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2.

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GOSPODARSTVO ISTOČNE HRVATSKE -  
JUČER, DANAS, SUTRA**

2<sup>nd</sup>

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**Biljana Lončarić, PhD.**

Tourist Board Slavonski Brod

Trg pobjede 28/1, 35.000 Slavonski Brod, Croatia

Phone: 00 385 35 447 721 Fax: 00 385 35 447 721

E-mail address: info@tzgsb.hr

**Berislav Bolfek, PhD.**

University of Applied Science of Slavonski Brod

Mile Budaka 1, 35.000 Slavonski Brod, Croatia

Phone: 00 385 35 492 807 Fax: 00 385 35 492 804

E-mail address: berislav.bolfek@gmail.com

## **RESTORATION OF THE BROD FORTRESS BY THE EU FUNDS**

### **OBRNOVA TVRĐAVE BROD SREDSTVIMA IZ EUROPSKIH FONDOVA**

#### **ABSTRACT**

*General researches show that cultural tourists have above average income and education, and that they are middle-aged and elderly. In this sense it is possible to say that the frequent link between tourism and cultural sector is conditioned by efforts to increase the attractiveness of tourist destinations. Tourism potential of the Brod Fortress is not nearly used up. Devastated during the Homeland war, and because of the large area occupied (approximately 33 hectares), for the reconstruction of the Brod Fortress is needed almost 100 million euros. By initial budget of the Ministry of Tourism, the city of Slavonski Brod has approached making the project documentation required for applying fortress revitalization towards the European Union. As the European Regional Fund regulations provide for the possibility of applying for individual stages of nominated buildings recovery, under the condition that each phase of the project is feasible in terms of creating separate functional units with their own values, the city authorities are negotiating with the authorized ministries to carry out the Brod Fortress restoration candidacy successively, since the expenditure cover of full restoration in the near term would not be possible. The purpose of the primary questionnaire research which will be conducted will be to find out the views and opinion of local inhabitants about it if it is realistic to expect that the relevant European institutions would recognize cultural, touristic and economic potentials of the Fortress and give financial help in fortress rebuilding based on the previously made feasibility studies. The research results will show what is the impact that political lobbying may have on the development of local communities projects that have strategic importance in the European context.*

**Key words:** Brod Fortress, European funds, cultural tourism, revitalization, political lobbying

#### **SAŽETAK**

*Općenita istraživanja pokazuju da su kulturni turisti iznad prosječnih primanja i obrazovanja te srednje i starije životne dobi. Stoga niti ne iznenađuje učestalo povezivanje turističkog i kulturnog sektora uvjetovano nastojanjima da se poveća atraktivnost turističkih odredišta. Turistički potencijal brodske tvrđave nije niti približno iskorišten. Devastiranoj tijekom Domovinskog rata, a i zbog velike površine koju zauzima (približno 33 ha), za obnovu tvrđave Brod potrebno je gotovo 100 milijuna eura. Korištenjem inicijalnih sredstava Ministarstva turizma, grad Slavonski Brod*

je pristupio izradi projektne dokumentacije potrebne za isticanje kandidature revitalizacije tvrđave prema Europskoj uniji. Pri izradi tehničke dokumentacije, ali i financijskih studija očekuje se pomoć i Ministarstva regionalnog razvoja i fondova Europske unije. Kako propisi Europskog regionalnog fonda predviđaju mogućnost apliciranja za pojedinačne faze obnove kandidiranih objekata, pod uvjetom da svaka faza predstavlja izvediv projekt u smislu stvaranja zasebnih funkcionalnih cjelina s vlastitim vrijednostima, s resornim ministarstvima su u tijeku pregovori da se isticanje kandidature vrši sukcesivno, obzirom da pokrivanje izdataka cjelovite obnove u kratkom roku ne bi bilo moguće. Iako trenutno zanemareni potencijal, tvrđava Brod mogla bi vremenom postati prepoznatljiva u međunarodnim okvirima, i to i u turističkom smislu. Svrha primarnog istraživanja koje će se provesti putem anketnog upitnika bit će utvrditi stavove i mišljenje lokalnog stanovništva o tome je li realno za očekivati da će mjerodavne europske institucije prepoznati kulturno-turističke, ali i gospodarske potencijale tvrđave te financijski pomoći obnovu tvrđave temeljem prethodno izrađenih studija izvedivosti. Rezultati istraživanja pokazat će kakav utjecaj političko lobiranje može imati na razvoj projekata pojedinih lokalnih sredina koji imaju strateški značaj u europskim okvirima.

**Ključne riječi:** tvrđava Brod, europski fondovi, kulturni turizam, revitalizacija, političko lobiranje

## 1. Introduction

General researches show that cultural tourists have above average income and education, and that they are middle-aged and elderly. In the world's leading economies, the cultural industry makes from 3 to 6% of gross social product. More than 50% of tourist activities in Europe are conditioned by the cultural heritage, while cultural tourism constitutes 40% of international tourism trends.<sup>72</sup>

Urban tourism, as a special form of modern tourism, is closely associated with cultural tourism. In this sense, cities are often the ultimate or casual goals of trips for many tourists who visit them for various reasons. According to Pender and Sharpley<sup>73</sup> cities can act as part of international and national networks, a tourist "door" and be the center of regional tourism development.

## 2. Cultural tourism in the Croatian context

### 2.1. Strategic plans for the development of Croatian tourism

Serious systematic approach to the development of cultural tourism in the Croatian level was started ten years ago and since then conferences on the topic of cultural tourism have been organized, while the awareness of cultural, and tourism professionals of the potentials that culture can bring the tourist economy have been strengthening. Cultural tourism sectors operate at the Croatian Chamber of Commerce, as well as the Croatian National Tourist Board, in the Office for Cultural Tourism.

Today, the share of Croatian culture and touring sectors in total Croatian tourism is about 2%, which is far from the share of this sector in Spain, France and Italy as the leading cultural destinations. However, in the last five years the average annual growth rate of receptive tourism in sector of touring in Croatia is higher than 100%, which is much more than the overall growth.<sup>74</sup>

Tourism Development Strategy of Croatia<sup>75</sup> talks about brownfield projects such as construction of facilities for cultural tourism in terms of conversion and / or renovation of various currently unused industrial or military facilities in the public domain, including the area of the continental as well as

<sup>72</sup> OECD (2009): The Impact of Culture on Tourism, pp. 20

<sup>73</sup> Pender, L., Sharpley, R. (2005): The Management of Tourism, Sage Publications, London, pp. 164

<sup>74</sup> Strategic Marketing Plan for the Croatian tourism for the period from 2010 to 2014 (2009), THR and Horwath Consulting, Zagreb, pp. 293.

<sup>75</sup> Tourism Development Strategy for the Croatian Republic to 2020 (2009), Institute for Tourism, Zagreb, pp. 40.

coastal Croatian destinations with rich cultural and historical heritage and more than a thousand castles, and manors.

## **2.2. Cultural tourism in the region of Slavonia**

In the area of cultural tourism within the region of Slavonia as tourist attractions can be included monuments like forts, fortresses, old city cores, castles, religious buildings, archaeological sites, individual buildings, memorial areas and specific architecture where parks and parkways dominate. Highest value among the tourist monuments in the Osijek-Baranja County has Đakovo Cathedral, the most important sacred building of the region, in the Brod-Posavina County - Brod fortress, in the Vukovar-Srijem County - royal town of Ilok with Odelschalchi family castle dateing from the 18<sup>th</sup> century, in the Požega - Slavonia County - monuments such as old town of Požega, medieval fort in Kaptol and castle in Kutjevo, while in the Virovitica-Podravina County there are no cultural and historical resources of national importance.<sup>76</sup>

As in the region of Slavonia, market attractiveness and competitive position of the sector of cultural tourism are at a fairly low level, the strategy for the product of culture and touring should go in the direction of increasing market share and strengthen the competitive position of the sector. The main objective of this product should be to create from the region of Slavonia as one of the leading cultural tourism destinations for domestic tourists, but also to make the region an integral part of international itineraries with cultural content. The operational objectives should relate to the development of cultural products at the regional level based on experiences and perceptions, creating opportunities for the sale of cultural products in the region through the Internet and specialty products, as well as the promotion of cultural products in the region as a whole.

## **2.3. The Brod Fortress as a backbone for the development of cultural tourism in Slavonski Brod**

The most significant object in cultural – touristic sector of Slavonski Brod is the Brod Fortress. Although, as a military fortress on the border, the Brod Fortress was never able to prove and demonstrate its combat power, there are many preserved fortifications reminiscent of the bygone times and the everyday military life took place within.

The Brod Fortress is mostly visited by the organized tourist groups as a part of the cultural tours as well as students on a field trip<sup>77</sup>. Major obstacle to increasing the number of visitors to the fortress complex is the lack of restaurants, shopping, sports and leisure as well as entertainment facilities.

## **3. European funds in a function of cultural - touristic development of the Brod Fortress**

### **3.1. Initial activities of the Ministry of Tourism on the project of reconstruction of the Brod Fortress**

The Ministry of Tourism approved in 2011 to the Tourist Board Slavonski Brod, except technical assistance, initial funding for making the project documentation required for candidacy the fortress to the European Union. Data from the Pre-feasibility Study of "TeamDC" from Bratislava financed by these means<sup>78</sup> indicate that the complete restoration of this unique monument of the Croatian military fortification architecture would cost almost 100 million euros.

76 Loncaric, B. (2012): Marketing in tourism of Slavonia and Baranja, Ph.D. thesis, Faculty of Economics in Osijek, Osijek, pp. 74-80

77 According to data from the Tourist Office of The Tourist Board Slavonski Brod, the Brod Fortress was in 2012 visited by 4800 tourists in organized groups that used the services of tourist guides while sightseeing the fortress.

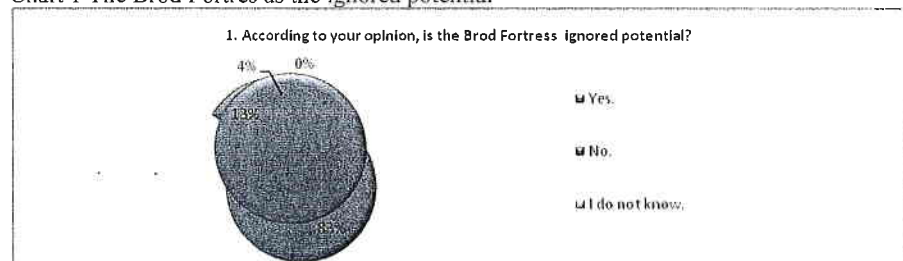
78 Pre-feasibility study for the Brod Fortress (2012), TeamDc, Bratislava, pp. 31

As the European Regional Fund regulations provide for the possibility of applying for individual stages of recovery nominated buildings under condition that each phase of the project is viable, and that in the way to create a separate functional units with their own values, the representatives of the city authorities Slavonski Brod have been negotiating with the representatives of the Ministry of Tourism and the Ministry of Regional Development and EU Funds to perform the Brod Fortress candidacy to EU funds successively. The reason for this lies in the inability to meet expenditures for the complete reconstruction of the fortress in a relatively short time.

### 3.2. The results of the primary research

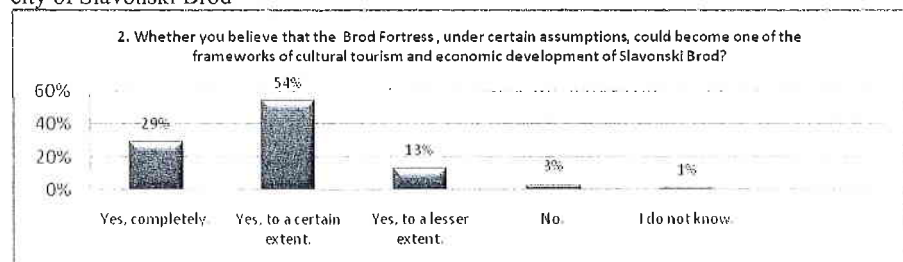
Although currently ignored potential, the fortress could eventually become recognized internationally, in terms of tourism. In order to determine the attitudes and opinions of local residents, but also visitors of the website of the Tourist Board Slavonski Brod from other areas, whether is realistic to expect that the relevant European institutions would recognize the cultural, touristic and economic potential of the fortress and give the financial help to rebuilding the fortress, in February 2013, on a sample of 353 respondents, there was conducted primary research, under previously developed feasibility study. The research results presented below show the impact that political lobbying may have on the development of projects of local communities that are of strategic importance in the European context.

Chart 1 The Brod Fortres as the ignored potential



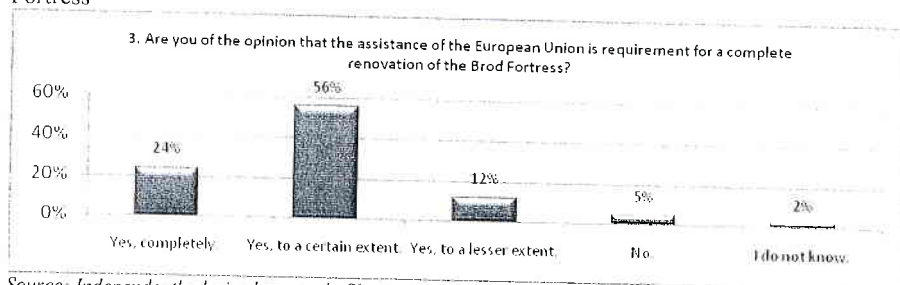
Source: Independently derived research, Slavonski Brod, February 2013

Chart 2 The Brod Fortress as the framework of cultural tourism and economic development of the city of Slavonski Brod



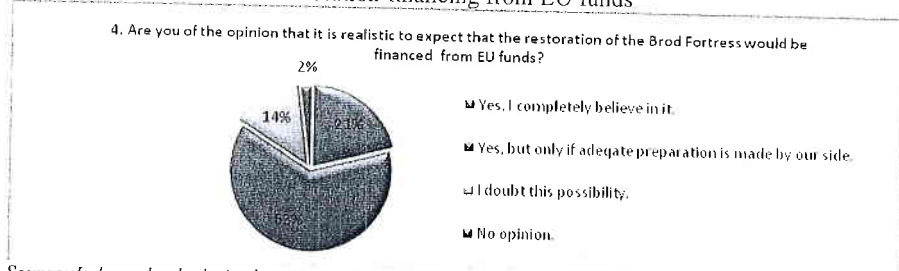
Source: Independently derived research, Slavonski Brod, February 2013

Chart 3 Assistance of the European Union as requirement for a complete renovation of the Brod Fortress



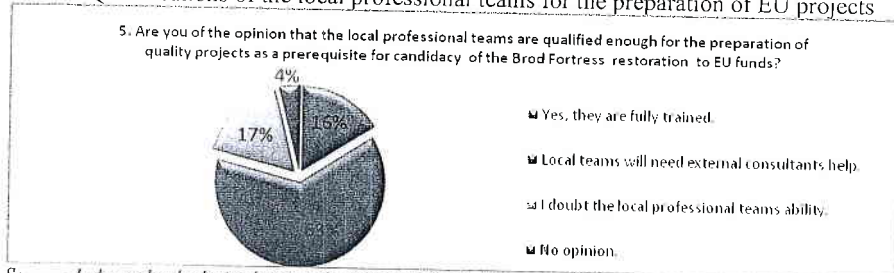
Source: Independently derived research, Slavonski Brod, February 2013

Chart 4 The Brod Fortress restoration financing from EU funds



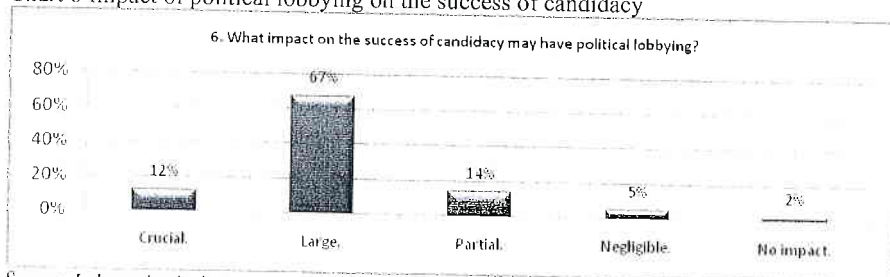
Source: Independently derived research, Slavonski Brod, February 2013

Chart 5 Qualifications of the local professional teams for the preparation of EU projects



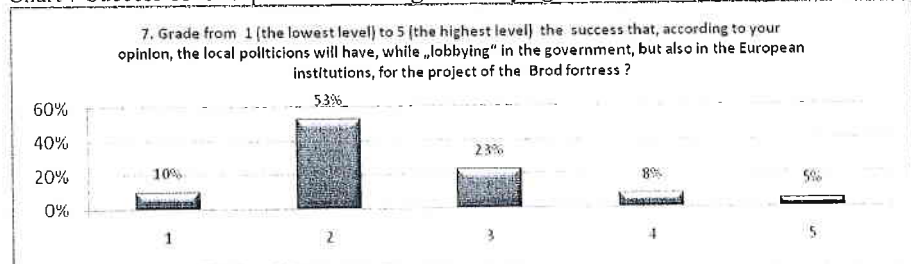
Source: Independently derived research, Slavonski Brod, February 2013

Chart 6 Impact of political lobbying on the success of candidacy



Source: Independently derived research, Slavonski Brod, February 2013

Chart 7 Success of local politicians during the lobbying for renovation of the Brod Fortress



Source: Independently derived research, Slavonski Brod, February 2013

#### 4. Conclusion

Results of this study show that more than 80% of respondents believe that the Brod Fortress is ignored potential, but that, under certain assumptions, it could become the backbone of cultural tourism and economic development of Slavonski Brod. Approximately the same number of respondents is of the opinion that the assistance of the European Union is a prerequisite for the full restoration of the fortress, but that the local professional teams are not sufficiently trained for the preparation of quality project that is prerequisite for candidacy of the fortress reconstruction to the EU Funds.

It was also found that the political lobbying would be of great importance in occasion of candidacy of the fortress reconstruction to EU funds, while the success of local politicians while "lobbying" in the government as well as the European institutions, was given an average mark of 2.45.

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