Cultural Routes as Innovative Tourism Products and Possibilities of their Development

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Abstract

The research focuses on cultural routes, as a type of a specific cultural tourism product, and the possibilities of their development. The study describes the main characteristics of cultural routes, taking into account and exploring the main factors that affect the development of such routes. The aim of this paper is to deepen our understanding of the relationships between culture and tourism, to illustrate in which way culture drives touristic development.

Owing to the Council of Europe's interest and involvement in the development of cultural paths for the past two and a half decades, as well as the ever-increasing popularity of cultural paths in Western Europe, the main hypothesis of this paper is that cultural routes have great possibilities for providing the sustainable development of culture and tourism in the Southeast Europe.

Keywords: *cultural routes, heritage, tourism, sustainable development*

JEL Classification: Z320

1. Introduction

First of all, the study demonstrates in what way cultural heritage sectors could contribute to the economic and social potential and it also points to new models of gaining a collaborative and competitive advantage for cultural and touristic institutions and SMEs. Secondly, the study provides an understanding of the key factors that strengthen creative and cultural industries and suggests general approaches for a cultural route development and branding. Finally, it reveals the possibilities of raising awareness of common cultural heritage through cultural routes development and by means of branding both Serbia and Southeast Europe.

2. Methodology

The first part of this study is mainly based on desk research secondary data analysis, review of the related material and information available online and a Cultural Routes survey. Given the complexity and novelty of the field, the methodology is based on the analysis of a set of case studies, which will cover the routes of Council of Europe, the cultural routes supported by UNWTO/UNESCO and European Routes of Industrial Heritage, but also potential routes in Serbia and the region of Southeast Europe.

In the second phase, in order to collect data and map potential cultural routes in Serbia, we have also included various qualitative techniques such as observation methods, meetings and individual depth

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interviews with the key stakeholders, focus group discussion with museums, tourist organizations, regional development organizations, etc.

3. Definition of the Term

The cultural route is phrase used to describe a new and innovative concept for travel experience. It is a unique product of creative tourism that thematically link together different attractions and interesting destination points in a country, or throughout various countries.

In definition of Council of Europe, cultural route is presented as "a cultural, educational heritage and tourism co -operation project aiming at the development and promotion of an itinerary or a series of itineraries based on a historic route, a cultural concept, figure or phenomenon with a transnational importance and significance for the understanding and respect of common European values" (Council of Europe, 2010/1).

At the beginning, it is important to note that the concept of the cultural route is complex and multidimensional. In that sense, Berti (2015/1: 14) emphasizes an fact that "the word route is to be understood not only in the restricted sense of physical pathways: it is used in a more conceptual and general sense, meaning a network of sites or geographical areas sharing a theme, taking different forms according to the identity of each site or area".

4. Creating and Managing Cultural Routes in Context of Current Tourism Trends in Europe

In this moment, the Council of Europe Cultural Route and European Route of Industrial Heritage – ERIH are two official groups of Cultural Routes in Europe, run by associations or networks. However, there are also informal cultural touristic routes, established over a period of a few centuries under the influence of political, economic and cultural circumstance (for example, the Silk Route). The primary purpose of such routes has not been tourism, but they have become very attractive in tourism as a particular phenomenon. Also, UNESCO has developed the Routes of Dialogue programme for exchange and intercultural dialogue promotion that includes cultural routes as a category on the World Heritage List. The list includes (UNWTO, 2015/II: 19): the Qhapac Nan, the Andean Road system, the Silk Road, the St. James´s Way - Routes of Santiago de Compostela, the Quebrada de Humahuaca in Argentina, the Sacred Sites and Pilgrimage Routes in the Kii Mountain Range in Japan, the Incense Route in Israel, the Camino Real de Tierra Adentro in Mexico, the Land of Frankincense in Oman, the Church of the Nativity and the Pilgrimage Route in Palestine, Historic Jeddah – the Gate to Makkah in Saudi Arabia, and the Heritage of Mercury between Spain and Slovenia.

Council of Europe Cultural Routes

So far, the Council of Europe has established 33 cultural routes, stretching across 70 countries on four continents, and including thousands of attractive destinations. The activities of the networks are constantly growing. Currently, cultural routes provide a basis for hundreds of cultural events, educational projects and tours (Council of Europe, 2010/1).

The Committee of Ministers of the Council of Europe set the rules for giving the award of the Cultural Route of the Council of Europe certification in the framework of Resolution CM/Res(2010)52, and afterwards revised the rules in the Resolution CM/Res(2013)67. Also, Enlarged Partial Agreement (EPA) was established to enable closer co-operation between states interested in cultural routes development (Resolution CM/Res(2010)53). Twenty-three countries currently participate in the EPA initiative, Serbia being one of them.

In addition, the European Cultural Routes Institute provides advice and expert assistance for the implementation, development, promotion and evaluation of cultural routes, as well as training and capacity building for cultural routes operators (Statute of the Enlarged Partial Agreement on Cultural Routes,

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Appendix to Resolution CM/Res(2010)53). The European Cultural Routes Institute has been based in Luxembourg. Luxembourg Government and the Council of Europe cover its operational costs.

The Institute usually assists candidates for the Cultural Routes of the Council of Europe certification in preparing application. According to Penelope Denu (2014), the time it takes is rather variable (between a single year and 10 years), and it depends on the speed of creation of an association or federation with at least three countries, the constitution of a scientific committee, the organisation and implementation of activities to show the network is operational. The Institute request the signature of an annual contract of €3000 for advice, an action plan and administrative costs. For the procedure, applications are accepted each year until 30 September and the evaluation process ends the following year in April.

One Cultural Route shall be awarded the Council of Europe certification provided that (Council of Europe, 2013):

- the CR represents major European themes, values, history and heritage to at least three countries of Europe, with respect for local, regional, national and European identities and it also contributes to an interpretation of the diversity of Europe;
- the CR is researched and developed by multidisciplinary experts from different European countries;
- in order to develop tourist products, the frame of CR induces the development of innovative projects and partnerships with public and private organisations in the field of culture, tourism, education, economy;
- the network responsible for coordination of the CR has a legal status;
- the CR lends itself to the exchange of cultural and educational experiences for young people;
- the CR identifies and enhances European heritage sites, especially in rural and industrial areas;
- the CR encourages artistic creations which explore the links between heritage and contemporary culture;
- the CR takes care of the tangible and intangible heritage of minorities, promoting dialogue and understanding;
- the CR opens up possibilities for co-operation between Europe and other regions in the world;
- the CR takes account of and promotes the charters, conventions, recommendations and work of the Council of Europe, UNESCO and ICOMOS.

In the field of cultural routes and cultural tourism, there is a partnership between the Council of Europe and the European Union. A meeting of all cultural routes representatives and stakeholders takes place annually as a Cultural Routes Advisory Forum.

As mentioned above, only 33 cultural routes have received the Council of Europe Cultural Route certification (Council of Europe, 2010/2):

1) The Santiago De Compostela Pilgrim Routes (1987) is the oldest European cultural route and is one of the most renowned. "Footsteps of St. James" recreates the ancient pilgrimage in Spain to the Cathedral Santiago de Compostela. Focusing both on their religious and secular aspects, the route has linked a lot of cathedrals, churches, monuments, areas, vineyards, but also architecture, art workshops, a network of free hostels for the pilgrims, bridges, myths, legends and songs. This route is 800 kilometers long. The number of tourists and pilgrims reaches about 4 million annually.

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Figure 1. Santiago De Compostela   **Figure 2.** Hansa

Source: Council of Europe   Source: Council of Europe

2) The Hansa (1991) is a revitalized medieval seafaring merchant's route mainly related to the Baltic Sea. It was an impressive league of up to 200 towns, which for four centuries played a major role in shaping trade and markets in this area. Thanks to the Hanseatic trade, luxurious merchandise from East and North came to the Central and Western Europe. The network links more than 180 member cities from 16 countries.

3) The Heinrich Schickhardt Route (1992) presents Heinrich Schickhardt as the "Swabian Da Vinci" and the key period of south-west German architecture, so-called "Renaissance style of the cities of the Duchy of Württemberg". Heinrich Schickhardt was an architect to Duke Frederick I of Württemberg, an engineer and a cartographer. He built a lot of castles, churches, schools, hydraulic systems, mills, etc.

Figure 3. Heinrich Schickhardt Route   **Figure 4.** Viking Cultural Route
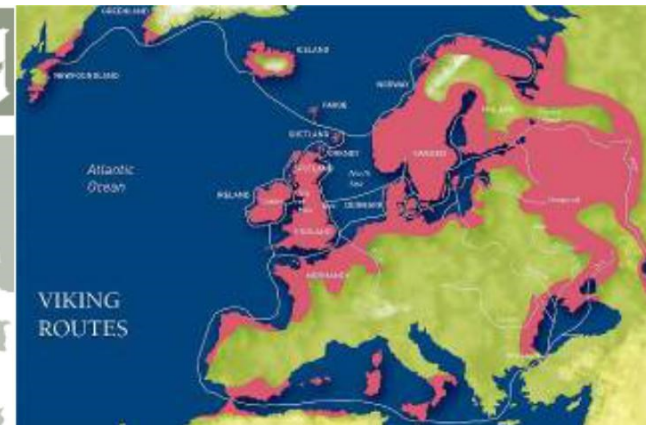
Source: Council of Europe   Source: Council of Europe

4) The Viking Routes (1993) is a network of sites relating to the Viking heritage of Europe and beyond - around 50 sites (archaeological remains, forts, towns, ships, museums, farms, reconstructed longhouses etc.). In the Early Middle Ages when few people were travelling, the Vikings traveled throughout Europe thanks to their unrivalled seamanship skills.

5) The Via Francigena (1994) is the shortest medieval route between the North Sea and Rome. The route connects Canterbury to Rome, following the footsteps of Sigeric, Archbishop of Canterbury. He travelled to Rome in 990 to meet Pope John XV and, thanks to his diary, it was possible to retrace the main stops on this journey.

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Figure 5. Via Francigena   **Figure 6:** Vauban and Wenzel Routes

Source: Council of Europe   Source: Council of Europe

6) The Vauban and Wenzel Routes (1995) promote the mediaeval walls built during the reign of Duke Wenceslas and the "modern" Vauban fortifications. The route represents European history, culture, science and technical accomplishment of the occupying armies.

7) The Routes of El Legado of Andalusi (1997) present the cultural heritage of Andalusia, the artistic expression of the Hispano-Moslem period. This traditional road reassesses cultural, historical and social relationships with the Arabic world and the Latin America.

Figure 7. Routes of El Legado of Andalusi   **Figure 8.** European Mozart Ways

Source: Council of Europe   Source: Council of Europe

8) European Mozart Ways (2002) retrace Wolfgang Amadeus Mozart's footsteps through Europe. This route offers tourists an opportunity to learn about the life and work of one of the greatest classical composers by visiting concert halls and opera houses, churches, palaces, gardens, piazzas, inns, hotels, landscapes, etc.

9) The Phoenicians' Route (2003) is a network of great nautical ways. It has been an integral part of the Mediterranean trade and culture since the twelfth century. This cultural route passes through the countries of three continents and through over 80 towns.

Figure 9. Phoenicians' Route   **Figure 10.** Pyrenean Iron Route

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Source: Council of Europe

Source: Council of Europe

10) The Pyrenean Iron Route (2014) represents a centuries old mining and iron-making tradition in the Pyrenees area. The tourists at large can see mines, miners' and ironworkers' homes, charcoal kilns and ironworks, ironworks architecture and art, etc.

11) The European Route of Jewish Heritage (2004) includes Jewish quarters, old synagogues, monuments, ritual baths, museums, archives, libraries, and a lot of stories, providing an insight into the life of Jews.

Figure 11. Route of Jewish Heritage   **Figure 12.** Saint Martin of Tours Route

Source: Council of Europe

Source: Council of Europe

12) The Saint Martin of Tours Route (2005) relates episodes from the life of Saint Martin of Tours, presenting thousands of monuments dedicated to him. The regions participating in this cultural route rediscover legends and traditions, an intangible heritage that is still very much alive.

13) The Cluniac Sites in Europe (2005) link over a thousand of places created by the Benedictine Abbey in Cluny (in the French region of Burgundy) during the medieval period. They were independent from any control and had a great influence in social and cultural life of people.

Figure 13. Cluniac Sites in Europe   **Figure 14.** Routes of the Olive Tree

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Source: Council of Europe   Source: Council of Europe

14) The Routes of the Olive Tree (2005) are itineraries based on the theme of an olive tree as a symbol of peace. They comprise many olive oil-producing regions and landscapes, various cultural events, depicting everyday lives of the Mediterranean peoples, myths about olive as a sacred tree and an ancient civilization, the "olive tree civilization".

15) The Route Via Regia (2005) is the oldest and longest corridor between Eastern and Western Europe, today known as A4 and E40. During the last two centuries, this favorite passage region for different kinds of travelers, merchants and soldiers, has deeply shaped European history and culture.

Figure 15. Route Via Regia   **Figure 16.** Transromanica

Source: Council of Europe   Source: Council of Europe

16) Transromanica - The Romanesque Routes of European Heritage (2007) guides visitors back into the medieval times and provides them with an opportunity to meet architectural Romanesque heritage. A great number of European castles, monasteries, and cathedrals built between the 10th and 13th century, truly reflect the characteristics of the Romanesque architecture.

17) The Iter Vitis Route (2009) represents the agricultural, wine-growing landscape and wine production in Europe. It tells the story about wine, local history and the life of people that live there.

Figure 17. Iter Vitis Route   **Figure 18.** Route of Cistercian abbeys

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Source: Council of Europe   Source: Council of Europe

18) The European Route of Cistercian abbeys (2010) links the Cistercian abbeys and sites, which are open to the public. The Cistercian Order originated in Burgundy in 1098 and grew rapidly throughout the Europe, contributing since the Middle Age to the development of art and knowledge.

19) The European Cemeteries Route (2010) encompasses almost 70 cemeteries in more than 50 cities in 20 European countries. This Route points to cemeteries as places of life directly linked with the history, culture and heritage (sculptures, art, stories about important personalities and legends from cemeteries) of the community they belong to.

Figure 19. Cemeteries Route   **Figure 20.** The Prehistoric Rock Art Trails

Source: Council of Europe   Source: Council of Europe

20) The Prehistoric Rock Art Trails (2010) involve the prehistoric rock art of the first Europeans (42,000 years ago), made on the walls of caves and on some Megalithic constructions. The route presents pictorial manifestations and abstract shapes as the first symbolic expressions of Humankind.

21) The European Route of Historical Thermal Towns (2010) connects the famous spas, medical and health sites, which were developed during the 19th century. At that time, a lot of prestigious hotels were built, as well as a variety of leisure and cultural activities for the prominent political and cultural elite, so-called fashionable tourists.

Figure 21. Route of Historical Thermal Towns   **Figure 22.** Route of Saint Olav Ways

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Source: Council of Europe   Source: Council of Europe

22) The Route of Saint Olav Ways (2010) are exactly the pilgrim paths through Scandinavia, the remnants of authentic, historic routes devoted to Saint Olav (Norway's King Olav Haraldsson, 995-1030). For hundreds of years, the Saint Olav cult has spread all over Northern Europe and it is quite well-known.

23) The European Network of Casadean Sites (2012) has started with a story about St. Robert of Turlande, the founder of the abbey of La Chaise-Dieu (meaning: "house of God"), one of the most important monastic congregations in the Middle Ages. Currently, the Casadean network links around 900 Casadean sites, mostly in the rural area.

Figure 23. The Network of Casadean Sites   **Figure 24.** European Route of Ceramics

Source: Council of Europe   Source: Council of Europe

24) The European Route of Ceramics - VIACERAM (2012) promotes the ceramic heritage, from the primitive usage of terracotta to the contemporary arts, and in several sectors (crafts, culinary arts, medicine, architecture).

25) The European Route of Megalithic Culture (2013) is a pathway to Europe's oldest monuments and its earliest stone architecture. The route points out a connection between the origin of megalithic monuments and the early history of the cultural landscape.

26) The Huguenot and Waldensian Trail (2013) has elucidated the historical exile of the Huguenots and Waldensians. The revocation of the Edict of Nantes by Louis XIV in 1685 caused about 250.000 religious refugees to leave France. This route focuses on the respect for human rights, freedom, solidarity and tolerance.

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Figure 25. Route of Megalithic Culture   **Figure 26.** The Huguenot and Waldensian Trail

Source: Council of Europe   Source: Council of Europe

27) ATRIUM (Architecture of Totalitarian Regimes in Europe's Urban Memory) (2014) is based on the main 'inconvenient' architectural heritage of the countries that experienced a totalitarian regime during XX century. One of the aims of the project is to shed light on their contradictory and often dark history.

Figure 27: ATRIUM   **Figure 28:** The Réseau Art Nouveau Network

Source: Council of Europe   Source: Council of Europe

28) The Réseau Art Nouveau Network (2014) represents the style in the field of architecture and decorative arts which appeared in the late nineteenth century and spread rapidly in Europe. From the very beginning, Art Nouveau was strongly criticized. The style was not met with general approval and appreciation until the latter half of the 20th Century.

29) Via Habsburg: See Europe through different eyes – on the trail of the Habsburgs (2014) - traces back the roots of this famous family which had a predominant influence on history from 996 to 1815.

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Figure 29: Via Habsburg

Source: Council of Europe

30) In Robert Louis Stevenson's Footsteps (2015) is a route built around the story about Stevenson – a writer, a traveller, an adventurer, etc. This network consists of the places he visited.

31) Route of the Roman Emperors' and the Wine in the Danube (2015) links 20 archaeological sites and 12 wine areas. The tradition of wine production and consumption begun in Roman times.

32) European Routes of Emperor Charles V (2015) commemorates the figure of Emperor Charles V and the historical events related to this pan-European monarch. He represents a a symbol of unity of different nations in Europe.

33) Destination Napoleon - The Route of Towns with Napoleonic Heritage (2015) represents the legacy of the Napoleonic period which played a significant role in founding and establishing Europe.

Cultural Routes supported by the UNESCO and the UNWTO

UNESCO started the route programme in 1988, with the aim to foster intercultural dialogue, cross-border cooperation, sustainability and benefit for local communities, and finally to strengthen the links between culture and tourism. At the beginning, only the Silk Road was promoted. Following that, the Camino de Santiago routes was added as a new specific category to the World Heritage List in 1993, and the Slave Route – Resistance, Liberty, Heritage was created in 1994 (UNWTO, 2015/2: 44-45).

Also, in the same year, UNESCO began cooperating with UNWTO. One of the key aspects of cooperation was to promote strong links between tourism and culture, to develop new partnership models, and, of course, the cultural routes projects, as a new specific category of cultural heritage. The ICOMOS Charter on Cultural Routes (ICOMOS, 2008), prepared by the International Scientific Committee on Cultural Routes (CIIC) of ICOMOS, was ratified in Quebec (Canada) in 2008. Finally, in 2013, UNWTO and UNESCO signed a Memorandum of Understanding and, in doing so, underlined the strategic alliance between tourism and culture. Also, that very year UNWTO signed a cooperation agreement with the European Institute of Cultural Routes, "highlighting the need to support the competitiveness and sustainability of the cultural tourism sector, in view of its growing economic, cultural and even environmental importance" (UNWTO, 2015/2: 33). Finally, the first UNWTO/UNESCO Conference on Tourism and Culture: Building a New Partnership was held in 2015 (World Tourism Organization, 2016), which resulted in the Siem Reap Declaration (Cambodia).

The current route details are focused on the World Heritage and Sustainable Tourism Programme, linked with UNESCO Convention Concerning the Protection of the World Cultural and Natural Heritage (UNESCO, 1972), which includes cultural routes. In keeping with that, UNWTO encourages Member States to enhance collaboration between tourism and culture which will ensure the protection of cultural heritage

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and promotion of sustainable tourism. As a result, a lot of cultural routes have been in the focus of UNESCO and UNWTO.

1) The Silk Road Programme offers visitors a unique travel experience along one of the greatest ancient trading network of routes between the East and the West. Tourists can travel the footsteps of Alexander the Great or Marko Polo, discovering a rich cultural history and diverse natural landscapes. Also, an integral part of the Silk Road is the Great Tea Road which leads visitors on a journey to the discovery of the history of the ancient tea culture.

Figure 30: Silk Road

■ Silk Road countries

Source: UNWTO, 2015

2) The Slave Route Project: Resistance, Liberty, Heritage (1994) encompasses heritage, sites and places related to the slave trade, educates general public about slavery through so-called "tourism of memory", provokes ethical and moral questions and raises awareness. There are several Slave Routes: the Malawi Slave Routes, dr David Livingston Trail, the Arochukwu Long Juju Slave Route (Cave Temple Complex), the Central Slave, Ivory Trade Route etc.

3) The Great Himalaya Trail includes some of remote mountain villages and communities with a lot of historical and religious monuments, and unique ecosystems.

4) The Holy Grail Route contains a lot of legends, spiritual and cultural heritage and historical facts, but also their epic and mysterious side with Arthur Legend. The itinerary links two main routes: Arthurian Epic Holy Grail Route and Spiritual, Mystic/Mythic and Religious Holy Grail Route.

5) World Amber Road (2012) encompasses the countries which have a great tradition of amber products and services, as well as legends, myths, and fairy tales linked with this ancient trade rout.

6) European Route of the Discoveries promotes the story about the first maritime expeditions that set sail to discover the world.

Some of the historic routes are the Camí de Cavalls (Horse Road) in the Menorca Biosphere Reserve, the Sacred Sites and Pilgrimage Routes in the Kii Mountain Range in Japan, the Route of the Maya World or the Colonial and Volcano Trail which promotes tourist circuits in the Mexican Caribbean and Central America. Also, a gastronomic heritage journey can be very interesting. Guanajuato's Tequila Circuit offers a visit to haciendas tequileras and to the agave farms, but the Coffee Triangle is based on the Coffee Cultural Landscape of Colombia (UNESCO World Heritage) and the tourists can explore indigenous heritage sites and places which are known to be famous for their smoothest and finest coffee in the world.

European Industrial Cultural Routes

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The European Industrial Cultural Routes are, however, divided into different categories: mining, energy, textile, water, iron and steel, paper, transport and communication, salt, industrial landscapes, etc. It is interesting to note that industrial cultural routes are becoming increasingly popular, and that the European Route of Industrial Heritage now represents more than one thousand locations in forty-three countries that attract two to three million visitors yearly.

Figure 31: European Theme Route Textiles

Source: ETN, http://www.etn-net.org/routes/
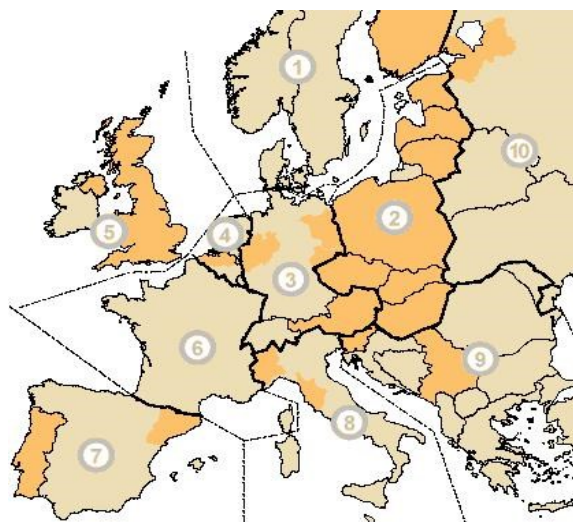
Supported by the European Union, the European Industrial Cultural Routes (ERIH) was developed in the years 2003 to 2008 by eleven project partners. As a formal network ERIH was founded in February 2008, based on German law. Currently the ERIH links more than 170 members from 19 European countries.

As the ERIH explains "theme Routes take up specific questions relating to European industrial history and reveal potential links between radically different industrial monuments all over Europe".

1) From raw materials to the factory. European Theme Route Textiles (ETN)
2) The treasures of the Earth: European Theme Route Mining
3) The glow of the blast furnaces. European Theme Route Iron & Steel -
4) European Theme Route Paper
5) The tracks of the Industrial Revolution. European Theme Route Transport
6) Blue gold. European Theme Route Water
7) Industry and War
8) Here we lived and worked. European Theme Route Housing & Architecture
9) Beyond the shift. European Theme Route Service & Leisure Industry
10) Shaping the earth. European Theme Route Industrial Landscapes

Members of ERIH are industrial heritage sites, institutions, associations, corporate members and individuals. As regards a procedure for being a member of the ERIC, it is very easy. The potential member has to deliver only a description of the station or stations and an illustration. In the case of Textile Contact Point (TCP), a map of the route and a brief description each of the regions or towns must be provided. The annual cost of participation is 500 euro for ERIH anchor point and corporate member, and 100 euro for individual site and individual member.

5. Cultural Routes Development in Serbia and the Southeast Europe

In this context it is interesting to note that, according to the Council of Europe (2011: 12-13), Serbia is among the nations with the great development potential for the Council's Cultural Routes programme. Also, other Southeast European countries: Greece, Austria, Croatia, Slovenia, Albania, Romania and Ukraine, are listed in that group.

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There have been multiple attempts to create Cultural Routes in Serbia. Some of these examples include the routes "Transromanica", "The Routes of Roman Emperors", "Fortresses of the Danube" and "Wine Roads", but none of these has become fully established.

Officially, Serbia constitutes a part of six Council of Europe Cultural Routes. The City of Subotica, with a few of its cultural institutions, is part of the Art Nouveau Cultural Routes. The Fund Tourist Cluster of Microregion Subotica-Palić, whose member is also the Tourist Organisation of Subotica, is included in the management association of cultural route ATRIUM (Architecture of Totalitarian Regimes in Europe's Urban Memory). The Synagogue in Subotica is on the European Route of Jewish Heritage. The New Cemetery and the Public Communal Company "Pogrebne usluge" Belgrade, with the help of Tourist Organisation of Belgrade, represents the European Cemeteries Route in Serbia, while the Ministry of Culture and Information the Ministry of Trade, Tourism and Telecommunication have developed the Transromanica Route in Serbia. Thanks to the Danube Competence Center, the Route of Roman imperators and vine became the official Cultural Route of the Council of Europe in 2015.

Also, several destination sites in Serbia, such as the Senjski mine, the towns Pirot, known for its traditional woven carpets (kilims), and Bezdan, for its fine damask, have made their way onto the European Industrial Cultural Routes.

The major problem that arises in relation to the development of cultural routes in Serbia is the fact that there is no understanding of the value of tourism for culture, but also there are insufficient cultural tourist products to generate a countable turnover. The 'divergent' cultural routes that various sectors strive to form make the situation ever more complex. Taking into account that constant cooperation and work on mutual projects between different sectors is virtually impossible in Serbia, the projects focused on the development of cultural routes have been short-lived. Cultural sector has been in charge of preserving and protecting cultural heritage, whilst the touristic has mostly handled marketing activities.

Two facts can be identified that represent the main challenges for the development of CR in Serbia:
•   the fact that there was no networking and systematic cultural routes development that would provide an adequate business system for CR managing (clusters or associations) and also
•   the shortage of narrative interpretations and branding which is a basis for cultural routes development and marketing because it makes them accessible to a wider public.

These findings come as no surprise because 'destinations' are much more difficult to manage than commercial brands or products. As Hall (2015: 84-90) explained, cultural routes face a similar challenge like other destinations which are much more than a mere product or service. Likewise, authenticity is crucial for a destination brand.

The routes: Tesla Way, Mining Route. The Balkans: Cradle of Metallurgy and Dragon Routes, can offer something rather unique in the world touristic market and could be significant for the branding and regeneration of entire regions of Serbia and the Southeast Europe.

However, given time limitations for this study, it is only possible to explore development of these cultural routes in Serbia, but without losing sight of the projects as a whole and the fact that these are European projects.

Mining Route. The Balkans: Cradle of Metallurgy

Thanks to results from the research laboratory at Britain's Institute for Archaeo-Metallurgic Studies (Radivojevic, 2010), we have received fantastic data: the territory of present-day Eastern Serbia is the cradle of world metallurgy. Ore was mined over seven thousand years ago at Rudna Glava ("Ore Head"), metal was smelted and refined for the first time in the district of the village Veliko Laole, at today's archaeological site Belvode. It is thought that Pločnik, a village in the municipality of modern-day Prokuplje, was once a kind of enormous, pre-historic industrial center.

Eastern Serbia has been known for centuries for the auriferous River Pek, where the local population continues to sift for gold in traditional ways. One can climb into the interesting old mine shafts in the rock formation Đavolja Varoš ("Devil's Town"), which is in and of itself a cultural attraction, and close to Prokuplja are the remains of a medieval mining town Lubnica from the Nemanjić Dynasty (which existed between the thirteenth and seventeenth centuries).

The road is also connected to the Senjski Mine, an industrial heritage monument, which has made its way onto the European Route of Industrial Heritage and which, thanks to funds from the European Union, could

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become a museum and special tourist attraction of Serbia's. Such an approach to industrial heritage should stop collapse and depopulation, bring about the recovery of the Senjski mine, and contribute to the protection and preservation of natural and cultural heritage (Eco Museum, Senjski Mine, 2013).

By including the Serbian mining town Bor on this itinerary —the home of the Museum of Mining and Metallurgy, the quirky, underground Mining Café in the Bor mine, and the mines at Aleksinac and Knjaževac — this cultural route becomes an incredible journey through the development of mining from prehistoric to modern times (Graf, 2012: 158-160).

Figure 32. Mining Route

Source: Center for Study in Cultural Development

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Because of the large number of mines in Bosnia and Herzegovina, Bulgaria, Greece and Romania, the journeys through the Mines are in a unique position to welcome transnational cooperation which would significantly influence the revitalization and preservation of industrial landscapes.
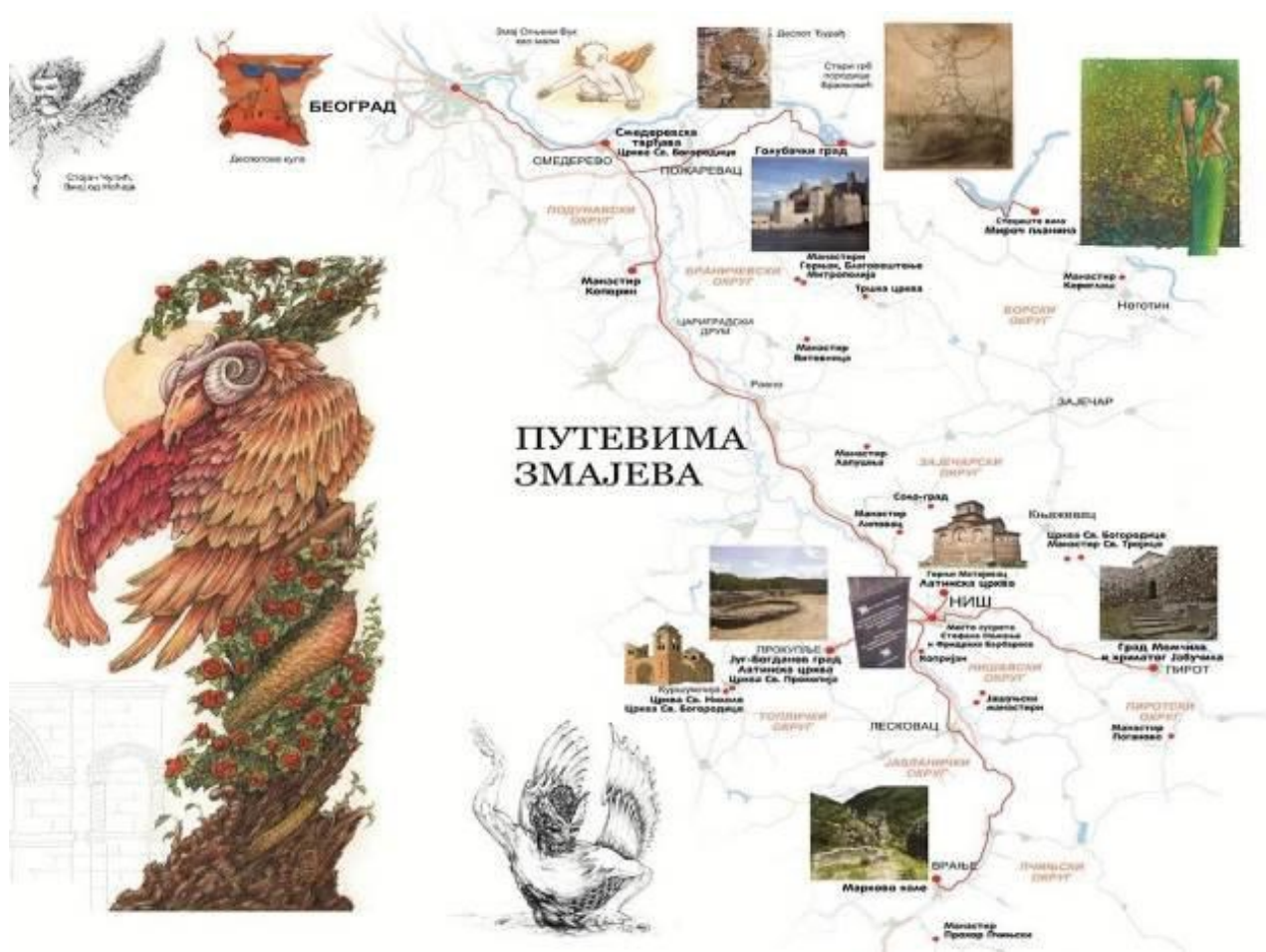
Dragon Routes

On the other hand, Serbian mythology is teeming with dragon tales. However, Serbian dragon isn't a huge reptile or lizard that blows fire. It has head of a ram, and can resemble a snake or carp. Also, it can appear as a man with small hidden wings under its arms. In Serbian folk tradition, dragons are mostly good creatures and help people. All of them have one unique characteristic and shortcoming, at the same time they are big lovers. When they are in love, they forget their basic duty – to protect fields from bad weather that could ruin crops. And that is the reason why today in Serbia there are a lot of folk tales about sons of dragons. Lots of heroes from Kosovo epic cycle were presumed to be sons of dragons.

In the aspect of tourism, dragon tales can help local development combining various sectors – agriculture and tourism, agricultural and rural touristic products, with connection between production and cultural values. As Franić (2011: 2) said, oral literature becomes the added value in the shaping of tourist product in culture tourism.

The Dragon Route through Serbia can link Danube fortresses, as well as other cities with stories about dragons and sons of dragons. Monasteries and other landmarks, that preserved such kind of legends, can be part of this route. History, mythology, many legends, folk tales and epic poems, tangible and intangible heritage, can be included in the Dragon Route.

Figure 33. Dragon Routes in Serbia

Source: Center for Study in Cultural Development

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This cultural route has big potential to become European cultural route because the dragons are in the base of mythologies of most nations. Serbia, Bulgaria, Macedonia and, maybe, Albania, have preserved such archaic vision of dragons. There was a belief that a lot of important persons and Greece and Roman rulers were sons of a dragon or a snake: Justinijan, Aleksandar the Great, Aristomen, Arat etc. (Pešikan Ljuštenović: 2012: 48; Паусанија: 1994, IV: 14, II: 10; Плутарх: 1950: 2-3; Руф: 1985; Svetonije: 1978; Prokopije: 1988: XII). With Christianization and enlightenment, that picture was changed. The snake and the dragon became, as a symbol of paganism, negative figures that embody the enemy and evil.

Slovenia, Croatia, Hungary, Rumania can be also interested in this project. The symbol of Ljubljana is the Dragon. Croatia has Dragon Cave on the Island of Brač and a lot of tales about dragons and fairies in eastern Croatia (Slavonia) and there is thematic walking tour in Zagrab "Sleeping dragon". Hungarian king Sigismund established famous "Order of the Dragons". Rumanian Count Dracula was son of dragon too.

Figure 34. Tesla Ways through Serbia

Source: Center for Study in Cultural Development

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Tesla Ways

Nikola Tesla (1856-1943) was one of the greatest scientists and inventors of all time. The Nikola Tesla Museum in Belgrade is well known to many as a unique cultural and scientific institution, because it is the only one in the world that curates Tesla's valuable legacy. The museum's collection contains over 160,000 original documents, more than 2,000 books and journals, historical and technical exhibits, photographs, original technical preparatory and working instruments and devices, and even Tesla's urn and ashes (cit. website of the Nikola Tesla Museum).

The story of the great friendship between Nikola Tesla and Đorđe Stanojević is, however, not as well known. Stanojević was a key scientist of the nineteenth century fin de siècle, a physicist, astronomer, meteorologist, university professor, and rector at the University of Belgrade. Their friendship left a deep impression on the entire industrial development of Serbia. It is thanks to Stanojević that Tesla visited Serbia for the first time in June, 1892.

The cultural tourism route the Tesla Ways should include Nikola Tesla Museum in Belgrade, as a central point, then Belgrade's Museum of Science and Technology, Belgrade from the perspective of Nikola Tesla – all the places that Tesla visited during his stay in Belgrade in 1892, Negotin – the hometown of Đorđe Stanojević, and ten old hydroelectric power plants of Electric Power Industry of Serbia, which are some kinds of small living museums, and which were created mainly thanks to the great friendship and cooperation between Tesla and Stanojević. The oldest hydropower plant Pod gradom ("Beneath the City") in Užice was created just four year after Niagara hydropower plant.

This route will promote the industrial heritage and renewable energy sources and it will have a great potential to grow into an important international cultural route The European Tesla ways, by linking up with Croatia, Austria, Hungary and other European countries where Tesla lived and worked.

6. Conclusion

Unless it becomes a brand, cultural heritage is of no interest to tourists. A brand, furthermore, guarantees quality. Tourists can be certain that every stop on the map — down to the restaurants and hotels — is bound to represent a special encounter with some form of local heritage and stories. It requires the collaboration of a large number of different stakeholders, co -ordinated by a brand manager – a storyteller or "a dream maker". The result is that the entire route is better positioned in the market, as are all of the institutions, organizations, and businesses that participate in it. By virtue of that conclusion, in remote areas the local heritage and culture are the major resource for the development and territory branding.

However, cultural routes pose, in general, a great challenge and opportunity for culture, science, tourism, and economics, because they better allow for the branding of a territory and its promotion than do isolated travel destinations. They innovate and create something completely new and unique from available recourses.

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