

Development Research of Cultural Tourism of in Euro-region “Danube, Kris, Mures, Tisa”

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Abstract Observed in broader sense, cultural tourism should present values, i.e. attractive components of cultural heritage of Vojvodina as a constituent part of Euro-region “Danube-Kris-Moris-Tisa”. The members of the regional cooperation are Vojvodina together with counties Arad, Timis, Hunedoara, Karas-Severin (Romania), Bac-Kiskun, Bekes, Tsongrad, Jas-Nadkun-Szolnok. Every cultural value on the level of tourist attractiveness demands not only an expert and scientific presentation, but also permanent activity on its protection (conservation and restoration). The result of the activity is higher level of attractiveness and exclusiveness of the tourist product and higher competition of the offer. It is necessary to include selective forms of tourism which comply with the need for protection and preservation of the tourist values, i.e. to develop tourism in the area dispersively, with low concentration of people and objects. In the area with important cultural values tourism should be directed quantitatively to control the types and capacities of objects, network of infrastructure and superstructure systems, frequency and directions of visits. Tourist value of preserved cultural values is immense. It is primarily based on autochthonous and exclusive quality of certain motifs, which are unique for this area. Its tourist presentation is unsatisfactory, unattractive, and inapplicable at the tourist market and it lacks in creative contemporary marketing devices with accompanying propaganda and information activity and powerful penetration into fastidious tourist market. The basic goal of the research is to select objects, phenomena, and processes which have necessary predisposition for selective cultural tourism, which is naturally based on the principles of sustainable development.

Key words cultural tourism, Euroregion Danube-Kris-Moris-Tisa, valorization, sustainable development.

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Introduction

The region “Danube, Kris, Mures, Tisa” consists of four (4) counties in Hungary: Bacs-Kiskun (8,362 km²; population 542,000; center Kecskemet), Bekes (5,631 km²; population 407,000, centre Bekescsaba), Csongrad (4,263 km²; population 438,000, center Szeged), Jasz-Nagykunszolnok (5,607 km²; population 432,000, center Szolnok), four (4) counties in Romania; Arad (7,652 km², population 507,000, center Arad), Hunedoara (7,016 km², population 547,000, center Deva), Timis (8,692 km², population 715,000, center Timisoara), Karas-Severin (8,514 km², population 376,000, center Recita) and Autonomous Province of Vojvodina (21,506 km², population 2,013,000, center Novi Sad). Total area of DKMT is 77,243 km², with population of 5,968,000.

Being the best ways of learning about other nations in Euroregion, cross-border travels, i.e. international visits, therefore one of the first activities done in the re-

gion was development of cultural tourism. It is firmly based on complex ethnic structure of population, being at the same time fruitful soil for formation of numerous specific variations of ethnically authentic tradition, former connections and intermixture of ethnic groups due to the fact that these spatial units were once part of one state. Also there is the need of Euroregion population for more immediate forms of meeting and finding non-economical interest in cooperation, and the need to realize communication between scientific and expert institutions on international level, which would consequently imply higher quality of scientific and research projects.

The idea of cultural tourism development is based on the research of the following:

1. Complex ethnic structure of population as the basis for cultural-historical heritage to initiate tourist travels.
2. Standardization of cultural values taxonomy in order to define the starting point for the research purposes.
3. Election of scientific-expert institutions which may be involved in cultural tourism development
4. Election of qualitative and quantitative methods for tourist valorization of cultural assets
5. Creation of concept for cultural tourist offer
6. Proposal of cultural map of Euroregion DKMT as the basis for selection of the most valuable and most attractive assets; as well as the application of marketing mix instruments, primarily promotion and propaganda.



■ Map 1 Region Danube- Kris- Mures- Tisa

7. Itinerary proposal and didactical explanation of teaching excursions as a segment in cultural tourism on the territory of Euroregion.

The Set of Scientific-research Procedures to Initiate Conceptual Plan and Urge Development of Cultural Tourism

Research on influence of complex ethnic structure of population on creation of cultural-historical heritage which may initiate tourist migrations.

According to its physical and geographical predispositions, the region of DKMT has often occupied the position of a migratory center. Numerous migratory currents converged here, which resulted in permanent residence of certain ethnic groups. In the contact with others, most of their specific characteristics were preserved, but some characteristics mixed with tradition and newly formed cultural values of other nations. Mutual life on the territory of Euroregion DKMT exposed to a whole range of different factors influenced creation of complex cultural heritage, which possesses not only an important cultural value (as a significant part of European cultural heritage), but also highly expressed tourist attributes in constant need of careful exploration and tourist valorization. The need arises from the fact that cultural heritage of DKMT becomes, on the turbulent territory of Southeast Europe, a model of centurial tradition of cultural trends created under circumstances which have always clearly expressed the strong determination to cherish the spirit of tolerance in order to survive and make civilized progress.

Standardization of cultural values taxonomy in order to estimate the base level for research demands

The need of tourism development, especially cultural tourism demands election of permanent object of the research that would be implied in identification of cultural assets which may initiate tourist travels. Therefore, it is necessary to make selection of those assets which may be the object of tourist offer and different forms and categories of tourist demand. Joint efforts of experts in the field of art and culture resulted in standardization of cultural assets taxonomy in order to perform communication in scientifically and methodically valid form in the process of election and qualification of assets.

Cultural assets are products of material and spiritual culture developed on the territory of DKMT region in the course of

history. Depending on their physical, artistic, cultural, and historical features, as well as causalities on tourist valorization possibilities, cultural assets on the territory of DKMT as the subject of our research, would be divided into several groups:

- Archeological sites
- Works of monumental and artistic character (architecture, painting, sculpture, applied arts, drama, music and film)
- Spatial, cultural and historical units (old city centers, rural ambience, ethno parks, monasteries, medieval towns and fortifications)
- Renowned sites or monuments
- Folklore heritage and areas of national masonry, material and spiritual creativity
- Festivals
- Cultural institutions (museums, galleries, cultural centers)

Choice of scientific-expert institutions capable of examining developmental possibilities of cultural tourism

Cultural tourism realization in Euroregion has become the subject of interest for a relatively large number of different associations, tendencies, expert and scientific determination and competence. The motives are various, however there would be useful results if their activities united and became synchronized. Universities and scientific-research institutions tend to make scientific basis of cultural tourism and realize prolonged cooperation with neighboring institutions in the countries of Euroregion.

Tourist organizations and objects of tourist industry search for economic interest and advocate fast realization of all the segments of cultural tourism which seem to be achievable at the moment. Social and political organizations and government tend to, as much as possible, coordinate different interests, tendencies and demands for cautious and systematic realization of goals with those urged by profit desire who want to start immediately with first practical activities. Members of foreign scientific and expert teams, i.e. from Switzerland are interested in transferring prolific and multiform experience in cultural tourism both their and European.

Considering those remarks, it is necessary to point out that the following subjects are involved in realization of cultural tourism:

- Expert and scientific institutions in Vojvodina will aim their work to defining specific cultural heritage of Vojvodina. The fact to what extent their independence influences their place in cultural tourism and sustainable tourism in general will influence determination of their place in tourist offer of other parts of the region DKMT.

- Work on initiation and participation in projects of cultural tourism in the Danube Basin. In that sense our institution would define the borders of the Danube Basin in Vojvodina, also on the basis of research of cultural and natural tourist resources, it would on one hand define sub regions, important for more precise planning and on the other inclusion of smaller sub regions and Vojvodinian part of the Danube Basin region in tourist offer of the whole Danube Basin.
- Participation of the Department in educative aspects of the Project in the part which refers to education of economic subjects and forms of their participation in cultural tourism, then about specific features of this type of tourism, need of their disassociation of mass aggressive form of tourism and careful selection of forms of tourism.
- Realization of cultural tourism development on the principles of sustainable tourism.
- Participation of the Department in the research of local population on the cultural assets sites. The research may be conducted in combining fieldwork and documentation available. The research should contribute to the role of local population as an active factor in development of cultural tourism in their area.
- Solving the problem of position and role of certain protected, tourist attractive sites in the process of tourism regionalization in Vojvodina, Serbia and Euroregion. The problem is solved in mutual relation of cultural and tourist attractive areas of complex tourist determination. Insertion of cultural tourism in the tourist offer of potential and confirmed tourist regions of Vojvodina: Novi Sad - Fruska gora, Sombor - Apatin, Subotica - The Upper Tisza, Zrenjanin - Lower Titel, and Vrsac - The Upper Danube Basin. Estimation of enriching possibilities for tourist offer on the basis of establishing and organization of connections between the areas mentioned or some of their localities.
- Preparation of plan and program of to the Ministry of education, which should initiate higher interest in educational content in the schools of Vojvodina and counties of Romania and Hungary, which comply with the Euroregion. The programs may be realized through application of different organizational factors of education; bearing in mind the fact that it is a complex area, then it is approvable to apply immediate contact with the elements of those areas through specific form of education - educational excursion. Thus, the International Conference of Euroregion, June, 30th 2003, discussed the itinerary and didactical-methodical form of educational excursions according to the curricula for first grade of secondary schools in Vojvodina.

na, with the possibility of conforming their goal, character, and content with the specific demands of curricula in certain schools. Educational excursion was also explained from aspect of tourism, as a form of tourism realized in organized tours, whose nature primarily corresponds to cultural-educational tourist travels. Furthermore, the realization of those excursions could bring forward initial aspects of tourist travels which would have their integrative direction towards attractiveness of Euroregion.

Tourist valorization of cultural values and selection of complementary tourist resources in immediate surroundings

Observed in broader sense, cultural tourism should present values, i.e. attractive components of cultural heritage of Euro-region "Danube-Kris-Mures-Tisza". Every cultural value on the level of tourist attractiveness demands not only an expert and scientific presentation, but also permanent activity on its protection (conservation and restoration). The result of the activity is higher level of attractiveness and exclusiveness of the tourist product and higher competition of the offer. It is necessary to include selective forms of tourism, which comply with the need for protection, and preservation of the tourist values, i.e. to develop tourism in the area dispersively, with low concentration of people and objects. In the area with important cultural values tourism should be directed quantitatively to control the types and capacities of objects, network of infrastructure and superstructure systems, frequency and directions of visits.

Tourist value of preserved cultural values is immense. It is primarily based on

autochthonous and exclusive quality of certain motifs, which are unique for this area. Its tourist presentation is unsatisfactory, unattractive, and inapplicable at the tourist market and it lacks in creative contemporary marketing devices with accompanying propaganda and information activity and powerful penetration into fastidious tourist market.

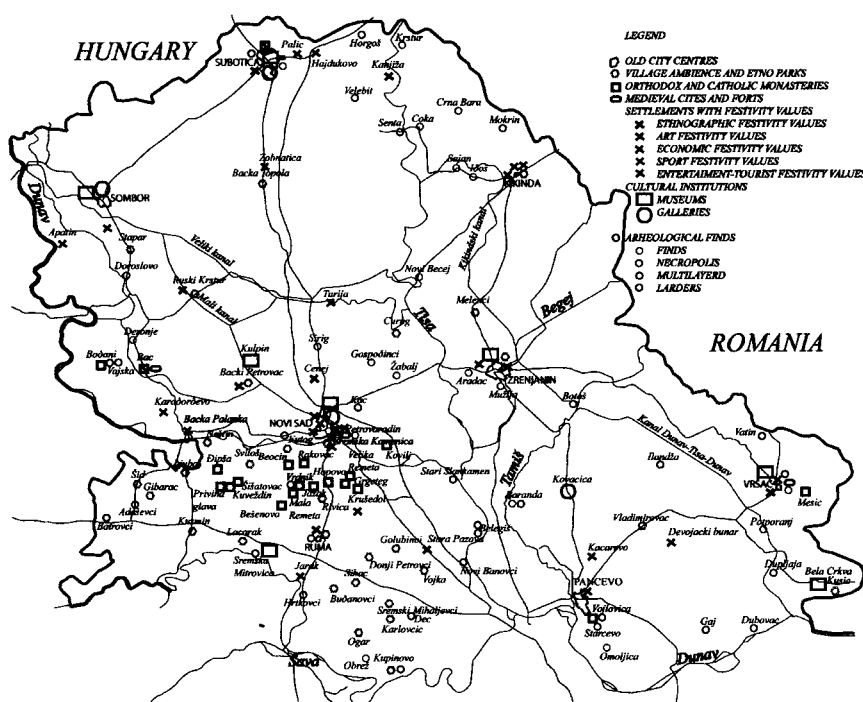
The basic goal of the research is, through valorization of the protected area, to select objects, phenomena, and processes, which have necessary predisposition for selective cultural tourism, which is naturally based on the principles of sustainable development. Cultural tourism of Euroregion DKMT has not shown significant signs of development. There from a detailed study of all the elements and aspects of possible development is necessary, where methodology and techniques of the research in tourist geography, economics of tourism, cultural-historical bases of tourism and etc. Assuming the goal the main tasks of the research are the following:

- Registration of cultural values, i.e. spatial units that possess adequate level of attractiveness to form specific tourist offer.
- Position of cultural values in the area (location in comparison to renowned objects in the area, objects of social-geographic aspect, communication lines, and etc.); position in comparison to tourist directions of international (East Mediterranean tourist route), national, regional, and local importance.
- Position in comparison to larger emissive centers (large towns with higher concentration of tourists);
- Position in comparison to complementary tourist values (attractive objects,

- close to the areas with cultural values which enable growing tourist interest);
- Position in comparison to competitive tourist values (which may distract tourist attention from cultural values);
- Planning communication (transportation) base which will provide fast and safe access to cultural values;
- Planning of receptive basis which would suit to the character of a visit and the length of stay (hotel and catering service)
- Defining the role of organizational factors in tourism (non-profit, state and government organizations in tourism) and etc.;
- Defining specific features of cultural heritage in DKMT. What is the degree of influence of self-possession on their position as tourist resources in cultural tourism and sustainable tourism in general?
- Defining the position of cultural values in tourist offers of other parts of the region "Danube-Kris-Mures-Tisza"
- Definition of the sub region due to the fact that smaller areas enable more precise planning on one hand and on the other hand insertion of those sub regions and Vojvodinian part of the Danube Basin into the tourist offer of the whole Danube Basin.
- Educational program for industrial subjects on the ways of their participation in cultural tourism, on specific features of this type of tourism, on the need of their precautions in the field of mass aggressive tourism, and careful selection of types of tourism.
- Tasks on realization of cultural tourism development on the principles of sustainable development.
- Solving the problems of position of protected cultural values in comparison to tourist regionalization of this Euro-region. The solution to the problem is seen in the total relationship of cultural and tourism attractive areas of complex tourism determination. Insertion of cultural tourism into the tourist offer of recognized and potential tourist regions in the countries of DKMT. Estimation of possibility of broadening tourism offer on the basis of establishing causalities between the aforementioned areas and the localities.
- Fieldwork among local population in the areas with cultural values with the goal to include local population as an active factor in the development of cultural tourism in their region.

Concept of creation of cultural tourism offer

Cultural values fall within the category of authentic values with attractive and autochthonous qualities. Depending on the need some would be conserved and restored in order to function within a tourist offer, because tourism is an activity,



Map 2 The cultural map of AP Vojvodina

which should be based on, protected values and maintain their preservation in the sense that it is not degraded by tourism but the profit is used to finance the protection and enable comfortable life of local population. The conditions created in this way make possible facilitate sustainable development in this area. Consequently, tourism as a complex and propulsive activity will develop. Finally, it will not only bring positive economic changes for this area, but also for every potential and recognized tourist regions which stand in complementation with cultural values.

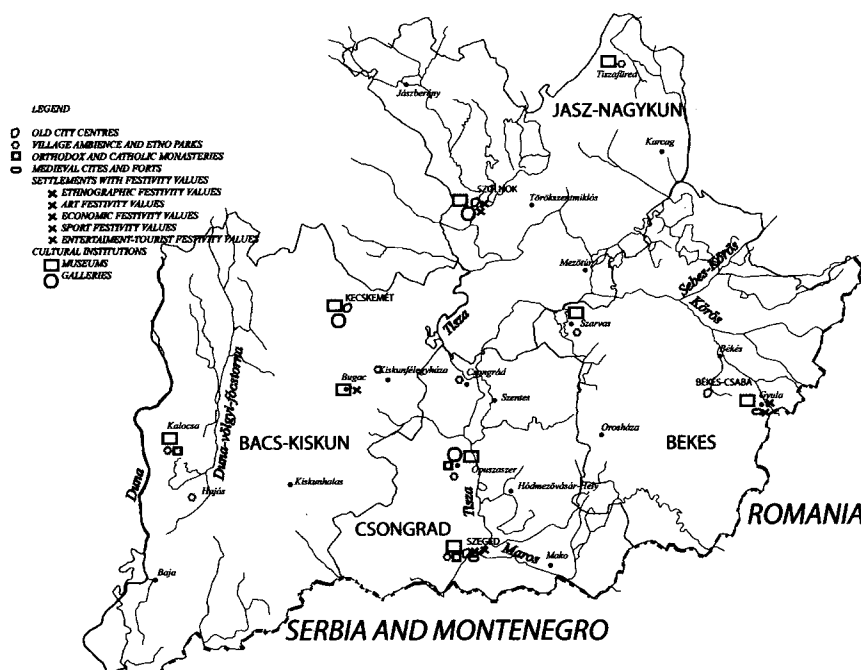
Proposal of cultural map of Euro-region Danube, Kris, Mures, Tisza

The cultural map of Euroregion is the basis of selection the most valuable and most attractive assets, where instruments of marketing mix, promotion and propaganda are applied. Local institutions work on cultural maps of micro regions to where they are situated. Cultural map is produced in interactive electronic form, as a combination of picture, sound, and text; and also as written informative material (books, prospects, tourist maps, and etc.).

Firstly, list of cultural assets is made, which according to their position, form, and attractiveness may become the part of tourist offer. That means the whole inventory of cultural assets should be checked by expert-scientific institutions involved in history of art and expert-scientific institutions for tourist valorization in order to make appropriate selection. Categorization should be done according to common criteria and it has to be standardized for all three countries. Also, it is necessary to standardize cartographic signs which have the character of symbols. It is advisable to avoid density of geographical objects at insertion in order to have visible communication basis, enable quick orientation and notice natural phenomena and objects of tourist importance.

Parallel to tendencies for actualization of cultural assets according to the newest UNESCO methodology and their positioning on cartographic bases, it is also to add to cultural assets basic information in the form which would illustrate them from the aspect of culture and tourism. In this sense the information on objects are to be constructed on the basis of the following theses:

1. Tourist-geographical position (geographical position - spatial relation to prominent objects and phenomena in the area, position in relation to communication lines, and etc.; tourist position - connection with tourist directions, emissive centers, contractive zone area, relation to complementary and competitive tourist values in the neighborhood, and etc.)
2. Short description of a cultural asset (the most important facts)
3. Artistic (aesthetic quality, monumentality, rarity) and historical (rarity) values -



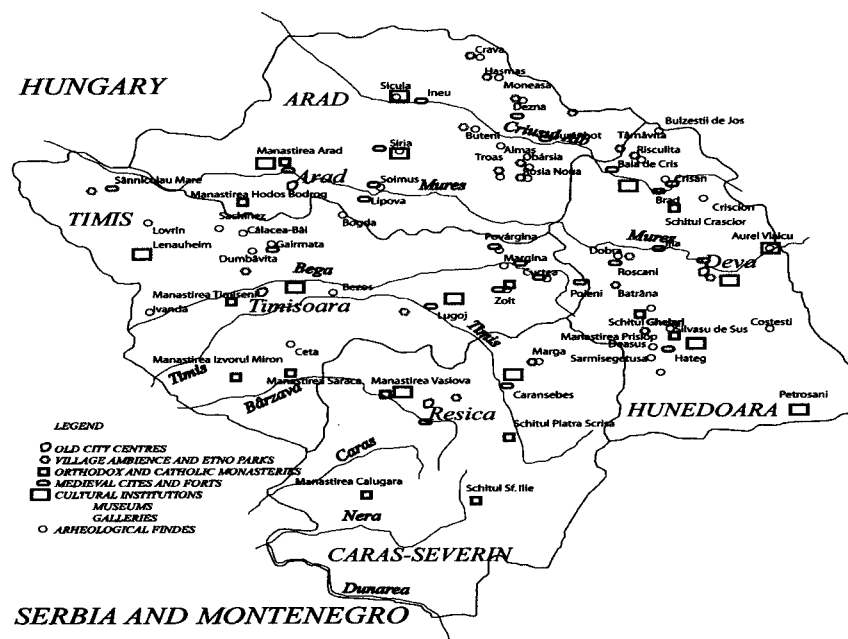
Map 3 The cultural map of Hungarian part of the region Danube, Kris, Mures, Tisza

use the estimation done by the institutions for cultural assets protection; the degree of restoration and preparation for presentation; degree of conservation an revitalization and their influence on present value; importance - international, national, regional, local.

4. Tourist values of ambience (complementary and competitive natural and anthropogenous values in immediate surroundings, their interaction; define whether a cultural asset with its surroundings forms a simple or complex tourist value; degree of arrangement and preparation of the area for visitors; the degree of importance of arranging and preparation activities in creating the impression of well-arranged or deserted site; what are the

steps in arranging the area in concordance with natural ambience).

5. Tourist attractiveness and recognizability (verification of all elements which attract tourists and provide them with information; degree of cultural-artistic value as a predisposition for attractiveness; what is specific, valuable, extraordinary within cultural values what makes them recognizable among other objects; prominent tourist attributes - curiousness, knowledge, aesthetic component, recreational importance, and etc.)
6. Level of construction and equipment (traffic signs, information posts, rest sites for visitors, tourist and catering objects; modern tourist presentation of important cultural values through com-



Map 4 The cultural map of Romanian part of Euroregion DKMT

plex tourist service (accommodation, food, cultural offer and recreation)

7. Coherence with the tourist wealth (natural-geographical and social-geographical attractiveness of closed and further surroundings contributes to larger total tourist wealth and higher attractiveness).

Definition of itinerary and didactical explanation of educational excursion in Euroregion as one of the segments in cultural tourism

Justification of Educational Excursions Realization

According to the fact that Euroregion Danube, Kris, Mures, Tisza is an unavoidable reality, its existence and function should be felt and reflected in almost all spheres of life through thoughtful, systematic and continuous steps. Besides, this area should be confirmed in all structural components of higher interest, among domicile population, and then by visitors from other emissive areas. In connection to this, Euroregion should become at first the object of cultural tourism, whose initial stage could be initiated by implementation in school curricula, where special attention is paid to those referring to Euroregion, and later realized through application of different organizational forms of teaching. Since, the region is a rather complex area, application of immediate contact with elements of the area by means of specific form – educational excursion is desirable. Thus, educational excursion is explained within this project according to the curricula for the first grade of secondary schools in Vojvodina with possibility of adapting their goal, character, and content to specific curricula demands of certain schools. In addition, tourist aspect of educational excursion has been explained in a form of tourism realized through organized tours, which in their nature correspond primarily to cultural-educational tourist travels. Moreover, through realization of such excursions initial aspects of tourist travels integratively directed towards attractiveness of the Euroregion could come into life. The content of educational excursions was presented to Ministry of education of the Republic of Serbia. Therefore, it is necessary to present didactical part of the travel in order to provide the institution with arguments that excursions are not dominantly recreative, and entertaining, but primarily educational form of teaching with some recreative parts with the character of tourist attractive attributes.

Excursion in Euroregion Should Primarily be of Educational Character
Correctly conceptualized student excursions, mainly in the Euroregion DKMT,

should symbolize not only innovative but also fundamental approach to education, and therefore should be differentiated from those general, more or less improvised excursions. There from, these excursions should be defined under the term – educational excursions. In order to have this attribute educational, an excursion should consist of the following:

- clearly defined educational goal,
- tight connection of spatial components of itinerary with curricula,
- planned and organized performance with well-prepared didactical process
- application of the final phase, verification of the results

It follows from the aforementioned that educational excursion presents travel, which is undertaken in order to realize theoretical part of teaching through application of different didactical principles on the basis of immediate contact with objects, phenomena and processes in the area, as well as to perceive their interrelations and laws.

Didactical-methodical Approach to Educational Excursion

According to the subject of teaching, educational excursions in the Euroregion could in some parts of the itinerary have branch character (thematic excursions), with the focus on certain phenomena, a process, a phase of a process, or genetic series of phenomena. In this sense, if there is the need with certain phenomena or objects to make directions towards certain aspects of science, then we talk about geographical, biological, historical, or those which include sub disciplines within those sciences.

Complex excursions, which conceptually correspond to the Euroregion, comprise interdisciplinary observations and research of the area, with its constituent elements and their interrelations. Complex excursions may fall within these categories: illustrative and observational (1), investigative or problem (2) and combined (3).

According to didactical goals, the teachers on educational excursion may chose from the following: acquiring new knowledge, comprehension or application of theoretical knowledge.

Tourism Aspects of Organization of Educational Excursions

At one of numerous meetings of expert groups on development of cultural tourism, a useful remark was made: "the first step in searching for target groups should be directed within region towards students, youth, and older retired people". Thus, justification of this remark results from the fact that students and youth through educational excursions undergo didactically well-based phase; whereas

older population, the retired spend their time in useful way, make new and refresh old friendship, and positively correct very frequent inclination to predictability.

According to the character of travel, educational excursion is a tourist arrangement – tour. It is characterized by combination of services in an itinerary. According to the content, educational excursion is study arrangement, which means it is a combination of tourist services subjected to the basic goal – broadening or renewal of certain expert or specialized knowledge through visits to certain objects, institutions, and etc.

Itinerary for Euroregion DKMT

In the process of choosing itinerary, apart from didactical, and criteria connected with curricula, we considered the following: all administrative units in the region should be included, tourist-geographical position of destinations in the itinerary, traffic lines, i.e. traffic accessibility, sufficient density of communication, concentration of objects, phenomena and processes of importance for teaching, tourist component, higher concentration of natural and cultural assets with tourist attributes, high level of information, possibility of using local people as guides, and their knowledge of tourist values and other components which should occupy visitors attention, and finally the possibility of accommodation to fulfill different needs.

We suggested the length of excursion to be five days. It is a long journey and most of the time is spent in constant move, which consumes a lot of energy, but the level of motivation should be kept high for sightseeing. Considering the age of participants five days is a period in which the energy and motivation are preserved at necessary level. It is important that the first day, when graduate concentration is needed in experiencing the surroundings, is spent in Vojvodina where students are more or less familiar with area, and no extra effort is needed for comprehension. The last day, also includes traveling through Vojvodina in order to preserve energy, and concentration which concords with the dynamics of itinerary.

Generally, using only orientation destinations, the structure of itinerary is the following:

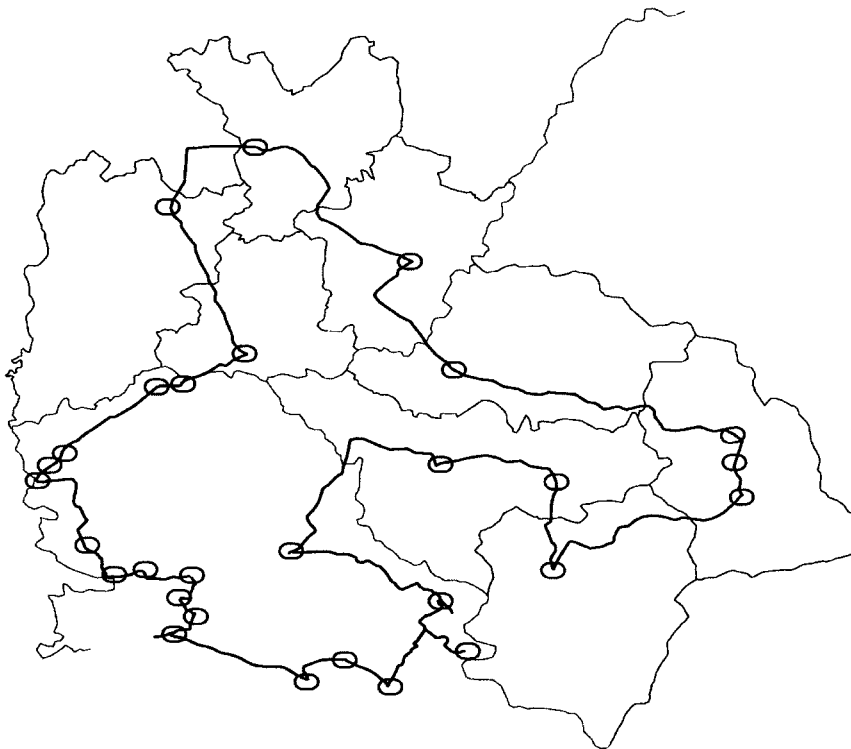
First Day: Novi Sad - Backa Palanka - Karadjordjevo - Bac - Junakovic Spa - Apatin - Sombor - Subotica (Palic) The route comprises the area of the Danube Basin with objects, phenomena and processes as constituent parts of natural and social-geographical complexity with units such as inundation plain, alluvial terrace, loess terrace and loess plateau. The area includes towns with sports facilities mainly used by local population (e.g. Tikvara by the Danube near Backa Palanka). Karadjordjevo is partly pro-

tected area with developed hunting tourism. Bac is one of the oldest fortified localities, where archeological research and restoration is in progress. Novi Sad, Apatin, Sombor and Subotica are towns with preserved architecture and ambience objects in old town centers, most of which are well preserved or reconstructed. The Upper Danube Basin is a special nature reserve yet awaiting tourist affirmation. Salasz (farms) as a specific form of economic settlements on one hand are becoming suburbs of larger settlements and on the other revive its old function through reconstruction, or become tourist objects, but still some of them are abandoned and their future is uncertain. This part of itinerary includes several important tourist centers, as Palic, a center of sports-recreational and manifestative tourism, with some initial forms of rural tourism. Several localities in the vicinity are of complementary character and possible basis for development of ecotourism due to different protection level (Suboticka pescara, Lake Ludas, and etc.)

Second day: Subotica - Szeged - Kecskemet - Szolnok - Bekescsaba. The second day of itinerary includes old towns with preserved old town centers. The towns are pioneers of industry in the area emphasizing its distribution policentricity. Such position of industry enables its survival within the frame of local inertness laws. On the other hand, Szeged and Bekescsaba have the character of border region towns with specific anomalies in gravitational sphere, what is typical for towns which based their existence in socialist system when deformities of gravitational sphere were almost regular feature.

The area possesses specific natural conditions which enable characteristic branches, groups and subgroups of agricultural production to develop. It is the area experiencing fast spatial changes, the most visible in improving communication lines, structural changes in industry, higher concern for environment, and etc.

Third day: Bekescsaba - Arad - Deva - Hunedoara - Hateg - Recita - Lugoj - Timisoara. This part of itinerary includes the area with large oil fields and natural gas deposits. The industry and its accompanying branches are in the process of transition, i.e. restructuring, which implies abandoning technologically outdated objects, pollutants. Such changes are visible everywhere. Most of the towns are distributed in polycentric way, which is rare for Eastern Europe. Old town centers are of high value, but rather neglected and showing first signs of intensive reconstruction and rebuilding. Numerous cultural institutions, museums and galleries



Map 5 Itinerary of educational excursion. Marked destinations should point out that it pursues the most important and attractive transit points

are highly concentrated in Arad. In the east, border regions of the Carpathian Mountains and the Panonian Basin are included in the itinerary, where higher concentration of settlement is observed in river valleys. This area pictures specific character, spatial features of transition between two natural and anthropogenous geographical complexes. The Carpathian part is the center of Dacian state, wherefrom the national park, in the phase of gradual affirmation in ecotourism, is stretching eastwards.

Fourth Day: Timisoara - Zrenjanin - Vrsac.

Itinerary includes a thorough sightseeing of three towns and their surroundings. The first two are most prominent as poles of development with long tradition, and the third is emerging in the last decade, expanding as the third pole of development. Significant connections existing by the beginning of 20th century are still visible. Also, ambience values of old town centers are of high quality with more or less continuous trends in restoration, but without well-schemed tourist offer. The towns belong to typical border gravitational spheres with the most prominent example of Vrsac. The observations and discussion would present similarities and differences, i.e. their specific features. The visit to nature reserve of high value Old Begej - Carska Bara, then fishpond Ecka, and Ecka as a tourist site. The visit to the surroundings of Vrsac gives the insight into natural objects, phenomena and processes in mountainous (Vrsac mountains) and lowland natural macro region with a whole range of mi-

croforms. Also, the visit to archaeological sites (fortress at Vrsacka kula), medieval monastery Mesic, vast vineyards and wine industry in Vrsac, one of the largest in Europe.

Fifth Day: Timisoara - Zrenjanin - Vrsac - Bela Crkva - Banatska pescara - Kovin - Pancevo - Sremska Mitrovica - Vrdnik (Fruska gora) - Sremski Karlovci - Novi Sad. A visit to Bela Crkva with its lakes as tourist resources in the phase of tourist valorization. Banatska pescara (sandy terrain) as a special nature reserve, unique natural phenomenon in Europe. Pancevo a part of Belgrade city agglomeration and the largest centre of petrol and chemical industry in Serbia. Lowland terrain, the part of Srem near the Sava river, Obedska bara, remains of the Roman settlement Sirmium, National Park Fruska gora and several of its numerous monasteries, spa Vrdnik, as highly attractive landscape. Fruska gora mountain as picnic and recreational facility, secondary residential area, the mountain with constant clashes of industry and need for environment protection.

It is our suggestion that the excursion belongs to the category of illustrative-observational character, which would mean that on the whole it should not possess research character. That is to say, certain objects and phenomena should not be excessively explained by theoretical assumptions, in order to avoid similarity with the work in the classroom, but simply explain and show objects, phenomena and processes visible to students, which is more

accurate feature of fieldwork. It is necessary to show, present and discuss what is visible in the area, not that what should be seen. But there are some exceptions to this rule, when on the basis of what is seen there is low possibility of good comprehension of the teaching material. At that point all methodical devices are at hand to achieve clarity and obviousness.

Conclusion

Being the best ways of learning about other nations in Euroregion, cross-border travels, i.e. international visits, therefore one of the first activities done in the region was development of cultural tourism. It is firmly based on complex ethnic structure of population, being at the same time fruitful soil for formation of numerous specific variations of ethnically authentic tradition.

The idea of cultural tourism development is based on the research of the following:

1. Complex ethnic structure of population as the basis for cultural-historical heritage to initiate tourist travels.
2. Standardization of cultural values taxonomy in order to define the starting point for the research purposes.
3. Election of scientific-expert institutions which may be involved in cultural tourism development
4. Election of qualitative and quantitative methods for tourist valorization of cultural assets
5. Creation of concept for cultural tourist offer
6. Proposal of cultural map of Euroregion DKMT as the basis for selection of the most valuable and most attractive assets; as well as the application of marketing mix instruments, primarily promotion and propaganda.
7. Itinerary proposal and didactical explanation of teaching excursions as a segment in cultural tourism on the territory of Euroregion.

All those methodologically postulated sequences are being researched, whereas the first results were presented at the International Conference "Development aspects of cultural tourism in Euroregion DKMT", Novi Sad, June 2003. The conference also discussed methodological research dilemmas although most of them are subject of constant discussions and opinion exchange through the Internet.

The participant institutions on this Project are obliged to hand in their research material by the end of 2003.

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