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ОЧУВАЊЕ И УНАПРЕЂЕЊЕ ИСТОРИЈСКИХ ГРАДОВА
PRESERVATION AND IMPROVEMENT OF HISTORIC TOWNS

ЗБОРНИК АПСТРАКАТА
ABSTRACTS

Општина Сремски Карловци, Трг Бранка Радичевића бр. 1, 21205 Сремски Карловци, Република Србија
Покрајински завод за заштиту споменика културе, Штросмајерова бр. 22, 21131 Петроварадин, Република Србија

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Branislava Simić
Sanja Simonović Alfirević
Mila Pucar
Institute of Architecture and Urban & Spatial Planning of Serbia

Historical Landscape and Cultural Tourism: Brankovina

The Brankovina cultural and historical complex with the immovable cultural property is a very important cultural centre of Serbia with preserved authentic historical and material values that is designated as a cultural property of great importance along with environmental protection. Cultural heritage plays an important role in shaping the character of a place and historical ambience. Insufficiently developed awareness about the importance of cultural heritage for the development of this area, as well as a lack of clearly defined programmes and measures that would ensure a continuous process of protection, presents a constant threat to the survival of this important heritage.
The specific aim of The General Regulation Plan for the settlement of Brankovina, developed by authors of this paper during 2013, was to define a program for the development of this area which should provide spatial, economic and functional conditions for the future development of the area. Landscape values, available potential for tourism development and inclusion into tourism offer of Serbia provide an additional basis for improving specific values of Brankovina. According to the Plan, the new facilities were planned such as cultural park with a museum, tourist information centre with a multifunctional space for a contemporary museological narrative, interactive workshops for children and adults, exhibition space, open-air amphitheatre, ethno-restaurant, small hotel, bookshop and souvenir gift shop. The main question that this paper is dealing with is how to plan the new facilities that would be appropriate to the importance of this cultural and historical area but without environmental consequences? How to create harmonious relationships between preservation of inherited values and safeguards authenticity of urban structure and natural areas with cultural tourism so that they could have positive ecological, economic and social dimensions on the surrounding? How to make a balance between protection and development at the same time?