

Do We Want to Be Involved? Tourism Promotion and the Industrial Heritage of Germans in Vojvodina

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ABSTRACT Local community members are considered as one of key stakeholder groups for sustainable tourism development, not only as service providers, but also as an important part of a decision-making process in tourism development. In respect to that, this study was focused on their perceptions of potential tourism activities based on resources that are still not valued for the purpose of tourism. There is a question whether the local community members want to be involved and whether they perceive the industrial heritage as beneficial for the local development. The research was conducted on the example of the industrial heritage in Vojvodina (Autonomous Province in Serbia, former part of the Austro-Hungarian Empire),

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characterized by its historical, cultural, technical, architectural, and educational values of the industrial heritage of Germans as a national minority. The survey research based on the 44-item SUS TAS scale was conducted on a sample of 300 respondents, between October 2021 and March 2022. The main findings highlight the positive attitudes of the local community members on sustainable development of the industrial heritage, but also their insufficient knowledge of values in terms of German industrial legacy within their local environment. The research results may contribute to experts in the field of tourism and culture for domestic and international tourism development.

Key words: industrial heritage, sustainable tourism development, German Heritage, local community members, perception, SUS-TAS scale.

Introduction

Industrial heritage sites represent an important aspect of the local community of developing countries and provide an insight into their industrial cultural identities (Correia and Walliman, 2014). Increasing number of former industrial sites are in the process of changing their status, from abandoned and redundant areas to potential sites for future tourism development (Swensen and Berg, 2017). The re-adaptation and re-usage of industrial heritage sites are partly related to rediscovery of such legacy as important historic sites, while the other part is often related to their shapes and dimensions, which are suitable for new creative purposes, including the sector of tourism. Awareness about these sites having exceptional qualities in terms of cultural heritage is increasing and contributing to unique heritage storytelling related to particular regions and settlements. They serve as places for awakening the memories of not so distant past (Fragner, 2012) and reconnecting to products, foods and drink that are alluring components of tourism development. Besides that, people's propensity towards authenticity is often based on feelings of nostalgia behind the lost past, as well as on a search for their historical roots (Bruner, 1994), which is important for the industrial heritage of Vojvodina, an important segment of rich and layered cultural heritage of Europe (Institute for the Protection of Cultural Monuments, 2016). This study contributed unique research perspectives on the representation of the industrial heritage of Germans within the territory of the local communities of Apatin, Odžaci, Vrbas, Zrenjanin and Pančevo.

In the last few years, adaptive reuse of manufactured industrial heritage became a common practice in a growing number of cities around the world, which is evident on the example of the European Route of Industrial Heritage, that should be used as a model for developing similar routes within other places (Ćopić et al., 2014; Szromek et al., 2021). European Industrial and Technical Heritage Year was declared for 2015 by the European Federation of Associations of Industrial and Technical Heritage (E-FAITH). This was actually "a wide-spread campaign, realized in order to promote an

increased awareness and appreciation among the public, authorities and institutions, and non-governmental organizations, of an urgent need to save the Technical and Industrial Heritage of Europe, and to accord it significance it deserves on the grounds of its Historical and Scientific importance, and through its Cultural significance in offering ways of understanding the social and economic development of our countries” (<https://www.culturaltourism-network.eu/e-faith.html>). The growing awareness of the importance of industrial heritage is evidenced by two events held in Serbia in 2015 and 2016: ‘Industrial Heritage of Serbia – Revisited,’ the 2nd International Workshop of Architecture, Belgrade/Serbia, and ‘Industrial and Technical Heritage in Vojvodina’ (Zrenjanin/Serbia), a conference opened by the Minister of Culture, who promoted this area as a priority of the Ministry. Those events and activities brought together different stakeholders, such as NGOs, decision makers (local and national governments), institutions, scholars, students and E-FAITH members (<http://www.arh.bg.ac.rs/2015/07/17/druga-internacionalna-arhitektonska-radionica-industrial-heritage-of-serbia-revisited/>, Institute for the Protection of Cultural Monuments, 2016).

Based on the aforementioned activities, various stakeholders pointed to the fact that the industrial heritage of Vojvodina (Autonomous Province in Serbia) represents an important segment of rich and layered cultural heritage of Europe due to the historical and social significance of these sites (Institute for the Protection of Cultural Monuments, 2016). It is also emphasized that ‘all objects of industrial and technical heritage of Vojvodina have a large user area that provides the possibility of its adaptation to a new purpose in the field of other sectors (such as business, culture, entertainment, education, recreation, tourism). This would enable their reactivation or more precisely their involvement in modern trends and sustainable development’ (Institute for the Protection of Cultural Monuments, 2016). Vojvodina has extensive yet poorly promoted sites of industrial heritage related to the history of manufacturing in the region, particularly associated with substantial population of Germans who were involved in the production of beer, bricks, textiles, soap and other items (Draganić, 2019). Linking industrial heritage to tourism is a viable preservation strategy that can enhance diversity of tourism offerings and local economic development. While Serbia has eleven sites on the map for the ERIH (European Route of Industrial Heritage), including the Nikola Tesla Museum and the Sveta Petka hydropower plant (ERIH, 2022), many sites remain undeveloped. With the right stakeholder support, tourism could be a powerful medium to expand the ERIH sites and establish unique and even interactive tourism experiences (Ćopić et al., 2014; Stojanović and Janjušević, 2018; Szromek, Herman and Naramski, 2021).

Consequently, industrial heritage could serve as a valuable tool for regenerating the local environments and improving the overall image of the place (Fadaei, Eshrati and Eshrati, 2015) by developing tourism offerings that represent the heritage and history

of the people and products of Vojvodina. In such manner, neglected legacy could become an important segment of innovative tourism tours, trails and experiences (Timothy, 2018). However, local community members' involvement and the level of their support represent important aspects in such a complex process (Akis et al., 1996; Choi and Sirakaya, 2005; Gursoy et al., 2010; Gursoy and Kendall, 2006; Hwang, Lee and Chen, 2005; Jaafar et al., 2015). Based on the aforementioned facts, this research was focused on evaluating the local community members' perceptions on tourism development and specifying the identified attitudes as positive or negative. Besides that, the research was also focused on assessing the local community members' support for tourism development of the industrial heritage.

The role of the local community members is an important aspect of reaching the goals of sustainable development. This indicates the significance of researching their attitudes regarding tourism development within the local environment. Sustainable development is considered as a "development that meets the needs of the present without compromising the ability of future generations to meet their own need" (WCED, 1987). Development of tourist sector could be perceived as a vehicle of environmental, socio-cultural and economic changes among the locals. These changes might be beneficial for its members, on the one hand, as well as negative for the quality of their life, on the other (Lee, 2013), which is the main reason why supportive attitudes of the local community members are often crucial for developing tourism in a sustainable manner within destinations worldwide (Gursoy, Chi and Dyer, 2010; Wang, Chen and Xu, 2019). Better understanding of the local community members' perspective could make easier the process of establishing the tourism business policies (Choi and Sirakaya 2005; Gursoy and Kendall, 2006; Gursoy et al., 2010; Lee, 2013; Nunkoo and Ramkissoon, 2012; Nunkoo and So, 2015; Prayag, Hosany, Nunkoo and Alders, 2013; Rasoolimanesh and Jaafar, 2016; Stylidis, Biran, Sit and Szivas, 2014). Therefore, the local community members should be consulted, not only as observers, but also as assistants in the process of further tourism development, by offering their points of view regarding the planning directions (Zhang, Cole and Chancellor, 2015).

Industrial heritage tourism in Europe

Industrial heritage has been defined as including any 'tangible remains from the technological and industrial past of the human civilization. Besides the architectural heritage, like abandoned factories and machines, this category includes auxiliary warehouses, means of transport and infrastructure, as well as workers' settlements (Mihic and Makarun 2017: 1). It also includes intangible heritage associated with customs, cultures and lifeways of those involved. Industrial heritage tourism is characterized as a specific type of cultural tourism (Polyxeni, Dimitrios and Spyridon, 2009) and its advancement can be considered part of a sustainable development plan upholding the UN Sustainable Development Goals, particularly SDG 11.4, related to the protection

and promotion of cultural heritage (United Nations, n.d.). Such a focus has not been a norm in traditional tourism heritage, but has gained increased importance in the last decade with potential to attract both experts and interested tourists (Timothy, 2018). For example, the European Route of Industrial Heritage (ERIH) is open for tourists who are interested in researching the milestones of European industrial history, with 300 locations in countries across Europe. By showcasing former technological innovation, scientific discoveries and important facts regarding the life of the ERIH site employees, industrial heritage sites represent unique places of a common European memory. ERIH promotes 14 established Theme Routes indicating the significance of industrialisation in the European context. Over 100 industrial heritage sites on these routes contain attractive programmes for tourists with guided tours, multimedia presentations and accompanying events. Such events are attracting hundreds of thousands of visitors in places where tourism experts recognized the importance of the industrial heritage for further tourism development.

In spatial terms, Europe is a leader in tourism based on the industrial heritage, considered on the global basis. On September of 2011, the European Parliament emphasized that Lisbon Treaty (adopted on), that 'the development of Europe's industrial heritage could also benefit secondary destinations and contribute to achieving a more sustainable tourism sector in Europe, through the preservation, transformation and rehabilitation of the industrial sites'. Besides that, it defines the concept of industrial heritage in the Lisbon Treaty as 'typical forms of thematic and diversified tourism seem to meet the objective of a sustainable tourism policy orientated both to preserve Europe's diversity and multiculturalism and to avoid the distortions and the damages of undifferentiated mass tourism'. The coal and steel-based industrial cities within the German Ruhr region became Europe's Capital of Culture in 2010. Considering the UNESCO's list of 962 industrial sites, as well as the fact that 28 out of 33 listed industrial heritage-related sites are located in Europe (Lane et al., 2013), it could be said that tourism based on the industrial cities is becoming an important aspect of the cultural and economic agenda in Europe (Xie, 2015).

The industrial heritage of Germans in Vojvodina

Apatin, Odžaci, Vrbas, Zrenjanin and Pančevo settled in Vojvodina have important industrial settings created by the local Germans in the late 19th and early 20th century. On the other hand, such legacy also represents significant aspect of collective cultural history within the region (Stojanović and Janjušević, 2018). German colonization around contemporary Vojvodina Province started in the middle of the 18th century, after the expulsion of Turks and throughout the absolutism of Maria Theresa, in the moment when the territory was a part of the Habsburg Monarchy. The process of colonization was followed by various social consequences. For example, natural landscapes were cultivated, settlements were built in the planned manner, in line with

gradual development of the economy. Plans of economic councils indicated that several settlements should be transformed into productive centres of raw materials and semi-finished products (flax, hemp, wool) by the end of the 18th century. In the 19th century, such manufactories pulled strongly towards the beginning of industrial development. All together resulted in the development of sugar industry (for example in Vrbas), brewing industries (in Apatin, Zrenjanin, Pančevo) and hemp processing industries (in Odžaci, Apatin, Vrbas) (Kicošev, Bubalo-Živković and Ivkov, 2006; Kraus, 2009; Mezei, 1959).

One of the most important examples of the industrial heritage of Germans in Apatin is Apatin's Brewery (Karavida, 2016), while Zrenjanin was also recognized as a significant centre of the brewing industry (Tufegdžić, 2014). Besides that, it is important to indicate that the first beer factory was established in Pančevo, which is the largest industrial centre within the study area (Cizler, 2011). On the other hand, the hemp fibre processing factory was one of the largest in this part of Europe and it was situated in Odžaci as an important industrial feature of Germans (Stojanović, 2016). Finally, the general physiognomy of Vrbas was influenced by the industry development (Stojanović and Janjušević, 2018). According to significant industrial heritage of Germans within Apatin, Odžaci, Vrbas, Zrenjanin and Pančevo, the territory of settlements was chosen for conducting the research on the attitudes of the local community members regarding the tourist significance of such heritage.

Industrial heritage and the local community

Consequences for the local community could be positive, but also negative, which additionally raises the importance of involving the local members into further development of tourism based on the industrial heritage, for achieving sustainability. Some of them are 'Industriada' in Silesia (Poland) and 'ExtraSchicht - The Night of Industrial Heritage' in the Ruhr area (Germany). Furthermore, smaller industrial monuments are oriented towards illustrating geographical and social impacts of local industrial plants and such activities resulted in 20 regional routes who also found their audiences. These industrial heritage sites have shaped a unique Europe-wide tourist network of thematic routes (ERIH, 2022). Of the eleven ERIH sites in Serbia, none are in Vojvodina, although the region contains numerous assets that could be developed as industrial heritage tourism sites (Draganić, 2019; Garaca et al., 2014). To do so, there needs to be support and collaboration by stakeholders for such development, including community members, who need to be proactive for gaining not only the esthetical benefits of sustainable tourism development, but also the social and economic issues.

Local community members' support, as well as their involvement, is important for sustainable tourism development in any destination (Akis, Peristianis and Warner, 1996; Choi and Sirakaya, 2005; Gursoy, Chi and Dyer, 2010; Jaafar, Noor and Ra-

soolimanesh, 2015; Wang, Chen and Xu, 2019). There are numerous previously conducted studies with the focus on the local community and their perceptions of tourism impact on their local environment. The main focus of such studies was on identification of the local community members' perceptions of tourism as positive or negative activity for their local environment within the context of sustainable development (Gursoy and Kendall, 2006; Gursoy et al., 2010; Jurowski, Uysal and Williams, 1997; Lee, 2013; Nunkoo and Ramkissoon, 2012; Nunkoo and So, 2015; Prayag et al., 2013; Rasoolimanesh and Jaafar, 2016; Stylidis et al., 2014). It is important to indicate that the majority of previous studies were conducted in developed countries and within localities that are already recognized as tourism sites. On the other hand, the authors of this study put a focus on the industrial heritage in a transitional society which is in a pre-tourism phase with an unutilized potential of the local heritage. There is a question whether the local community members want to be involved in further tourism development based on their industrial heritage. The second question is whether the local community members actually perceive concrete benefits from the activation of existing resources that could be attractive for international tourism market according to their values, but are currently completely neglected. In respect to the local community members' perceptions, the main aim of this study is to fill the aforementioned literature gap, and assess local stakeholders' attitudes towards tourism development and the way they perceive their roles.

The majority of previously conducted studies regarding industrial heritage have primarily been descriptive. From a perspective of a tourism supply, researchers were focused on defining the heritage resources, their locations and identification of potential typologies (e.g., Draganić, 2019). Other research was focused on tourism demand and mainly oriented towards describing the market characteristics, satisfaction and accompanying behaviours, such as expenditures and intentions of returning, and providing the market segmentation based on demographic profiles of tourists. Since the early 2000s, there is a reorientation from conducting entirely descriptive empirical studies to furthering efforts to collect data for a better understanding of attitudes and openness towards cultural heritage development by researching the broader societal implications of industrial heritage-based tourism (Timothy, 2018). The process of creating the local list published by English Heritage in United Kingdom enables another manner of indicating the industrial sites of importance for the local community (Stratton, 2000). Furthermore, Garaca and colleagues (2014) conducted interview and focus groups with local community members, business leaders, city authorities, and tourism professionals to assess if people were supportive of the resources and commitment it would take to add industrial heritage to the tourist offerings in Novi Sad, the capital city of Vojvodina. They further note that Novi Sad had over 80 factories with 5,000 employees in the 1930s making products ranging from vinegar and silk to beer, soap and mineral water. Some of these product's dovetail into the popular tourism area of heritage foods, thus providing another impetus for tourism products with tours, festivals and even the recreation and tasting of heritage foods (Almansouri et al., 2021).

Methodology

The main focus of this paper was on local community members' perceptions about their involvement in tourism development in general, with clear applications to the areas of cultural and industrial heritage. The research was conducted in Apatin, Odžaci, Vrbas, Zrenjanin (Beckerek) and Pančevo, settlements of Vojvodina (Autonomous Province in Serbia) which was a part of former Austro-Hungarian Empire. One of the main characteristics of these settlements is reflected in the fact that components of the industrial heritage belong to the community of local Germans. Moreover, the researched industrial heritage has been an important aspect of Germans' national minority legacy and their strong identity of these areas since the Austro-Hungarian period. The conceptual grounds of these hypotheses are based in accordance with the goals of sustainable local development based on tourism, and the role that local stakeholders (local community members) should have in it. Considering the abovementioned facts, this research attempts to address the following objectives:

- To measure and assess the positive and negative perceptions of the local community members on tourism development;
- To measure and assess the local community members' support for tourism development based on the industrial heritage.

The following hypotheses were defined to describe these relationships:

H₁: Representatives of the local community believe they should have the opportunity to be involved in activities related to further tourism development and its management.

H₂: Representatives of the local community believe that the tourism sector should respect the values of the local community.

H₃: Representation and expansion of cultural industrial heritage might provide additional benefits in terms of the visitors' experience.

H₄: Local community members know that further tourism development based on sustainable usage of the industrial heritage might provide benefits for the entire local community.

Instrument

In addition to archival and scholarly research, a survey was conducted with a questionnaire based on the SUS-TAS, the Sustainable Tourism Attitude Scale. Choi and Sirakaya (2005) developed the SUS-TAS to provide an empirical method for researching the local community members' attitudes that might be useful for stakeholders in sustainable tourism development. "The SUS-TAS solicits residents' insights about planning and management so as to ensure their awareness of tourism sustainability,

and to enhance their willingness to support, as well as to extend, opportunities to contribute to the process” (Zhang, Cole and Chancellor, 2015: 745). The questions were grouped in three categories. Questions about socio-demographic characteristics of surveyed members of the local community were a part of the first group and they were related to the respondents’ gender, age, degree of education, field of education, job status, job tenure, monthly incomes, place of the residence and marital status. Furthermore, 44-items of the SUS-TAS represent the second group of questions and they were related to the local community members’ attitudes on sustainable development of tourism and industrial heritage. These items were defined by Choi and Sirakaya (2005), while Sirakaya-Turk, Ekinci and Kaya (2007) verified the scale. The last group of questions was about the awareness of the local community members about the industrial heritage within the researched territory.

Procedure of data collecting

The survey research on the local community members’ attitudes regarding the sustainable development of tourism and the industrial heritage of Germans was conducted between October 2021 and March 2022, and it combined electronic and face-to-face data collection. Respondents were informed that involvement in the survey is exclusively on a voluntary basis and completely anonymous, as well on the fact that obtained research results will be used only for scientific purposes. The aforementioned SUS-TAS scale was translated into the Serbian language, on the basis of a double translation method. Questionnaires were shared with the help of the experts in the field of tourism, culture and heritage protection and other local community members who were interested in helping the data collecting procedure. Online versions of the questionnaire were mainly distributed by using the official social media of stakeholders who helped the data collecting procedure and e-mail correspondence (between stakeholders, authors of the paper and the local community members). Respondents answered the questions by highlighting their attitudes on the researched topic, by using the Likert scale, from 1 (complete disagreement) to 5 (complete agreement).

Sample

Data collecting procedure resulted in collected answers of 300 respondents. In terms of their place of residence, the majority is from Zrenjanin (33.7%) and Pančevo (24%). Slightly lower percentages of the respondents were from Vrbas (16.7%) and Odžaci (14.7%), while the minority of them were from Apatin (5.3%) or currently inhabiting the surrounding settlements (5%). The sample obtained approximate percentages of genders, 52.7% of females and 42.3% of males. According to other socio-demographic characteristics of the respondents, the majority of them is aged between 41 and 50 years (25.2%), in marriage (52%), with a high school education degree (45.3%),

employed (67.7%), with work experience between 11 and 15 (16.8%) and 16 and 20 years (16.8%), with the middle incomes ranged between 34.001 and 72.000 RSD (50.3%) (in the researched range, this category is the most approximate to the middle incomes in Serbia).

Results

The first nine items of the SUS-TAS are related to the respondents' attitudes on *the protection of industrial heritage*. According to the research results represented within the Table 1, the majority of the respondents completely or partially agree with each of the researched items regarding the protection. More precisely, the majority of surveyed members of the local population consider that diversity of the industrial heritage must be valued and protected ($M = 4.36$), as well as that industrial heritage should be protected now and, in the future, ($M = 4.39$). Besides that, respondents believe that development of tourism would lead to an intensification of efforts aimed at preserving the industrial heritage ($M = 4.29$), as well as that tourism must protect the industrial heritage of the local community ($M = 4.25$). Surveyed members of the local community also believe that proper development of tourism means that industrial heritage is protected each moment ($M = 4.25$), as well as that tourism development must promote a positive attitude towards industrial heritage among all participants in tourism ($M = 4.35$). They also believe that laws are required to reduce the negative impacts of tourism development ($M = 4.27$). Comparing to the respondents' attitudes on the previous statements, it could be noticed that there is a slightly higher percentage of the respondents who completely agree (64.9%) with the fact that tourism must improve the environment for the future generations ($M = 4.48$). It is also interesting to notice that the majority of the sample, even 71.5% of the respondents believe that tourism should be developed in accordance with natural and cultural environment ($M = 4.56$). By analysing the previously represented research results it could be said that respondents' general attitudes on the protection of the industrial heritage are encouraging, considering the approximate distribution of their answers in terms of agreement and disagreement, as it can be seen in Table 1. Besides that, mean values of these items are also pointing to the fact that members of the local community perceive the protection of industrial heritage as an important step in ensuring further sustainable development of tourism.

Table 1.
Respondents' attitudes on the protection of the industrial heritage

Item					Mean Value
Industrial heritage should be protected now, as well as in the future.					4.36
<i>Complete disagreement</i>	<i>Partial Disagreement</i>	<i>Indefinite Attitude</i>	<i>Partial Agreement</i>	<i>Complete Agreement</i>	
1.7%	2.7%	10.7%	27.8%	57.2%	
Diversity of the industrial heritage must be valued and protected.					4.39
<i>Complete disagreement</i>	<i>Partial Disagreement</i>	<i>Indefinite Attitude</i>	<i>Partial Agreement</i>	<i>Complete Agreement</i>	
0.7%	4.0%	9.1%	27.9%	58.2%	
I think that development of tourism would lead to an intensification of efforts aimed at preserving the industrial heritage.					4.29
<i>Complete disagreement</i>	<i>Partial Disagreement</i>	<i>Indefinite Attitude</i>	<i>Partial Agreement</i>	<i>Complete Agreement</i>	
1.4%	2.7%	15.2%	27.0%	53.7%	
Tourism must protect the industrial heritage of the local community.					4.25
<i>Complete disagreement</i>	<i>Partial Disagreement</i>	<i>Indefinite Attitude</i>	<i>Partial Agreement</i>	<i>Complete Agreement</i>	
2.7%	3.0%	11.7%	31.8%	50.8%	
Tourism should be developed in accordance with natural and cultural environment.					4.56
<i>Complete disagreement</i>	<i>Partial Disagreement</i>	<i>Indefinite Attitude</i>	<i>Partial Agreement</i>	<i>Complete Agreement</i>	
1.4%	2.0%	7.1%	18.0%	71.5%	
Proper development of tourism means that industrial heritage is protected every moment.					4.25
<i>Complete disagreement</i>	<i>Partial Disagreement</i>	<i>Indefinite Attitude</i>	<i>Partial Agreement</i>	<i>Complete Agreement</i>	
1.0%	4.0%	16.4%	26.4%	52.2%	
Tourism development must promote a positive attitude towards the industrial heritage among all participants in tourism.					4.35
<i>Complete disagreement</i>	<i>Partial Disagreement</i>	<i>Indefinite Attitude</i>	<i>Partial Agreement</i>	<i>Complete Agreement</i>	
0.7%	3.7%	10.7%	29.8%	55.2%	
Laws are required in order to reduce the negative impacts of tourism development.					4.27
<i>Complete disagreement</i>	<i>Partial Disagreement</i>	<i>Indefinite Attitude</i>	<i>Partial Agreement</i>	<i>Complete Agreement</i>	
1.7%	4.3%	12.7%	27.7%	53.7%	
I believe that tourism must improve the environment for future generations.					4.48
<i>Complete disagreement</i>	<i>Partial Disagreement</i>	<i>Indefinite Attitude</i>	<i>Partial Agreement</i>	<i>Complete Agreement</i>	
1.7%	1.0%	10.0%	22.4%	64.9%	

Further eight items of the SUS-TAS scale were related to the respondents' attitudes on *the negative impacts of further tourism development based on the industrial heritage in social terms*. According to the research results represented within Table 2, it could be noticed that the majority of the respondents indicated complete or partial disagreement with such claims. More precisely, respondents mostly disagreed with the claims that further tourism development based on the industrial heritage would cause negative impacts for the members of the local community, such as threats for the quality of their life ($M = 2.03$) due to an increased number of arrivals in their local community ($M = 2.13$). They also disagreed with the fact that further tourism development based on the industrial heritage might cause ruined interpersonal relations ($M = 1.98$). It is also encouraging to know that surveyed members of the local community are not irritated by a representation of tourism in their local community ($M = 1.86$). They also disagreed with the fact that they do not feel comfortable or welcome in their local tourist facilities ($M = 1.92$). Low mean values, represented within Table 2, are also indicating the fact that members of the local community generally believe that further tourism development will not negatively affect their everyday routine. Besides that, they believe that tourism will not be developed too fast in their local community ($M = 2.08$). Slightly lower percentage of the respondents indicated complete disagreement with the fact that tourists could overuse the tourist resources ($M = 2.41$) and that development of tourism could lead to crowds in their local community ($M = 2.42$), which is pointing to their awareness that tourism might be beneficial in the case of its further development, if the usage of the industrial heritage for that purpose is in line with sustainable development.

Table 2.
Respondents' attitudes on further tourism development based on the industrial heritage in their local community

Item					Mean Value
I think that arrival of tourists in my local community could jeopardize the quality of my life.					2.13
<i>Complete disagreement</i>	<i>Partial Disagreement</i>	<i>Indefinite Attitude</i>	<i>Partial Agreement</i>	<i>Complete Agreement</i>	
48.0%	21.0%	10.7%	11.0%	9.3%	
I believe that the quality of my life could be threatened with development of tourism.					2.03
<i>Complete disagreement</i>	<i>Partial Disagreement</i>	<i>Indefinite Attitude</i>	<i>Partial Agreement</i>	<i>Complete Agreement</i>	
50.7%	20.8%	10.4%	10.7%	7.4%	
I am often irritated by a representation of tourism in my community.					1.86
<i>Complete disagreement</i>	<i>Partial Disagreement</i>	<i>Indefinite Attitude</i>	<i>Partial Agreement</i>	<i>Complete Agreement</i>	
58.9%	15.1%	12.4%	9.0%	4.7%	
I think that tourists could overuse the tourist resources.					2.41
<i>Complete disagreement</i>	<i>Partial Disagreement</i>	<i>Indefinite Attitude</i>	<i>Partial Agreement</i>	<i>Complete Agreement</i>	
33.7%	23.8%	19.0%	14.6%	8.8%	
I think that development of tourism could lead to crowds in my local environment.					2.42
<i>Complete disagreement</i>	<i>Partial Disagreement</i>	<i>Indefinite Attitude</i>	<i>Partial Agreement</i>	<i>Complete Agreement</i>	
34.8%	23.4%	17.4%	14.0%	10.4%	
I do not feel comfortable or welcome in the local tourist facilities.					1.92
<i>Complete disagreement</i>	<i>Partial Disagreement</i>	<i>Indefinite Attitude</i>	<i>Partial Agreement</i>	<i>Complete Agreement</i>	
55.7%	17.8%	12.1%	7.4%	7.0%	
I think that tourism will develop too fast in my local environment.					2.08
<i>Complete disagreement</i>	<i>Partial Disagreement</i>	<i>Indefinite Attitude</i>	<i>Partial Agreement</i>	<i>Complete Agreement</i>	
47.8%	18.4%	19.1%	7.7%	7.0%	
I believe that interpersonal relations in my community could be ruined due to development of tourism.					1.98
<i>Complete disagreement</i>	<i>Partial Disagreement</i>	<i>Indefinite Attitude</i>	<i>Partial Agreement</i>	<i>Complete Agreement</i>	
52.9%	17.5%	15.2%	7.4%	7.1%	

Next seven items of the SUS-TAS scale were related to the respondents' attitudes on the *economic benefits of further tourism development based on the industrial heritage in their local community*. According to the research results represented within Table 3, it could be noticed that the majority of the respondents completely agreed with all seven items, while a significantly lower percentage of the respondents showed partial agreement. High mean values represented within Table 3 are supporting the fact that surveyed members of the local community are aware of the economic benefits that further tourism development based on the industrial heritage could enable ($M = 4.52$), starting

from the additional incomes for the local community ($M = 4.47$) and tax revenues for the local self-government ($M = 4.31$). Surveyed members of the local community also believe that the usage of the industrial heritage for further tourism development is generally beneficial for the local economy ($M = 4.33$), based on providing the access to the new markets for the local products and benefits for other activities in the local community ($M = 4.40$). All together could contribute to other business sectors, by enabling sustainable development of tourism and diversity of the local economy ($M = 4.36$).

Table 3.

Respondents' attitudes on the economic benefits of further tourism development based on the industrial heritage in their local community

Item					Mean Value
I believe that tourism could provide new incomes to our local community.					4.47
<i>Complete disagreement</i>	<i>Partial Disagreement</i>	<i>Indefinite Attitude</i>	<i>Partial Agreement</i>	<i>Complete Agreement</i>	
2.0%	2.3%	9.0%	20.1%	66.6%	
I believe that tourism could provide a strong economic contribution to the local community.					4.33
<i>Complete disagreement</i>	<i>Partial Disagreement</i>	<i>Indefinite Attitude</i>	<i>Partial Agreement</i>	<i>Complete Agreement</i>	
1.7%	3.3%	9.0%	32.1%	53.8%	
I believe that tourism could bring significant tax revenues to the local self-government.					4.31
<i>Complete disagreement</i>	<i>Partial Disagreement</i>	<i>Indefinite Attitude</i>	<i>Partial Agreement</i>	<i>Complete Agreement</i>	
1.7%	2.7%	12.4%	29.1%	54.2%	
I believe that development of tourism is good for the local economy.					4.52
<i>Complete disagreement</i>	<i>Partial Disagreement</i>	<i>Indefinite Attitude</i>	<i>Partial Agreement</i>	<i>Complete Agreement</i>	
1.7%	1.7%	7.1%	22.2%	67.3%	
Tourism could provide an access to new markets for our local products.					4.40
<i>Complete disagreement</i>	<i>Partial Disagreement</i>	<i>Indefinite Attitude</i>	<i>Partial Agreement</i>	<i>Complete Agreement</i>	
1.7%	2.0%	10.7%	25.7%	60.0%	
Tourism could enable development of the local economy diversity.					4.36
<i>Complete disagreement</i>	<i>Partial Disagreement</i>	<i>Indefinite Attitude</i>	<i>Partial Agreement</i>	<i>Complete Agreement</i>	
2.0%	2.7%	10.0%	28.0%	57.3%	
Tourism could also provide benefits for the other activities in the local community.					4.40
<i>Complete disagreement</i>	<i>Partial Disagreement</i>	<i>Indefinite Attitude</i>	<i>Partial Agreement</i>	<i>Complete Agreement</i>	
2.3%	1.7%	10.0%	25.3%	60.7%	

The following five SUS-TAS items were related to the respondents' attitudes on *the involvement of the local community in a decision-making process regarding the further tourism development based on the industrial heritage*. According to the research results represented

within Table 4, it could be noticed that the majority of the respondents completely or partly agree with the claim that involvement of the local community in a decision-making process regarding the usage of industrial heritage for further tourism development is a required aspect of successful development of this activity ($M = 4.19$), as well as that such decisions need to be supported by all representatives of the local community, regardless of what they do ($M = 3.89$). The same goes for their attitudes regarding the claim that representatives of the local community should have the opportunity to be involved in tourism development and management ($M = 4.25$), as well as that tourism sector must respect the values recognized by all members of the local community ($M = 4.27$). It is interesting to notice that percentages of the respondents' answers are slightly differently distributed in terms of the claim that sometimes it is acceptable to exclude the local community representatives from the process of making decisions in terms of further tourism development. According to the research results represented within Table 4, it could be seen that the lowest mean value is also recorded in this case ($M = 3.33$), which is generally showing their indefinite attitude on this topic, or more precisely this is the reflection of missing the real participative experience in decision making.

Table 4. Respondents' attitudes on the involvement of the local community in a decision-making process regarding further tourism development based on the industrial heritage

Item						Mean Value
I believe that decisions about tourism must be made by all representatives of the local community, regardless of what they do.						3.89
<i>Complete disagreement</i>	<i>Partial Disagreement</i>	<i>Indefinite Attitude</i>	<i>Partial Agreement</i>	<i>Complete Agreement</i>		
6.0%	8.3%	16.0%	30.3%	39.3%		
I believe that an involvement of the local community representatives in a decision-making process regarding tourism development is a needed aspect of successful development of this activity.						4.19
<i>Complete disagreement</i>	<i>Partial Disagreement</i>	<i>Indefinite Attitude</i>	<i>Partial Agreement</i>	<i>Complete Agreement</i>		
1.3%	5.4%	10.4%	39.1%	43.8%		
It is sometimes acceptable to exclude the local community representatives from the process of making decisions on tourism development.						3.33
<i>Complete disagreement</i>	<i>Partial Disagreement</i>	<i>Indefinite Attitude</i>	<i>Partial Agreement</i>	<i>Complete Agreement</i>		
12.0%	15.7%	23.0%	26.3%	23.0%		
Representatives of the local community should have the opportunity to be involved in the process of tourism development and management.						4.25
<i>Complete disagreement</i>	<i>Partial Disagreement</i>	<i>Indefinite Attitude</i>	<i>Partial Agreement</i>	<i>Complete Agreement</i>		
1.3%	3.0%	11.4%	37.8%	46.5%		
Sector of tourism must respect the values recognized by all members of the local community.						4.27
<i>Complete disagreement</i>	<i>Partial Disagreement</i>	<i>Indefinite Attitude</i>	<i>Partial Agreement</i>	<i>Complete Agreement</i>		
2.0%	3.0%	13.0%	29.4%	52.5%		

Next six items of the SUS-TAS scale were related to the respondents' attitudes on the *structured planning of tourism development based on the industrial heritage in their local community*. The research results represented within Table 5 are indicating that the majority of the respondents completely or partially agree with the statement that tourism industry must have a plan for the future ($M = 4.50$), based on the long-term direction ($M = 4.43$), with advanced planning strategy ($M = 4.38$), constant updates ($M = 4.38$) and well-established planning coordination ($M = 4.42$). Slightly lower agreement was recorded for the respondents' answers that members of the local community need to be encouraged to take the lead in tourism planning committees. Surveyed members of the local community believe that this is also beneficial, however, comparing to the precious answers regarding the mentioned topic, it could be noticed that their agreement is slightly lower in this case, which is supported with the lowest mean value in this group of statements ($M = 4.07$), which might be a possible impact of the lack of their participation in decision making.

Table 5.
Respondents' attitudes on the structured planning of tourism development based on the industrial heritage in their local community

Item					Mean Value
The tourism industry must have a plan for the future.					4.50
<i>Complete disagreement</i>	<i>Partial Disagreement</i>	<i>Indefinite Attitude</i>	<i>Partial Agreement</i>	<i>Complete Agreement</i>	
2.0%	2.0%	8.7%	18.7%	68.7%	
I believe that successful planning management requires an advanced planning strategy.					4.38
<i>Complete disagreement</i>	<i>Partial Disagreement</i>	<i>Indefinite Attitude</i>	<i>Partial Agreement</i>	<i>Complete Agreement</i>	
1.4%	3.4%	11.9%	23.1%	60.3%	
I believe that a long-term direction should be taken when planning the development of tourism.					4.43
<i>Complete disagreement</i>	<i>Partial Disagreement</i>	<i>Indefinite Attitude</i>	<i>Partial Agreement</i>	<i>Complete Agreement</i>	
1.3%	2.0%	11.0%	23.1%	62.5%	
I think that members of the local community need to be encouraged to take the lead in tourism planning committees.					4.07
<i>Complete disagreement</i>	<i>Partial Disagreement</i>	<i>Indefinite Attitude</i>	<i>Partial Agreement</i>	<i>Complete Agreement</i>	
1.7%	5.0%	19.8%	31.5%	41.9%	
I believe that a good planning coordination is needed for tourism development.					4.42
<i>Complete disagreement</i>	<i>Partial Disagreement</i>	<i>Indefinite Attitude</i>	<i>Partial Agreement</i>	<i>Complete Agreement</i>	
1.3%	2.0%	9.8%	27.3%	59.6%	
Tourism development plans should be constantly updated.					4.38
<i>Complete disagreement</i>	<i>Partial Disagreement</i>	<i>Indefinite Attitude</i>	<i>Partial Agreement</i>	<i>Complete Agreement</i>	
2.4%	2.4%	11.1%	22.9%	61.3%	

The following four items of the SUS-TAS scale were related to the respondents' attitudes on *the responsibility of tourism sector for the visitors' satisfaction*. Based on the research results represented within Table 6, it could be noticed that the majority of the respondents completely agreed with these items. More precisely, surveyed members of the local community believe that tourism sector must provide a quality tourism experience for the future visitors ($M = 4.51$), as well as that visitors' satisfaction must be monitored ($M = 4.49$). Besides that, the respondents also indicated that they mostly agree with the claim that tourism companies have a responsibility to meet the needs of visitors ($M = 4.46$), as well as that attractiveness of the local community is a basic element of interest to visitors ($M = 4.26$). All together is supporting the fact that additional offer of tourism within the local community that will include the representation of the industrial heritage might provide additional benefits in terms of the visitors' experience.

Table 6.
Respondents' attitudes on the responsibility of tourism sector for the visitors' satisfaction

Item					Mean Value
Tourism companies have a responsibility to meet the needs of the visitors.					4.46
<i>Complete disagreement</i>	<i>Partial Disagreement</i>	<i>Indefinite Attitude</i>	<i>Partial Agreement</i>	<i>Complete Agreement</i>	
2.7%	1.7%	8.0%	22.4%	65.2%	
Visitors' satisfaction must be monitored.					4.49
<i>Complete disagreement</i>	<i>Partial Disagreement</i>	<i>Indefinite Attitude</i>	<i>Partial Agreement</i>	<i>Complete Agreement</i>	
2.0%	3.3%	6.4%	19.7%	68.6%	
The tourism sector must provide a quality tourism experience for the future visitors.					4.51
<i>Complete disagreement</i>	<i>Partial Disagreement</i>	<i>Indefinite Attitude</i>	<i>Partial Agreement</i>	<i>Complete Agreement</i>	
1.3%	1.7%	8.7%	21.1%	67.1%	
The attractiveness of the local community is a basic element of interest to visitors.					4.26
<i>Complete disagreement</i>	<i>Partial Disagreement</i>	<i>Indefinite Attitude</i>	<i>Partial Agreement</i>	<i>Complete Agreement</i>	
3.0%	3.0%	12.4%	28.5%	53.0%	

Final five items of the SUS-TAS scale are related to the respondents' attitudes on their *involvement in tourism development*. According to the research results represented within Table 7, it could be noticed that surveyed members of the local community completely or partially agreed with these items. More precisely, most of them indicated that members of the local community should be given more opportunities to invest in tourism development ($M = 4.41$), as well as that tourist sector must contribute to development of funds of the local community ($M = 4.31$), while members of the local community should have a significant share of benefits (incomes) from tourism ($M = 4.25$). Besides that, they also believe that tourism companies should strive to

have at least half of the total number of employees from the local community ($M = 4.11$), as well as that at least half of the goods and services need to be provided by the local population ($M = 4.04$). It could be said that, besides contribution to the visitors' satisfaction, surveyed members of the local community are also aware of the fact that further tourism development based on sustainable usage of the industrial heritage might provide benefits for the entire local community.

Table 7.
Respondents' attitudes on their involvement in tourism development

Item					Mean Value
The tourism sector should use at least half of the goods and services from the local population.					4.04
<i>Complete disagreement</i>	<i>Partial Disagreement</i>	<i>Indefinite Attitude</i>	<i>Partial Agreement</i>	<i>Complete Agreement</i>	
4.0%	4.0%	19.1%	29.2%	43.6%	
Tourism companies should strive to have at least half out of the total number of employees from the local community.					4.11
<i>Complete disagreement</i>	<i>Partial Disagreement</i>	<i>Indefinite Attitude</i>	<i>Partial Agreement</i>	<i>Complete Agreement</i>	
2.4%	3.7%	19.0%	30.2%	44.7%	
Members of the local community should have a significant share of benefits (incomes) from tourism.					4.25
<i>Complete disagreement</i>	<i>Partial Disagreement</i>	<i>Indefinite Attitude</i>	<i>Partial Agreement</i>	<i>Complete Agreement</i>	
2.0%	4.4%	11.4%	31.2%	51.0%	
The tourism sector must contribute to development of the local community members' funds.					4.31
<i>Complete disagreement</i>	<i>Partial Disagreement</i>	<i>Indefinite Attitude</i>	<i>Partial Agreement</i>	<i>Complete Agreement</i>	
1.3%	2.7%	11.4%	32.7%	51.9%	
Members of the local community should be given more opportunities to invest in tourism development.					4.41
<i>Complete disagreement</i>	<i>Partial Disagreement</i>	<i>Indefinite Attitude</i>	<i>Partial Agreement</i>	<i>Complete Agreement</i>	
1.7%	1.0%	9.7%	29.5%	58.1%	

The last group of questions was about the awareness of the local community members about German industrial heritage within the researched territory. No matter the fact that previously represented research results pointed to generally positive attitudes of the surveyed local community members on further tourism development based on sustainable usage of the industrial heritage, it is also important to provide an insight into their general awareness on industrial heritage of Germans within their settlements. Out of the total sample, 33.2% of the respondents are completely aware of the existence of industrial heritage of Germans, while 22.3% of them are partly aware of this fact. Significantly lower percentage of the surveyed members of the local community showed indefinite (13.8%) attitude or partial disagreement (8.5%). However,

there is still significant percentage of the respondents who expressed complete absence of awareness on this issue (22.3%). It is in line with the mean value recorded for this item ($M = 3.36$). Slightly lower mean value ($M = 3.27$) is recorded for the item on the respondents' attitudes regarding the importance of German industrial heritage for the local community, as well as for the item on the fact that such industrial heritage affects further tourism development ($M = 3.22$). Finally, it is important to indicate that surveyed members of the local community are generally not sufficiently informed on the industrial heritage of Germans ($M = 2.77$), which needs to be improved, as a starting point for future plans related gaining the benefits of German industrial heritage for the members of the local population of Apatin, Odžaci, Vrbas, Zrenjanin and Pančevo. It might be a consequence of the fact that the respondents are not Germans in majority, so they do not perceive this industrial heritage as their own, which is additionally raised by the absence of sentiments or nostalgia towards the past it represents.

Table 8.

Awareness of the local community members about German industrial heritage within the researched territory

Item					Mean Value
I am aware of the existence of industrial heritage of Germans within the local territory					M = 3.36
<i>Complete disagreement</i>	<i>Partial Disagreement</i>	<i>Indefinite Attitude</i>	<i>Partial Agreement</i>	<i>Complete Agreement</i>	
22.3%	8.5%	13.8%	22.3%	33.2%	
Industrial heritage of Germans is sufficiently presented within the local territory					M = 2.77
<i>Complete disagreement</i>	<i>Partial Disagreement</i>	<i>Indefinite Attitude</i>	<i>Partial Agreement</i>	<i>Complete Agreement</i>	
23.1%	18.6%	27.9%	19.3%	11.0%	
Industrial heritage of Germans is important for the local territory					M = 3.27
<i>Complete disagreement</i>	<i>Partial Disagreement</i>	<i>Indefinite Attitude</i>	<i>Partial Agreement</i>	<i>Complete Agreement</i>	
12.3%	12.7%	31.2%	23.3%	20.5%	
Industrial heritage of Germans affects further tourism development					M = 3.22
<i>Complete disagreement</i>	<i>Partial Disagreement</i>	<i>Indefinite Attitude</i>	<i>Partial Agreement</i>	<i>Complete Agreement</i>	
16.3%	9.9%	28.9%	25.5%	19.4%	

Discussion and conclusion

According to the main findings of the previously conducted studies (Lee, 2013; Nunkoo and Ramkissoon, 2012; Nunkoo and So, 2015; Prayag et al., 2013; Rasoolimanesh and Jaafar, 2016; Styliadis et al., 2014; Wang and Xu, 2015; Wang et al., 2019), sustainable tourism development could be achieved based on the local community members' support and their involvement in tourism development plans. The

main findings of this research indicated that the local community members are generally supporting tourism development based on a representation of industrial heritage within their local environments. They perceive potential positive effects of such tourism development for the entire local community based on sustainable usage of the industrial heritage. The local community members also believe that they should have the opportunity to be involved in activities related to developing the post-industrial tourism within their local communities, as well as that the tourism sector needs to be in line with predominant values recognized by the members of the local communities, which is not the case at the moment. Besides potential benefits for the local community, locals are also aware of the fact that representation of German industrial heritage might provide additional benefits in terms of the visitors' experience. All together is confirming the hypotheses H1-H4. No matter the fact that respondents are the members of smaller local communities that have evolved beyond the industrial heritage for decades, the research results did not point to their knowledge of the values of German cultural heritage in their local environments. It might be a result of the reorientation of the local economy in several decades, from highly industrial towards service oriented. Such circumstances might put the focus on bringing back the local community to neglected industrial heritage through the sector of tourism.

According to the main findings of this research, it could be said that local community members support tourist development and industrial heritage in general. However, it could also be noted that less importance is given to concrete German industrial heritage according to their low awareness about it. Besides that, the respondents expressed some ambiguity in evaluating the effects of their participation in decision making process, due to missing experience and probably low trust in government structures. It seems that the main problem in re-adaptation and re-usage of German industrial heritage for the purpose of developing the industrial heritage tourism within the researched local communities is reflected in insufficient information of the local community members on this important issue. On the other hand, their positive attitudes on sustainable tourism development based on the industrial heritage is supporting the process of their involvement in future activities related to the activation of industrial heritage for tourism purposes. The organization of workshops for the local community members could be beneficial not only for raising their awareness on the importance of German industrial heritage, but also for a training and acquisition of skills required for their active involvement in the process of further tourism development. Besides that, some of the researched settlements are located near the state borders, which could be considered as an initiator of the cross-border cooperation within international projects related to conserving and representing the industrial legacy of the local communities. In addition, the interest of German tourists regarding the legacy related to their roots is also noted within the researched territory, which might affect further tourism development based on the industrial heritage of this local territory. Their involvement is still limited and mainly based on their pioneer self-initial steps, such as the formation of the Association Donauschwaben, while for further tourism

development, they should be connected with local stakeholders as well, especially decision makers and entrepreneurs, and above all with the ERIH network. The research of the local community members' attitudes on the representation of industrial heritage and its importance for sustainable tourism development represent only the first phase of the complex research, which should further include a survey of attitudes of decision makers in the field of tourism and culture, in order to provide the overall insight into potentials and problems related to representation of the industrial heritage as an important factor in preserving the tradition of Germans in Vojvodina, in this case. Finally, the SUS-TAS scale, used within this research, provided important findings in the first stage of the research, while for the next step, the authors set the goal to develop the scale with a stronger focus on the concrete industrial heritage of minorities in Vojvodina, including Germans.

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Želimo li biti uključeni? Promicanje turizma i industrijske baštine Nijemaca u Vojvodini

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Sažetak

Članovi lokalne zajednice smatraju se jednim od ključnih skupina dionika za razvoj održivoga turizma, ne samo kao pružatelji usluga, nego i kao važan segment procesa donošenja odluka u razvoju turizma. U skladu s time ovo se istraživanje usmjerilo na njihove percepcije potencijalnih turističkih aktivnosti temeljem resursa koji se još uvijek ne vrednuju u turističke svrhe. Nameće se pitanje žele li se članovi lokalne zajednice uključiti te percipiraju li industrijsku baštinu kao pogodnu za lokalni razvoj. Istraživanje je provedeno na uzorku industrijske baštine u Vojvodini (autonomna pokrajina u Srbiji, ranije dio Austro-Ugarskog Carstva), obilježene povijesnim, kulturnim, tehničkim, arhitektonskim i obrazovnim vrijednostima industrijske baštine Nijemaca kao nacionalne manjine. Istraživanje temeljeno na skali SUS TAS sastavljenoj od 44 čestice provedeno je na uzorku od 300 ispitanika između listopada 2021. i ožujka 2022. godine. Kao glavni nalazi ističu se pozitivni stavovi članova lokalne zajednice o održivom razvoju industrijske baštine, ali i njihovo nedovoljno znanje o vrijednostima u smislu nje-maćkog industrijskog nasljeđa unutar lokalne sredine. Rezultati istraživanja mogli bi koristiti stručnjacima u polju turizma i kulture za razvoj domaćeg i međunarodnog turizma.

Ključne riječi: industrijska baština, razvoj održivog turizma, baština Nijemaca, članovi lokalne zajednice, percepcija, skala SUS-TAS.