

UDC 33

Tourism Potential Valorization of the River Danube in Novi Sad and its Environment Based on the Hilary Du Cros Model

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Abstract. Natural resources are the main basis for tourism development in one region. Given that natural resources are not only aesthetic but also economic value of a certain region, they should be valorized in order to provide good basis for creating valuable tourism product. Rivers as such, are the best representatives that provide possibilities for developing different types of tourism, which could give huge benefits for the region. In this paper, the focus is on the river Danube which is the second largest river in Europe and part of Corridor VII. The aim of this paper is to evaluate and bring this river closer to the population of Serbia. Also, the intention is to show the importance of the Danube, since it flows through Novi Sad and has a great potential for developing nautical and cruising tourism. Investments in this resource would significantly contribute to the development of an integrated tourist product of Novi Sad and Serbia. Bearing all this in mind, this paper will present the results of evaluation of the Danube, based on model of Hilary Du Cros.

Keywords: tourism valorization; The Danube; Novi Sad; Hilary du Cros.

Introduction.

The Danube is an important pan-European Corridor VII and strategic connection with Europe and Eurasia, which should encourage the development of trade, tourism and services in Serbia. Of the total navigable length of the Danube (2580 km), 22,8 % are found on the territory of Serbia. The objectives of developing Corridor VII are defined in the Memorandum of understanding and development of pan-European Corridor VII, whose signatories are Germany, Slovakia, Austria, Hungary, Croatia, Romania, Bulgaria, Moldova, Ukraine and the European Commission. After the NATO bombing, all bridges in Novi Sad were demolished which caused navigability limitation of the river. The Danube, one of the most important rivers in Europe is here beside us. Its length, basin, water potential, the number of countries which connect the waterway of Europe are all features of this river that emphasize its importance, and hence the importance of Serbia for the economy of European countries. But real question is how much is this natural, river biotope with all its biological and ecological values present in the public and the citizens of this country? How much do young people know about this river, its natural resources, its granularity, islets and marshes? What is known about the Danube, what has been studied in schools except for the multitude of dull facts from geography and biology? The paper should bring the river closer to the youth and the general population, who will be able to take action in the near future in the exploitation of all resources. In addition, the intention is to introduce them with its natural power and the importance of this river in Serbia, because the Danube flows through Serbia and has the great potential for developing tourism in Serbia and surrounding.

Literary review

The name valorization comes from the word *valor*, which means the price or the value [1]. Tourist valorization is a process of determination and evaluation tourist attractiveness, which are important for the development of tourism, in a particular region or a larger geographical area [2]. The result of tourist evaluation is a value [1]. Tourist valorization could be also understood as a process where tourist value is placed on domestic or foreign markets, and it could be measured with the height of the consumption realized by tourists [3]. However, the destination can receive both, negative and positive marks during the process of valorization. In a case it receives negative, some improvement will be necessary in accordance to improve tourists' attendance. On the other hand, if a destination receives good marks, the chances are more than big that destination can become a great place for tourist attendance [4] [5] [6] [7]. There are many criterion to be taken into account during evaluating a destination, however, taking attractiveness as the only criteria is wrong and may cause a problem [3]. Some authors take as criteria the following factors: traffic conditions, the degree of attractiveness of tourist places, the degree of development of tourist facilities and quality of equipment of the tourist sites [1]. Tourist valorization of morphological properties of geological heritage should not be equated with classical economic valorization of space because natural tourist values are not goods in classic economic sense [2]. It is very important that valorization of natural and cultural attractions of the destination is respecting the principles of sustainable tourism development [8]. The most successful is tourist valorization of natural resources, which does not disturb the existing laws of nature [9] [2]. There have been several types of tourist valorization, but one of the most popular is valorization based on Hilary Du Cros model. Hilary Du Cros introduces the process of tourist evaluation of destination, cultural-touristic sub-indicators and the degree of their graduation [10] [5]. Since this model refers to cultural resources, and this paper valorizes natural resource, it will not be used in its original form, but in slightly edited.

Hydrographic characteristics of the river Danube

The length of the Danube is 2,857 km and thus it takes the 21st place in the world and the second in Europe. The basin area is 817,000 km², and occupies the 25th place in the world. As the waterway, the Danube is used in a length of 2,588 km, from Sulina (the mouth of the Black Sea) to Ulm (West Germany). The Danube is formed 1.4 km east from *Donaueschingenau*, Germany, connecting the two rivers the *Brigach* and the *Breg*, which is locally known as "*Brigach und Breg bringen die Donau zu Weg*" [11]. These Rivers originate on the slopes of the *Schwarzwald* Mountain. Only 33 rivers in the world are longer than the Danube, and 32 rivers have basins that are bigger than the Danube's basin. The natural characteristics of the Danube can be split in three different sectors: the Pannonian, Đerdap and Pontic Danube [12]. Before entering Serbia, the Danube runs through Germany, Austria, Slovakia, Croatia, Hungary and then enters Serbia near Bezdán and flows in a length of 588 km through Serbia. After leaving Serbia, it flows through Romania, Bulgaria and Moldova from which it flows into the Black Sea [13].

Because of the marine division of the Danube, there are three different sectors, which are divided into sub-sectors, due to specific natural characteristics, navigation conditions and easier analysis:

1. **Upper Danube** - from Ulm (2. 588 km) to Komoran (1. 767 km)

- 1.1. Ulm (2.588 km) - Regensburg (2. 379 km)
- 1.2. Regensburg (2. 379 km) - Pasava (2. 226 km)
- 1.3. Pasava (2. 226 km) - Linc (2. 135 km)
- 1.4. Linc (2. 135 km) - Vienna (1.927 km)
- 1.5. Vienna (1.927 km) - Komoran (1.767 km)

2. **Middle Danube**- from Komoran (1. 767 miles) to Prahovo (860 miles) with the sub-sectors:

- 2.1. Komoran (1. 767 km) - Budapest (1. 64-7 miles)
- 2.2. Budapest (1. 64-7 km) - Belgrade (1. 170 km)
- 2.3. Belgrade (1. 170 km) - Prahovo (860 km).

3. **Lower Danube** - from Prahovo (860 km) to Sulina mouth (0 km) with the sub-sectors:

- 3.1. Prahovo (860 km) - Đurđevo (4-93 km)
- 3.2. Đurđevo (4-9 3 km) - Braila (170 km)
- 3.3. Braila (170 km) - Sulina (0 km) [14].

The importance of the Danube as a waterway traffic corridor

The Danube has great importance for all the countries through which it flows. River transport is the cheapest mode of transport for both, goods and passengers. About 80 million tons of cargo-bulk cargo (timber, iron, and construction materials), oil, fuel, gas and over 10 million passengers have annually been transported along the Danube. The Belgrade's river port in 1973 was on the fifth, but in 2002 at 16th place by the circulation and transport of goods. It is an indicator of underutilization of the Danube transport purposes in Serbian territory, although it has the most favorable geographical position on the road from Central Europe to the Middle East [12]. The river develops passenger traffic as well. The river connects many cities with small different ships. In Vojvodina, this form of passenger traffic has simply disappeared in the recent past. Now, there are only staging, special vessels for the transport of goods and people on the Danube. Ferries connect two villages on opposite coasts, such as Banoštor - Begeč, Beočin - Futog, Vukovar - Plavna [12]. Down the Danube big cruisers can be seen throughout the year in the river port of Novi Sad. These ships are floating hotels on the water of the highest class, categorized with four and five stars, such as "Volga", "Ukraine", "Der Kleine Prinz", *River Odyssey*, *M/S Rousse Prestige*, *Viking Neptune*, *M/S L'Europe*, *M/S River Claud*, etc. Cruising tourism presents a great potential for Serbia, especially for Novi Sad. The revitalization activities in the corridors that pass through Serbia returned a great possibility of tourism development, not only for the people of this country, but throughout the European continent. Those corridors are known as Corridors VII and X. Corridor VII is actually the river Danube itself. In addition, the Corridor VII is one of the five transport corridors that are located in the South East Europe [15]. Cruise ships that flow down the Corridor VII are involved in a number of different travel arrangements usually from late March to early November [16] [17] [18]. Passengers on these ships have a full hotel service. Danube cruise usually takes 7-10 days. When in Serbia, cruisers stop in Novi Sad and Belgrade. In Novi Sad, after visiting the center of the town, tourists have a chance to visit several monasteries which are settled in the nearest surrounding, at Fruška Gora. The advantages of the Danube could be: rich tourist offer, a distance of 100 km from the port, harbor and marines, attractive tourism products prepared for travelers passing through the Danube and great interesting coastal belt [19]. For bringing nautical tourism in Vojvodina to a higher level, it would be very important to improve the following things: the development of the marines for the "garaging" and service vessels, tourism charter service and cruising - "river cruise" [20].

The great potential of the Danube should be in the developing management plans for the countries through which it flows. Danube resources are used for water supply of population, industry, agriculture, hydropower, boating, fishing, tourism, recreation, and many others [14].

Rowing, sport and recreation on the Danube

The Danube develops plenty of potentials for different types of tourism. The main forms of tourism are fishing and sailing, and least but not less important, are sport, recreational, cultural and tourism of events. Although all the forms of tourism are extremely important, sport and recreation are most relaxing component of tourism, that give a new dimension with the quality of new experiences for visitors [21]. Staying by the river cannot be imagined without a boat as the main means of transportation. Rowing has a long tradition associated with each river, especially with the Danube. Rowing along the Danube is now retained only in recreational paddling. While rowing, tourists can only hear noises made by oars that pass through water, feel the smell of the water, river vegetation, hear the birds chirping or the sounds of wings heron that suddenly departs disturbed by the presence of men. Recreational boats are vessels designed and constructed to be used and only with paddles. They are light, stable vessels which can be used without major efforts of rowing, and they are extremely mobile and can be easily managed. In Novi Sad, it is possible to go for a recreational rowing on the Danube which organizes a rowing club Danube rafting'. Catamaran "Floating Island" is anchored on the city beach named the "Strand" and provides information about rowing and sailing a boat. During the summer period, catamaran sails several times during the day. The tours are organized from Bačka Palanka to Novi Sad, Novi Sad - Slankamen and from Novi Sad to Belgrade. The biggest interest has been in the tour "Štrand – Love Island - Štrand" where the catamaran "Floating Island" floats upstream along the Danube to "Love Island" [22].

Novi Sad

Novi Sad is the largest city of the autonomous province of Vojvodina, Northern Province of Serbia, as well as the seat of the provincial government and the administrative center of the South Bačka District. The city is located on the border between Bačka and Srem, on the banks of the Danube river, the Pannonian plain on the northern slopes of Fruška Gora. Novi Sad lies at 45 ° 20'0 north latitude and 19 ° 51'0 "south latitude, in the central part of the autonomous province of Vojvodina. The altitude is 72-80 m on the left and 250 - 300 m on the right side. The climate is moderately continental. The average temperature is 10.9 ° C. During the fall and winter, the wind Košava blows occasionally. It comes from the east. The average rainfall is 578 mm [23].

Novi Sad was first mentioned in writings in 1694, only two years after the beginning of the construction of the Petrovaradin fortress. Despite this relatively short history of the town, this area has a long and interesting history, which includes variety of nations and different cultures. At the point where the three rivers meet and approach the Danube, the Sava and the Tisa, the cultures of East and West, Orthodoxy, Catholicism and Islam confronted, and thus many ethnic and religious groups found their refuge here. This area is inhabited and visited by many people. In addition to the Romans there were also Gepids, Huns, Avars, Slavs, Germans, Hungarians, Byzantines and Turks. The primary form of the Petrovaradin fortress was built by the Romans. This fortress was restored by the Hungarians and aftercare was taken by the Turks. In the 17th century, after the expulsion of the Turks, the Austro-Hungarians began to build a bridgehead on the left, the marshy bank of the Danube, opposite the fortress. Around this fortification village trader, artisans and soldiers were established. The settlement was first called Serbian village, and later the name was changed to Petrovaradin Trench. After the wars of the early 18th century, people wanted freedom. They managed to set this town free, and the Empress, Maria Theresa, announced independence of the town, under the name of Novi Sad. Thus, Novi Sad carries the status of town from the 1st of February in 1748 [24].

Novi Sad is one of the most developed cities in Southeast Europe. It has been recognized as a safe, healthy and stimulating place to live, work and invests. Successful and administrative center of Vojvodina, the city with electronic local government that encourages and supports the development of modern economy. The leader in the information technology sector, the development of organic food and eco sector, distribution and logistics. Incubator of innovation, modern, academic, cultural, tourism, trade fair and congress center of the region, rich in tradition, the festival city of international importance. Stable, modern and democratic multinational community, a city with a distinctive perspective and status of two-way urban gates of Europe [25]. Novi Sad is one of the most important cultural centers of the Republic of Serbia, the city authorities are trying to make the city more attractive to numerous cultural organizations, events and music concerts. Since 2000. The festival EXIT (EXIT) has been organized in Novi Sad, which is the biggest summer music festival in Serbia and in the region. The 'INFANT', known as the only festival of alternative and new theatre, has also been held in Novi Sad for years, then Zmajevе dečje igre – well known childrens' literature festival, Novi Sad Days of Brazil-Samba Carneval, Sterija Theatre, Novi Sad Jazz Festival, Novi Sad International Literary Festival, Novi Sad Music Festival (NOMUS) and many others.

Objectives and methodology of research

In accordance to develop any kind of tourism on a certain location, the process of valorization and evaluation is necessary. Without previous evaluation, starting any tourism activities would lead to negative effects. When evaluating a space, we cannot only observe its attractiveness as often from high attractiveness and sensitivity of a location, the development of tourism can lead to numerous negative effects and it could be partially or completely devastated.

Tourism valorization must be designed, comprehensive and objective, because only after the successful evaluation, which reveals the strengths and weaknesses (in terms of tourism) one destination can be accessed by launching tourism activities.

The objective of this study was to determine the attractiveness of the river Danube in Novi Sad and its surrounding, as well as to determine the potential for the development of different types of tourism, taking into account different criteria.

Tourism valorization based on the model Hilary Du Cros

In the tourism industry, there are several different types of models used for the implementation of tourist valorization. In this paper, tourist evaluation will be modeled on the

model provided by the author Hilary Du Cros. Given that the model of tourism valorization is related to cultural heritage, and in this paper is valorizing the natural resource, it will not be used in its original form, but modified and adapted for the assessment of natural resources.

During the valorization two groups of sub-indicators were evaluated:

- sub-indicators of tourism sector (market attractiveness of natural resources and factors of importance in the design of tourism products)
- sub-indicators sector management of natural resources (natural significance and robustness).

Maximum total score of indicators of the both groups is 60, based on which a matrix of market attraction / robustness is constructed (dividing aggregate score in three interval values 0-20, 20-40 and 40-60). Thus, a network of 9 cells is formed, for determining the position of natural resources in terms of market attractiveness and robustness, based on the two studied groups of sub-indicators.

Research results

Ratings for the tourism potential of the Danube in Novi Sad and its surroundings.

*Three of researchers participated in the ratings.

Table 1: Grades of market attractiveness of Danube's waterway near Novi Sad

Tourism sector grades (individual values) The market attractiveness of natural resources				
Sub-indicators	First researcher	Second researcher	Third researcher	Average grade
Environment	5	5	5	5
Familiarity outside the local area	2	4	3	3
The possibility to use resources biodiversity in tourism	5	4	5	4,6
Fairway of the Danube as a national symbol	5	5	5	5
Fairway of the Danube can be differentiated from other natural goods	5	5	5	5
Danube waterway associated reminds on a culture	5	5	5	5
Waterway is interesting for special activities	5	5	5	5
It is complementary to the other tourism products in the region	5	5	5	5
Tourism activity in the region	5	3	4	4

Average grade of the market appeal for these sub-indicators is ranged in the interval: 3-5. The total score of the market appeal for these sub-indicators navigable the Danube at Novi Sad is 41.6

Table 2: Marks of factors of importance in the design of the tourist product

The tourism sector is rated from 0 to 3 Factors of importance in the design of the tourist product				
Sub-indicators	First researcher	Second researcher	Third researcher	Average grade
Access to the navigable part of the Danube	3	2	2	2,3
Transport to the place of embarkation	3	1	2	2
Closeness of other natural resources	3	3	3	3
Additional facilities in the area	2	1	1	1,3
Accommodation facilities in the area	2	3	3	2,6

Average grade of factors when designing tourism products according to these sub-indicators is ranged in the interval: 1.3-3. Overall rating factors of importance when designing a tourism product is 11.2.

Total score of tourism sector indicators is 52,8. The results indicate that the level of market attractiveness is high, as well as requirements for designing tourism products.

Table 3: Marks of natural importance of the Waterway Danube at Novi Sad

Natural resource management sector assessment (individual values) Natural significance				
Sub-indicators	First researcher	Second researcher	Third researcher	Average grade
The aesthetic value of the landscape	3	3	3	3
The educational value of the landscape	1	3	2	2
The social value of the landscape	3	2	2	2,3
The importance of the landscape for scientific research	3	3	3	3
Rarity of the surrounding landscape	3	2	2	2,3
Representation of the landscape	3	3	3	3

Average grade for the natural significance of the above sub-indicators is ranged in values 2-3. Total score for the natural importance of the Danube waterway is 15.6.

Table 4: Grades for robustness of the Danube waterway

Natural resource management sector, marks from 1 to 5				
Robustness				
Sub-indicators	First researcher	Second researcher	Third researcher	Average grade
The sensitivity of the waterway	3	3	2	2,6
Preservation of the waterways' landscape	4	3	3	3,3
The existence of a management plan	2	3	1	2
Monitoring and maintenance	1	4	3	2.6
The potential for ongoing investment	5	5	5	5
The negative impact of a large number of visitors	1	1	2	1.3
Negative impact on the local community	1	1	2	1.3
The negative impact of tourism modifications on the natural water flow	1	1	2	1.3
The negative impact of tourism on the local community modification	1	1	2	1.3

Average grades for robustness and management of the above sub-indicators are ranged in interval: 1, 3-5. Total score for robustness of Danube waterway near Novi is: 20.6.

Total score of management sector indicator is 36.2. This means that the management sector has a medium value.

Final grades

Concerning sub-indicators of market attractiveness, the final grades and commentaries are as followed:

- The ambient of the Danube water flow has been assessed with average mark 5, which means that its value of the natural habitat is excellent

- The awareness of the Danube water flow as a tourist product of Novi Sad out of local area has been assessed with average mark 3, which means that this tourist product has not been sufficiently known

- The possibility of using the wealth of biodiversity of the Danube water flow in tourism has been assessed with average mark 4.6 which signifies a high degree of using the biodiversity wealth

- The Danube water flow in Novi Sad as an important national/regional symbol has been assessed with average mark 5

- Authenticity of the Danube water flow in the sense of clear differentiation of other natural riches has been assessed with average mark 5, which signifies a clear differentiation from other natural riches

- The possibility of organizing special activities within the program of rafting, sailing rowing, photo safari, observing birds, etc. has been assessed with average mark 5 which means that it is possible to organize previously mentioned activities as well as some others

- The level of complementariness of tourist product of the Danube water flow with other tourist products in the region has been assessed with average mark 5

- Tourist regional activities (promotion, marketing and the like) aiming to increase tourist awareness has been assessed with average mark 4 that represents a high regional activity

Concerning sub-indicators of designing tourist product, the final grades and commentaries are as followed:

- The possibility of approaching the spot where you can go aboard for inland navigation, rowing, sailing, etc., has been assessed with average mark 2.3 which means that the access is allowed

- Transport to the boarding place has been assessed with average mark 2 which implies easier access to boats and vessels

- The closeness of other natural attractions in the region has been assessed with average mark 3 which shows that the distance can be easily reached on foot

- Suitable services in Novi Sad and nearby places (in the sense of providing various information, free parking places, etc.) has been assessed with average mark 1.3 which results from the fact that the adequate invaluable services have been provided

- The accommodation in Novi Sad and its environment has been assessed with average mark 2.6 which signifies that there is suitable accommodation in the town and its surroundings

Among the grades of the management sector indicators, sub-indicators of natural importance and robustness and management can be separately commented. Concerning sub-indicators of natural importance the grades and comments are as follows:

- The aesthetic value of the environment of the Danube water flow has been assessed with the mark 3 showing a high aesthetic value

- The educational value (possibility of being visited by pupils and students and others and their scientific teaching) has been assessed with average mark 2 showing a high value

- The social value (the importance of the sights and social benefits) has been assessed with average mark 2.3 which means that it is high

- The research value of the Danube water flow (the possibility and importance of studying flora and fauna, biodiversity, ecology and the like) has been assessed with average mark 3 which means it is high and gives already mentioned possibilities

- The rarity of natural resources at the destination (in the sense of authenticity and rarity) has been assessed with average mark 2.3 which characterizes rare cultural resources of the same kind

- The tourist regional promotion of the destination has been assessed with average mark 3 which means it has a good representative value

Concerning sub-indicators of robustness and management the grades and comments are as follows:

- The sensibility of natural resources (in the sense of the possibility of accepting a large number of visitors and causing damage to vessels, surroundings) has been assessed with average mark 2.6 which means that the region is pretty sensible

- The state of saving the region, the surroundings and everything that is necessary for the organization of the Danube water flow has been assessed with average mark 3.3

- The natural resources management (the existing of the adequate plan for the management) has been assessed with average mark 2 which means that the plan is in the pipeline

- The monitoring and preservation of the water flow has been assessed with average mark 2.6 which means that the monitoring is on good value for the time being but it should be improved

- The prospect for current investments and protection of nature and vessels has been assessed with average mark 5 showing excellent prospect

- The possibility of negative influence caused by a large number of visitors on necessary vessels (mass tourist visits) has been assessed with average mark 1.3

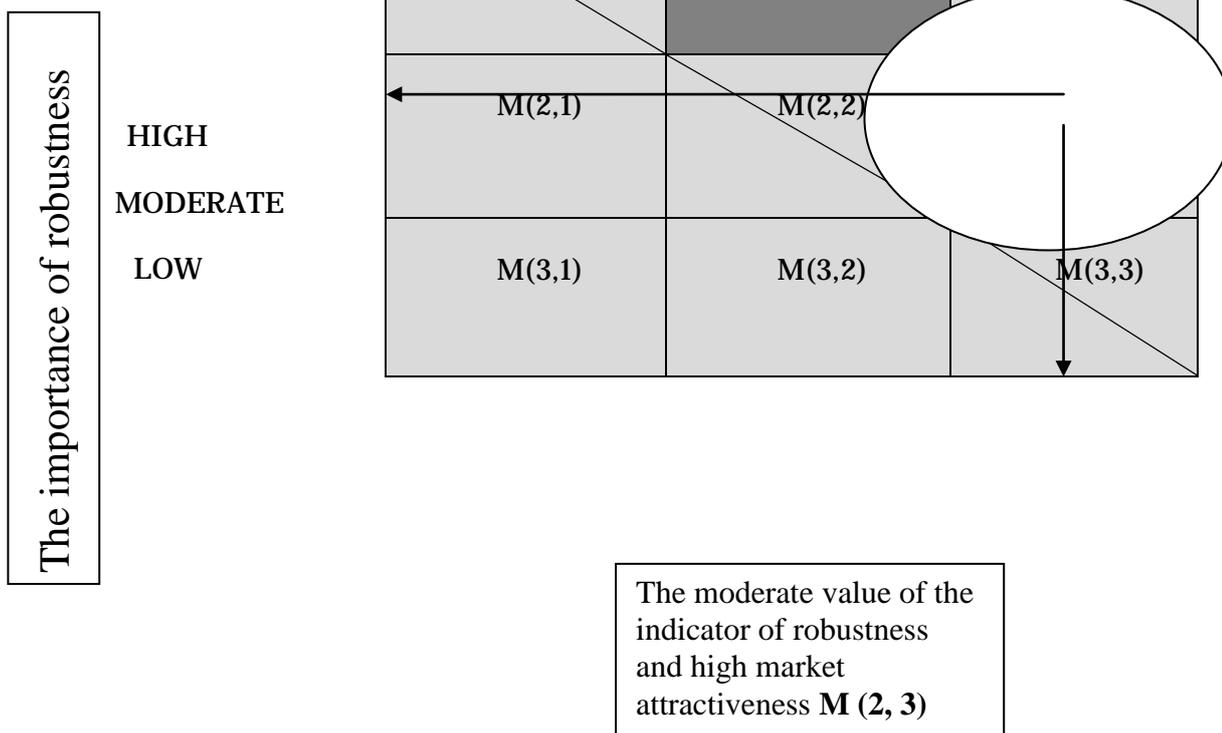
- The possibility of negative influence on way of life and cultural tradition of local communities caused by a large number of visitors has been assessed with average mark 1.3 showing a medium level of possibility

- The possibility of sight modification as a part of development strategy has negative influence on physical condition of the surroundings, the Danube onshore (used by boatmen, boats, vessels, etc.) has been assessed with average mark 1.3

- The possibility of sight modification could have negative influence on cultural way of life of local communities has been assessed with average mark 1.3 representing a medium level of negative influence due to the change of sights and other factors

According to assessed marks, market attractiveness and robustness of the water flow of the Danube near Novi Sad, will be showed on the graph. Final grade of tourism sector indicators is: 52.8 - degree of market attractiveness is high. Final grade of natural resource management sector indicator is: 36.2 – Sector of natural resource management has a moderate value.

Graph 1. Matrix of market attractiveness and robustness of the Danube waterway



Conclusion

German writer Werner Heider said: "No other European rivers cannot be compared with the Danube in terms of its historical significance. Based on the research it is shown that the Danube is a river with high potential. It has moderate robusticity and high attractiveness. It means that Danube in Novi Sad and its surrounding needs more promotion and investments for improving tourism offer, which will make it more attractive which will cause attracting more tourists.

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УДК 33

Оценка туристского потенциала реки Дунай в Новый Сад и окружающая его среда на основе модели Хилари Дю Крос

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Аннотация. Природные ресурсы являются основой развития туризма в регионе. Принимая во внимание, что природные ресурсы являются не только эстетической, но и экономической ценностью определенного региона, их следует оценивать с точки зрения обеспечения хорошей основы для создания ценного турпродукта. Реки как таковые являются лучшими образцами, обеспечивающими возможности для развития различных видов туризма, дающих огромное преимущество региону. В данной статье уделяется внимание реке Дунай, которая является второй по величине рекой Европы и частью коридора VII. Цель данной статьи – оценить и сделать эту реку ближе для населения Сербии. Мы также намерены показать значимость Дуная, так как она протекает через Новый Сад и имеет большой потенциал для развития водного и круизного туризма. Инвестиции в данный ресурс внесли бы значительный вклад в развитие комплексного турпродукта Нового Сада и Сербии. Принимая все это во внимание, в данной статье мы представим результаты оценки Дуная на основе модели Хилари Дю Крос.

Ключевые слова: туристическая валоризация; Дунай; Нови Сад; Хилари дю Кро.