata i lokaliteta trebala temeljiti na održivom upravljanju kulturnim resursima kao realnim ili potencijalnim kulturnim atrakcijama i učinkovitom koordiniranju svih čimbenika koji čine spektar kulturne ponude grada Orahovice kao kulturne turističke destinacije.

Ključne riječi: *kulturno – povijesni spomenici, kulturni resursi, turistička atrakcijska osnova, kulturna turistička destinacija, kulturni turizam*

1. Introduction

Tourism, as the most massive and dynamic socioeconomic phenomenon of the modern world, has been recently increased. The transformation of the “hard” tourism into a “soft” form thereof, oriented toward an individual, environmental protection, as well as to the local population and local culture protection, has significantly influenced the tourist offer and demand, resulting in an increase in tourism offer versatility and a continuous work on an improvement of quality, impelling the betterment of productivity (Kušen, 2002). Unlike massive tourism, the selective tourism forms place special emphasis on the importance of communal identity preservation and satisfaction of primarily local and then global interests (Jadrešić, 2001). Due to an accelerated development of the tourist market, new necessities emerge in tourist demand, while special attention is devoted to the planning and development of selective aspects and types of tourism on a local, regional, and national level, whereby culture and cultural heritage construe significant cultural resources.

The recognition of cultural contents as tourist motives centralizes the issue of consideration about a tourist offer adjustment to an overall tourist offer of a receptive area, as well as an

issue of promotion of cultural tourism as a specialized tourism type that could satisfy the tourists' need for an active relaxation through the enrichment of existent knowledge and cultural experiences (Mihoković, 2010) via versatile forms of selective offer. With regard to the fact that culture becomes touristically attractive, but not sooner than it is specially formulated, presented, and offered to the market at certain price, whereby cultural attractions become a medium of visitors' attraction to a destination, a destination for the development of cultural tourism has to have a tourist attractiveness, an existent image, and a realized tourist turnover. The existence of a cultural image and atmosphere in a destination implies an adequate locality layout, i.e., their attractions (Geić, 2011), whereas a visit to a tourist destination within a natural surroundings enables a vision and a realization of the past and the present cultural creativity, as well as richness of cultural and artistic wealth in the museums, historical edifices, and localities (Vrtiprah, 2006).

In that sense, the assurance of a high-quality cultural-touristic offer presupposes an intensive cooperation between a tourist and a cultural sector, based upon the knowledge of cultural tourism, supply and characteristics, and an adjustment of cultural resources to the visitors' needs (Tomljenović, 2006). Concerning the fact that cultural tourism primarily has to fulfill the requirements of a content-rich and active vacation while providing the tourists with the new cultural experiences, sacral monuments, burghs, citadels, castles, museums and galleries, archeological sites, ethno localities and monumental complexes are opined as the basic elements of a cultural tourism offer (Ružić, 2009). Cultural contents of a tourist destination as a tourist travel motive also relate to all specific elements representing a reflection of culture of a nation, which also encompass various anthropogenic factors that are reflected in a desire to get acquainted with the customs, tradition, popular art, traditional crafts and trades, gastronomy and other features of a receptive area culture, except cultural monuments and localities, sacral edifices, cultural institutions and cultural manifestations.

2. Cultural Tourism: Toward Tourism of Experience

Nowadays, a cultural tourism market is being rapidly expanded, whereas the tourist trends demonstrate an increase in interest in cultural tourism, categorized among the fastest-growing tourist sectors, and the cultural tourism's interest focus is being increasingly and pronouncedly transferred from an interest in cultural monuments and localities to a significantly broader interest in various cultural aspects, wherefore the cultural tourism offer is not limited to the purposeful cultural locality sightseeing any more but becomes a part of a destination "atmosphere," jointly created by both the tourists and local populace (Jelinčić et al., 2010). It is exactly a possibility to jointly create a destination "atmosphere" that represents an opportunity to participate in new cultural experiences and a chance for an encounter, approximation, and cross-fertilization of cultures through a relationship toward the "other" and the promotion of their cultural diversity as a basis of cultural learning and mutual enrichment.¹⁸⁹

189 In globalization conditions, small-sized countries and their cultures are placed under a special pressure, while the largest obstacle to globalization on a cultural level is construed by a cultural identity such as language, art, and tradition (Jadrešić, 2010). The recognition and exploitation of specificities of one's own through the expression of unity of various attractions in a local area is considered an opportunity for their defense from disappearance. A basic objective thereby should be directed to an enforcement and valorization of proper specificities and differences, while harmonization of all the offer aspects of a cultural tourist destination should be directed to an acquaintance with and an acceptance of cultures.

In this context, the designations that define cultural tourism as “a form of tourism of a specific interest wherein culture represents a basis for the attraction of tourists and a basic travel motivation” (Jelinčić, 2009, qtd. in McIntosh and Goeldner, 1999; Zeppel, 1992), i.e., as “an experience or a contact of various intensity with a unique social heritage and specific locality character” (Jelinčić, 2009, qtd. in Blackwell, 1997; Schweitzer, 1999), are emphasized among numerous definitions of cultural tourism. Some of cultural tourism definitions coincide with the definitions of tourism of heritage (and are used as equivalents), whereby the one that defines the tourism of heritage as “a phenomenon focused on visitor’s motivation and perception, not a local specificity” is being emphasized (Jelinčić, 2010, 38, qtd. in Zeppel and Hall, 1991, 49). The tourism of heritage in this sense contributes to an emphasis laid on identity and cultural heritage preservation, whereby culture serves as a medium of understanding among people of various ethnicities, cultures, religions and weltanschauungen. It is exactly the emphasis on culture as a medium of understanding, approximation, and acceptance of various cultures that provides cultural tourism with a dimension of “a tourism of experience,” whereby the number of international visitors is also increased by virtue of an increase in travel, what centralizes the issue of a specific way of interpretation and presentation of local cultural artefacts, which the visitors of various cultures “feel” and specifically experience on localities that become the hubs of various cultures (Jelinčić, 2010).

3. Cultural Attractions in the Territory of the City of Orahovica

The first known historical writings on the City of Orahovica date back to 1228, and the name of the city of Orahovica is derived from the historical names *Raholcha*, *Raholcza*, *Rachowcha* and *Rahowza*. The historical sources circumstantiate that the Romans, Tatars, and Turks sojourned in this area, whereas Orahovica experienced a great flourishing as a medieval town toward the end of the 14th century, having seen its largest economic expansion toward the end of the 19th and at the beginning of the 20th century connected with the Gutmann family, which began its exploitation of natural resources and the development of industry in that period. Concerning its urban features and a rich culturohistorical heritage, Orahovica obtained the status of a city in 1997, while 12 suburban neighborhoods comprise its municipal area nowadays (Mažuran, 2008).

The area of the City of Orahovica belongs to the eastern Croatian tourist region, and an abundance of culturohistorical landmarks is divided in cultural heritage artefacts and historical localities and cultural manifestations in this paper. The potential of cultural resources is possible to be utilized for the purpose of cultural tourism, and their analysis is performed with regard to a tourist attraction basis, a possibility of tourist valorization, and affiliation with certain category, whereby the cultural heritage edifices and historical sites are evaluated by the 1 to 5 grades and classified into realistic and potential cultural attractions (Table 1).

Table 1 Survey of real and potential attractions of the City of Orahovica

Number	Title	Description	Tourist attraction basis	Tourist valorization possibility
1	Ružica Citadel	one of the largest medieval fortification complexes in Croatia, located on the Papuk, erected toward the end of the 14 th and at the beginning of the 15 th c., a symbol of the City of Orahovica, a highest-category monument	real attraction	very good, with an additional road arrangement and an adequate fortification repair
2	Noblemen	erected in the 15 th or the 16 th c.,		good, with regard to the

Numb er	Title	Description	Tourist attraction basis	Tourist valorization possibility
	Curia	represents a rare example of a self-sustained profane late Gothic and early Renaissance edifice in the territory of Slavonia, comprising a unique monumental entity with the Ružica Citadel	potential attraction	connection of the Ružica Citadel with the Curia, but requiring an access road arrangement
3	Old Oršulić Town	a noblemen town or fortification located on the Papuk, assumed to be older than the Ružica Citadel, categorized as an early medieval burgh according to the erection type	potential attraction	good, with additional brochures and an access road arrangement
4	Mihalović Curia	a noblemen court, a grounded castle of the Orahovica-based nobility located in a municipal park, erected in the 18 th c., nowadays housing the Municipal Library and Museum	potential attraction	very good with regard to its location, but with an adequate presentation
5	St. Nicholas Monastery	erected in the 16th c., one of the oldest Orthodox monasteries in Croatia, a highest-category monument built in the style of the Moravian school, representing the only example of architecture of that type in the territory of Slavonia	real attraction	excellent, with an appropriate presentation and a better sightseeing possibility
6	St. Cross Church	built in 1756, represents the oldest preserved and the most valuable baroque architectonic monument of the City of Orahovica	potential attraction	very good regarding its location, but requiring an adequate presentation
7	St. Lawrence Church	erected in the Gothic style in the 13th c., the Church and its inventory are inscribed in the Republic of Croatia's Cultural Artefacts Registry, and a series of strata discover the existence of several churches and a cemetery at a locality surrounding the Church	potential attraction	excellent regarding its archeological value, with an adequate presentation
8	Watermill	built at the beginning of the 20th c. as a common watermill for the families of Orahovica region, located in a municipal park, a unique example of preserved monuments of the type in Slavonia	real attraction	excellent regarding its location, design, and accessibility
9	Ružica Citadel Hotel	erected in 1906, represents an example of Secession architecture in Orahovica, subject to various adaptations through restoration but saved from ruination and returned to its original function	potential attraction	very good, with a more adjustable working hours and better information access
10	Municipal Museum	housing a permanent exhibition on the Ružica Medieval Citadel, presenting an archeological material from the early medieval period collected while exploring the Ružica Citadel	real attraction	very good, with a more adjustable working hours and better information access
11	Čiro Engine	Krauss' narrow-gauge engine built in Munich in 1939, a unique example of an engine of this type in the world, exhibited in a small park of the former Train Station in downtown Orahovica	real attraction	excellent regarding its location, arrangement, uniqueness and presentation
12	Municipal Park	first mentioned in chronicles in 1862, domineered by the high old trees, large-	real	excellent concerning its location and arrangement

Number	Title	Description	Tourist attraction basis	Tourist valorization possibility
		area lawns, ornamental shrubs and a promenade decorated by flowerbeds	attraction	

Source: auctorial research

The first phenomenal forms of everyday life culture of an area may be considerably interesting concerning tourists' attention. In that sense, cultural manifestations comprise an important part of tourist offer, representing an inseparable part of tourist identity and serve as a valuable and significant supplement to the visitors' sojourn in an area. As cultural manifestations, with an offer of cultural abundance, tradition, and nonmaterial heritage of the Orahovica region are oriented to the visitors and public, i.e., to tourist visits *per se*, they are classified in the categories of manifestations having a local, regional, national or international character, with an accompanying list of their characteristics (Table 2).

Table 2 Survey of manifestations in the territory of the City of Orahovica

Number	Title	Description	Time	Category
1	Legend of Ružica	a manifestation that would like to illustrate the Middle Ages and the period of the Ružica Citadel erection, with an emphasis laid on a knightly orders' parade, old crafts and trades fair, archers' tournament, a Ružica Citadel battle reconstruction, a chivalric tournament for the hand of a maiden named Ružica and a knightly supper	Aug./Sept.	regional
2	Orahovica Spring	a cultural-entertaining manifestation, with an emphasis laid on sports, social, cultural and entertainment events at various locations, with a Floral Promenade and a Folklore Review being the central ones	first weekend in Jun.	regional
3	Crkvarac Spinning Bee	a traditional cultural manifestation, with an emphasis laid on a presentation of traditional rustic customs, jobs, games and popular events	last Sun. prior to Christmas	regional
4	Ferragosto Jam	an urban music festival held at the Orah Recreational Area	first weekend in Aug.	national/ international
5	1.1.2 Slavin	an international viticultural, enological, and pomological fair, with an emphasis laid on educative programs, traditional Slavonian specialty-making contests, wine and alcoholic beverage evaluation and a Wine Ball	Mar.	national/ international
6	Green Silvanac Festival	a festival organized within an IPA-financed project titled <i>Hungarian-Croatian Wine Story</i> , with an emphasis laid on wine tasting and gastronomic offer	Aug.	national/ international
7	Golden Nut	an international confectioner championship pertaining to the confection-making from the autochthonous Slavonian foodstuffs, with an emphasis laid on nuts as a food recognizable in the Orahovica region	Jun.	national/ international

Source: auctorial research

4. Developmental Perspectives of Cultural Tourism in the Territory of the City of Orahovica

An analysis of realistic and potential cultural tourist attractions and cultural manifestations in the territory of the City of Orahovica (Tables 1 and 2) direct to a conclusion pertaining to an

existence of cultural resources that can be valorized and utilized for the purpose of cultural tourism development, as well as for a supplementation of an overall tourist offer of the City of Orahovica. The possibility of their tourist valorization is evaluated as very good and excellent, with a stipulation for the additional conditions to be fulfilled, whereby it is deemed significant to emphasize that an authenticity of destination based on cultural heritage may realize a competitive advantage with regard to other destinations, with an appropriate cultural resource management (Vrtiprah, 2006) and additional investment in their conservation, as to make everyone aware of their historical, cultural, and tourist value for potential visitors.

The majority of tourist activities in Orahovica is directed to its most known natural resource, the Orahovica Lake located within the Orah Recreational Area. Beside the lake, many attractive amenities, sports grounds, camping sites and catering facilities are located. On the basis of an analysis of annual cultural manifestation taking place in the territory of the City of Orahovica, one may conclude that the majority of manifestations, among which the Legend of Ružica, Orahovica Spring, Crkvarac Spinning Bee, Ferragosto Jam Urban Music Festival, Green Silvanac Festival and the Golden Nut are specially emphasized, take place at the Orah Recreational Area, what significantly contributes to the promotion of cultural tourism, in addition to the promotion of a natatorial one. Most of the analyzed manifestations has a regional character, they take place generally in estival months, and it is necessary to excogitate an additional cultural context offer that can be offered annually as to avoid their seasonal character.

A basic presupposition for the development of tourism encompasses an adequate quantity of similar attractions or those compatible to the culture, an existent destination image, tourist attractiveness and a destination tourist turnover (Demonja, 2006), whereby the assurance of its tourist availability is considered a significant presupposition for the transformation of a potential into a realistic tourist attraction. In that sense, in 2012 the City of Orahovica Tourist Board issued the brochures that promote municipal landmarks and possibilities to spend an active vacation while visiting cultural manifestations. Information panels with recognizable tourist photographs and catering facility data, information panels at the Orah Recreational Area, as well as brown-colored signalization, were installed at certain spots in the city.

As to purposefully and economically use the cultural resources in cultural tourism, it is necessary to adapt the resources' physical attributes as well as their contents (Tomljenović, 2006). The Watermill and the Ćiro Engine are the examples of cultural resources that can be used even better touristically. In other words, by restarting and appropriately representing the watermill, the attractiveness of the very facility would be higher. Also, with regard to the fact that a railroad track transporting the passengers to the Orahovica Lake was existent in Orahovica, by relaunching the engine or by remaking a similar one the two localities would be creatively reconnected, the engine would acquire necessary presentation, and the attractiveness of this unique motive monument would be increased, while the historical development of Orahovica and its tourism industry would be simultaneously adequately presented.

Equally, the facilities and sites such as the Ružica Citadel, the Old Town, the Noblemen Curia, and the Mihalović Curia are still lacking a high-quality information on historical characteristics of edifices and localities. Concerning the Ružica Citadel location, a more pronounced recognizability of not only the Citadel but also of the entire City of Orahovica would be achieved by Citadel's illumination, while the medieval fortifications on the Papuk Hill necessitate an additional access road design and repair due to potential landslide

danger.¹⁹⁰ Concerning the fact that cultural heritage can be promoted through various legends, historical persons, and the introduction of contemporary interpretational modalities involving historical costumes and multimedia (Vrtiprah, 2006), the Legend of Ružica is a specific example of combining a manifestation with an immobile cultural artefact, contributing to a better recognition and an increase in interests pertaining to the Citadel's tourist sightseeing. In that sense, the presentation of the Ružica Citadel as a unique Croatian medieval locality is facilitated by the establishment of the Order of the Ružica Citadel Knights' Association, whose potential lies in its history.

5. Conclusion

A performed analysis of realistic and potential cultural tourist attractions directs toward a conclusion that the City of Orahovica, thanks to its landmarks that have been touristically exploited throughout history, has a tourist tradition. The existent cultural resources can still attract a major number of tourists, accompanied by an adequate developmental strategy of the area, with a special emphasis laid on cultural-touristic offer that could supplement as well as a significant component of an overall tourist offer.

In that sense, the development of cultural tourism in the territory of the City of Orahovica necessitates an enrichment of the existent and a design of the new attractions, a continuous improvement and creative enrichment of the existent manifestation and event programs, an elevation of the degree of knowledge and skills necessary for the development of authentic and recognizable cultural products, an improvement in the information system, a promotion and distribution of cultural-touristic products, as well as an upgrade of their interpretational standards. The realization of these requirements presupposes the existence of a stimulating legislature and an adequate financing, a high-quality marketing approach with regard to its design and structure, as well as human resources necessary for an efficacious management of the aforementioned processes.

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190 Culturohistorical and artistic routes represent one of the basic cultural resources (Pančić Kombol, 2006), and an additional cultural attraction, encompassing various monumental sites and historical facts interesting to the visitors, would be created while thematically combining the medieval Papuk fortifications.

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