

V međunarodni kongres
“PEJZAŽ-KRAJINA-KRAJOBRAZ”

PEJZAŽNO UREĐENJE U FUNKCIJI
UNAPREĐENJA KVALITETA I PROMOCIJE
TURISTIČKOG POTENCIJALA

LANDSCAPE ARCHITECTURE IN THE ROLE
OF IMPROVEMENT QUALITY AND PROMOTION
OF TOURIST POTENTIAL



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“PEJZAŽ-KRAJINA-KRAJOBRAZ”

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Organizator Udruženje pejzažnih arhitekata Srbije
UPAS

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OF IMPROVEMENT QUALITY AND PROMOTION
TOURIST POTENTIAL

Organized by Association of Landscape Architects of Serbia
SALA

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UVODNA REČ ORGANIZATORA

Konferencija „Pejzaž – Krajina – Krajobraz“ je peti zajednički stručni skup tri strukovna udruženja pejzažnih arhitekata Srbije (UPAS), Hrvatske (HDKA) i Slovenije (DKAS). Skup se održava svake godine u drugoj zemlji, a organizacija skupa za 2018. godinu pripala je Udruženju pejzažnih arhitekata Srbije. Skup svake godine ima različite stručne teme, a ovogodišnja tema se odnosi na korišćenje javnih otvorenih prostora (parkova, zelenih površina, zaštićenih prirodnih dobara i dr.) u turističke svrhe. S obzirom na to da je profesionalni zadatak pejzažne arhitekture planiranje, oblikovanje, uređenje i održavanje ovakvih prostora, fokus je na razvoju potencijala takvih prostora, kao dela turističke ponude grada.

U domaćem turizmu se još uvek ne posvećuje dovoljna pažnja urbanom pejzažu, čiji su sastavni delovi parkovi, izletišta, rekreativni prostori, zaštićena prirodna dobra i predeli, posebno kulturni predeli, kao odraz prirodnog, kulturnog i istorijskog identiteta zemlje.

Turizam, kao ekonomski pokretač brojnih privrednih delatnosti, mora u kontinuitetu da drži korak sa svetskom ponudom da bi bio konkurentan. Ovo je prilika da se još neafirmisani sadržaji identifikuju, unaprede i promovišu kao novina u turističkoj ponudi.

Ova međunarodna konferencija će se baviti korišćenjem pejzaža u turističke svrhe, tako što će biti prikazani različiti aspekti planiranja, oblikovanja i upravljanja gradskim prostorima, u cilju razvoja i jačanja turističkih potencijala. Dugogodišnje članstvo Udruženja pejzažnih arhitekata Srbije u IFLA (Svetskoj asocijaciji pejzažnih arhitekata) i EFLA (Evropskoj asocijaciji), kao i međunarodna saradnja u regionu zasnovana na potpisanim dokumentima, pružaju mogućnost za organizaciju međunarodnih konferencija, kongresa, radionica i edukativnih skupova, koji takođe mogu doprineti ekonomskim efektima turizma.

CONFERENCE ORGANIZERS' OPENING STATEMENT

The Conference PKK is the fifth common expert conference of three professional associations of landscape architects of Serbia (SALA), Slovenia (SALA) and Croatia (CALA). The gathering is held every year in a different country, and the organization in 2018 is entrusted to the Association of Landscape Architects of Serbia. Every year, the gathering includes various professional topics, and this year's topic is the use of public open spaces (parks, green areas, protected natural resources, etc.) for the purposes of tourism. Considering the fact that the professional task of landscape architecture is planning, designing, arranging and maintaining such spaces, the focus is on developing the potentials of such spaces as a part of the city's tourist offer.

In the domestic tourism, still not enough attention is paid to the urban landscape, the integral parts of which are parks, picnic areas, recreation areas, protected natural assets and landscapes, especially cultural areas, as a reflection of the natural, cultural and historical identity of the country.

Tourism, as an economic initiator of numerous economic activities, must continuously keep up with the global offer in order to be competitive. This is an opportunity to identify, improve and promote yet unrecognized contents as a novelty in the tourist offer.

This international conference will deal with the use of landscapes for tourist purposes by presenting various aspects of planning, designing and managing urban areas in order to develop and strengthen touristic potentials. Many years of membership of the Association of Landscape Architects of Serbia in the IFLA (World Association of Landscape Architects) and EFLA (European Association), as well as international cooperation in the region based on the signed documents, provide an opportunity for organization of international conferences, congresses, workshops and educational events that can also contribute to the economic effects of tourism.



Kalemegdanski park

Kalemegdan je najstariji gradski park nastao 1870. godine. Obuhvata zeleno okruženje unutar i oko Beogradske tvrđave, poznate pod nazivom Kalemegdanski park, uključujući i Veliki i Mali Kalemegdan, odnosno Donji i Gornji grad. Uočivši jedinsvetnu vrednost istaknutog grebena Beograda, prvi srpski urbanista Emilijan Joksimović predložio je da se gradsko zemljište Kalemegdan pretvori u „čudesni park“. Prvo sadnja na Kalemegdanu izvedena je između 1869. i 1875., a glavna aleja zasađena je 1886. godine. Spomenici podignuti tokom proteklih stotinu i petnaest godina doprinose posebnoj vrednosti Kalemegdanskog parka.

Turistička organizacija Beograd

The oldest of the city parks was created in 1870. It is a green environment within and around the Belgrade Fortress, known as Kalemegdan Park, including the Great and Small Kalemegdan, i.e. the Upper and Lower Town. Recognizing the exquisite value of the salient ridge of Belgrade, the first Serbian urbanist Emilijan Joksimović proposed the idea that the City Field, Kalemegdan, be turned into a “wondrous park”. The first planting of Kalemegdan was undertaken between 1869 and 1875 and the main Sava Alley was planted in 1886. The monuments erected during the past hundred and fifteen years provide the Kalemegdan Park with a particular value.

Tourist Organization of Belgrade

*Nigel Thorne
mast. inž. pejz. arh.*



Najdžel Torn je odgovorni pejzažni arhitekta (član Udruženje pejzažnih arhitekata Engleske) specijalizovan za oblast upravljanja projektima. Samostalno se bavi konsultantskim uslugama u oblasti pejzažne arhitekture, sa težištem na administraciji ugovora i implementaciji projekata, a pored toga saraduje sa nizom dobro poznatih pejzažnoarhitektonskih biroa širom Velike Britanije i na međunarodnom nivou. Iako je edukovan za oblast projektovanja, u svom radu se koncentriše na važne poslove vezane za proces izvođenja projekata, sa ciljem što boljeg očuvanja integriteta projektantskih rešenja i najviših standarda izvođenja projekata, u saradnji sa izvođačima i dobavljačima, što zahteva sveobuhvatno znanje i angažovanje.

Najdžel Torn je bio poverenik Udruženja pejzažnih arhitekata Engleske (Landscape Institute) više od 15 godina, u okviru koga je bio i na mestu predsednika, u periodu od 2006. do 2008. godine. Za predsednika Evropskog regiona međunarodnog udruženja pejzažnih arhitekata (IFLA Europe) izabran je 2010. godine, a svoj drugi mandat na tom položaju završava krajem 2013. godine.

Najdžel radi i predaje na nacionalnom i međunarodnom nivou i često učestvuje u razgovorima, seminarima i širom sveta drži predavanja koja promovišu struku. 2016. godine postaje projekt menadžer na 6,2 miliona funti vrednom projektu očuvanja Brompton groblja, londonskih kraljevskih okruga Kensington i Čelsi. Cilj ovog projekta je ne samo vraćanje izgrađenih formi groblja, već i povećanje značaja ovog jedinstvenog javnog prostora, kako lokalnim stanovnicima i zajednicama, tako i posetiocima iz inostranstva. Pored toga, Najdžel je trenutno i predsestavajući dobrovoljnog fonda pod nazivom „Parkovi za London“ (Parks for London) – organizacije koja promoviše značaj i važnost javnih parkova i otvorenih prostora širom glavnog grada Engleske.

*Nigel Thorne
MSc FRSA FIHort FLI PPLI*

Nigel is a chartered landscape architect (a Fellow of the Landscape Institute) specialising in landscape and project management. He practices as an independent landscape consultant concentrating on contract administration and project implementation but also works part-time for a variety of award-winning landscape architectural practices across the UK and internationally. Although trained in design, he concentrates on the important practicalities of comprehensive engagement with the design implementation process in order to maintain design integrity and to work collaboratively with contractors and suppliers to ensure the highest standards of workmanship and project operations. He was a trustee of the LI for over 15 years culminating in his role as president from 2006-2008. He was elected president of IFLA Europe at the beginning of 2010, completing his second and final term in office at the end of 2013. He works and teaches both nationally and internationally and regularly gives talks, seminars and lectures in order to promote the work of the profession around the world. In 2016, he became project manager for a £6.2 million publicly financed heritage and conservation project for the Royal Parks at Brompton Cemetery in the Royal London Borough of Kensington and Chelsea; the project aims not only to restore the built form historic heritage assets of the garden cemetery but to increase the relevance of this quite unique public space to local residents, communities and world-wide visitors alike. He is also currently chair of the 'Parks for London' charitable trust; an organisation promoting the relevance and importance of public parks and open spaces across the capital.

Apstrakt

Turizam? Kakve to, dodavola, ima veze sa pejzažnom arhitekturom?

„Prošle godine je Veliku Britaniju posetio rekordni broj turista. Izvan očekivanja, bilo je 37,3 miliona posetilaca (3% više nego 2015. godine), koji su iskoristili nizak kurs funte i potrošili enormnih 22,2 milijarde funti. Britanija se pokazala kao posebno popularna destinacija za Amerikance; oni su činili 4,3 miliona posetilaca. Rani pokazatelji upućuju na to da će se i ove godine nastaviti veliki priliv turista; rezervacije od februara do aprila su veće za 16% u odnosu na isti period 2016. godine ...”

Tako stoji u jednom članku u nacionalnim novinama u Velikoj Britaniji. Stav novinara naglašava prednosti ovakve statistike, koja podrazumeva da priliv turista u ovolikom broju može biti malo šta sem koristan. Mi, kao pejzažne arhitekate, moramo biti svesni uticaja takvih statistika na globalni pejzaž, što se ponekad zapostavlja i retko se razmatra.

Živimo u svetu u kome globalna populacija stari. Starija populacija ima više slobodnog vremena koje želi da iskoristi tragajući za drugačijim stilom života. U svetu u kome prepreke za međunarodna putovanja gotovo da ne postoje, pritisci na ono najdragocenije što imamo – planetu Zemlju – rastu iz dana u dan. Naš pejzaž i okruženje koje većina stanovništva i dalje uzima zdravo za gotovo, trpe pritiske kao nikada ranije. Kao pejzažne arhitekate, imamo dužnost da se brinemo i osiguramo da lepota naše planete, ne samo preživi, već i napreduje.

Ova prezentacija će ukratko predstaviti dve sasvim različite velike turističke atrakcije: primer iz Londona, Velika Britanija, biće osam Kraljevskih parkova, koji uspevaju da privuku u prestonicu preko 77 miliona posetilaca godišnje, a sa severoistočne mediteranske obale Španije, nekada poznato, hedonističko turističko odredište Cap de Creus, koje je podrazumevalo razuzdanosti svih vrsta u okviru koncepta „18-30 Club-Mediterranean”. Ključno je videti uticaj pejzažnih arhitekata na to kako se obe ove destinacije nose sa ogromnim brojem posetilaca.

Kraljevski parkovi pokrivaju preko 2000 hektara Londona i šire okoline. Njima upravlja i održava ih osoblje od oko 100 zaposlenih, od čega većinu predstavljaju pejzažne arhitekate specijalno obučene za kulturno nasleđe, zaštitu, projektovanje, upravljanje, planiranje, biodiverzitet, ekologiju i obrazovanje. Parkovi i dalje ostaju slobodni za javnost, kao što su bili od viktorijanskog doba kada su nastali, i do današnjih dana postoje kao „zelena pluća glavnog grada”.

Cap de Creus je danas nacionalni park. Od prizora gotovo vanzemaljskih betonskih koliba za odmor, gusto izgrađenih i nakaradno uklopljenih unutar obalnih brda i vrhova litica, pejzaž je preobražen u turističku atrakciju sasvim neobičnog kvaliteta i formata.

Ovim izvanrednim delom „preobražaja” ponovo je uveden polu-prirodni pejzaž, koji je pažljivo obnovljen tako bude što bliži svojoj nekadašnjoj veličanstvenosti.



18/05/18



10:20-11:05

Abstract

Tourism? What the hell does that have to do with landscape architecture?

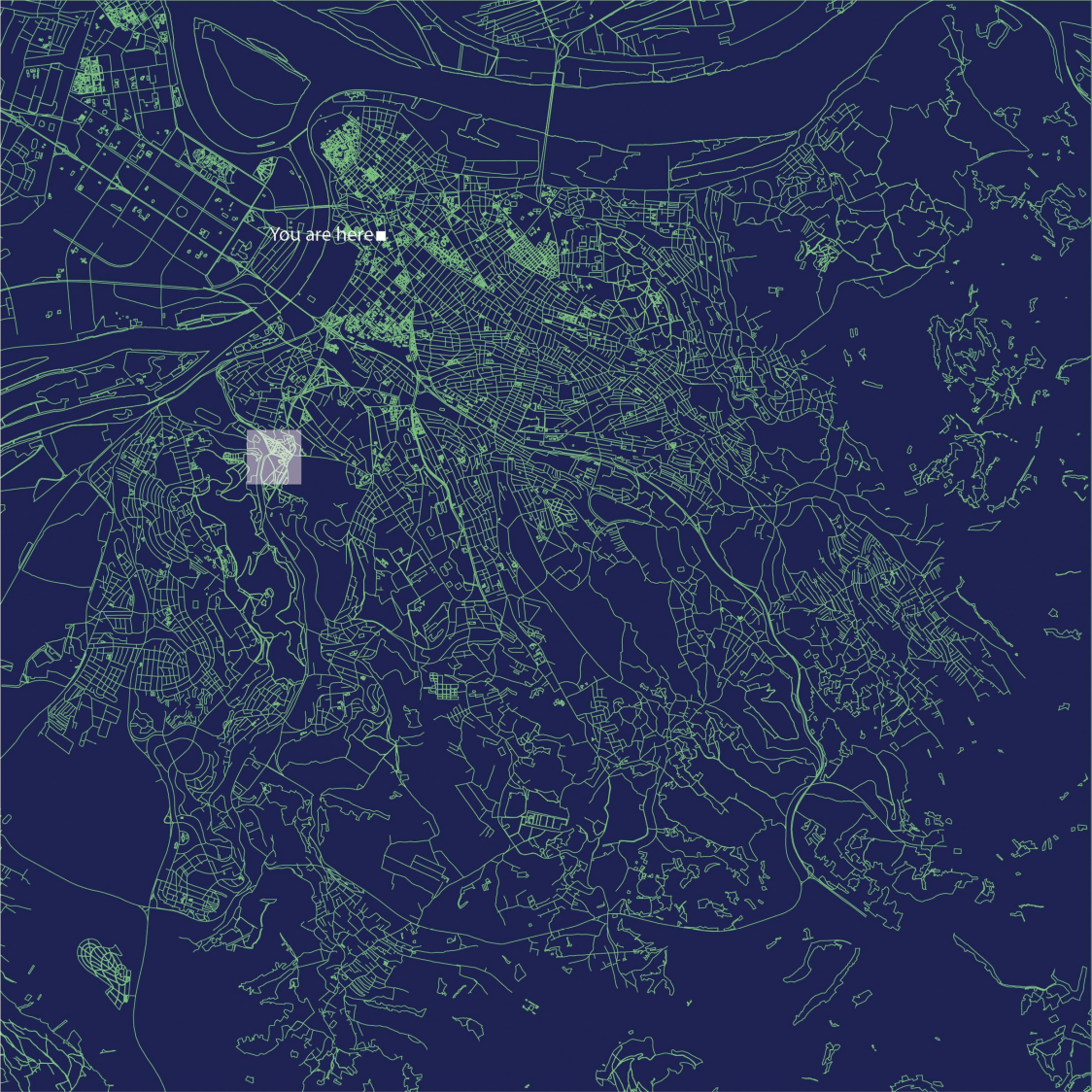
“A record breaking number of tourists came to the UK last year. Confounding expectations, there were 37.3 million visitors – up 3% compared with 2015 – who took advantage of the weak pound to spend a whopping £22.2 billion. Britain proved a particularly popular destination with Americans; they accounted for 4.3 million of the visitors. Early indicators suggest tourists will keep flooding in this year; bookings for February to April are up 16% compared with the same period

So, do read the article in a national newspaper here in the UK. The effort of journalist to stress the economic benefits of such statistics suggests there is little else to consider but that an influx of tourists on such a scale can only be beneficial. We, as landscape architects, need to be aware of the impact of such statistics on a global landscape that is much neglected and rarely considered.

We live in a world where the global population is aging. The aging population tends to have more leisure time in which they seek an alternative lifestyle. In a world where the barriers to international travel have diminished to almost nothing, the pressures that are being placed upon our most precious commodity – planet earth – are increasing by the day. The now semi-natural wonders of the world, our landscape and environment, which the majority of the world's population continue to take for granted are under pressure like never before. As landscape architects, we have a duty of caring to ensure the semi-natural beauty of our planet not only survives but thrives.

This presentation will introduce briefly two quite different major tourist attractions: from London, UK, it will reflect upon the eight Royal Parks that continue to attract over 77 million visitors to the capital every year and also, from the north-east coastline of Mediterranean Spain, the Cap de Creus, a once notorious, hedonistic tourist resort promoting excess of all kinds in the form of an '18-30 Club-Mediterranean'. The influence of landscape architects on how both of these destinations managed to deal with visitor numbers of huge proportions is paramount.

The Royal Parks cover over 2000 hectares within the Greater London environs. They are managed and maintained by a core staff of fewer than 100 people; the majority of whom comprise landscape architects with specialist training in cultural heritage, conservation, design, management, planning, biodiversity, ecology and education. The parks remain free at the point of access to all members of the public – as they have been since Victorian times when they became, and remain today, the 'green lungs of the capital'. The Cap de Creus is now a national park. From a landscape of alien concrete holiday huts densely constructed as hideous interventions within coastal hills and cliff tops, the landscape has been reclaimed as a tourist attraction of a quite different quality and format. This outstanding piece of 'reinvention' has reintroduced a semi-natural landscape that has been painstakingly restored to as close to its former glory as possible.



Topčiderski park

Jedan od najstarijih parkova u Beogradu, Topčider se nalazi u dolini istoimene reke. Naziv Topčider proizilazi iz turske reči topči i znači topdžijska dolina. Tu se nalazio artiljeriski logor gde su Turci izlivali svoje topove prilikom napada Beograda 1521. godine, tokom opsade grada. Za vreme svoje vladavine knez Miloš Obrenović izgradio je svoju rezidenciju u ovom parku. Pristupni putevi izgrađeni su paralelno sa izgradnjom stambenog kompleksa, uz sadnju drveća i dekorativnih partera palate. Park pored rezidencije sadrži tri spomenika: Obelisk (1859), Žetelica (1852) i spomenik Arčibaldu Rajsu (1931).

Danas je ovaj park jedna od glavnih lokacija za relaksaciju, izlete i svež vazduh građana budući da je blizu centra grada.

Turistička organizacija Beograd

One of the oldest parks in Belgrade, Topčider is located in the valley of the Topčider River. The name Topčider stems from the Turkish word 'topči' – cannoner and the Persian word der – valley. An artillery camp once stood there where the Turks cast cannons to attack Belgrade in 1521, during the siege of Belgrade. The residence of Prince Miloš Obrenović was built there during his reign, as the chief building of the residential complex. Accessways were built in parallel with the construction of the residence, along with the planting of trees and the decoration of the palace complex environs. The first park in Belgrade arose from the reeds and sedges.

Besides the Residence the park contains three monuments. The Obelisk, The "Žetelica" ("Harvester") and the monument to Archibald Reiss.

Being close to downtown, it is one of the major locations for relaxation, picnics and fresh air for the citizens of Belgrade.

Tourist Orgnization of Belgrade

*Alenka Padežnik
DKAS, Slovenija*



Alenka Padežnik je pejzažni arhitekta koja je diplomirala na Univerzitetu u Ljubljani 1998. godine. Tokom svojih studija učestvovala je u međunarodnoj studentskoj radionici u okviru TEMPUS programa, u Hanoveru, Nemačka; radila je i na Institutu za prostorno planiranje u Ljubljani I BE d.d. Savetodavni Inženjeri, Ljubljana. Već više od 18 godina radila je u RC PLANIRANJE Celje d.o.o. kao predeoni, urbani i prostorni planer sa nizom fokusa: nacionalno prostorno planiranje (za Celje, Šmartinsko jezero), uređenje i planiranje autoputeva, pejzažno arhitektonski planovi za pešačku sa biciklističkom stazom do Šmartinskog jezera i za ski centar Golte. Takođe bila je uključena u stručni tim eksperata za izradu prostornog plana opštine – Zeleni sistemi Celje, istraživanje varijanti za izgradnju državnog autoputa i inicijativu nacionalnog prostornog plana za prugu od Ljubljane do Jasenica.

Štaviše, ona je implementirala projekte pejzažnog dizajna za Palatu u Oplotnici. Na sastanku Udruženja pejzažnih arhitekata Srbije, Hrvatske i Slovenije predstavila je "Projekat sigurnosti od poplava u slivu reke Savinje- Lokalne mere, Flanking Measures na reci Savinje u Celju" u junu 2015. u Beogradu. U okviru projekta Green4Gray, dizajnirala je šumsko igralište, izgrađeno 2015. godine.

Trenutno je zaposlena u Opštini Celje na Odseku za životnu sredinu i prostorno planiranje, na Odeljenju za prostorno planiranje.

*Alenka Padežnik
SALA, Slovenija*

Alenka Padežnik is a landscape architect who graduated from the University of Ljubljana in 1998. During her studies she participated in an international student workshop under the TEMPUS program, in Hanover, Germany. She also worked at the Institute for Spatial and Urban Planning, Ljubljana and at IBE d.d. Consulting Engineers, Ljubljana. For more than 18 years she worked at RC PLANIRANJE Celje d.o.o. as a landscape planner, urban planner and spatial planner with a number of focuses: national spatial planning (for the Celje Hut, Šmartinsko Lake), landscaping and planning of motorway connections and motorway sections, landscape architecture plans for a footpath with a cycling path to Šmartinsko Lake and for the Golte ski center. She has also been involved in Expert Bases for the Municipal Spatial Plan – The Celje Green Systems, the study of variants for the construction of a state motorway, and the initiative of the national spatial plan for the railway line from Ljubljana to Jesenice. Moreover, she implemented landscape design projects for the Mansion in Oplotnica. She presented the "Project of Flood Safety at the Savinja River Basin – Local Measures, Flanking Measures at the Savinja River in Celje" in June 2015 in Belgrade, at the meeting of associations of landscape architects of Serbia, Croatia and Slovenia. Within the Green4Gray project, she designed a forest playground, which was built in 2015.

She is currently employed at the Municipality of Celje, the Department of Environment and Spatial Planning, Spatial Planning Division.

She is an active member of the Slovenian Association of Landscape Architects, a member of the Chamber of Architecture and Spatial Planning of Slovenia and a member of non-governmental organizations. She also educates children and youth on natural ecosystems.

Povzetek

RAZVOJ TRAJNOSTNEGA REKREACIJSKEGA TURIZMA NA PRIMERU MESTNEGA GOZDA V CELJU

Privlačnost za turizem je odvisna od naravnih in družbenih dobrin ter njihove lege. Naravne dobrine so osnovno sredstvo za rekreacijo, dobrine sekundarne ponudbe pa pripomorejo k realizaciji turističnega motiva. Na razvoj turizma pomembno vpliva tudi medsebojna povezanost turističnih ponudb in razvitost javne infrastrukture (povezovalne poti). Naravne, kulturne in zgodovinske danosti so pri svojem koriščenju in trženju omejene, zato je potrebno spodbujati razvoj trajnostnega turizma.

Občina Celje, ki je tretja največja občina v Sloveniji, z 49.000 prebivalci, ima v Strokovnih podlagah za občinski prostorski načrt - Zeleni sistemi mesta opisane usmeritve in priporočila za razvoj trajnostnega turizma na območjih varstva narave. Pomembne večje zelene rekreacijske površine mesta so na severu območje Šmartinskega jezera in na jugu območje Miklavškega hriba, Anškega vrha, Celjske koče in Starega gradu, ki so med seboj povezane s sistemom pešpoti.

Z načrtnim razvojem v zadnjih dvajsetih letih je na južni strani, v neposredni bližini mesta Celje, nastalo območje gozdov imenovano Mestni gozd Celje. To je največja javna zelena površina mesta, ki obsega približno 100 ha gozdov. Z razvejanim 14 km dolgim omrežjem urejenih in opremljenih gozdnih poti ponuja številne možnosti za rekreacijo in sprehode v naravo.

V okviru mednarodnega projekta Green4Gray, leta 2015, se je v Mestnem gozdu uredilo več doživljajsko rekreativnih poti, izkustveno izobraževalno pot, prireditveni oder in drevesno hišo, z namenom izobraževanja otrok in mladine o pomenu gozdov, prirejanja kulturnih dogodkov in razstav, ter poslovnih srečanj na drevesni hiši.



18/05/18



11:45-12:05

Abstract

The urban forest in Celje as an example of developing recreational tourism

How attractive a place will be for tourism depends on its natural and social benefits as well as on its location. Natural benefits include basic avenues and means for recreation, while the benefits of secondary offers are themselves also conducive to the tourist motive. The development of tourism is also significantly influenced by the linking of tourist offers and the development of public infrastructure (connecting routes). Natural, cultural and historical conditions are limited in terms of how they can be exploited and marketed, which is why the development of sustainable tourism should be encouraged.

The Municipality of Celje, which, with its 49,000 inhabitants is the third-largest municipality in Slovenia, has established "Expert Bases for the Municipal Spatial Plan – The Celje Green Systems." This encompasses guidelines and recommendations for the development of sustainable tourism in protected natural areas. The major green recreational areas in the city are the area of Šmartinsko Lake to the north, the forested hilly areas to the south, including Miklavški hrib (St. Nicholas Hill), Celjska koča (the Celje Hut) and the Stari Grad (Old Castle) in the south, which are connected through a system of footpaths.

Through planned development over the past twenty years, a forest area called the "Mestni gozd Celje" (The Urban Forest Celje) was formed on the south side of the town, in the immediate vicinity of the town centre. This is the largest public green area in the city comprising approximately 100 hectares of forests. With its varied 14-km-long network of well-organized and equipped forest paths, the Urban Forest Celje offers numerous recreational opportunities and walks in natural surroundings.

Within the Green4Gray international project of 2015, the Urban Forest Celje offered several recreational trails, an experiential educational path, an event stage and a tree house, which has the aims of educating children and youth on the importance of forests and also organizing cultural events and exhibitions and business meetings.



Pionirski park

Nalazi se u najužem centru grada, prekoputa Doma Narodne skupštine. Nekada je pripadao kraljevskom kompleksu Starog i Novog dvora u kome su danas smeštene gradska skupština i kabinet predsednika Srbije. U samom parku nalazi se replika osmatračnice iz Prvog svetskog rata sa Soluskog fronta napravljena od kamena donetog sa Kajmakčalana. Park krasi skulpture, uključujući i statu Nadežde Petrović, a u čast nobelovca Ive Andrića, između Pionirskog parka i ulice Kralja Milana nalazi se plato - Andrićev venac i muzej posvećen slavnom piscu.

Turistička organizacija Beograd

The Pioneer Park is located in the very heart of the city. It once belonged to the royal complex of the Old and New Courts, in which the city assembly and the cabinet of the president of Serbia are located today. In the park there is a replica of the observation post from the First World War from the Thessaloniki front made of stones from Kajmakčalan. The park is adorned by sculptures, including the statue of Nadežda Petrović and in honor of Nobel Prize-winning Ivo Andrić, between the Pionir Park and Kralj Milan Street, there is a plateau - Andrić's Wreath and a museum dedicated to the famous writer.

Tourist Organization of Belgrade

*Eva Harmel
DKAS, Slovenija*



Eva Harmel je iz krajinske arhitekture magistrirala leta 2017 na Oddelku za krajinsko arhitekturo na Biotehniški fakulteti Univerze v Ljubljani. Poleg tega je znanje in strokovne izkušnje nabirala v okviru Erasmus študijskih izmenjav v tujini; v Nemčiji – Gottfried Wilhelm Leibniz Universität Hannover in na Portugalskem – Universidade de Lisboa.

V času študija se je udeleževala tudi študijskih natečajev, pri čemer je bila na natečaju, ki ga je leta 2015 organizirala Aristotle University, Thessaloniki, njena skupina uvrščena na četrto mesto z natečajno rešitvijo Opening the street in a dynamic unit.

Poleg pridobivanja praktičnih izkušenj pri zasaitvi vrtov v vrtnariji je v okviru študentskega dela izdelovala idejne zasnove ureditve vrtov in njihove vizualizacije.

Strokovno znanje je v času študentskega dela v nabirala v podjetju ZaVita, svetovanje, d.o.o., kjer je po zaključku podiplomskega študija zaposlena v multidisciplinarni ekipi od leta 2017. Deluje na področju varstva okolja in varovanja narave, upravljanja z naravnimi viri in infrastrukturo, razvoja podeželja ter strateškega načrtovanja predvsem v Sloveniji in jugovzhodni Evropi. Sodeluje v postopkih celovite presoje vplivov na okolje, pri izdelavi programov opremljanja stavbnih zemljišč, vrednotenjih, pisanju projektnih prijav, načrtih upravljanja turistične infrastrukture itd.

V okviru meseca krajinske arhitekture 2018 pod okriljem Društva krajinskih arhitektov Slovenije je organizirala pohod "Kulturna krajina Cerkniškega jezera s Slivnice", s poudarkom na ozaveščanju pomena kulturne krajine in sprememb, ki so posledica človekovega delovanja ter prepoznavanja teh v prostoru.

*Eva Harmel
SALA, Slovenia*

Eva Harmel obtained her Master's Degree in Landscape Architecture in 2017 at the Department of Landscape Architecture, Biotechnical Faculty, University of Ljubljana. Besides the studies in Ljubljana, she also gained knowledge and professional experience as an exchange student of Erasmus Programme in Germany – Gottfried Wilhelm Leibniz Universität Hannover and in Portugal – Universidade de Lisboa.

She was engaged in several student competitions for landscape architects. In 2015, the group she was a part of, received a Distinction Award from the Aristotle University, for the project of Opening the street in a dynamic unit - Tritis Septemvriou Street.

Besides gaining practical experiences with a student work at a gardening company, she also prepared several concept ideas and planting plans for the gardens as well as their visualizations.

During her studies, she gained professional experiences in a company ZaVita svetovanje, d.o.o., where she has been a part of a multidisciplinary team since 2017. She works in the fields of environmental protection, nature conservation, management of natural resource and infrastructure rural development, regional development and strategic planning. She participates in the creation of the evaluations, environmental reports for municipal spatial plans and operational programs, project applications, plans for sustainable management of tourist infrastructure, etc.

Within the framework of the Month of the Landscape Architecture 2018, organized by Slovenian Association of Landscape Architects, she organized a tour "The Cultural Landscape of the Lake Cerknica from Slivnica". It was organized primarily as an awareness rising event, pointing out the importance of cultural landscape and its changes resulting from human activities as well as recognition of those.

Povzetek

KRAJINSKA UREDITEV OBMOČJA CERKNIŠKEGA JEZERA

Podnaslov: Usklajevanje varstva narave in razvojnih interesov

Kaj ima Cerkniško jezero za ponuditi obiskovalcem? Kakšen način (turističnega) razvoja je zaželen? Katera območja so prioriteta za varstvo narave?

Svetovno poznano presihajoče Cerkniško jezero je del Notranjskega regijskega parka, širšega zavarovanega območja v Sloveniji. Krajinska in biotska pestrost ter spremenljivost predstavljajo visok potencial za doživljanje narave na obravnavanem območju. Zaradi specifične značilnosti kraškega površja in presihanja jezera je doživljanje Cerkniškega jezera raznoliko. To privlači čedalje več obiskovalcev. Območje Cerkniškega jezera zaradi neurejenosti infrastrukture predstavlja tako neizkoriščen potencial, kot tudi problem zaradi nenadzorovanega obiska v prihodnosti. Varstvo narave in naravnih virov v tem območju je mogoče zagotavljati le s celostno obravnavo in z usklajevanjem varstvenih in razvojnih interesov v okviru prostorskega načrtovanja. Kadar celostna obravnava ni prisotna, se pojavljajo posamezne intervencije v prostor, ki ne delujejo kot celota, kar pa vpliva na doživljanje prostora.

Na podlagi pregleda varstvenih režimov in prostorskih analiz predlog krajinske ureditve podaja izhodišča za opredelitev prioriteten območij razvoja in varstva ter smernice zanje. Strateški nivo obravnave in opredelitev območij s smernicami je ključnega pomena – predvsem opredelitev človekovih vplivov v zavarovanem območju. Ožje območje varstva narave so naravni rezervati, kjer ni predvidene infrastrukture. Podan je tudi predlog območja, znotraj katerega je možen razvoj turistične infrastrukture, ki ne predstavlja groženj za negativne vplive na zavarovane vrste in habitatne tipe.

Predlog temelji na urejanju že obstoječe infrastrukture z namenom razvoja naravoslovnega turizma in pasivne rekreacije. Poudarjena sta zadržan pristop k umeščanju fizičnih elementov v prostor in podrejanje naravnim procesom. Glede na to, da sta ravno izjemna krajina in biotska pestrost glavna atrakcija območja, je potrebno urediti infrastrukturo za obiskovalce, ki hkrati omogoča ohranjanje narave. Sprejemljivi so subtilni posegi, ki zagotavljajo usmerjanje in ki niso estetsko moteči v naravnem okolju.

Interpretativne poti, vodenja in ozaveščanje predstavljajo orodja, ki prispevajo k upravljanju zavarovanega območja in usklajevanju razvoja območja in ohranjanja narave. Na podlagi tega je oblikovana idejna zasnova interpretativne poti. Z označevanjem točk, na katerih je prepoznan visok potencial za doživljanje in izobraževanje, obiskovalce vodi po prostoru. Na ta način pot ne le predstavi območje in usmerja obisk temveč tudi prispeva k upravljanju območja preko izobraževanja in ozaveščanja obiskovalcev, kar vpliva na njihovo vedenje v zavarovanem območju.



18/05/18



12:05-12:25

Abstract

LANDSCAPE PLAN OF LAKE CERKNICA AREA

Subtitle: Coordination of Nature Conservation and Development Planning Interests

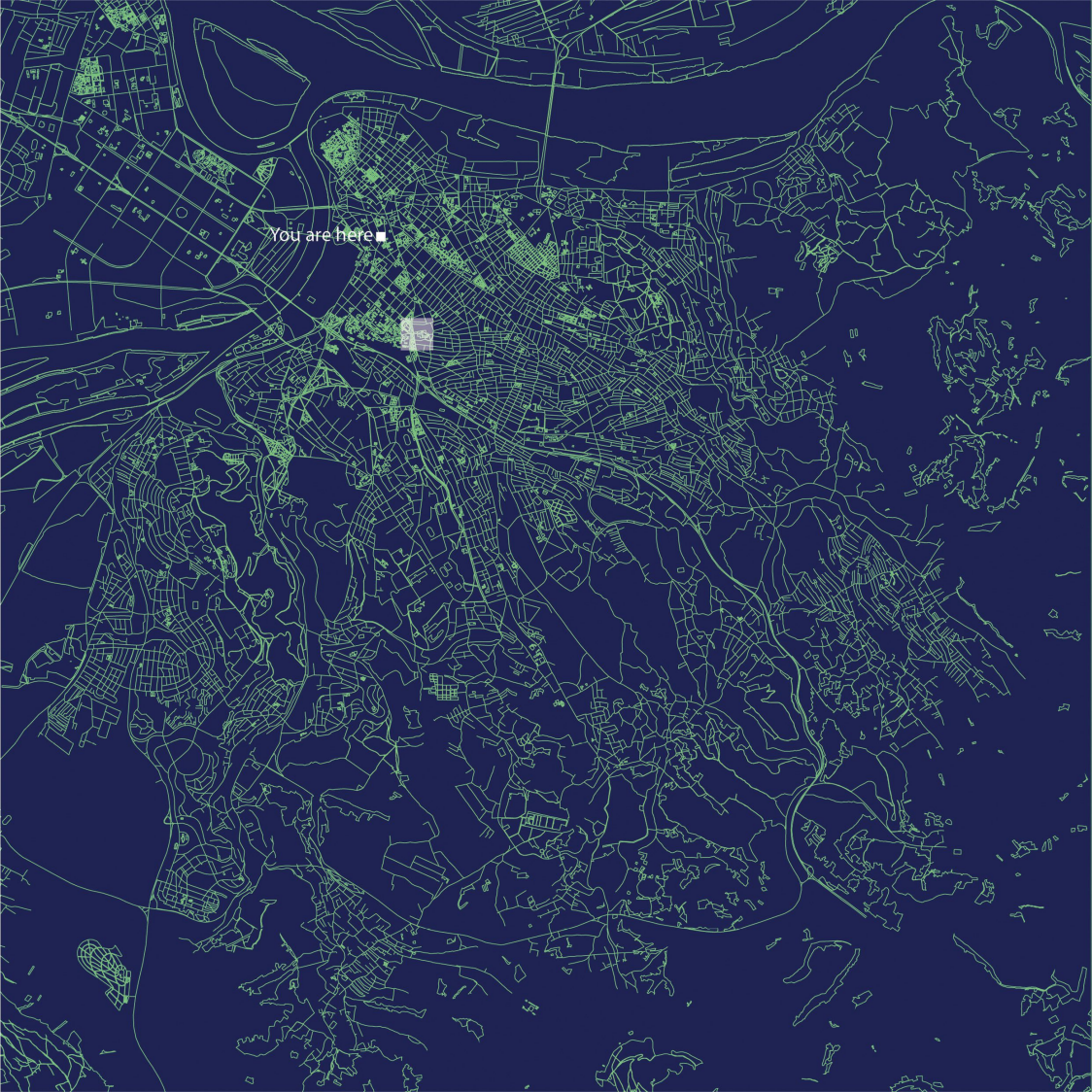
What does Lake Cerknica have to offer to its visitors? What kind of (touristic) development is desirable? Which areas are to be strictly protected?

The world-renowned intermittent Lake Cerknica is a part of the Notranjska regional park in Slovenia. The high potential for the nature experience is recognized in its landscape and biotic diversity and variability. Due to the specific characteristic that water is not always present in the lake, the area and the experience when visiting it, is diverse. As such, more and more tourists are attracted to this wonder. With poor infrastructure the area represents unexploited potential, as well as a potential for big problems due to uncontrolled number of visits in the future. A fundamental problem emerges from the lack of a comprehensive handling of the area. Partial, not harmonized interventions in the past led to a degradation of nature.

The Landscape plan of Lake Cerknica area offers a landscape design on the basis of conservation regimes, restrictions and spatial analyses. It provides a starting point for defining priority areas of development and conservation. It is crucial to start on the strategic level and define zones with guidelines - especially considering human impacts on the protected area. The core zone of nature protection are nature reserves where no infrastructure is predicted. The proposal for a zone where touristic infrastructure could be developed and which does not present a threat to protected species and habitats is given.

The development is based on the infrastructure design for the existing leisure activities with the intention of developing nature tourism and recreation. The emphasis is placed on the reserved approach towards the instalment of physical elements into the area and submitting to natural processes. Regarding the fact that extraordinary landscape and biodiversity are the main attractions and reasons for visiting, it should be conserved that way. The only suitable interventions are the subtle ones ensuring orientation, where to go and where it is not desirable to go, and that are not aesthetically obtrusive.

Coordinating development and conservation with interpretative trails, guiding and awareness raising are recognized as tools that could contribute to the management of the area. Interpretation serves as one of the tools, on the basis of which the outline planning scheme of the interpretative path is formed. The path not only provides a presentation of the area and a guided visit but also contributes to the management through education that impacts the behaviour of the visitors.



Karađorđev park

Karađorđev park nalazi se na padinama zapadnog Vračara, na mestu gde je stajao logor glavne Karađorđeve pobunjeničke vojske 1806. godine. Tokom juriša na beogradsku tvrđavu i njenog osvajanja, ubijeno je oko pedesetak pobunjenika. Oni su nošeni u logor i tamo su po naređenjima Karađorđa sahranjivani.

Grobove ubijenih, kamenjem su obeležile njihove porodice, od kojih su neki članovi živi i dan danas. Grobolje je u to vreme bilo smešteno pored puta za Kragujevac, bilo je ograđeno i u njemu su zasadena stabla rogača, što se može uzeti kao prvi primer izgradnje javnog parka u Beogradu.

Karađorđev sin, princ Aleksandar podigao je spomenik 1848. godine na grobovima sunarodnika njegovog oca. Spomenik oslobodiocima Beograda iz 1806. godine predstavlja prvi javni spomenik u Beogradu. Park je proširen između 1903. i 1907. godine i izgrađeno je veštačko brdo. Memorijalni spomenik žrtvama bombardovanja Beograda 6. aprila 1941. godine, podignut je 1975. godine.

Turistička organizacija Beograd

Karađordje's Park is located on the slopes of the western Vračar, in the exact spot where the camp of the main insurgent army of Karađordje stood in 1806. During the charge against the Belgrade Fortress and its capture, approximately fifty insurgents were killed. They were carried to the camp and buried there on orders by Karađordje. The graves of those killed were marked by their families with stone markers, some of them surviving to this day. The graveyard of the time was located next to the road to Kragujevac. It was fenced off and planted with black locust trees, thus it may be considered to represent the roots of public park construction in Belgrade.

Karađordje's son, Prince Alexander, erected a monument in 1848 on the graves of his father's compatriots. This monument to the Liberators of Belgrade from 1806 represents the first public monument in Belgrade. The park was expanded between 1903 and 1907 and an artificial hill was built. The Memorial monument to the victims of the bombing of Belgrade on April 6, 1941, was erected in 1975.

Tourist Organization of Belgrade

Saša Piano
DKAS, Slovenija



Saša Piano, krajinska arhitektka (diploma Univerze v Ljubljani 1986, izpopolnjevanje Utah State University, ZDA 1991), samostojna podjetnica, na Visoki šoli za varstvo okolja v Velenju predava prostorsko načrtovanje. Ukvarja se s krajinskim, urbanističnim in prostorskim načrtovanjem in planiranjem: raziskovalne naloge (strokovne podlage za SPRS za področje gozdarstva, PVO za zasneževanje za smučišče Golte), prostorski planski in urbanistični dokumenti (Urbanistična zasnova Šoštanja, Krajinske zasnove ugrezninskega območja premogovnika Velenje), projektna dokumentacija - vodilne mape in načrti krajinske arhitekture (najvidnejše izvedbe - prenova vrta vile Mayer v Šoštanju, prenova okolice Galerije Velenje). Izdelovalka, organizatorka in ocenjevalka javnih natečajev, planerskih ali urbanističnih delavnic, strokovnih posvetov in drugih dogodkov. Udeleženka raziskovalnih taborov in skupinskih razstav (razstave Društva krajinskih arhitektov Slovenije) ali (so)avtorskih razstav (V predalu in prostoru, Krajskoarhitekturni elementi prvotne zasnove Velenja). (So)avtorica predavanj ali javnih predstavitev na različnih strokovnih posvetih, prispevkov v strokovnih publikacijah (mdr. Marušič, I.J. in sod., Regionalna razdelitev krajinskih tipov v Sloveniji, 1998; dr. Špeh, N. in Piano, S., Potenciali prostorskega razvoja Škalskega in Velenjskega jezera, Hrvatski geografski vestnik, vol 78, št. 2 2016). V prostem času s kolegicami krajinskimi arhitektkami pripravlja raznolike poljudno strokovne dogodke v Velenju. Članica Zbornice za arhitekturo in prostor Slovenije, Društva krajinskih arhitektov Slovenije in Kluba arhitektov SAŠA regije. Kontakt: atelje.piano@t-2.si.

Saša Piano
SALA, Slovenia

Saša Piano, landscape architect (graduated in University of Ljubljana, 1986, professional training in Utah State University, USA, 1991), sole proprietor, giving lectures on spatial planning in Environmental Protection College, Velenje. She works as a landscape planner, urban planner and spatial planner with a few focuses: research projects (professional bases for Spatial development Strategy of Slovenia in the field of forestry), environmental impact assessments for artificial snowmaking on the ski slopes of Golte), spatial planning documents and urban planning documents (Concept of urban development of Šoštanj, Landscape design of deteriorated area of Velenje coal mine), landscape design projects (outstanding implemented projects: renovation of a Mayer villa garden in Šoštanj, renovation of open spaces of Velenje Gallery). She works on public competitions as designer, as organizer and as an evaluator, she also takes part of spatial planning and urbanistic workshops, professional meetings, research camps and group exhibitions (of Slovenian Association of Landscape Architects) of (co)authors exhibitions (In the Drawer and in Space, landscape, architecture Elements of the Original Concept of the Town of Velenje). She is (co)author of lectures and public presentations on different professional meetings, and articles in professional publications (such as Marušič and others, Regional Distribution of Landscape Types in Slovenia, 1998; Špeh, N., PhD, and Piano, S., The Spatial Development Potential of Škale and Velenje Lakes, (Croatian Geographical Bulletin, Vol. 78, No. 2 2016). In her free time, together with her colleagues, landscape architects, she organizes different nonprofessional events in Velenje. She is a member of Chamber of Architecture and Spatial Planning of Slovenia, Slovenian Association of Landscape Architects and of Club of Architects of SAŠA region. Contact: atelje.piano@t-2.si.

Povzetek

Podoba prostora in turizem – primer Velenja (Slovenija)

Podoba naravne, kulturne in urbane krajine je pogosta vsebina turističnih brošur ter TV in radijskih oddaj, še posebej so izpostavljena območja, pomembna za identiteto države, regije ali lokalnega prostora. Tako je v Sloveniji, zagotovo tudi v Srbiji in na Hrvaškem. Trenutna podoba prostora je posledica dejanj naših prednikov, ki je, z izjemo naravnih nesreč in z nekaterimi redkimi drugimi izjemami (npr. Velenje), nastajala postopno; je krhka in občutljiva, saj jo lahko v hipu spremenimo ali celo uničimo.

Turizem je gospodarska dejavnost, ki jo politika rada vsaj deklarativno postavlja na prvo mesto. Največkrat ni del strateških načrtov in premišljene vizije, pač pa je pogosto bolj ali manj polje iskanja hitrih rešitev in atrakcij v nerazumni in sprevrženi želji biti prvi, največji, najvišji, ki kroji podobo krajine in mest.

V petdesetih letih dvajsetega stoletja so v Šaleški dolini začeli graditi čisto novo mesto - Velenje. Podoba mesta in doline je močno zaznamovalo premogovništvo - vzrok za nastanek mesta in velikih jezerskih površin na območju eksploatacije premoga. Oboje danes privlači turiste. Prostor se je vidno spreminjal v času ene generacije in lokalna oblast želi z enakim tempom to spreminjanje nadaljevati. Tudi pod krinko razvoja turizma vnaša v mesto in okolico številne novosti, ki so same po sebi morda zanimive, saj so zelo drugačne in so očitno posledica želje po ustvarjanju atrakcij (hotel na vodi, oder na vodi, skakalnica v mestu, kopališče ob nekopalni vodi). Podobni trendi so tudi drugje v Sloveniji, kar dokazujejo razgledni stolpi, most nad mestom in številna nerazumno opremljena krožišča ipd.

Če želimo uresničevati cilje trajnostnega razvoja in omogočiti razvoj tudi bodočim generacijam, je treba gospodarstvo in družbo razvijati zadržano in razumeti omejene zmogljivosti okolja in prostora. Zato mora biti takšen tudi turizem: če želi dolgoročno in uspešno tržiti identiteto prostora, mora slediti usmeritvam celostnega urejanja prostora, ohranjati prostorsko identiteto in razvijati temu prilagojeno lastno podobo ter ne prenašati nekritično vzorcev in modnih trendov iz drugih okolij.



18/05/18



12:25-12:45

Abstract

Space Image and Tourism – example of Velenje (Slovenia)

The image of the natural, cultural or urban landscape is a common content of the touristic brochures and of TV and in radio shows. Above all the areas with great meaning for national, regional or local identity are exposed. This is the fact in Slovenia and in Croatia and Serbia as well. The nowadays space image derives from work and dwelling of our ancestors and has, with the exception of natural disasters and some rare other exception (such as Velenje) been build up gradually; it is fragile and vulnerable, while we can change or even destroy in a single moment.

Tourism is an economic activity, that the politicians usually – at least in a declarative way – set on a first stage. Most often it is not a part of strategic plans and of a well argued vision, on the contrary – it is often more or less a field of search for quick solutions and attractions in an unreasonable and perverted desire to be the first, the biggest, the highest, that in affects greatly on the landscapes and of towns.

In Šaleška Valley, the building of the brand new town, Velenje, had started in the fifties of the 20th century. The image of the town and of the valley has been strongly affected by coal-mining that had been the cause of the formation of the town and later also of the great lakes in the exploitation areas. The both is very attractive for tourists. The place had been obviously changed in the era of one single generation and nowadays, the local authorities want to continue the changing with the same dynamics. Even under the pretention of tourism development several novelties are introduced in the area which may be interesting as they are very different, but they are obviously consequence of the wish to create attractions (hotel on the water, stage on the water, jumper in the town, bathing facilities along the nonbathing waters). We can see the similar trends in other parts of Slovenia, for example view tower, a bridge above the town and numerous unreasonable arranged roundabouts etc.

If we want to implement the goals of sustainable development and to assure the development possibilities to future generations, we should develop our economy and society in a sustainable way and we should be able to understand the limited spatial and environmental capacities. Therefore, that is the way that tourism should be developed as well: if it is to be successful in long-term marketing of spatial identity, it should follow the guidelines of a comprehensive spatial planning, it has to preserve the identity of particular areas and to develop its proper image, and above all, in the uncritical copying of the patterns and fashionable trends from other places should be avoided.



Park Tašmajdan

Reč tašmajdan znači kamenolom ili kamenito polje na turskom, pa je čitavo naselje, uz sam kamen, nazvano Tašmajdan. Groblje je na ovom području formirano tokom 1820. a opstalo je do 1886. godine. Katakombe nastale vađenjem kamenih blokova u burnim periodima naše istorije služile su kao skladišta municije, vojni magacin, sklonište i ambulanta. O lagumima ispod parka i starog jezgra grada napisana je i knjiga „Beograd ispod Beograda” po kojoj je osmišljeno istoimeno turističko razgledanje.

Tašmajdan je napravljen kao gradski park po opštem urbanističkom planu iz 1950. godine, sa sportskim i rekreativnim centrom u donjem delu. Početne planove za deo parka nacrtao je arhitekta Aleksandar Đorđević, dok su hortikulture planove nacrtali inženjer Vladeta Đorđević. Izgradnja vodenih kaskada otkazana je tokom izrade i zamenjena je podnim zelenilom koje danas predstavlja glavni motiv parka.

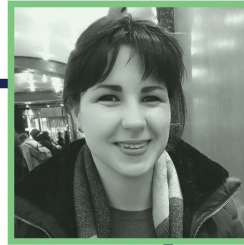
Turistička organizacija Beograd

The word tasmajdan means rock quarry or rocky field in Turkish, therefore the entire neighbourhood, with the quarry itself, was named Tašmajdan.

A graveyard was formed in the area during the eighteen-twenties, remaining there until 1886. The catacombs created by the extraction of stone blocks in the tumultuous periods of our history served as ammunition depots, a military warehouse, a shelter and an outpatient clinic. The book "Belgrade under Belgrade" describes the lags under the park and the old city center, according to which the tourist sightseeing was devised.

Tašmajdan was designed as a city park by the general urbanist plan from 1950, with a sports and recreation centre at its lower end. The initial plans for part of the park were drawn by the architect Aleksandar Đorđević, while the horticultural plans were drawn by the engineer Vladeta Đorđević. The construction of the water cascades was cancelled during the works, replaced by floor greenery that represents the main motif of the park today.

Tourist Organization of Belgrade



*Maja Šnajdar Ostojić
HDKA, Hrvatska*

Maja Šnajdar Ostojić rođena je 7.1.1987. godine u Zagrebu, završila je 7. Opću gimnaziju, a studij arhitekture i urbanizma upisuje 2005. godine na Arhitektonskom fakultetu Sveučilišta u Zagrebu. Diplomirala je 2011. godine i stekla naziv Magistra diplomirana inženjerka arhitekture i urbanizma. Tijekom studija aktivno je sudjelovala u nastavi kao asistent na više katedri, a ponajviše na kolegiju za Arhitektonske konstrukcije i fiziku zgrade, Urbanizam i prostorno planiranje i Planiranje i organizaciju građenja. Dobitnica je državne stipendije, dekanove nagrade za odličan uspjeh i Top stipendije za top studente, u konkurenciji studenata svih sveučilišta u državi. Dodatno se usavršavala u područjima ekološki prihvatljive, energetski učinkovite i visokotehnološke arhitekture na domaćim i međunarodnim radionicama i seminarima. Bitno je istaknuti međunarodnu radionicu iz 2008. godine Let's Build our Dream - Future Houses održanu na Odsjeku za tehnologiju i znanost Sveučilišta u Coimabri u Portugalu. U svojstvu gostujućeg predavača na Arhitektonskom fakultetu u Zagrebu, održala je nekoliko predavanja u sklopu kolegija Visokotehnološka arhitektura, na temu pasivne gradnje, energetske učinkovitosti, odnosa gradnje i okoliša, te primjene novih tehnologija u arhitektonskom promišljanju prostora. Godine 2012. izlaže svoj diplomski rad Kupalište Peščenica u konkurenciji projekata na 47. Salonu arhitekture u Zagrebu. Kao ovlaštena arhitektica, član je Hrvatske komore arhitekata, te član Društva krajobraznih arhitekata. Sudjelovala je na nekoliko izložbi i natječaja, ostvarujući brojne suradnje sa stručnjacima iz područja prometa, krajobrazne arhitekture, prostornog planiranja i grafičkog dizajna. Radeći u brojnim arhitektonskim uredima, stekla je iskustvo u projektiranju i vođenju projekata za izgradnju, uglavnom poslovnih, stambenih zgrada i zgrada društvene namjene. Posebno se može istaknuti projektantska suradnja na kompleksu zgrada Komunalnog poduzeća Zaprešić d.o.o. izgrađenog 2016. godine, samostalni projekt rekonstrukcije zgrade Pučkog otvorenog učilišta u Ogulinu s kazališnom i kino dvoranom, suradnja u projektiranju i praćenju izgradnje stambenog naselja Rukavić na Malom Lošinju, te vođenje projekta izgradnje tvornice ACG Lukaps. Krajem 2018. godine završava poslijediplomski specijalistički studij rukovoditeljstva u poslovanju, odnosno MBA na internacionalnoj poslovnoj školi Cotrugli Business School.

*Maja Šnajdar Ostojić
CALA, Croatia*

Maja Šnajdar Ostojić was born on 7th of January in 1987 in Zagreb. She finished "7th Opća gimnazija" grammar school and in 2005 started studying at the Faculty of Architecture and Urbanism at the University of Zagreb. She graduated in 2011 and gained the academic title of Master of Architecture and Urbanism. During her studies she actively participated in the educational program of the faculty as an in-class assistant, especially at the Department of Architectural Constructions and Building Technologies, Department of Urbanism and Planning and Organization of Building Process. After being awarded state scholarship, she received The Dean's prize for excellent academic achievement and won "Top students" scholarship among candidates from all Croatian universities. Apart from academic activities, she gained additional education through national and international workshops and seminars focusing on sustainable, energy efficient and high tech architecture. One of the turning points was her participation in the international workshop "Let's Build our Dream - Future Houses" held in 2008 in Portugal at the University of Coimbra organized by the Department of Science and Technology. She presented the knowledge and ideas she gained through several guest lectures at the Faculty of Architecture, teaching about new insights in self-sufficient, eco-friendly architecture with enhanced new high technology support. In 2012 she presented her final master's degree project at 47th Salon of Architecture. Maja is a member of Croatian Chamber of Architects and the Croatian Association of Landscape Architects. Due to many collaborations with numerous specialists in the field of engineering, landscape architecture, urban planning and graphic design, she partakes in several competitions and exhibitions. Working in various architectural practices, she developed her proficiency in design and project management, among which Office Building for Communal Services for the city of Zaprešić built in 2016 stands out. She was an associate designer for execution of a new settlement on the island of Mali Lošinj, lead architect for the project of building reconstruction of Public University of Ogulin with movie and theatre auditorium, project manager for execution of production plant of ACG Lukpas. At the end of 2018, she is to graduate in Management in Business Administration - MBA, Cotrugli Business School.

Apstrakt

Kratki pregled arhitekture koja prati turizam

Postali smo konzumenti masovnog turizma u potrazi za hedonizmom i atrakcijama, a arhitektura je uvijek suočena sa izazovom da prati potrebe korisnika, odnosno potrošača, pod uvjetom da ne devastira, da cijeni i unapređuje. Svjetska turistička organizacija definira turiste kao: „ljudе koji putuju i odsjedaju u mjestima izvan uobičajenog mjesta na razdoblje ne dulje od jedne godine u svrhu zabave, posla ili drugih razloga“. Za turizam su se trebali stvoriti uvjeti, dakle sredstva, odnosno novac i razvoj prometa, kao i usluge koje nas čekaju na odredištu. „Grand tour“ jedan je od prvih oblika turističkih putovanja sa ciljem osobnog razvitka, dozrijevanja i ostvairvanja poslovnih i društvenih kontakata mladih aristokrata ranih 1660-ih godina. Tek je razvoj industrije 1800-ih omogućio novoformiranom sloju bogataša da putuje, ponajviše Europom, u potrazi za novim doživljajima, luksuzom i zdravljem u sanatorijima, thalassoterapeutskim centrima i drugim lječilištima. Hoteli su se natjecali u svom luksuzu, uvođenjem elektrifikacije, dizala i drugih tehnoloških novotarija, vrstom usluge i kulturno-zabavnom ponudom. Legendarna Villa Angiolina otvorena je za goste 1844. godine u Opatiji, a Hotel Imperial 1885. Oba hotela predstavnici su turističkih početaka na našim prostorima. Uz hotele su nicali pansioni, vile i kupališta, te lječilišni centri. Neposredno prije i između dva svjetska rata događaju se veliki pomaci u promišljanju rada, radničkih prava, organizacije i zdravlja radnika, te se promiče dulji boravak izvan mjesta stanovanja. Kroz različite mehanizme organizacije takvih kompleksa, bilo hotelskih, apartmanskih ili kamperskih, radnika se navikavalo na turizam. Pošto je to bio i danas još uvijek jest luksuz, poduzeća su 70-ih i 80-ih počela graditi odmarališta gdje se povoljno odsjedalo. Buje, Makarska, Crikvenica, Poreč, Biograd na moru samo su neki od gradova poznati po radničkim odmaralištima, koja su danas često neodržavana i zastarjela. Radnička su i dječja odmarališta nicala po Jadranu. Gradili su se brojni hoteli, antologijski primjerci modernističke arhitekture, kao što su kompleks Solaris u Šibeniku arhitekta B. Magaša, Grand Hotel na Lopudu N. Dobrovića, Hotel Libertas Ž. Vinceka i A. Čičin Šaina u Dubrovniku, Hotel Maestral u Brelima J. de Luca, Hotel Adratic B. Žnidarčeca u Opatiji ili Hotel Marjan u Splitu L. Perkovića, Vila Dubrovnik M. Frke i dr. Nova radnička navika bila je simbol općeg blagostanja i napretka. Otvorile su se brojne međunarodne zrakoplovne linije, ulagalo se u dramske, filmske i glazbene festivale, marine i prometnu povezanost općenito, osnovani su neki nacionalni parkovi i zaštićene park šume. Nakon domovinskog rata i agresivne apartmanizacije obale, trebalo je proći još desetak godina da krenemo u obnavljanje izgrađenog hotelskog fonda i izgradnju novog. Trendovi u modernoj potrošačkoj kulturi donjeli su nam rekonstrukcije i dogradnje postojećih hotela, uz obavezan redizajn i re-branding. Odsjedamo u boutique, heritage, design hotelima i hostelima, kampovi su glampovi, „trends“ je odsjesti u vili na seoskom domaćinstvu sa bazenom. Izazov je time veći što sve mora biti poput mobitela personalizirano, ujedno autentično. Kako će se arhitekti snaći u svemu tome, tek nam je vidjeti. Potrebno je definirati što je to kod nas „autentičnost“ i „zavičajnost“. Struka bi se trebala otići „Las Vegas“ efektu u arhitektonskom oblikovanju, strategijski planirati prostor i neminovnu izgradnju uvijek novih i uvijek drugačijih turističkih smještajnih kapaciteta.



18/05/18

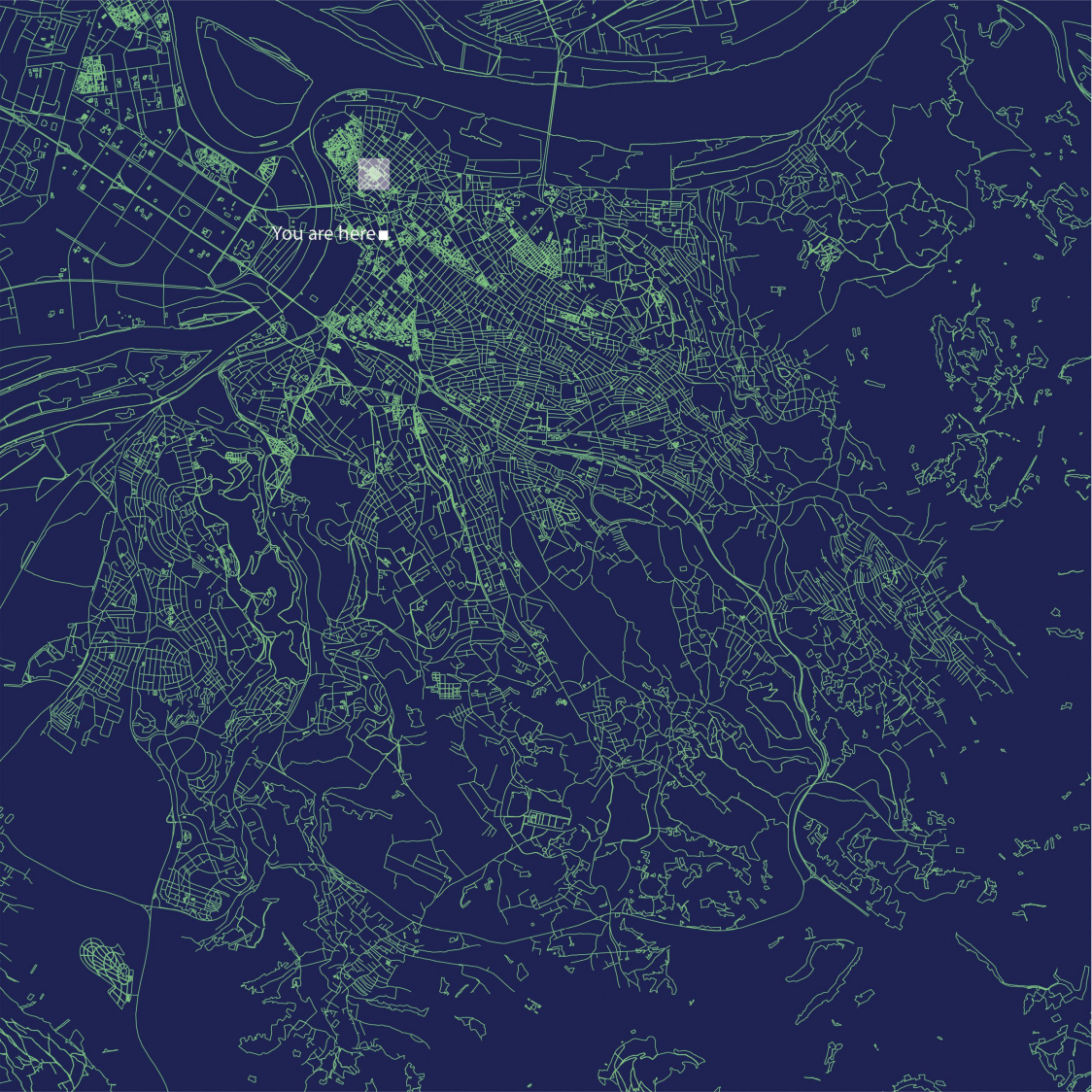


12:45-13:05

Abstract

Architecture that Follows Tourism, a Brief Overview

Modern society consumes mass tourism, searching for hedonism and attractions. Architecture that gives frame to tourism is indulgently following market's needs, trying not to neglect inherited values of the place, meaning nature, people and culture, the space itself. World Tourism Organization defines tourists as people "traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes". A vast palette of changes needed to be made for tourism to develop as we know it today, such as means of travel, types of accommodation and services and the classification of the above. Tourism in its early days could be only consumed by those who had resources. In the 1660s "Grand Tour" was a synonym for travel, pleasure and realizations of entrepreneurial connections, mostly reserved for the well-off aristocracy. The next generation of tourists were the industrialists in the 1880's. They travelled to Europe in search for luxury and getaway from everyday hustle recuperating in sanatoria, thalassotherapeutical centres and other health centres. Hotels participated in the race for better service and recognition by applying new technical breakthroughs such as electrification and elevators. The legendary Villa Angiolina in Opatija was opened in 1844, the hotel Imperial in 1885 - both representing stepping stones of tourism in Croatia. Before and in between the two world wars, there was a shift in thinking about labour. Managing the wellbeing of a worker resulted in higher efficiency and less sick-leave absence. Companies started to build workers resorts with many types of lodging, whether it was a hotel, hostel, apartment or bungalow accommodation it was given out for a reasonable price. Some of the most known places with worker resorts on Croatian coastline were Buje, Makarska, Crikvenica, Poreč, Biograd but unfortunately abandoned or poorly taken care of. During the 1970's and 1980's some of the anthological hotels and hotel resorts were built and are still operating today. Solaris in Šibenik designed by the architect B.Magaš, Grand Hotel on Lopud designed by N.Dobrović, Hotel Libertas designed by Ž.Vincek and A.Čičin Šain in Dubrovnik, Hotel Maestral in Brela designed by J.de Luca are only but a few of those who were considered to be stars in the hotel industry of the time. Tourism helped to give a boost to opening airports, investing in rail, trade, restaurants, cafes, entertainment, movie and theatre. The majority of national parks were founded, forests and parks protected. After the war in 1990's and after building numerous apartments on the coast, a decade needed to pass in order for us to start reconstructing and rebuilding. In the new millennium, we started reinvesting into hotels leaning on rebranding and redesigning the old and building new modern, trendy and fashionable accommodation solutions tested on the global market. Today we appreciate more brand-like descriptive names like heritage or boutique hotel, design hotel, glamping instead of camping, villas in archaically pre-set surroundings. The challenge is to make every holiday, every stay for the night or week personalized, yet authentic. How architects will meet that challenge is yet to be seen in the future. It is mandatory to define what is authentic and locally iconic, representative, pristine. Professionals should give up the "Las Vegas" effect in architectural language, although much appreciated by the investors, and strategically plan inevitable construction of new and different tourist accommodation solutions.



Akademski park

Nalazi se na Studentskom trgu okružen Etnografskim muzejem, Kolarčevom zadužbicom, Filološkim, Filozofskim, Prirodno matematičkim fakultetima i Rektoratom Beogradskog Univerziteta – Kapetan Mišinim zdanjem. Prostor trga uklapao se u sastav civilnog naselja Singidunuma iz doba Rimljana. 1927. godine izgrađen je današnji Akademski park u kome se nalaze spomenici Josifu Pančiću, čuvenom botaničaru i prvom predsedniku Srpske akademije nauka, Dositeju Obradoviću, srpskom prosvetitelju i Jovanu Cvijiću, geografu, podsećajući studente i ostale posetioce parka na velika dostignuća ovih akademika.

Turistička organizacija Beograd

Academic park is located on Academic square surrounded by the Ethnographic Museum, the Kolarac Endowment, the Philological, Philosophical, Natural and Mathematical Faculties and the Rectorate of the Belgrade University - Captain Mishin's Building. The area of this square fits into the civil settlement of Singidunum from the time of the Romans. The Academic park was build in 1927 and it houses the monuments of Josif Pančić, the renowned botanist and first president of the Serbian Academy of Sciences, Dositej Obradovic, Serbian luminary and Jovan Cvijic, a geographer, reminding students and other visitors of the park of the great achievements of these academics.

Tourist Organization of Belgrade

*Nika Dolenc
HDKA, Hrvatska*



Nika Dolenc rođena 14.07.1982. u Zagrebu. Diplomirala je, magistrirala i doktorirala na Fakultetu za menadžment u turizmu i ugostiteljstvu u Opatiji. Predmet interesa joj je razvoj održivog turizma i menadžment održivog razvoja. Doktorirala je na temu: Ekonomski aspekti upravljanja zaštićenim gradskim površinama pod mentorstvom Izv. prof. dr. sc. Maje Uran Maravić sa Fakulteta za management, Koper (Slovenija) i komentorstvom dr. sc. Rade Kneževića sa Fakulteta za menadžment u turizmu i ugostiteljstvu, Opatija. Od 2007. godine radi u Javnoj ustanovi – Maksimir (ustanovi za upravljanje zaštićenim područjima Grada Zagreba) na poslovima vezanim uz očuvanje glavnih kulturnih i prirodnih vrijednosti parkova, na promociji i korištenju, osmišljavanju i provođenju edukativnih programa, programa događanja te razvoju novih projekata. Član je upravnog vijeća Javne ustanove – Maksimir, autor je i koautor znanstvenih i popularnih članaka te publikacija.

*Nika Dolenc
CALA, Croatia*

Nika Dolenc born on July 14th, 1982, in Zagreb. She graduated from the University of Rijeka, Faculty of Tourism and Hospitality Management, Opatija where she also obtained a Master's Degree in Sciences in Economics and a PhD in Economics. Her interests are sustainable tourism management and sustainable development. Her PhD Thesis was "Economic Aspects of City's Protected Areas Management". Her PhD supervisors were Maja Uran Maravić, PhD, Full Professor, Faculty of Management, Koper (Slovenia) and Rade Knežević, PhD, Full professor with tenure, Faculty of Tourism and Hospitality Management, Opatija. Since 2007, she has been working in a public enterprise– Maksimir (institution for management of protected areas of the City of Zagreb). Her work is related to the protection and preservation of main cultural and natural values of parks, promoting, designing and implementing educational programs, organizing events and development of new projects. She is a member of the administrative board of the public enterprise Maksimir, and she is the author and co-author of several scientific and popular articles and publications.

Apstrakt

*Gradski parkovi u funkciji razvoja turističke ponude;
Primjer parka Maksimir u Zagrebu*

Promjene izazvane porastom turističkog prometa i promjenom strukture gostiju koji traže sadržajni odmor u očuvanoj prirodi s mogućnošću edukacije, rekreacije i zabave, dovode do potrebe za preispitivanjem dosadašnjega modela razvoja turizma na zaštićenim gradskim površinama. Zagreb ima očuvanu parkovnu baštinu koja čini važan element u turističkoj ponudi grada. Spoj prirodnih ljepota s kulturnim resursima, u cilju stvaranja novog turističkog proizvoda, može potaknuti održivi razvoj i ostvariti održivost. Cilj je bolje razumijevanje potražnje, što će rezultirati poboljšanjem ponude na način koji će se uskladiti sa specijalnim potrebama zaštićenih područja i upozoriti na neiskorištenost kulturne i prirodne baštine, te na razvoj ambijentalnog turizma kao važnog dijela turističke ponude i identiteta Grada.



18/05/18



13:05-13:25

Abstract

*City Parks in the Function of Tourist Offer Development;
Example of Maksimir Park in Zagreb*

The changes caused by the increase in tourist flow and the change of guest structure who are looking for a holiday with more contents in an untouched nature with the possibility of education, recreation and entertainment, lead to the need to question the former model of tourism development on protected city surfaces. Zagreb has a preserved park heritage which constitutes an important part of the city's tourist offer. The combination of natural beauty with cultural resources for the purpose of creating a new tourist product may encourage sustainable development and achieve sustainability. The goal is a better understanding of the demand which will result in improving the offer in a manner that will comply with special needs of protected areas. This will also warn of the fact that the cultural and natural heritage is not being used enough and of the development of ambient tourism as an important part of the City's tourist offer and identity.



Košutnjak

Prostire se na površini od 330 hektara, na nadmorskoj visini od 250 m. Košutnjak je ime dobio po košuti, koja je nekada bila prisutna na tom prostoru. Sve do 1903. bila je zatvoreno dvorsko lovište, a potom je Košutnjak otvoren i za građanstvo. U Košutnjaku su i tri posebno uređena kompleksa: Sportsko - rekreativni centar "Pionirski grad", Filmski grad i Zavod za sport i medicinu sporta Republike Srbije.

Turistička organizacija Beograd

The forest-park and picnic grounds of Košutnjak extend over a surface of 330 hectares, at an altitude of 250 m above sea level. Košutnjak was likely named after does ("košuta"), once present in the forest. The thick forest was a closed palace hunting ground until 1903, when it was opened to the public. Košutnjak contains two specially arranged complexes: the sports and recreation centre "Pioneer City" and the Film City with a complex of ateliers and other facilities and devices for film production.

Tourist Organization of Belgrade

*Prof dr Vladimir Macura
dipl. ing. arh., Srbija*



Beograđanin, arhitekata, urbanista, studirao i doktorirao na Arhitektonskom fakultetu u Beogradu. Sa grupom prijatelja osnovao CEP; kasnije bio profesor na Odseku za pejzažnu arhitekturu Šumarskog fakulteta, a potom naučni savetnik u IAUS. Bio je direktor Urbanističkog zavoda Beograda. Zajedno sa M. Ferenčakom vodio izradu GUP-a 2021. Vode i obale Beograda su njegova pasija. Veruje u jednakost, solidarnost, održivost, dostupnost i prirodu.

*Prof dr Vladimir Macura
MSc Architecture, Serbia*

A Belgrade-born architect, urbanist, studied and received his PhD at the Faculty of Architecture in Belgrade. With a group of friends, he founded CEP – Centre for Urban Development Planning. Afterwards, he was a professor at the Department of Landscape Architecture at the Faculty of Forestry, then a scientific adviser at the Institute for Architecture and Urbanism (IAUS). He was the Director of the Belgrade Urban Planning Institute. Together with M. Ferenčak he was in charge of the Belgrade Master plan in 2021. Waters and riverbanks of Belgrade are his passion. He believes in equality, solidarity, sustainability, accessibility and nature.

*dr Žaklina Gligorijević
dipl. ing. arh., Srbija*



Dr Žaklina Gligorijević je učesnik u urbanističkim zbivanjima prestonice, autor u strategijama, planovima, studijama, član u stručnim žirijima. Bila je direktor CEP-a i Urbanističkog zavoda Beograda, predstavnik grada na međunarodnim skupovima i u asocijacijama (ISOCARP, ACE). Istražuje mogućnosti unapređenja urbanističke profesije, gostuje u nastavi, piše, prevodi i veruje u snagu dobre komunikacije između svih učesnika u procesima planiranja grada.

*dr Žaklina Gligorijević
MSc Architecture, Serbia, Serbia*

Žaklina Gligorijević, holding a PhD in Urban Planning, has taken part in various events related to urban planning in Belgrade. She is the author of several strategies, plans, studies and juries. She was the director of CEP and Urban Planning Institute of Belgrade, representing the City in international conferences and professional associations (ISOCARP, ACE). She examines possibilities to improve the urban planning practice, she is a host teacher, she writes, translates, and believes in the power of mutual communication between all stakeholders in city planning processes.

Apstrakt

Prirodno jezgro Beograda: potencijal koji treba sačuvati

Prezentacija pokazuje prirodno jezgro Beograda, područje na ušću Save u Dunav, koje ujedinjuje sve tri ključne reči ovog skupa, tri velike teme: pejzaž, turizam i Beograd. Studijski projekat Prirodnog jezgra ponikao je iz dva izvora. Jedan je bila analiza priobalja Beograda koju je radio Urbanistički zavod Beograda pre desetak godina, a drugi – konceptualni projekat za očuvanje Ušća i Ratnog ostrva, koji je nezavisno od toga ispitivan i razvijan od početka 1980-ih. Studija Prirodnog jezgra bila je urađena u Urbanističkom zavodu 2012, ali nije publikovana. Reč je o „papirnom“ projektu iza koga za sada ne stoji investitor, niti je na listi prioriteta gradske uprave. Reč je o projektu iza koga stoje samo ljudi koji su ga radili.

Glavna poruka projekta mogla bi da se svede na sledeće: zaštitimo prirodu Ušća i Ratnog ostrva, oslobodimo Dunav teške plovidbe, da bi u taj vodeni prostor ušli ljubitelji reka, nameni-mo celu akvatoriju rekreaciji i turizmu, prirodni ambijent oslonimo na istorijski Zemun i Gardoš, a na drugoj strani – na dramatičnu Beogradsku tvrđavu i industrijsko nasleđe u zoni beogradske luke. Prezentacija pokazuje nova moguća rešenja na prostoru Prirodnog jezgra, gledano niz Dunav od mosta Mihajla Pupina, preko Ratnog ostrva i Ušća do Pančevačkog mosta, a gledano na drugu stranu, uzvodno rekom Savom, od Ušća do mosta Miladina Zarića. Jedno od tih rešenja je zaobilazni plovni kanal oko Ušća i čista akvatorija namenjena rekreaciji i turizmu.

Rešenja koja su pronađena za Prirodno jezgro zasnivala su se na analizi priobalja svih gradova na Dunavu većih od 100.000 stanovnika, na poštovanju prirode (životinja, ptica, onih koje žive uz vodu i pod vodom, biljaka, vodenih i onih drugih) i na njenoj dodatnoj zaštiti, na ispitivanju preferenci Beograđana, na doznavanju uspeha dobrih turističkih ansambala, na idejama zaobilaznih vodenih puteva i kanala, na našoj mašti i veri da predlog Prirodnog jezgra Beograda ima smisla. Sve to što je napisano i nacrtano, rađeno je kroz individualni, timski i radionički rad profesionalaca koji su došli iz pet-šest eminentnih kuća. Za kraj, evo jedne poruke upućene svima nama: čuvajmo Ušće, takav ambijent ne postoji na čitavom Dunavu.



18/05/18



14:10-14:30

Abstract

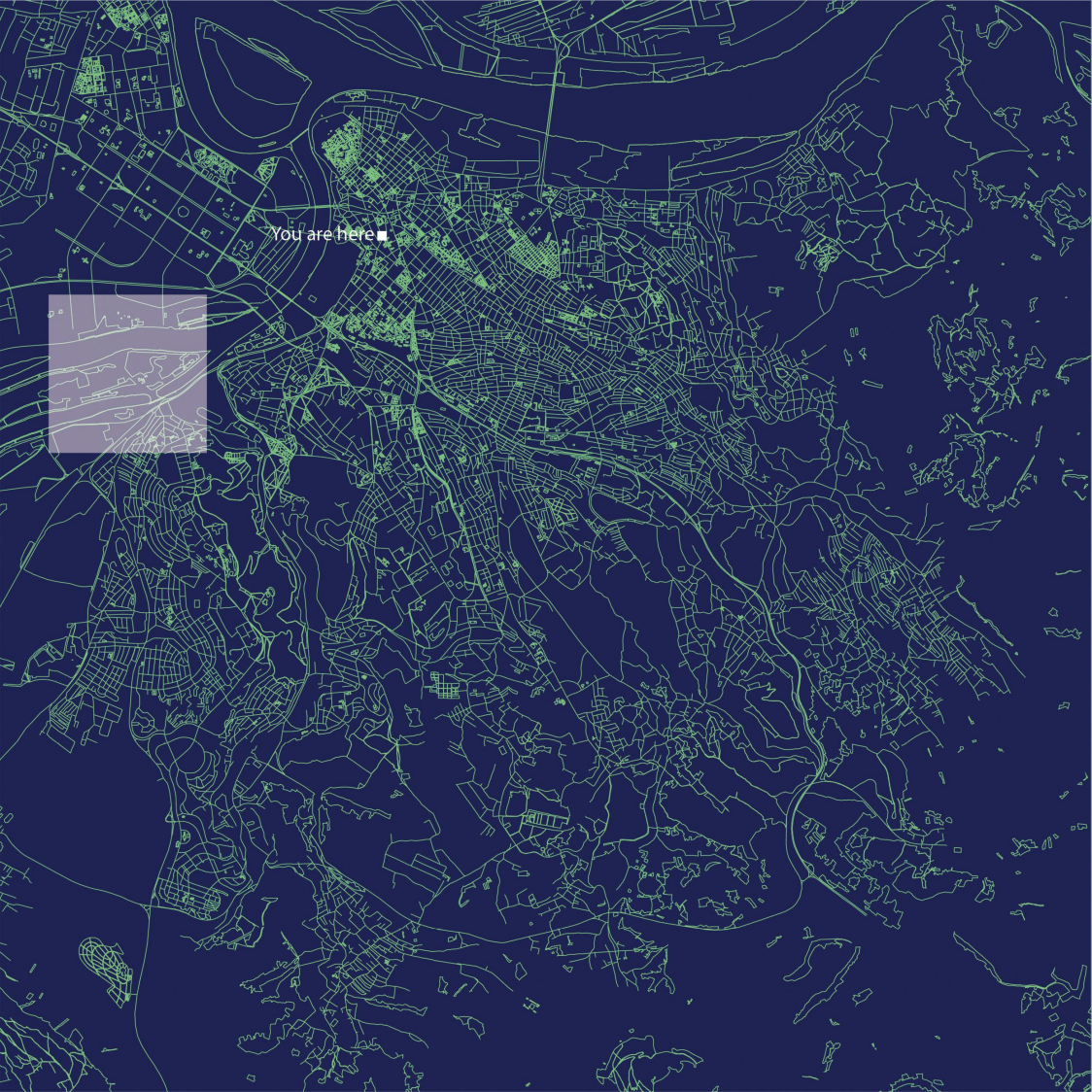
The Natural Core of Belgrade: The Potential That Should be Preserved

The presentation demonstrates the natural core of Belgrade, the area on the confluence of the Sava River and the Danube, which combines all three keywords of this conference, the three great topics: landscape, tourism, and Belgrade.

The Belgrade Core study project stems from two sources: one was the analysis of the Belgrade riverbanks, carried out by the Urban Planning Institute of Belgrade about ten years ago, and the second was the conceptual project for the preservation of Ušće and the Great War Island, which has been investigated and developed since the beginning of the 1980s regardless of that. The Natural Core study was performed in the Urban Planning Institute in the year 2012, but has never been published. This is a "paper project", not backed up by any investor, nor being on the list of priorities of the city administration. This is a project that is backed solely by the people who worked on it.

The main message of the project could be boiled down to the following: Let us protect the nature of Ušće and the Great War Island; let us free the Danube of heavyweight shipping, so that river enthusiasts can enter that water area; let us designate the entire aquatory as being for recreation and tourism; and let us attach the natural habitat to the historical Zemun and Gardoš, on one side, and the dramatic Belgrade Fortress and the industrial heritage in the Belgrade Port zone, on the other. The presentation demonstrates the solutions for this aspiration, as pictured by the entire project team. The new possible solutions for the Natural Core space will be displayed, going down the Danube, from the Mihajlo Pupin Bridge, the Great War Island and Ušće, to the Pančevo Bridge, and up the Sava, from Ušće to the Miladin Zarić Bridge. One of these solutions is circumlocutory floating water canal around Ušće and clean water area intended for recreation and tourism.

The solutions that were found for the Natural Core were based on the analysis of the riverbanks of all cities on the Danube, with a population over 100,000 people, respecting nature (animals, birds, living along and in the water, plants, both aquatic and terrestrial), and their additional protection, studying the preferences of the citizens of Belgrade, learning about the success of good tourist attractions and facilities, ideas for detour canals and waterways, our imagination and the faith that the Natural Core of Belgrade proposal makes sense. Everything that has been written and sketched has been done through individual, team and workshop work of professionals who come from five or six eminent firms. Finally, here is a message addressed to all of us: Let us preserve Ušće, since such environment does not exist on the entire Danube.



Ada Ciganlija

Ada Ciganlija sa ponosom nosi naziv „Beogradsko more”. Zelena, čista, opremljena i opuštajuća površina, postaje omiljeno mesto Beograđana u rano proleće. Od ranih jutarnjih časova, pa do noći, Ada Ciganlija je uvek živa. Ime najverovatnije potiče od keltskih reči „singa” i „lia” što znači „ostrvo” i „podvodno zemljište”, što je vremenom evoluiralo u popularnu „ciganliju”. Ada Ciganlija je, zapravo, artificalnim putem pretvorena u poluostrvo, okruženo nasipom i rekom Savom sa jedne i Savskim jezerom sa druge strane. Zauzima površinu od oko 800 hektara i nagrađeno je Plavom Zastavom (međunarodno priznanje za kvalitet plaže) drugi put zaredom. Ada je istinska ekološka oaza Beograda, uređena čistom vodom i gustom listopadnom šumom. Ada je prirodno stanište za veliki broj vrsta ptica, glodara i insekata. Savsko jezero je dom velikog broja riba.

Turistička organizacija Beograd

Ada Ciganlija proudly bears the name of “Belgrade Sea”.

Green, clean, equipped and relaxed, it becomes the favourite spot of Belgraders with the first signs of the spring sun. From the early mornings until late into the night, Ada Ciganlija is always lively. The name most likely originates with the Celtic words “singa” and “lia”, meaning “island” and “underwater land”, while in time it morphed into the popular “ciganlija”.

Ada Ciganlija was, in fact, turned into a peninsula by human hands, surrounded by an embankment and bounded by the Sava River on one and the Sava Lake on the other side. It has a surface area of approximately 800 hectares and is awarded with the Blue Flag, international recognition for the quality of the beach second year in a row.

Ada is a true ecological oasis of Belgrade, decorated with clean waters and a thick deciduous forest. It is a natural habitat for a large number of bird, rodent and insect species. The Sava Lake is home to a large number of fish.

Tourist Organization of Belgrade

*mr Anica Teofilović
dipl.inž.pejz.arh., Srbija*



Studije pejzažne arhitekture završila 1997. godine na Šumarskom fakultetu Univerziteta u Beogradu. Akademsko zvanje magistra tehničkih nauka – oblast arhitekture i urbanizma, stekla 2010. godine na Arhitektonskom fakultetu Univerziteta u Beogradu.

Od 2001. godine zaposlena u Urbanističkom zavodu Beograda JUP, kao urbanista planer. U periodu od 2001. do 2005. godine radi kao asistent prof. dr Vladimira Macure na Odseku za planiranje i građenje naselja, Građevinskog fakulteta Univerziteta u Beogradu. Ima licencu odgovornog urbaniste.

Učestvovala u izradi velikog broja prostornih i urbanističkih planova, projekata i studija. Rukovodilac je izrade Projekta "Zelena regulativa Beograda" i Plana generalne regulacije sistema zelenih površina Beograda. Učestvovala na nacionalnim i međunarodnim stručno - naučnim skupovima. Objavila više samostalnih i koautorskih radova. Autor je knjige „Urbanističko planiranje Beograda i očuvanje biodiverziteta“.

*Anica Teofilović
MSc LA, Serbia*

She completed her studies in Landscape Architecture at the Faculty of Forestry in 1997, University of Belgrade. She gained academic title of Master of Technical Sciences- area of architecture and urbanism in 2010 at the Faculty of Architecture, University of Belgrade.

Since 2001 she has been employed at the Urban Planning Institute of Belgrade JUP, as a city planner. In the period from 2001 to 2005 she worked as an assistant of the prof. Dr. Vladimir Macura at the Department for Planning and Building Settlements, Faculty of Civil Engineering, University of Belgrade. She has a license of responsible urban planner.

She participated in the development of a large number of spatial and urban plans, projects and studies. She is a manager of the project "Green regulation of Belgrade" and the General Regulation of the Green Area System of Belgrade. She participated in national and international expert and scientific meetings. She published several independent and co-authoring works. She is the author of the book "Urban planning of Belgrade and conservation of biodiversity".

Apstrakt

Planiranje zelenih površina kao turističkog potencijala Beograda

Prirodne vrednosti Beograda čine ključni oslonac razvoja i promocije turizma. Izradom najvažnijih planskih dokumenata za grad Beograd (Prostorni plan Republike Srbije i Regionalni prostorni plan administrativnog područja grada Beograda) definisani su značaj, mesto, strateške odrednice i politika turizma Beograda i njegovog metropolitenskog područja. Javne zelene površine predstavljaju jedan od bitnih činilaca u konstituisanju urbanog identiteta Beograda i u ostvarivanju neposrednog kontakta ljudi sa njegovim estetsko-ambijentalnim karakterom. Imajući u vidu značaj zelenih površina kao javnih prostora za razvoj turizma, kako u prostornom i sadržajnom smislu, tako i sa aspekta prirodnih vrednosti i predela, imperativ planiranja je njihovo očuvanje i unapređenje. Urbanističko planiranje je jedan od instrumenata kojim se definišu pravila za uređenje ovih prostora, kako bi isti, sa stanovišta posetilaca, bili mesto osećaja prijatnosti, doživljaja osobenosti i istorije grada. Analiza i ocena stanja u vezi zastupljenosti i prostorne distribucije, pristupačnosti, kvaliteta i vrednosti javnih zelenih površina, kao i izrada studija i priručnika, osnovna su usmerenja za planska rešenja (Studija javnih prostora Beograda za potrebe urbanističkog planiranja, Priručnik za javne prostore, GUP Beograda, PGR građevinskog područja Beograda, Nacrt Plana generalne regulacije sistema zelenih površina Beograda, itd.). Težeći primeni Evropske konvencije o predelu, planska rešenja se usmeravaju ka povezivanju i integraciji prostora u vidu kulturnih predela sa naglašenom raznovrsnošću i osobinama koje prostor čine prepoznatljivim i privlačnim za turiste (Prostorni plan područja posebne namene Avala-Kosmaj). Planiranjem kulturnih staza, kompleksa i repera, kao i prirodno-ekoloških sistema koji Beograd mogu da afirmišu kao evropsku turističku destinaciju, stručno se postavljaju zakonodavni temelji za proglašavanje turističkih područja.



18/05/18



14:30-14:50

Abstract

Planning Green Areas as a Tourist Potential of Belgrade

Belgrade's natural values represent the standfast of tourism development and promotion. The significance, location, strategic goals and tourism policy of Belgrade and its metropolitan area have been defined by drawing up the most important documents of the city of Belgrade (Spatial Plan for the City of Belgrade and the Regional Spatial Plan for the Administrative Area of the City of Belgrade). Public green spaces represent an important factor in the constitution of Belgrade's urban identity and in direct contact of people with its aesthetic and ambient character. While emphasizing the importance of green spaces as public spaces for the development of tourism, both in spatial and content terms, and from the point of view of natural values and regions, the planning imperative is their preservation and improvement. Urban planning is one of the instruments which define the rules for arranging these spaces in order for them to be the places of pleasantness, the experience of peculiarity and history of the city from the visitors' viewpoint. The analysis and assessment of the situation regarding the representation and spatial distribution, accessibility, quality and value of public green areas, as well as the preparation of studies and handbooks represent the basic guidelines for planning solutions (Study of Public Spaces in Belgrade for Urban Planning Purposes, Public Spaces Handbook, Master Plan of Belgrade, General Regulation Plan of Building Area of Belgrade, Draft General Regulation Plan of the Green Area System of Belgrade, etc.). Striving to begin with the application of the European Landscape Convention, planning solutions are directed towards linking and integrating spaces in the form of cultural landscapes with underlined diversity and features that make the space recognizable and attractive for tourists (Special Purpose Area Spatial Plan for Avala-Kosmaj). Legislative foundations for designation of tourist areas are expertly being set up by planning of cultural paths, complexes and benchmarks, as well as natural and ecological systems that can affirm Belgrade as a European tourist destination.



Veliko ratno ostrvo

Dve poslednje oaze netaknute prirode, vodom razdvojene od urbanog jezgra glavnog grada Srbije, obuhvataju prostor između dve suprotne prirodne strukture, Panonske nizije i Balkana. Kao kontrapunkt urbanoj slici, preko Dunava, između obale i nasipa, nalaze se sačuvani ostaci nekadašnjih Dunavskih ritova i močvara. Veliko ratno ostrvo zaštićeno je 2005. godine u ukupnoj površini od 211.38 ha.

Ova dva ostrva predstavljaju reprezentativnu morfološku i geološku tvorevinu nastalu od podvodnog spruda koji je "izronio" iznad vodenog ogledala tokom XVI veka. Bujnu vegetaciju grade vodene i močvarne zajednice, kao i zajednice poplavnih šuma bele vrbe (*Salix alba*), bademaste vrbe (*Salix amygdalina*), krte vrbe (*Salix fragilis*), itd. Razvijena vegetacija i postojanje većih vodenih površina omogućavaju da se na ovim ostrvima hrani, gnezdi i razmnožava značajan broj vrsta ptica od međunarodnog značaja.

Virtuelni muzej Dunava

The two last oases of pristine nature, separated by water from the urban heart of the capital of Serbia, thus occupying the space between two opposite natural structures, the Pannonian plain and the Balkans. As a counterpoint to the urban image, across the Danube, between the coast and the embankment, the preserved remains of former Danube marshes and swamps. The total surface area of 211.38 hectares of "Veliko ratno ostrvo" was protected in 2005.

These two river islands are representative morphological and geological formations made from an underwater sandbank that has emerged above the water surface during the 16th century. The rich vegetation consists of aquatic and swamp communities, as well as the communities of alluvial forests of the white willow (*Salix alba*), almond willow (*Salix amygdalina*), crack willow (*Salix fragilis*), etc. Such well - developed vegetation, along with the presence of wide open water surfaces, provide food and place for nesting and reproduction of a large number of internationally important bird species.

Danube Virtual Museum

Nada Jadžić
UPAS, Srbija



Nada Jadžić je pejzažni arhitekta koji se s velikom strašću i entuzijazmom bavi svojom profesijom. Rođena je 1971. godine u Beogradu. Diplomirala je 2011. godine na Šumarskom fakultetu Univerziteta u Beogradu, na Odseku za pejzažnu arhitekturu i hortikulturu. Tokom studija je sa svojim kolegama pokrenula više projekata, od kojih su najznačajniji Urbani džepovi Beograda, Weendy feet, Pejzažna arhitektura i grad – oseti razliku, Misli globalno – deluj pejzažno!, Šijemo džepove – prekrajamo grad (Mikser festival). Jedan je od osnivača Podmlatka udruženja pejzažnih arhitekata Srbije (PUPA), koji se bavio promocijom pejzažne arhitekture na različitim nivoima. Tokom studija volontirala je kao student demonstrator na predmetima Pejzažno projektovanje i Planiranje i uređivanje predela na Odseku za pejzažnu arhitekturu i hortikulturu, Šumarski fakultet u Beogradu. Za diplomski rad na temu Uloga javnosti u izradi i implementaciji projekata iz oblasti pejzažne arhitekture dobila je Nagradu Privredne komore Beograda za najbolji diplomski rad za 2012. godinu. Dodatno se usavršavala u području pejzažne arhitekture na različitim radionicama i seminarima. Master studije završila je 2013. godine na Šumarskom fakultetu u Beogradu, modul Pejzažna arhitektura na temu Vrednovanje identiteta grada Beograda sa aspekta zelenih prostora. Izlagala je radove samostalno ili sa grupom autora na nekoliko Salona pejzažne arhitekture u Beogradu, a radovi su bili nagrađeni od strane međunarodnog stručnog žirija. Stekla je iskustvo u projektovanju i izradi tehničke dokumentacije, kroz samostalan rad i saradnjom sa različitim biroima. Osnivač je studija za pejzažnu arhitekturu Tri boje zeleno d.o.o. Od nedavno je zaposlena kao projektant saradnik u jednom od vodećih arhitektonskih biroa u regionu, Arhi.pro d.o.o..

Nada Jadžić
SALA, Serbia

Nada Jadžić is a landscape architect who deals with her profession with great passion and enthusiasm. She was born in 1971 in Belgrade. She graduated in 2011 at the Faculty of Forestry, University of Belgrade, Department of Landscape Architecture and Horticulture. During her studies she initiated several projects with her colleagues, the most important ones of them being: "Urban Pockets of Belgrade", "Weendy feet", "Landscape Architecture and City - Feel the Difference", "Think Globally - Act Landscapely! ", " We are Sewing Pockets - We're Making a City " - a Mixer festival. She is one of the founders of the Association of Landscape Architects of Serbia (PUPA), which has been engaged in the promotion of landscape architecture at various levels. During her studies, she volunteered as a student demonstrator on Landscape Design and Landscape Design and Planning and Arrangement of Landscapes at the Department of Landscape Architecture and Horticulture, Faculty of Forestry in Belgrade. For the thesis on the topic "The Role of the Public in the Design and Implementation of Projects in the Field of Landscape Architecture" she received the Award of the Belgrade Chamber of Commerce for the best graduation work for 2012. She has been enrolled in additional education in the field of landscape architecture at various workshops and seminars. She completed her master studies in 2013 at the Faculty of Forestry in Belgrade, the Landscape Architecture module on the topic "Evaluating the Identity of the City of Belgrade from the Aspect of Green Spaces". She exhibited works on her own or with a group of authors on several Landscape Architecture Exhibitions in Belgrade, which were awarded by an international expert jury. She gained experience in designing and technical documentation preparation through self-employed work and through cooperation with various bureaus. She is a founder of the study of landscape architecture Three Colors of Green d.o.o. She has recently been employed by one of the leading architectural offices in the region Arhi.pro d.o.o. as associate designer.

Apstrakt

Uloga zelenih prostora u stvaranju turistički konkurentnih održivih gradova

„Beograd je redak grad, mali je broj takvih gradova u svetu. U jednom trenutku, posmatrajući siluetu grada sa Dunava, pomislio sam da se nalazim negde u okolini Beča. U drugom času, imao sam utisak da sam u nekom drugom svetskom gradu, možda u Parizu ili Briselu. Beograd je jedinstven, ne samo zbog svog idealnog položaja na dvema rekama već i zbog toga što predstavlja sintezu nekoliko svetskih gradova.“

Alberto Moravija, članak Novija srpska arhitektura, autor Ivica Mladenović

I danas, nakon pedeset godina, pogled sa Dunava na siluetu grada privlači nekoliko stotina hiljada turista godišnje. Karakteristična forma koju oblikuje ušće Save u Dunav, sa Velikim ratnim ostrvom u centru i Kalemegdanskom tvrđavom u pozadini, kreiraju sliku koja predstavlja jedinstveni simbol i neznani vizuelni identitet Beograda.

Postavlja se pitanje koliko slika nekog grada utiče na stvaranje njegovog identiteta? Da li identitet jednog grada može uticati na njegovu konkurentnost u savremenim turističkim kretanjima? Kakvu ulogu imaju zeleni prostori u svemu navedenom? Mogu li zeleni prostori postati fokusna tačka „zelenog brenda“ Beograda i osnova na kojoj će se razviti novi turistički sadržaji, dovoljno dobri da svojom jedinstvenošću privuku turiste da ponove i preporučite proživljeno iskustvo?

U savremenom upravljanju gradovima, kao čest alat za povećanje konkurentnosti i privlačenje inovacija, turista i investitora, koristi se skup marketinških tehnika kojima se kreira brend grada. Brend grada tako postaje početna osnova za razvijanje strategija kojima se lakše i uspešnije prezentuju identitet i vrednosti grada.

Njujork (Haj lajn, Central park), Barselona (park Gvelj), Kopenhagen (Superkilen), Seul ili Singapur su dobri primeri gradova gde je pejzažna arhitektura našla svoje mesto u realizaciji prostora koji su kasnije postali poznate „zelene“ turističke destinacije.

Kakve su mogućnosti da sveska praksa uključivanja pejzažnog arhitekta u stvaranje i realizaciju održivih i atraktivnih otvorenih prostora postane i naša praksa? Da li stanovnici Beograda i gradska uprava imaju dovoljno sluha da to prepoznaju i prihvate?

S druge strane, imamo li kapaciteta i potencijala da stvorimo novi pristup brendiranju grada, koji će unaprediti i istaći „zeleno srce“ Beograda, koje već vekovima odoleva raznim osvajačima i kulturno-istorijskim promenama?



18/05/18



14:50-15:10

Abstract

The role of green spaces in the creation of touristi competitively sustainable places

"Belgrade is a rare city, there are only but a few such cities in the world. At one point, watching the city silhouette from the Danube, I thought I was somewhere around Vienna. Another time, I had the impression that I was in another world, perhaps in Paris or Brussels. Belgrade is unique, not only because of its ideal position on two rivers but also because it represents the synthesis of several world cities."

Alberto Moravija, article Novija srpska arhitektura, author Ivica Mladenović

Even today, after fifty years, the view from the Danube on the silhouette of the city attracts several hundred thousand tourists per year. The characteristic shape which is formed by the confluence of the Sava and the Danube with the Great War Island in the center and Kalemegdan fortress in the background creates an image that represents a unique symbol and an unofficial visual identity of Belgrade.

It is questioned how many images of a city affect the creation of its identity? Can the identity of a city influence its competitiveness in modern tourism trends? What is the role of green spaces in all of the above mentioned topics? Can green spaces become a focal point of the "green brand"? And can it become the basis on which new tourist facilities will be developed, good enough to attract tourists to repeat and recommend the experience they have experienced?

In modern city management as a frequent tool for increasing competitiveness and attracting innovations, tourists and investors, a set of marketing techniques that create the city brand are used. The city's brand thus becomes the initial basis for developing strategies that will more easily and effectively present the identity and value of the city.

New York (Highline, Central Park), Barcelona (Park Guel), Copenhagen (Superkilen), Seoul, Singapore are a good examples of cities where landscape architecture has found its place in the realization of space that later became a famous "green" tourist destination.

From the point of view of landscape architecture, the increasingly present green infrastructure as a network of multifunctional open spaces that contributes to sustainable resource management, i.e. sustainable urban development, provides the possibility of creating specific and unique focal points that have the potential for new "green" tourist destinations.

What are the possibilities that the world practice, the inclusion of landscape architects in the creation and implementation of responsive and attractive open spaces, becomes our practice? Do the residents of Belgrade and the City Administration have enough understanding and sense to recognize and accept it?

On the other hand, do we have the capacity and the potential to create a new approach to branding a city that will improve and highlight "the green heart" of Belgrade, which for centuries has been resisting various conquerors and cultural and historical changes?

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