Urban Mobility in Strategic Projects in Eastern Serbia

Uroš Radosavljević, PhD, Associate Professor,
University of Belgrade Faculty of Architecture, Department of Urbanism, Serbia
• Program **Municipal Economic Development in the Danube Region**
  – German International Cooperation (GIZ) 2010-2012.
• 4 municipalities in the Lower Danube Region
  – Negotin, Golubac, Kladovo, & Donji Milanovac
• **Project Authentic Ethno from Eastern Serbia for the Sustainable Rural Tourism Development**
• Consulting agency for **Integrated Plan for Sustainable Development of Rural Tourism**
  – University of Belgrade Faculty of Architecture
  – Student courses at the Faculty of Architecture
    • “Management of Local Development: Pimnice wine cellars”, Assistant Professor MSc Uroš Radosavljević
    • “Public Art & Public Space – THE ART OF WINE”, Assistant Professor Zoran Djukanović.
Rich cultural & natural heritage

Vineyards
Rogljevo cemetery
Rogljevo vine cellars
Iron Gate
Golubac Fortress
Stakeholders & networking
Vision

- Potential **benefits** for tourists & local residents
- Minimal investments > general increase for the **use of existing transport networks & sustainable modes of transport**
- In order to achieve a **safe & comfortable** transportation, **accessibility & mobility** for municipal inhabitants & goods & tourists
MM measures for increased accessibility

- External & internal **connectivity**
- **Signalization** > signposts
- **Non motorized transport**
  - increasing the use of **bicycles & horse** transportation, **pedestrian** movement
- **Services**, tourist facilities & information on:
  - **basic services** (banks, post offices, shops or the nearest health facility)
  - **navigation** in space, for reaching destination by car, bicycle, water & pedestrian transportation

*Source: Management of Local Development: Pivmumvmnice (2012)*
Improved mobility & accessibility

Key instrument > supports integrated urban management approach & goals of sustainable development

• Access to urban & rural economic centers & individual villages
• Improves the quality of life, health & safety of residents & tourists
• Contributes to mitigation of climate change, flooding & impacts caused by road transportation onto the living environment
• Optimizes the use of expensive infrastructure & reduces the need of high infrastructure investments
MM measures

- **Typical day** going to the harvest by foot or tractor
- **Tractor ride** with rural hosts to another village, town or cultural monument
- **Pedestrian tours** by forest guards in national parks & protected natural reservations
Use of existing village roads & trails

- **Mapping** & signposts
- **Use of gravel country roads** & forest trails
  - for country biking & other recreational purposes,
- **Pedestrian thematic routes**
  - track-passing between buildings & fenced plots
  - ecological & health thematic pedestrian routes

*Source: Management of Local Development: Pivmvvmnvice (2012)*
Information system

- Municipal **web sites** & local tourism organizations
  - Printed **maps** with various types of tourist information
  - **Tourist packages** for different tours depending on the time available

- **Travel awareness activities** > **educated** rural hosts & villagers
  - To help domestic & foreign tourists
  - Provide **quality information** in general
  - Provide **local transport** in particular
  - Tourist info kiosks & info-boards for pedestrian & bicycle paths

*Source: The Art of Vine (2013)*
Alternative modes of transportation

- Bicycles, trailers & walking
- Village carts
- Horse riding

Source: The Art of Vine (2013)
Alternative modes of transportation

- **Mobility measures** > restriction of car access to
  - Rural environment
  - Protected natural reservation areas
  - Regulation of bus & car parking

Bicycle + funicular

*Source: The Art of Vine (2013)*
How we did it?

• Real governance by / for / with the people
• Integrated combined top-down & bottom-up approach
• Stakeholders > express ideas, suggestions & remarks
  – on preliminary proposals by expert team from the Faculty of Architecture
  – influenced design guidelines & final project during workshops, regular meetings & voting for best solutions during exhibitions
Series of workshops

In 4 municipalities with officials, NGO’s & villagers, October 2011 – Jun 2012
Series of workshops

Rogljevo & Rajac wine cellars villages,
October 2011 – Jun 2012
Field visits

- Discussion with villagers & vine producers about their needs
Marketing & promotion

- Local TV stations & municipal websites
- Projects exhibition
Interviews & questioners

30. Da li smatrate da bi bilo korisno i moguće da se kreće standardizovana evaluacijska forma koju bi turisti mogli da popunjavaju online ili u prostorijama Turističke organizacije pomoću koje bi oceňivali kvalitet usluga i oceňivali turističku ponudu?

31. Da li smatrate da bi bilo korisno i moguće da se otvori info-call centar za turiste?

32. Da li smatrate da bi bilo korisno i moguće formiranje softvera koji bi pružao informacije turistima putem mobilnog telefona i koje bi se smali sreće i pomoći.

33. Da li biste koristili da bilo dobro premačiviću i promovisati neku lokalnu manifestaciju i događaje kao što su susedne slave, obilježite, vijećne zvone i osjećaj aktivnosti i to unutar u turističku ponudu?

34. Šta nosećte koja je to dobro, online komunikacije i organizacije bi trebalo koristiti u svojim promovisanjima. Vrste ovog načina turističku destinaciju?

Facebook, MySpace, Twitter i ostale slične snage

YouTube - upostavljanje vijesti materijala

35. Da li biste promovisali alternativne videone sobožića koji bi mogli korisni na teritoriji vaše opštine i za potrebe susedkog turizma?

36. Da li bi koristili mobilni telefoni za pristup susednim autoobilama?

37. Da li biste koristili da je dobro izraditi i promovisati projekcije o vijesti iz susednih autoobilama.
Marketing & promotion

- Presentation of projects to citizens
Conclusions: takeaway for practice

• **Understanding spatial & mobility behavior**
  – of companies, tourists & residents before trying to influence them

• **Wider political and social arena**
  – work within the community incrementally
    • with ordinary people, households, vine producers, and with local government representatives
  – through site visits talking with people, participative interactive workshops and formal presentations

• **Inclusion of relevant stakeholders** > joint dialogue

• **Building trust, raising awareness and recommendation** of sustainable measures and projects in the field of mobility and travel awareness
Conclusions: takeaway for practice

- **Integral approach** between sectors & different scales
  - Proper alternatives for modal shift citywide & micro level

- **Leading & facilitating the process**
  - Urban & transport planners, urban managers & architects
  - *Managerial* techniques and methods
  - New forms of **communication**
  - Visually clear maps
  - Common or expert language depending on target group

- **Conditions**
  - collaboration between often conflicting stakeholders, primarily public sector