



## PROJECT

# TRANSNATIONAL PARKS AND GARDENS RESOURCES IN ADRIATIC AND IONIAN TOURIST MARKETPLACE

## TANGRAM

Work Package:	WPT3 "The LAP and the TAP into action"
Activity:	T3.4 Pilot in the Nis area (PP7, PP8)
Activity Leader:	RDA Banat
Deliverable:	T3.5.4 Info points located in the National Park Fruska Gora

Version:	Draft 1.0	Date:	30.08.2022
	Final Version		
Type:	Report		
Availability:	Confidential		
Responsible Partner:	RDA Banat		
Editor:	RDA Banat		

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## IDENTIFICATION SHEET

<i>Project Ref. No.</i>	939
<i>Project Acronym</i>	TANGRAM
<i>Project Full Title</i>	TRANSNATIONAL PARKS AND GARDENS RESOURCES IN ADRIATIC AND IONIAN TOURIST MARKETPLACE

Security (distribution level)	Confidential
Date of delivery	30/08/2022
Deliverable number	T3.5.4
Type	Report
Status & version	Final version
Number of pages	13
ACTIVITY contributing to the deliverable	T1.3 Pilot in the Nis area (PP7,PP8)
Responsible partner	RDA Banat
Editor	RDA Banat

## INTRODUCTION

Deliverable T3.5.4 "Info points located in the National Park Fruska Gora", as a part of Activity T3.5 "Pilot in the Nis Area" aims to present Fruska Gora tourism offer on one new, receptive and interactive way. **This was done through the** pilot action implemented by PP\* - RDA Banat, on the territory of Fruska Gora. Pilot action included data collection in tourism destination area of Fruska Gora, along with identification of relevant touristic attractions (sites identification, texts and images preparation), routes definition, maps creation, etc. These data collected have been incorporated in the electronic platform developed through the project and presented at the interactive displays placed on 4 locations of Fruska Gora and they vicinity. Those info points are showing all the tourism, natural and historical heritage as well as other offers of Fruska Gora, to all existing and potential tourists who want to visits this National Park.

### About the Fruška Gora tourism destination

Fruska gora is a mountain placed at the north part of Serbia, at the territory of Autonomous Province of Vojvodina, close to the City of Novi Sad. With the great natural wealth and beauty, mountain was declared for National Park in 1960. That year Fruska gora also became a member of the Federation of National Parks of Europe. The area of active protection of the Fruska gora National Park covers 25,525 km<sup>2</sup>. The tourist values of Fruska gora lie in richness of flora and fauna, landscaped picnic areas, lakes, viewpoints, hiking trails, and rich cultural and historical heritage (monasteries built in its thick forests). All this variousness has profiled this Pannonian mountain as a destination for excursion tourism. The tourist offer of the National Park consists of hiking in nature on forest trails, hiking, cycling, nature photography, bird watching, wildlife watching, and in the summer months, swimming in the accumulation zones.





# SECTION 1

## Implementation of the Pilot Action at the territory of Fruska Gora - T3.5.4

### "Info points located in the National Park Fruska Gora".

RDA Banat started with the preparatory activities for the pilot action implementation in the second part of 2021, in parallel in two directions.

- Technical part of activities implied definition of equipment (info points / totems) to be procured within the project, as well as definition of locations at the National Park of Fruska Gora where the totems will be placed.
- Soft part of activities included definition of user interface and data to be collected for the presentation of Fruska Gora tourism potentials on these totems. For this, data obtained from research conducted within the WPT1, as well as data obtained from the field and during the EASW process of LAP definition were used.

At the early beginning of the 2022, RDA Banat engaged external expertise for Pilot activity setting up and implementation, when the contract was signed with the "Time Computers PR" in order to provide technical assistance in data collection, platform development and info points placement.

Pilot have several steps conducted:

#### Data collection within destination area of Fruska Gora

- Check on field the existence and the conformity of the of the most important touristic attractions (locations and products) on the territory of Fruska Gora (cultural and historical sites, natural sites, leisure facilities, accommodation and food service, health and spa, traditional-regular events, etc.);
- Preparation of descriptive texts (no more than 600 characters by location), high-resolution images (outside and inside if allowed) and GPS coordinates for these localities;
- Identification of specific tourist routes (for example: hiking, biking, wine, religious, etc.) with relevant information of each route such as duration, distance, difficulty, existing attractions, etc;
- Creation of route maps with pins;
- Structuring and processing data collected;

#### Development of platform for presentation of Fruska Gora tourist offer

- Development and adoption of design and concept of platform functionality;
- Development of the platform in accordance with the adopted design;
- Definition and creation of administrative panel;

- Inserting content on the platform;
- Development of user instructions for adding and updating content;

The Fruška gora platform is being developed in order to promote the natural resources and cultural heritage that the mountain contains. Also, the platform expands the range of services of tourist organizations on Fruška Gora. The platform is bilingual, supporting Serbian and English language.

The platform includes the following units (pages):

1. Map with pins where the sights on the mountain are marked. It's in the form of a map and it can be zoomed in with pins. The pins are in the form of a notification with text and images. The map is equally important for tourists and the locals who can show to their guests locations on the map that are important for getting to know the mountain.
2. Sights of Fruška gora is a page that includes images and following text in order to provide information about the most important locations and cultural and historical heritage

In this tab, the information is presented as follows:

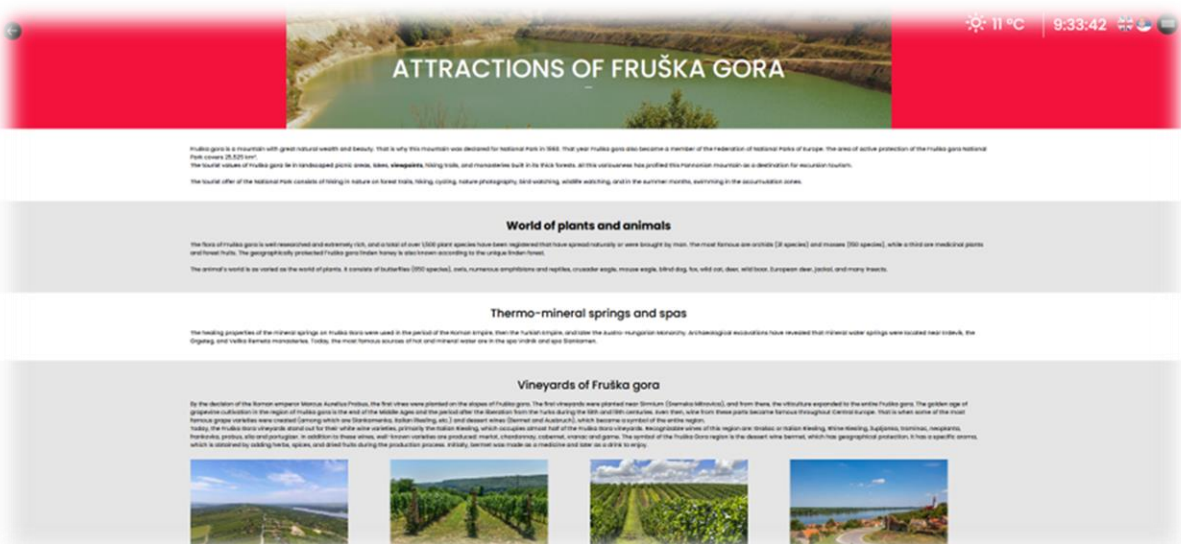
- Flora and fauna as well as thermo-mineral springs and spas are informatively presented in textual way. They also represent an introduction to further content.
- The Fruška gora vineyards are presented in text about winery and by clicking on DETAILS, the content is complemented by a large number of images named after wineries or by winery owners.
- Excursion sites are presented with detailed text, and by clicking on DETAILS the appearance and content of the resorts are complemented with photographs and titles that points to their locations.
- The lakes are presented through text about the content and location of the lake. Clicking on DETAILS opens the Fruška gora Lakes tab, where the lakes, the road to them and the surroundings are faithfully shown through photographs and detailed text.
- Cultural heritage - is presented chronologically through text and images. Click on DETAILS opens the Fruška Gora's monastery card, and it complements the content of the card - Cultural Heritage.
- Local food and drinks.
- Events
- Accommodation (these three subtitles are presented through texts that supports these titles)

The page Sights of Fruška gora is elaborated with text and images. 4 more cards are supplementing the content, named: Wineries; Excursion sites; Fruška Gora's lakes; Fruška gora's monasteries.

Fruška Gora's mountain with its content attracts large number of visitors and is promoted through texts and images. The mountain itself is rich in flora and fauna, its relief is suitable for various sports, rich in cultural heritage and attractive all throughout the year. Fruška Gora's monasteries, a large number of picnic areas, lakes, archeological sites are just some of the segments that the mountain offers.



- The mountain route provides an overview of active trails that are represented on Fruška gora: 16 trails are shown. Each trail is presented through text and map. Each page, in addition to basic information, has the option of clicking DETAILS where detailed description of the routes and maps are shown. Routes information contains how long it takes to walk the trail. Also, the movement through routes is clearly and precisely shown. The texts are picturesque and useful to visitors with all comprehensive information.
- About the project: text with all relevant data and logos related to the project.
- Weather forecast is a station that shows the day, date and weather forecast for the whole week. It is of an informative character.



### Picnic areas

If you want to spend a pleasant weekend in a natural environment, along with family or just like a hobby on hiking gear, there are many public picnic areas available. Most of them are arranged and are located near to roads, cultural and historical monuments, and looking for them.

The National Park Information Center has been established on the site where, where visitors can get all the necessary information about the National Park. They have a lot of information about the information center, and within it, there are information boards and bookshelves, with all the necessary information about the National Park.



VIEW

### Lakes

Public greenery is not only a wealth of water surfaces. It consists of numerous springs, streams, springs, and lakes. All lakes are artificial accumulations created by blocking streams or in places of abandoned surface rivers that are filled with water. There are 18 lakes in the area of Public greenery, and the most visited, especially during the summer when a large number of swimmers, anglers, campers, and other nature lovers come, are **Belasnicka Lake, Brijuni, Mladost, Slatina, and Borkovacka**.



VIEW

### Cultural heritage

Cultural and historical monuments are located in the entire area of Public greenery, from medieval times of cultural heritage (archaeological sites), settlements, and fortifications to monuments of recent history. Also, there are many sites from prehistory, ancient Rome, and the Middle Ages.

- the historical core of Šibenik, including the old town;
- 18 stone buildings from different periods (Middle Ages, later Baroque, Romantic);
- 16 churches and chapels (Middle Ages);
- three wooden colonies in Šibenik, two in the colonies in Šibenik (Middle Ages);
- 18 monuments and memorials from World War II.



VIEW



### ROUTE NO.1

- ROUTE NO.2** Mountainseeing hut Šušljinci - Valika Barokna Mlinarišnica - Organski Mlinarišnica - Tr Tovar - Mountainseeing hut Šušljinci  
1.5h walking VIEW
- ROUTE NO.3** Mountainseeing hut Šušljinci - Kukulski Mlinarišnica - Valika Barokna Mlinarišnica - Mountainseeing hut Šušljinci  
1.5h walking VIEW
- ROUTE NO.4** Mountainseeing hut Šušljinci - Brodski's Grove - Organski Mlinarišnica - Valika Barokna Mlinarišnica - Mountainseeing hut Šušljinci  
1.5h walking VIEW
- ROUTE NO.5** Mountainseeing hut Šušljinci - Brodski's Grove - Valika Barokna Mlinarišnica - Mountainseeing hut Šušljinci  
1.5h walking VIEW
- ROUTE NO.6** Mountainseeing hut Šušljinci - Brodski's Grove - Restaurant „Branikova Čardaš“ - Mountainseeing hut Šušljinci - Brodski's Grove  
1.5h walking VIEW
- ROUTE NO.7** Mountainseeing hut Šušljinci - Restaurant „Branikova Čardaš“ - Brodski's Grove - Šibenik road - Mountainseeing hut Šušljinci (green route of faith)  
1.5h walking VIEW

VIEW



### Presentation of Fruska Gora tourist offer on interactive displays

The content of the totems presentation is set on the Interactive display for indoor use. Multifunctional touch screen at 10 points at a time. Screen size: 32"/ 81cm. Screen resolution: 1920 x 1080 / Full HD. Anti-vandal glass protection A +. Windows 10 OS is installed on the device, and it connects to the Internet via Wi-Fi network (or LAN cable). Case of totem is made of sheet steel with additional reinforcements and a prepared system for safe installation.

The presentation itself, which is shown on the interactive display, is set as a subdomain and is displayed on the device in "KIOSK" mode, which does not allow additional user interactions other than those allowed in the platform (presentation).

Refreshing the content is done by changing the content on the web hosting, while access to the info Kiosk - totems is provided from a remote location via the AnyDesk application.

4 interactive displays are located in the following locations:

- Tourist Organization of the City of Novi Sad: Trg Slobode 3, Novi Sad
- Tourist organization of the Municipality of Sremski Karlovci: Patrijarha Rajačića 1, Sremski Karlovci
- Tourist Info Center Vrdnik: Karadjordjeva bb, Vrdnik
- Mountain lodge Stražilovo: picnic area Stražilovo, Sremski Karlovci

Locations were chosen in cooperation with the stakeholders involved, especially local authorities, while the specifics of each locality were taken into account, also observing the usual movement of tourists. For this, we used data obtain from research conducted within the WPT1, as well as data from the field.



