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Tourist Valorization of Cultural Route “The Trail of the Roman Emperors“

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Abstract. Cultural routes appear as a new concept that turned to be very beneficial in terms of the revitalization and presentation of cultural heritage in its broader sense - from archaeological sites to landscapes. These trails provide a unique purview into the spirit of modern countries and their inextricable connection to contemporary time. On the territory of present day Serbia 17 Roman emperors were born, which is one fifth and largest number of Roman emperors born anywhere in the world, outside of Rome. That was a good basis for developing idea of forming cultural route and starting the project „The Trail of the Roman Emperors“ in Serbia. It can be one of the most important topics in the field of cultural tourism in Serbia, and the main goal of this paper is to give a proposal for its valorization and promotion for the tourism purposes. This will be achieved through the evaluation of all elements of tourist valorization on the basis of which general tourist assessment will be formed, while the purpose of SWOT analysis was to detect existing strengths and weaknesses, and provide real opportunities and risks for this cultural route.

Keywords: valorization; Serbia; cultural route; Romans.

Introduction

The culture has always been the main motive for traveling and one of the facts which support this statement is certainly the development of the „Grand Tour“ in the sixteenth century and the other journeys organized after that [1]. However, during the twentieth century, the culture was not anymore the main reason for tourism development, but culture became tourism instead [2]. According to reports of OECD and UNWTO in 2007, the 40% of international tourism represents cultural tourism. Moreover, cultural routes appear as a new concept that turned to be very beneficial in terms of the revitalization and presentation of cultural heritage in its broader sense - from archaeological sites to landscapes [3]. The cultural routes are defined as roads that pass through one or more regions or countries, which organization is based on the specific theme such as historical, artistic or social, and which are also associated with geographical principle, due to the significance they have [4].

Several preconditions are identified as being necessary for successful tourism routes: community participation, cooperation networks, an explicit pro-poor focus, information provision and promotion, and product development and infrastructure [5]. The fact that indicates how important are the cultural routes is that in 1998 was founded the European Institute of Cultural Routes, who worked closely with the Council of Europe. Their principle aim was to ensure the continuity and further development of the cultural routes in 51 countries who have signed The European Cultural Convention. This project, run by the Council of Europe, was named Cultural Routes. The sole purpose of this project is the protection and promotion of cultural and natural heritage, as a way of improvement of the quality of social, economic and cultural development.

If we take into account that the seventeen Roman Emperors were born in Serbia, which is 20% of the total number of Roman emperors and kings, as well as the largest number of imperators' children born outside of Italy, there are good basis for developing idea of forming

cultural route and starting the project „Itinerarium Romanum Serbiae” or „The Trail of the Roman Emperors“ in this country. The main aim of the project is to connect all places with a rich ancient heritage, creating a cultural route over 600 miles long. This cultural route should also present this heritage as a great potential that will enrich and enhance cultural tourism, especially because it represents the heritage of the global importance [6].

Once people visit sites like Romuliana, Viminacium, Mediana and other cultural assets along this route, which are still not enough valorized and discovered in the right way, they will be motivated to learn more about their history, architecture, and valuable cultural and artistic heritage. Unfortunately, most people are not aware of the importance and value of cultural heritage from the Roman period which is located in Serbia. Therefore, the idea of a cultural route „The Trail of the Roman Emperors“, became one of the most important topics in the field of cultural tourism in Serbia. Based on that fact that route will connect all of these sites and contribute to their valorization, as well as provide an authentic experience of the Roman period, the main goal of this paper is to give a proposal for its valorization and promotion for the tourism purposes.

Methodology and Research Methods

All objects, phenomena or spaces formed by natural processes or human activity which possess a certain attraction for visitors can be a subject of tourist valorization. One of the most often used methods of tourist valorization is a quantitative–qualitative method, which allows a fair amount of freedom in the evaluation, and it is based on six indicators. The second, more complex method, is the Hilary du Cross method of tourist valorization, which is, due to its complexity and variety of indicators that are included in the process of cultural property evaluation, considered to be more appropriate and more reliable [7].

In the field of tourism, there is no explicitly defined method of valorization. On the other hand, it is often a sublimation of methods used in other scientific fields and adapted for tourist purposes. Mostly these are quantitative –qualitative methods, that through a numerical expression, description, and sometimes graphic, express the value of a resource, which is valorized [8]. The essence of tourist valorization is to establish the existing state of resources, and through the assessment of their value set up the objectives and realistic possibilities for tourism development, and then subsequently, the merits estimates of putting the proposals for determining the special protection of certain resources or the entire space, realizations of possible solutions for the protection, assessment of investment activities and opportunities of tourist turnover [9].

In this paper, using the above methods, we tried to determine the tourist potential of cultural route „The Trail of the Roman Emperors”. Also, based on that, we will use SWOT analysis to determine the existing strengths and weaknesses, and the real opportunities and threats for this cultural route. The research material consists of secondary data collected from literature, bibliographic studies and documents. We will also be using a descriptive approach and the inductive research method.

It should be noted that in tourist valorization difficulties arise from the imperfection of the methodology used for the quantification of indicator values for valorization by giving them numerical scores. It should also be noted that different approaches lead to results with limited reliability, bearing in mind that the assessment is based on the subjective perception and evaluation of the grader, as is the case with this assessment. For this reason this type of research must intersect and complement with contact studies of tourist clientele, because it is the only way to reliably determine how tourists experience the cultural and natural values of a given space. Visitor inclusion in the evaluation process is a good way to achieve objectivity [10].

Results of the Quantitative–qualitative Method of Tourist Valorization

In theory and practice of tourism, quantitative–qualitative method consists of the so-called „complete methods“ (based on the system of factors which also include examination of cultural and geographic factors, i.e. the cultural values of space, then suprastructure and infrastructure) [11]. The quantitative evaluation in reality can not encompass all the components of space, and therefore the so called complete methods are also called „quasi-total“.

Since many domestic and foreign authors consider that the valorization process proposed by the World Tourism Organization is outdated, it is modified, and that modified procedure was used

for the purposes of this paper, so the tourist valorization is carried out by analyzing: *tourist-geographical position, artistic value, tourist value of the ambience, tourist attractiveness and recognition, construction and equipment of the space, tourist value of the surrounding tourist resources.*

Based on that analysis, cultural good (in this case the locality) is evaluated with grades from 1 to 5 to determine the overall value of the tourist route:

- 1) unsatisfactory quality (inability for tourist presentation),
- 2) satisfactory quality (local tourist importance),
- 3) good quality (regional tourist importance),
- 4) very good quality (national tourist importance),
- 5) excellent quality (international tourist importance) [11].

1.1. Tourist-geographical position

Tourist and geographical location is evaluated as a ratio of contractive zone of archaeological sites and the dispersion zone of the originating region in the near surrounding. When evaluating this element, it is important to determine the existence of the major roads, railways, airports and navigable rivers in the near surrounding [11]. The geographical position of cultural and historical route is relatively good because the route passes near the Corridor E-75, but on the other hand, due to the very wide territory of the route it is badly connected with cross-linked junctions [12].

The *Sirmium* is located only 75 km from the country's capital, Belgrade, and the road E-70 of international importance connects it with this city, as well as and the only double track railway in the country. From the provincial capital Novi Sad is 50 km away. The current grade is 4. *Singidunum* is located on the territory of today's Belgrade which represents an important transport hub. Belgrade is a place through which are passing two roads of international importance: E75 - as North and South part of Corridor 10, and E 70 - as the Western part of Corridor 10 and the road leading to Romania. In addition, the important Ibar highway E 763 starts from Belgrade too [13]. Here is also located the largest airport of Serbia „Nikola Tesla“. Moreover, Belgrade developed other forms of transport, such as railway, and it runs by the railroad Belgrade-Bar, Belgrade-Nis etc. The current grade is 5.

Viminacium is located 100 km from Belgrade and those two cities are connected by north-south direction of E-75 road. Highway M-25 is very important for transit traffic, especially traffic directed to Djerdap and Negotinska, and Timočka area [14]. This traffic position is beneficial for connecting Viminacium to other tourist centers along the route. The current grade is 5.

Tabula Traiana (Roman memorial plaque), *Pontes and Diana* are located in Djerdap in the east part of Serbia. Danube is certainly the most important traffic artery here, but however, Djerdaps highway has the greatest significance in terms of traffic. The current grade of the location of all three sites is the 4. *Felix Romuliana* is located in the eastern Serbia near Zaječar. Main roads M-5 and Timočka highway, as well as regional and local roads are making great connection to other places. The current grade is 4.

The *Mediana* is located near Nis, the third largest city in Serbia, which is located on the river Nišava. Nišava is very close to E-75 road of international importance, which makes this location extremely accessible. The current grade is 5. *Caričin grad* was once known as Justiniana Prima, one of the largest and most important Byzantine cities in the Balkans. It lies on the gentle slopes that descend from the mountain Radan to Leskovac, at the place without any significant roads [15]. This place is neither on the Morava-Vardar-axis nor on the west road which connected Naisus and Skopje, or any important transversal. It is located about 30 km from Leskovac, which is the closest major city, and the capital city Belgrade is located over 300 km. The current grade is 3.

3.2 Artistic value

The evaluation of this element relates to the assessment of all factors that attract tourists. All specific places located along this cultural and historical route have significant artistic value, which is reflected in the numerous villas, ruins of palaces, preserved mosaics, frescoes and sculptures.

When it comes to *Sirmium*, besides numerous bathrooms, cemeteries, and the Imperial Palace, frescoes and sculptures of exceptional value were discovered on more than 74 localities of this site. The current grade is 5. In terms of artistic value, *Singidunum* is long behind other site

along the route; however, there can be found some valuable traces of classical art, which are reflected in the altar, the marble torso women without heads and other sculptures. Unfortunately, over the surface of this place have not been preserved any trace from the Roman period. Belgrade was many times destroyed to the ground, and rebuilt so there is not much left from the Roman Singidunum [16]. The current grade is 2.

On contrary, *Viminacium* has a very high artistic value, which is reflected in the valuable frescoes preserved in tombs, remains of pottery, coins, glass and worthy pieces of jewelry. *Viminacium* is also a potential place of mammoth graveyard due to a recent discovered of a new fossil of mammoth in the mines of the Old Kostolac [6]. The current grade is 5.

The bridge and plaque of *Trajan, Diana and Pontes* are also reputed to be sites with considerable artistic value. Diana stands out because this is the place where worthy remains such as marble and bronze figures, tools, weapons, money were found, especially in the interior of the palace. Unfortunately, the rich and valuable relief decoration of Trajan's plaque is devastated and little is preserved [11]. Trajan's bridge and board and Pontes were evaluated by the grade 4, while Diana was rated as 5. The fact that in 1979 *Felix Romuliana* was categorized as a cultural heritage of great importance, since 2007 is has been under the protection of UNESCO as a cultural heritage of great importance in Serbia, and that the priceless artwork found here is exhibited throughout Europe, are some of the evidences that confirm its extraordinary artistic value [17]. The current grade is 5.

Mediana has a number of discovered mosaics, which are still not very well investigated. Nevertheless, they represent significant outstanding examples of art. Here were also found very old sculptures from marble and Egyptian porphyry. In addition, the money and ceramic objects discovered here are witnesses are of great artistic value. The current grade is 5. The artistic value of *Caričin grad* represents iron objects, the remains of ports and mosaics found in the ruins of the church, and all of this creates a valuable picture of paleovizantian civilization [15]. Interestingly, the remains of glass are a valuable material, because they indicate that here, at this time, this was the only glass workshops on the Balkan peninsula. The current grade is 5.

3.3 The Ambience

Ambiance is the complexity of natural and man-made resources of space, and it has a profound effect on the value and the quality of the overall experience [11]. In the wider environment in which Sirmium is located, there are the attractive natural resources such as the Sava river, and National Park Fruška Gora which is very close to this place. We should also mention the rich forests around Sremska Mitrovica and the real natural gem - Special Nature Reserve Zasavica, which increases the value of the environment. The current grade is 4.

The ambience of *Singidunum* is predominantly urban and on the surface there are not any traces from Roman period. Nevertheless, some valuable discoveries have been found beneath the city streets and buildings. The value of the urban environment complements the natural value of two major rivers Sava and Danube, as well as Avala mountain. The current grade is 3. The wider environment of *Viminacium* represents a fertile plain named Stig and the mouth of the Danube and Mlava. The closer ambience of *Viminacium* consists of all-natural space, covered with clover, corn and wheat, which is recognize by investors as extremely valuable in terms of future construction, accommodation facilities that will all together provide an experience of exceptional natural landscapes. The current grade is 4. *Trajan's plaque and the bridge, Diana and Pontes* are placed in a beautiful natural setting of Djerdap gorge, one of the most beautiful and the largest in Europe, and meander of the river Danube. In the surroundings there are many natural elements such as natural reserves and natural monuments, view points and rare natural phenomenon, but in addition also a number of cultural values from different epochs as well known archaeological site Lepenski vir. The current grade is 5.

Romuliana is surrounded by forests, meadows and pastures, and what makes it environment special is certainly the Black Timok River. *Romuliana* is located near Gamzigrad spa, with beautiful surroundings and hot springs. Forest vegetation is unfortunately mostly degraded, except the small fragments of preserved vegetation resources, attractive elevations and squeezed meanders of Black Timok [17]. Unplanned construction of individual buildings in the place where *Romuliana* is located violates the original value of this site. The current values 5.

Mediana is placed in the area which consists of loess plateau of the river Nišava. The potential of this ambience is not used enough which indicates the need for creation of parks, flower fields or other natural elements. The current grade is 3. The ambience of *Carčcin grad* consists of preserved nature and greenery, without disturbing noises which creates opportunity for quality vacation. It is situated on the gentle slopes between Radan and Leskovac valley. The current grade is 3.

3.4. Construction and equipment of the space

The center of this cultural and historical route *Viminacium* is reputed to have the most developed infrastructure and tourist facilities. With a main aim to protect and provide presentation of this site there were built the permanent protective structures of laminated wood. At the site there are additional objects such as ticket office with a souvenir shop, a cafe-restaurant and a sanitary toilets [18]. Moreover, it contains accommodation facilities for researchers and students as well as working facilities (offices, computer lab and professional library), a museum space for the presentation of cultural heritage and the Center for original items found at this the site, lecture halls and other rooms. From the thermal power plant „Kostolac B“ to this site leads a country road covered by sand, so this site can be reached by car, as well as by buses. In all significant areas of the site, there are set the tables whose purpose is to inform about major characteristics of the object and explain its status (that this object is protected by the state and legally protected). All exposed and researched parts of *Viminacium* are marked with yellow, clearly visible bands which inform potential visitors in the circle of hundreds of meters that in that area is an ancient city [16]. At the entrance to the site are placed banners on which is printed in large letters the name of the site which contributes to visibility of location and orientation in the space. The current grade is 5.

The area around *sites which are located in the Djerdap gorge* is characterized by very low levels of development. The nearest accommodation facilities and restaurants are located in Kladovo. The road from Kostol is the soil road and is recommendable to go to the site by foot, because there are still just plans to start work on the access road and parking area. The Pontes is invisible from the road because it is overgrown with bushes and weeds. In addition on the way from Kladovo there is a signpost with the inscription „Trajan's road“, but without indications of the Pontes on that road [19]. More attention is now given to reconstructions of Diana site, which is one of the best preserved. It important to emphasize that all items found in this region can be seen only in the Archaeological Museum of the Djerdap gorge. There are plans in the long run to combine remains of Trajan's bridge by laser technique, but this is still little bit far-fetched. The current grade for all three locations is 2.

When it comes to construction of space and tourist infrastructure it should be noted that the transport infrastructure along the route is mostly of poor quality. Also, the roads are almost without rest stops with appropriate supporting infrastructure. This can be a significant aggravating factor, which prevents a large number of tourists on this route. The existing tourist offer related to the experience of the Roman route, is extremely underdeveloped. The restaurant offer is modest, and in terms of offer of food and specialties is generally uniform. In addition, most of our restaurants with some exceptions, mostly decorated without imagination [12]. This suggests that in the future, particular attention should be paid to the development and investment in tourism infrastructure and substructures along the thematic route, in order to achieve significant tourist traffic.

3.5 Tourist appeal

Tourist appeal of sites that are located along this cultural and historical route is high, but it still didn't reach it peak. A large number of people, not only from abroad but also from Serbia, have not visited these sites, and have not even heard of some of them. Majority of people is not familiar with their value and importance for the history and culture, and are not sufficiently aware of the tourism potential, we can conclude that the recognition and appeal of site is still on unenviable level, and there should be a lot of effort to change it in the future.

First and foremost all sites are supposed to get Visitors Center, which currently exists only in Sirmium, *Viminacium* and *Caričin grad*. Also, in order to present these sites to tourists, it should be should arranged an interpretive center, and provide a 3D projection of these sites. This will certainly emphasize and present the importance of this object, which will encourage them to visit

those sites, and contribute to the protection and preservation an important goal which must be considered during tourism development. This also points out the importance of digitization of cultural heritage in their protection and preservation, but also for the research, science, education and dissemination of knowledge. The sites which are more recognizable and have bigger tourist appeal are Viminacium as the center of the route, as well as Romuliana, as a site that is part of the World Heritage by protected UNESCO, which is the fact that contributed significantly to the attractiveness and increased the chances for a significant development of tourism in this area. The realization of cultural and historical route „The Trail of the Roman Emperors“ is also a great opportunity for all of the sites that are involved in it, to increase their attractiveness and tourist visits, and adequately valorize its unique value.

3.6 Tourist value of the surrounding tourist resources

Fitting in with other tourism assets in vicinity of certain locations along the route is quite different. More or less all are surrounded by numerous natural and cultural values, some of them less, some of them more tourist valorized which increases the overall attractiveness and offer the possibility of forming a complex product.

From natural resources stands out Special Nature Reservate Zasavica, the Sava and Danube rivers, and mountains Fruška gora, mountain Avala, caves, gorges, spas, lakes, etc.. From cultural values there are the numerous monuments and Orthodox monasteries, medieval fortress, archaeological sites such as Vinča, Skull Tower and similar assets.

Table 1: Results of tourist valorization of cultural route „The Trail of the Roman Emperors“ by quantitative-qualitative method

Heritage site	Elements of tourist valorization						
	Tourist-geographical position	Artistic value	Ambience	Construction and equipment of the space	Tourist appeal	Tourist value of surrounding tourist resources	Average tourist value
Sirmium	4	5	4	4	4	4	4.16
Singidunum	5	2	3	3	3	3	3.16
Viminacium	5	5	4	5	5	4	4.7
Traian's plaque (Tabula Traiana)	4	4	5	2	4	5	4.00
Pontes	4	4	5	2	3	5	3.83
Diana	4	5	5	2	4	5	4.16
Felix Romuliana	4	5	5	4	5	4	4.50
Mediana	5	5	3	3	5	4	4.16
Caričin grad (Justiniana Prima)	3	5	3	4	4	2	3.58
-	-	-	-	-	-	-	4.03

Judging from results of an analysis of all relevant elements of tourist valorization, with purpose of presenting the overall tourist value of this cultural route, it can be concluded that they vary from those from good quality (3.16, Singidunum) to the excellent quality (4.7, Viminacium 4.5, Romuliana). The overall rating was 4.03 (very good quality and the importance of the national

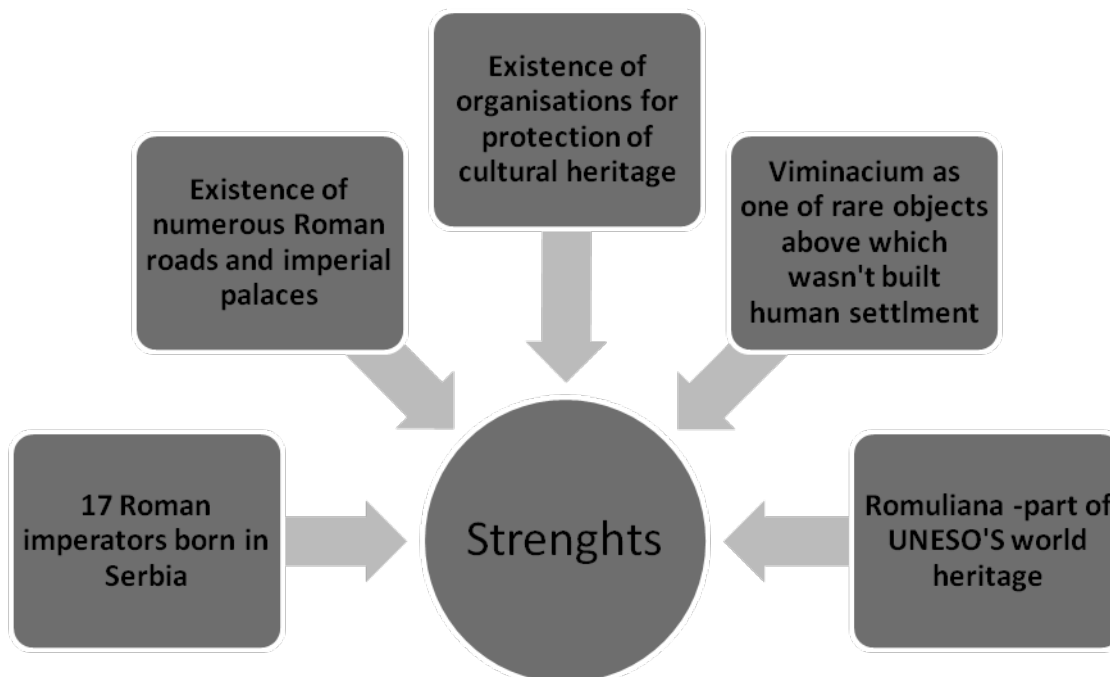
significance), but there is a space for improvement in the coming years in order to achieve the excellent quality and international tourist significance.

Besides Viminacium and Romuliana as sites of international importance, which attract more and more tourists, other sites analyzed in the table are generally of wider regional importance and need immense investment in building their infrastructure, facilities, admission requirements for visitors, promotion, etc.

Results of the SWOT analysis

In the process of tourism planning in some area, SWOT analysis plays a major role. This method is wide-ranging because it concerns internal factors (the organization as such), and external factors (the closer environment – the competitive environment, and the more remote environment– the macro-environment). The combination of external and internal factors leads to four categories: internal positive – *Strengths*, internal negative – Weaknesses, external positive– Opportunities, and external negative – Threats [20]. For every tourist product, in this case cultural route, it is necessary, on the one hand, to determine its strengths and weaknesses, i.e. internal capabilities and internal weaknesses, and on the other hand, it is necessary to analyze the opportunities and threats in the environment, i.e. external opportunities and threats. In SWOT analysis, there is no need to specify all the factors. Instead, those which are of prime importance and may determine the future should be in focus [20].

If the factor „STRENGTHS“ is analysed, we can conclude the following:



Picture 1. SWOT analysis „Strengths”

- On the territory of present day Serbia were born 17 Roman emperors, which is one fifth and largest number of Roman emperors born anywhere in the world, outside of Rome. This fact, enriched with legends and stories about their life, linked to our history, it is of great importance for the development of tourism and attracting visitors [16].

- The existence of the remains of the ancient Roman roads in Serbia, such as Trajan's trail through the Iron Gate (Via Militaris), which was discovered close to Dimitrovgrad, near the Corridor 10, as well as the royal palaces and residences of some of the most famous Roman emperors, which testify to their stay on the ground of modern Serbia, provided a strong basis for the development of cultural route [16].

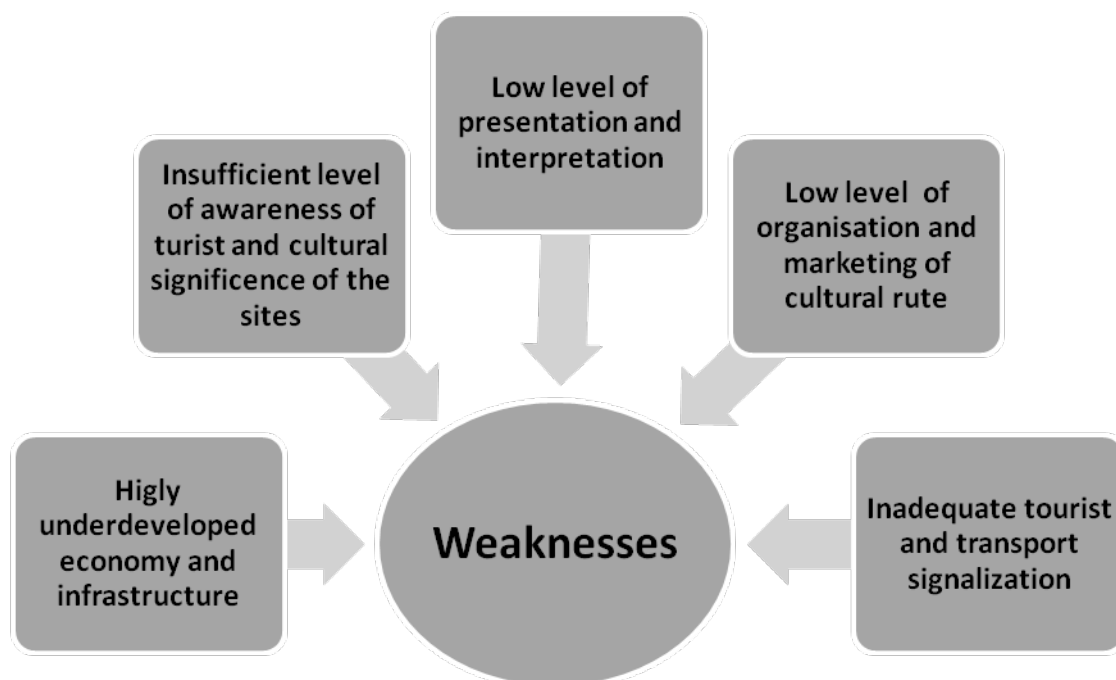
- The existence of individual organizations that protect cultural heritage, which includes this cultural route, such as the Institute for Protection of Cultural Heritage is very important, because

besides the development of tourism special attention should be given to the sustainability and preservation of this cultural heritage, in order to stay in unchanged form for future generations.

- The fact that the Romuliana since 2007 is part of the UNESCO world cultural heritage significantly increases its attractiveness and contributes to its image, which can provide good results in terms of attracting foreign tourists.

- Within the route is Viminacijum site, one of the few without a settlement constructed over it, which is a great value. Also, new discoveries related to Viminacijum intrigued the public, which should have a very positive effect on the development of tourism.

„The Trail of the Roman Emperors“ surely has a certain flaws that can be presented through the „WEAKNESSES“ of the cultural route:



Picture 2. SWOT analysis „Weaknesses“

- Tourism and the overall economy is mostly underdeveloped. Largely there is no adequate infrastructure to meet the needs of this route and that would be suitable for the mass tourist visits. Hotels and other accommodation facilities need renovation, and it is noted the absence of high categorized objects. Restaurants with its appearance and food offer do not fit properly in the theme of his route [16].

- Lack of understanding for cultural and tourist significance of the sites and route itself, and insufficient use of its tourist potential is significant weakness. Level of tourist arrivals is still at a low level compared to the great importance of the cultural, historical and artistic value of all these heritage. In addition, the local population is poorly aware of value and importance of these sites, and their participation and support is crucial in the development of tourism within the route [16].

- Lack of adequate presentation and interpretation of the sites along this route, as well as low presence of modern means in their presentation, which could bring them (as well as the originate period) closer to the tourist audience. The most important aspect of the project is the electronic coordination and marketing of routes via the Internet [21].

- Lack of good organization regarding the realization of this route and unadequate promotion and marketing. Route does not have an official website, which would provide potential visitors necessary information about all the sites, which is the great weakness in the internet era.

- Unadequate tourism and traffic signalisation, making it difficult for orientation and accessibility, which can leave a negative impression, especially to foreign visitors.

Through the factor „OPPORTUNITIES“ we analyzed the options for improving the sites:



Picture 3. SWOT analysis „Opportunities”

- The engagement of the Council of Europe in terms of the idea of cultural routes and corridors in Europe. Cultural Routes have become the subject of great interest among scientists, as well as tourists. The Council of Europe is quite engaged in establishing these routes, as a significant relationship that unites different cultures and regions.

- Continued increase in cultural and educational level of tourists, and their growing interest in cultural tourism, which is in expansion, as well as visiting cultural and historical sites, and archaeological sites. All this is a great opportunity for the development of this route in the future, and its increased visitation, from both domestic and foreign tourists.

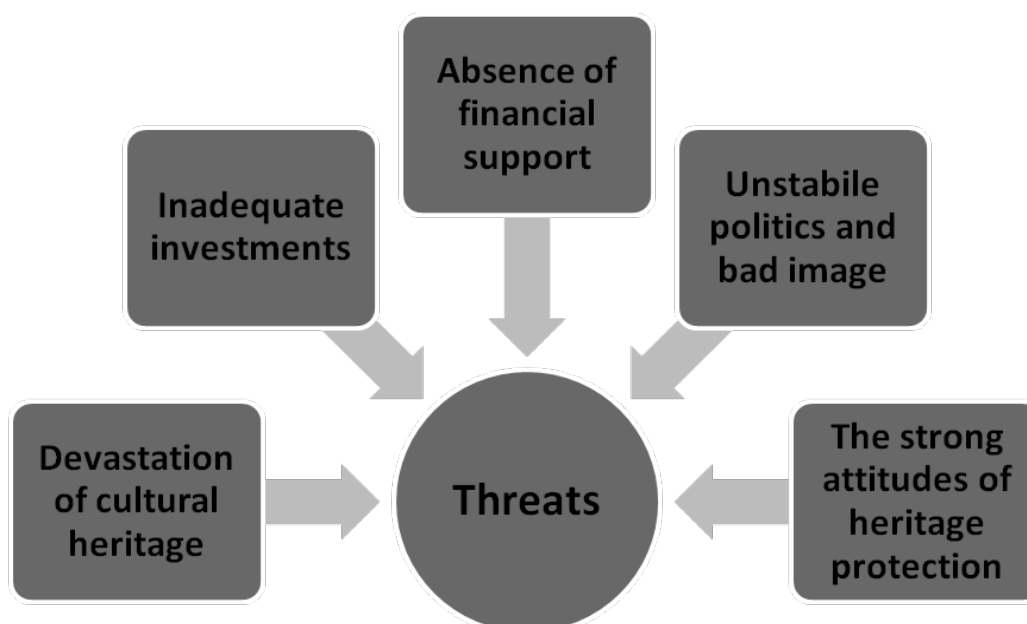
- The possibility of cross-border cooperation regarding this route, including the important places related to the Roman Empire in other countries. This would allow the formation of a complete tourist product, as well as adoption of new best practices in terms of tourist activation of these heritage [16].

- Development of regional DMO, which would solve the problem of the management and organization of the route.

- The fact that there are many natural attractions along the route, and that could be successfully linked with cultural into a single product that offers a complete experience.

- Existence of plans for construction of 100 Roman boarding houses, in a completely natural setting (clover, wheat, maize) where tourists will be able to stay, which would certainly represent a truly authentic experience.

The factor „THREATS“ can be a serious obstacle in future development and it can be found in the following forms and can have the following consequences:



Picture 4. SWOT analysis „Threats”

- The mass tourist visits in the future could contribute to the devastation and damage to these important sites, which requires a compelling need for sustainable development of cultural tourism, so that the fundamental value these objects could be preserved. Route tourism planning is also not always well executed if cultural resources are exploited for the sake of economic benefits [22].

- Lack of interest of hotel and restaurant owners to invest in renovation and reconstruction of these objects, as well as absence of foreign investments, which could be an important incentive for the development route.

- Lacking and insufficient allocation of financial resources from the state to fund such projects, which can be a brake on further development, which requires a great investment.

- The existence of the opinion that cultural heritage should rather be the question of protection issues rather than involvement in tourism and interpretation. These two objectives should be balanced, since great insistence on the one or the other would give bad results.

- The unstable political situation in the country and potentially negative image of Serbia, which could affect a smaller number of visitors coming from foreign countries.

Implementation of SWOT analysis can help entities responsible for the management of local or regional tourist policies in the destinations, to position tourism in their strategic plans [20]. Individual segments of presented SWOT analysis can serve as a framework for further action for the presentation of „The Trail of the Roman Emperors“ as a European cultural heritage, within the capabilities and limitations that come from internal and external social, economic and cultural forces. Analysis of this kind should be repeated by time, if there is a need, to adjust the goals, change priorities, or revise the planned actions based on previous experiences.

Conclusion

According to conducted analysis, it is shown that the tourist value of the cultural route is very good, and that it is heritage of national importance (grade 4.03 based on the quantitative-qualitative method). It can be noticed that the numerical value is in the second half of the mean value with the increasing trend towards high value, so that this cultural good can be ranked among the most attractive heritage of Serbia.

The development of tourism has been identified as an effective way to revitalize the economy of a destination, whether it is rural or urban. Heritage, and in particular cultural heritage, is considered as an important tourist resource for tourism development throughout the world [23]. The cultural heritage of the Roman period in Serbia is of great importance and value, and a small number of countries, in addition to Serbia, could boast with a such valuable amount of cultural treasures from Roman times, on a relatively small area. The cultural route itself, is an ideal way for

reconstruction of the period when Romans ruled this territory, the turbulent historical events, as well as the lives of many Roman emperors.

Today's tourism demand trends indicate increasing desire for authentic experiences and adventures, something completely different from what has already been seen, a product that will provide simultaneous raising of the cultural level, education, and entertainment and leisure. Precisely these trends on the demand side as well as the increasing interest in cultural tourism, create favorable currents for the realization of this cultural route and branding Serbia as a significant cultural tourism destination in the world.

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Туристическая валоризация культурного маршрута «След Римских Императоров»

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Аннотация. Культурный туризм является новой концепцией, оказавшейся очень полезной с точки зрения возрождения и представления культурного наследия в широком смысле – от археологических раскопок до ландшафтов. Все это открывает широкие горизонты для осознания характера и духа современных государств и демонстрации их неразрывной связи с текущей эпохой. На территории сегодняшней Сербии родились 17 Римских императоров, что является самым большим количеством (одной пятой) всех Римских императоров, рожденных где-либо за пределами Рима. Это явилось хорошим основанием для развития идеи формирования культурных направлений и запуска проекта „След Римских Императоров“ в Сербии. Эта тема может стать одним из самых важных аспектов культурного туризма в Сербии; а главная цель этой работы заключается в том, чтобы внести предложения по ее эффективному применению и продвижению в сфере туризма. Это будет достигнуто за счет оценки всех составляющих валоризации туризма в целом, на основании чего будет сформирована картина общего мнения туристов. Тем временем, целью данного SWOT-анализа было определение существующих сильных и слабых сторон проекта и демонстрация реальных возможностей и рисков в этой области.

Ключевые слова: валоризация; Сербия; культурный маршрут; Римляне.