

## **Detailed plan for implementation of the Gradiška Landscape Interpretation Centre, with a map of pilot areas and an itinerary of thematic routes**



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CLIENT

**Grad Gradiška**

Vidovdanska 1a

78400 Gradiška

Creator:

**Recider projekt d.o.o.**

Rapska 44

10000 Zagreb



Author team:

Luka Jakopčić

Iva Silla

Dunja Vuković

Iva Beljan

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## **LIST OF ABBREVIATIONS**

ADRILINK	Adriatic Landscape Interpretation Network
SABiH	Statistics Agency of Bosnia and Herzegovina
BiH	Bosnia and Herzegovina
CC	Cycling club
SBS	State Bureau of Statistics
FB	Facebook
GP	Border crossing
PC	Public Company
PI	Public institution
UC	Utility Company
CAS	Cultural and Artistic Society
NP	National Park
NGO	Nongovernmental organisation
FF	Family Farm
CRO	Republic of Croatia
RS	RepubliC of Srpska
RBSRS	Republic Bureau of Statistics RS
IE	Independent entrepreneur
SFA	Sports Fishing Association
TO	Tourism organization
TORS	Republika Srpska Tourism Organization

## I.

# PREPARING AND PLANNING

## 1.1. Introduction and methodology

The detailed implementation plan of the Gradiška Landscape Interpretation Centre, with a map of the pilot area and an itinerary of the thematic route, is an analytical-planning document aimed at defining Interpretive ("museological") concept with related content (elaboration of routes, stories, individual attractions, etc.)

By the Center we mean a tourist and organizational platform that a cluster of stakeholders from the city of Gradiska (the *so-called Link-Lab*) establishes as part of the INTERREG project **ADRILINK – Adriatic Landscape Interpretation Network**. The main goal of the project is to develop a network of interpretation centers dedicated to the valorization of landscapes through technologically and organizationally innovative and sustainable tourist facilities created by the local communities themselves. In addition to its leading partner, the Municipality of Jesi (Iesi, Italy), the project brings together 10 project partners whose landscape interpretation centers will be tied up in a unique destination network. This will be achieved through the establishment of a common digital platform, a single strategic development framework and a series of thematic events at the location of each partner.<sup>1</sup>

The principles of ADRILINK cooperation are also embedded on the level of project activities related to Gradiska. Based on the principles of sustainable, community-based tourism and participatory planning, the local interpretation platform wants to profile the Gradiska area as a destination that is sustainable in ecological (green tourism), economic (profitable tourism) and social aspects (tourism aligned with the wishes and needs of the local community).

To this end, during the drafting of this document, a consultative process was implemented, covering three cycles of one-day and multi-day workshops and presentations (June 2021, February 2022, March 2022), as well as several operational meetings with key stakeholders in the preparation and implementation of the Plan.

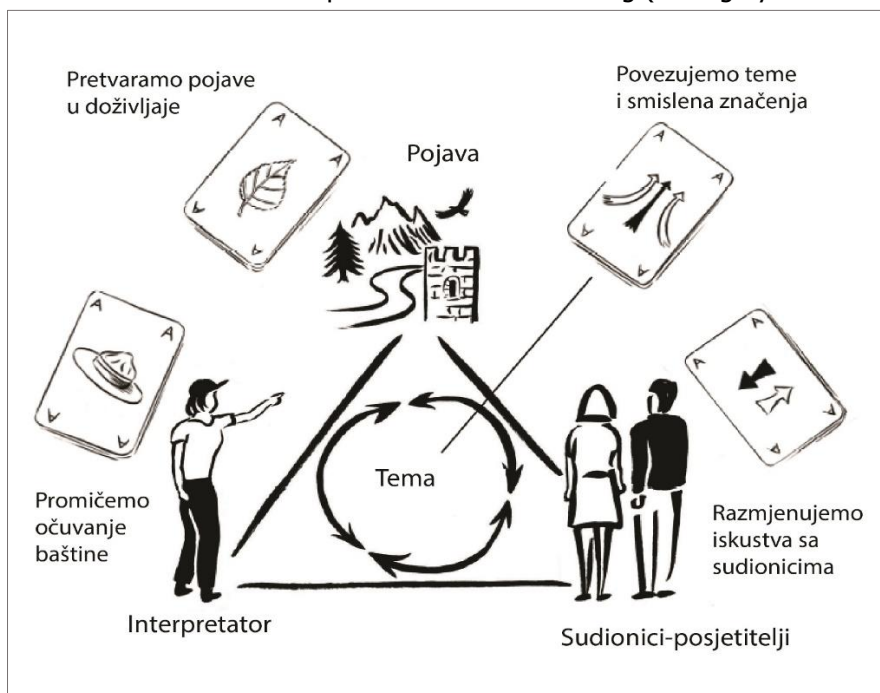
Furthermore, as its title suggests, the document is largely based on the concept and method of interpreting heritage. According to one of the basic definitions, **the interpretation of heritage** is the art of presenting cultural or natural heritage not through dry facts, but through the creation of meaningful meanings and messages derived from the immediate experience of certain elements of presented heritage (persons, customs, localities, things, etc.). For practical interpretation, a useful methodical tool is the so-called "AS up your sleeve" (Iva Silla), i.e., "AS in the sleeve". relying on three principles: **Authenticity, Creativity and Participation**. The first refers to the need for the economic use of heritage to be designed in an original way, which will preserve that heritage, not destroy it. The second implies that for the emergence of a quality cultural and tourist product, not only a good idea (creativity) is enough, but also a difficult process of its development and testing in practice. Lastly, participation marks the

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<sup>1</sup> More on: <https://adrilink.adrioninterreg.eu/>, access: 4. 3. 2022.

aspiration to create tourist programs and interpretations that will evoke interaction with visitors and their reaction and thus turn them into guardians of the heritage we present. The model of "4 aces" by interpreter Thorsten Ludwig, shown in the photo below, also speaks schematically about all this.

**Photo 1.** Presentation of interpretation model T. Ludwig (editing by Luka Jakopčić)



## **II.**

### **SITUATION ANALYSIS**

#### **2.1. Geographical context**

The town of Gradiška (762 km<sup>2</sup>, population 51,727; 2013) is in the border northern area of Bosnia and Herzegovina and Republika Srpska, respectively. It belongs to larger self-governing units in the territory of BiH, bordering the following cities or municipalities: Banja Luka and Laktaši in the south, Srpcem in the east, Kozarski Dubica in the northwest, Prijedor in the southwest. The northern border of the city consists of the Sava, i.e., the sava. state border to Croatia and the municipalities of Jasenovac, Stara Gradiška, Vrbje and Davor.

**Photo 2 .** Panorama Gradiška (Source: TO Gradiška)



Gradiška's population density is around the national average (about 70 st./km<sup>2</sup>), while at the same time it is noticeably more populated than the entity average (50 st./km<sup>2</sup>). This is partly because Gradiška, as an administrative centre, is the third largest Bosnian city in Posavina (population 14,368, 2013).

The area of the city is spread over three geographical zones. The first is the plain of Lijevča polje, a geographical micro-region bordered by Sava, Vrbas and the prosare and Kozara hills. As a fertile lowland area located on an important communication route, the central part of Lijevča polje is also the busiest, most built and agrarian most active part of the gradient territory. This makes it relatively unsuitable for (eco)tourism development. In contrast, the northeast of Lijevč and especially, to the west, the zones of the hilly Potkozarje and the wooded mountains of Kozara and Prosara, make for the development of tourism the most thankful part of the construction area.

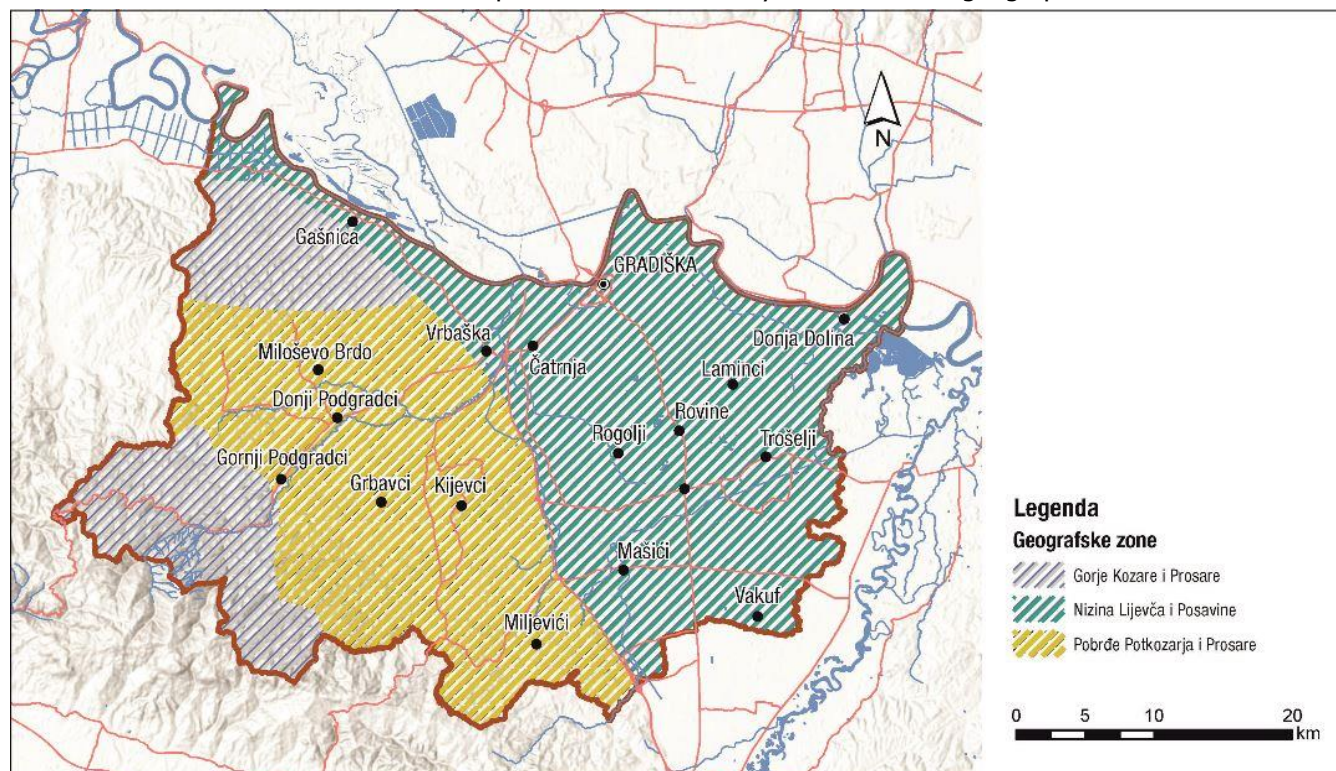


## 2.2. Socioeconomic and market framework

The Gradiška area belongs to the most socioeconomically active part of Republika Srpska, and it is one of the most important parts of RS traffic. Over four million vehicles pass through the Gradiška border crossing annually. This makes it the second busiest corridor between BiH and continental Croatia, and thus Central Europe. Currently, border traffic takes place through Gradiška itself, but by the end of 2023 a new modern border crossing west of the city should be put into service. The crossing is located on the highway route, i.e., on the highway route. European corridor E661, which descends from Balaton, through Virovitica, Okučani and Gradiska towards Banja Luka and on to Zenica and split, respectively.

The above in the context of the planned tourist development means that the number of passengers in transit through the gradiska area is likely to increase further, passing closer to the western, more tourist-attractive part of the city. Given this, sites in the (sub)kozarska zone could become an excellent *stop by*, but also a weekend destination (close to Banja Luka, Zagreb). On the other hand, the eastern part of Gradiska will, possibly, must go through the process of adapting to the fact of a smaller number of passengers by the old highway. Development of tourism activities, i.e., new tourist products can be one of the solutions in this direction, among other things because diverting traffic to the highway will relieve local roads, make them safer for cyclists and walkers, and increase the ambient value of this part of the city territory.

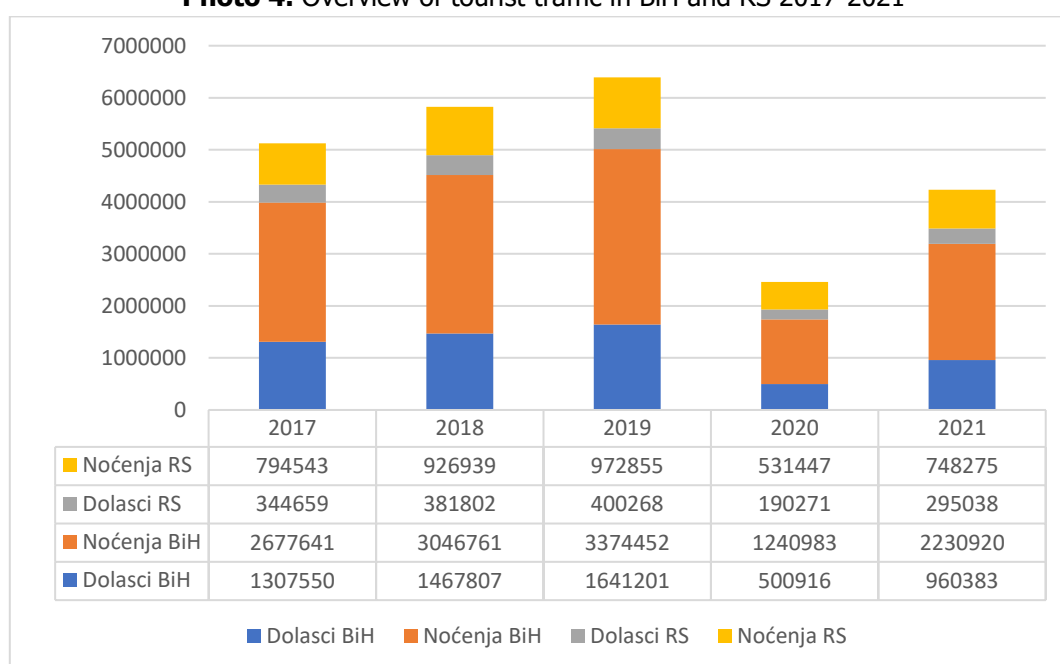
**Picture 3.** Gradiška: a map of the area of the city and its natural-geographical basics



## 2.3. Tourist indicators in RS and BiH

Despite its potential, the tourism sector in the BiH economy does not occupy the place it has in other countries in the region. For example, in 2018, it accounted for 2.8% of GDP and accounted for 3.2% of the country's jobs.<sup>2</sup> Nevertheless, despite internal structural weaknesses, on the wings of the general tourist conjuncture in the pre-COVID period it grew significantly, with the number of tourist arrivals in BiH increasing by about 70% in 2010-2019 and overnight stays by 58%.<sup>3</sup> Most of these figures were achieved on the territory of the Federation, while RS's share is relatively modest. Except for the COVID-crisis period, on average, there are about 25-30% of tourist arrivals in BiH, or about 30% of overnight stays.<sup>4</sup>

**Photo 4.** Overview of tourist traffic in BiH and RS 2017-2021



With the onset of the COVID-crisis, there have been major restrictions on freedom of movement and a consequent decline in tourist traffic. But at the same time, accelerated trends are directed towards forms of tourism that we usually describe as sustainable, authentic, filled with original experiences, etc. In the circumstances of travel restrictions, the availability factor should be added to these attributes. All this was shaped as an opportunity to grow the importance of RS tourism, as it depended less on volatile and remote emitting markets such as the Far East and Arab countries (cf. Figure 5). It is also distinguished by a high proportion

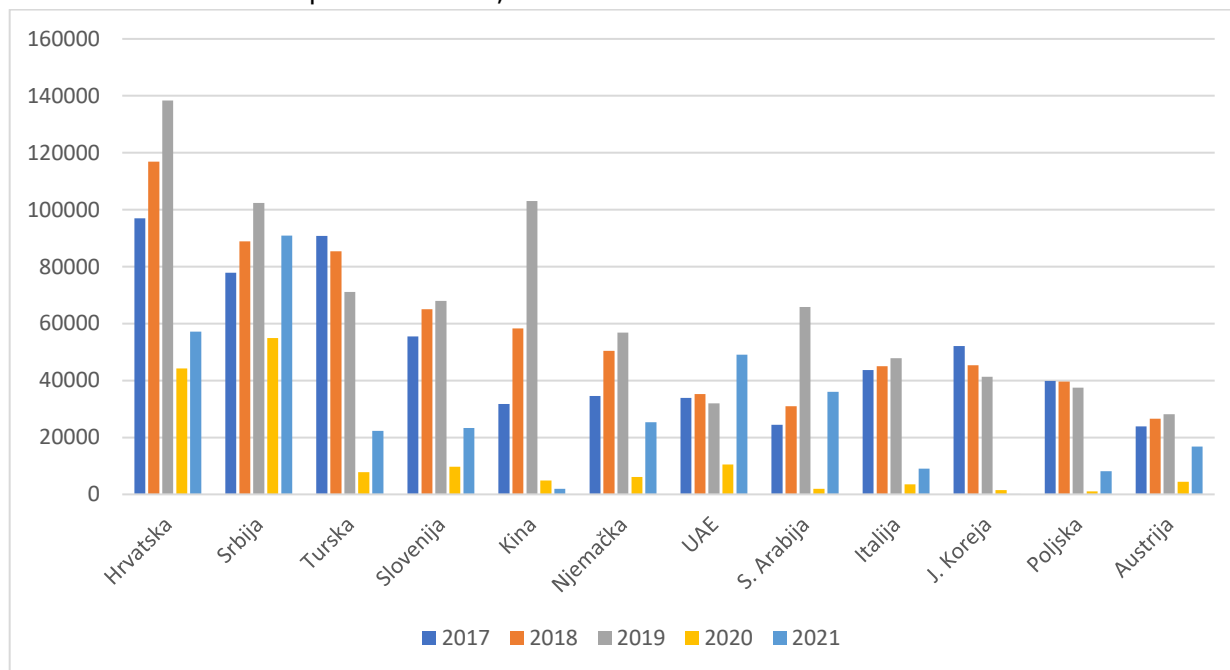
<sup>2</sup> Radic et al., 2021, *Analysis of the tourism sector in Bosnia and Herzegovina* (hereinafter: Radic, etc.), 10.

<sup>3</sup> Statistics Agency of Bosnia and Herzegovina (hereinafter: ASBiH), *Tourism*, <https://bhas.gov.ba/Calendar/Category/19>, access: 9.III. 2022.

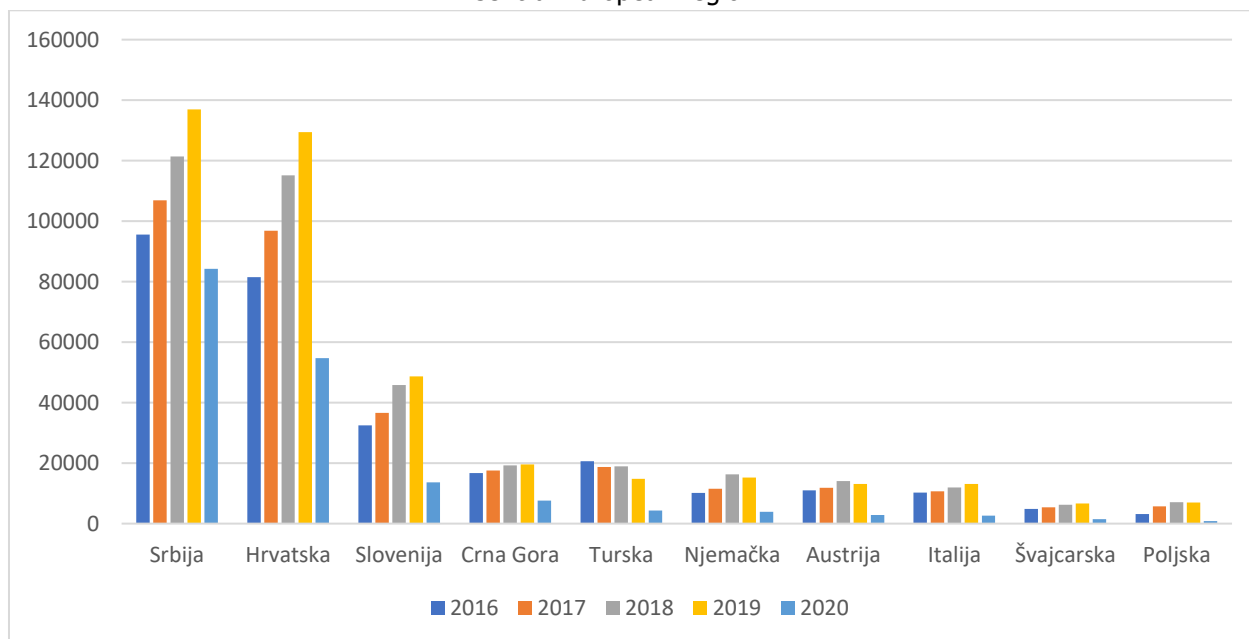
<sup>4</sup> The same; Republic Bureau of Statistics of RS (hereinafter: RZS), *Cities and Municipalities RS 2021*, 158; RZS: working statistics on tourist traffic 2021, provided to the authors for inspection (on these sources, the charts shown in the figures in the rest of section 2.3 are also based)

of domestic guests (while in the pre-COVID period the share of domestic tourists in the Federation was 19 %, in RS it reached a high 44 %).<sup>5</sup>

**Photo 5.** Overview of the main emitting markets of BiH tourism 2017-2021. Among the dozen most important markets, almost half are remote Asian countries

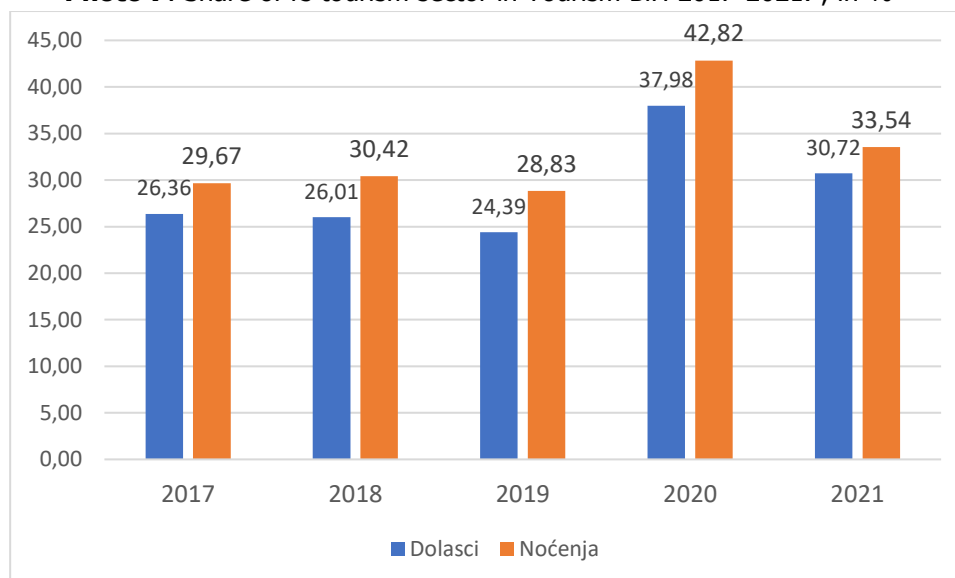


**Photo 6.** Overview of the main emitting markets of RS tourism 2016-2020. With the exception of Turkey, the list is dominated by countries from the immediate neighbourhood and closer to the Central European region



<sup>5</sup> Radic et al., 11.

**Photo 7.** Share of rs tourism sector in Tourism BiH 2017-2021. , in %



Although small, in such a context the RS tourist market can be considered promising, since it relies on domestic and traditional regional markets, and its main assets (host atmosphere, preserved nature, traditional gastronomy, etc.) correspond with the values that the modern visitor seeks.

## 2.4. Gradiška in the context of RS tourism

Relatively underdeveloped, tourism in BiH and especially RS is based on two steps: the first are areas or sites of valuable, often institutionalized cultural and historical and natural heritage (e.g., national parks). The second, often though not always leaning on the first, stems from a private enterprise initiative. It consists of subjects that in different ways valorize real or staged local tradition, local gastronomy, and natural beauties ("ethno-villages", catering facilities, campsites, etc.). Depending on the location and type of offer, they turn to weekend guests and hikers from the narrower (RS) and wider region (neighboring countries), transit travelers, to a lesser extent, and targeted guests from abroad. Binding of entities and competent institutions into rounded destination areas, quality standards, joint promotion, etc. is at a low level, although there are efforts for integrated destination promotion, e.g., by TORS.<sup>6</sup>

All this means that at the heart of the current tourist development model, and then the visitor experience are individual places and sites, while less attention is paid to the whole of some space, landscape and creative potential of the local community that makes it. Speaking about the importance of individual tourist sites, let's also note that they comply with the competent regulations (Tourism Act, Fig. glasnik RS 45/2017), four tourist resorts have been declared in the territory of the entity so far: Banja Luka, Trebinje, Jahorina and Laktaši (famous banje).<sup>7</sup>

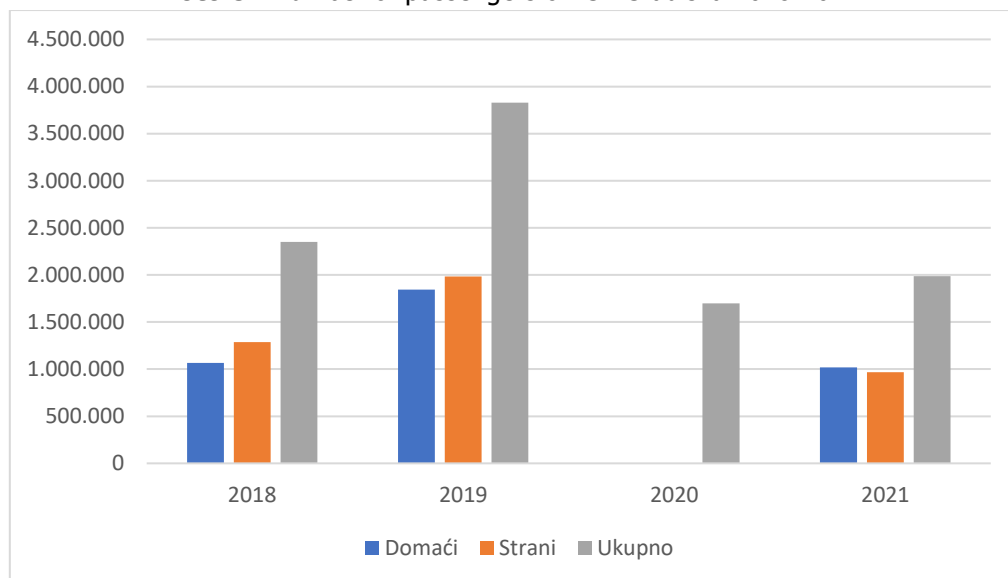
<sup>6</sup> Cf. pages [www.turizamrs.org](http://www.turizamrs.org) and especially [www.visitformore.com](http://www.visitformore.com)

<sup>7</sup>Cf., <https://www.atvbl.rs/vijesti/republika-srpska/opstina-laktasi-proglasena-turistickim-mjestom-24-1-2020>, access: 12/12/2022 Article 13 of the Act defines the tourist place as "organizationalin and functional as a wholein with the formed tourist offer, natural values, cultural goods, landmarks of importance for tourism, communal, traffic and tourist infrastructure and other facilities for the accommodation and stay of tourists in the territory of the local

By the way, strategic mapping envisions eight main RS destinations: the cities of BanjaLuk, Prijedor (Kozara National Park), Bijeljina, East Sarajevo (Jahorina) and Trebinje, and the municipalities of Teslic, Visegrad and Foča (Sutjeska National Park).<sup>8</sup> With this classification classified in the last, third ranking, Gradiška is located surrounded by the central areas of tourist development of RS.

Another paradox of gradiska's tourist geography lies in the fact that the city is located on one of the most frequent transport routes in BiH. The International Border Crossing in Gradiška is the second busiest entry-exit point in the country after Brod. Before the COVID crisis, it reached almost four million passengers per year. The recovery that followed in 2021 is gradual, however it is also worth noting that the share of passengers on the GP construction has been steadily increasing. While in 2018 less than 5% of all passengers to/from BiH passed through, today this percentage is over 8%.<sup>9</sup> It is expected that the upward trend with the completion of the new modern crossing and highway west of the city will continue, with, as previously stated, all these passengers will no longer pass through the city center.

**Photo 8.** Number of passengers on GP Gradiska 2018-2021.<sup>10</sup>



Of course, a huge part of this number is on transit passengers, and they generally do not spill over into indicators that would speak of Gradiška as a tourist-important place. The number of tourist arrivals and overnight stays in the city area remains relatively small, although on a multiannual level, if it were not for the COVID-crisis, there could be talk of progress (probably higher than what official statistics show). Its main engine seems to lie in the opening of new

self-government unit." The competent ministry assigns the status of the tourist site after the expert committee has established the appropriate "qualitative and quantitative statistical indicators in tourism".

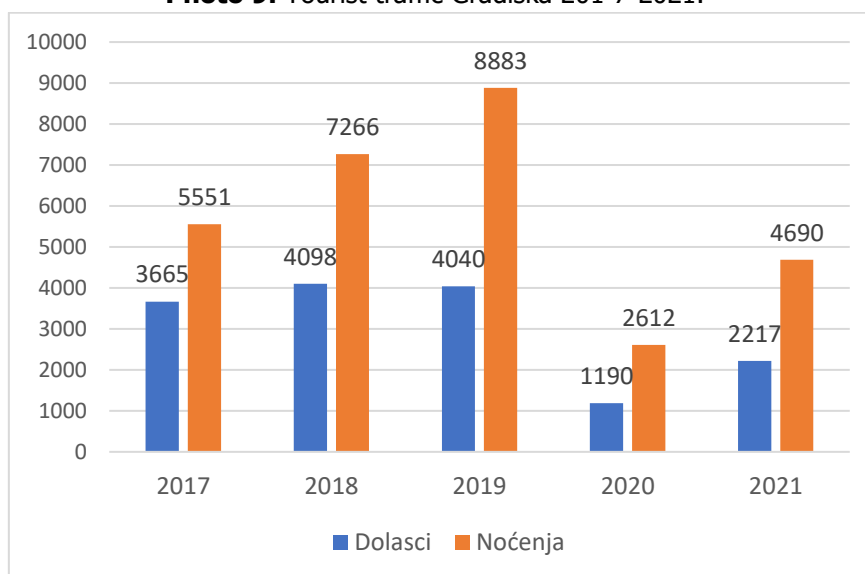
<sup>8</sup> Republika Srpska Chamber of Commerce, "Eight cities in RS ranked as the most attractive tourist destinations", <https://komorars.ba/osam-gradova-u-rs-svrstano-u-najatraktivnije-turisticke-destinacije/>, access: 11. III. 2022.

<sup>9</sup> Cf. Agency for Statistics of Bosnia and Herzegovina (hereinafter: ASBiH), *Traffic 2018-2021*, 42-45.

<sup>10</sup> The number of domestic and foreign passengers in 2020 is not shown because the statistical source for 2020 mistakenly states the wrong ones, i.e., the wrong one. incredible passenger numbers (higher than in record 2019; cf. Mt 2019). ASBiH, *Traffic 2018-2021*, 42-45).

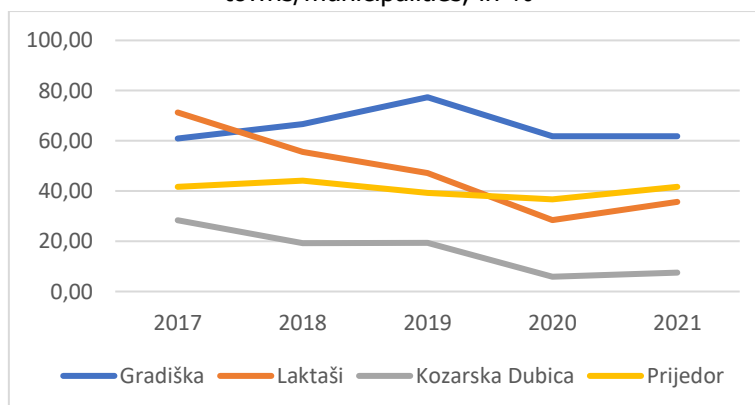
(or better regulation of existing) accommodation capacities, since the increase in the number of overnight stays is more pronounced than the number of arrivals.

**Photo 9.** Tourist traffic Gradiska 2017-2021.<sup>11</sup>



It is also interesting to note that the increase in the number of overnight stays is accompanied by an increase in the already high share of foreign guests in the total number of overnight stays in the construction area. Since Gradiška is specific in relation to the surrounding destinations according to this parameter, it can be concluded that the new tourist capacities that are developed here are consumed primarily by foreign nationals, i.e. by foreign citizens, transit passengers. This is also indicated by some comparisons: e.g. the tourist recovery of neighbouring Kozarska Dubica in 2021 was significantly faster (a 37% increase in overnight stays, but the structure of guests there is also different – the share of domestic ones exceeds 71%).<sup>12</sup>

**Photo 10.** Share of foreign guests in the number of overnight stays in Gradiška and surrounding towns/municipalities, in %<sup>13</sup>



<sup>11</sup> RZS, *Towns and Municipalities of RS 2021*, 158.

<sup>12</sup> RZS: working statistics on tourist traffic 2021

<sup>13</sup> This, 158-171.

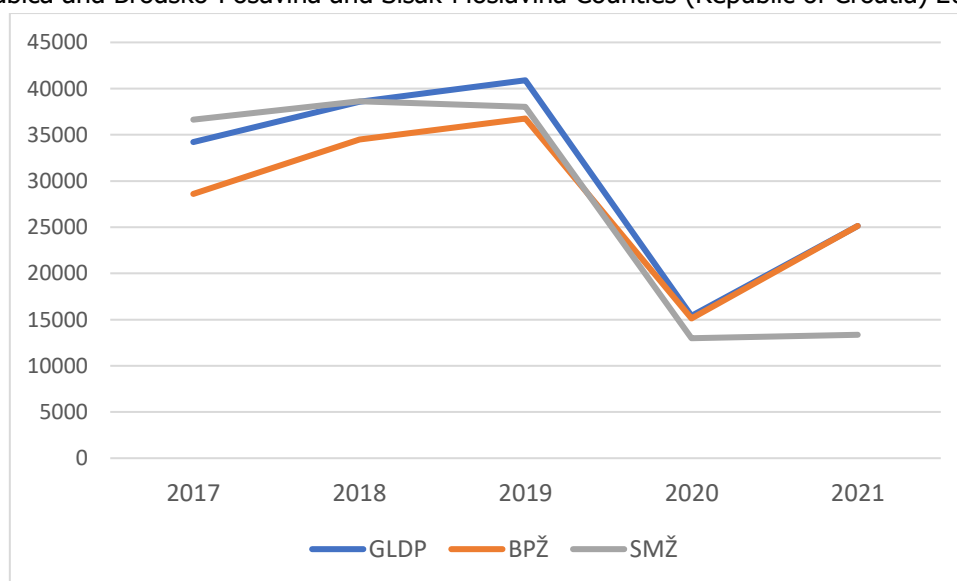


## 2.5. Landscape interpretation - competitive advantage

It was pointed out above that the basis of tourist attractions of BiH, and RS consists of individual places and microlocations. Their attractiveness derives from natural or historical characteristics, or individual entrepreneurial efforts, e.g., individual PPGs, restaurateurs, etc. This approach in the given cases simplifies the process of creating and placing a tourist product (e.g., Kozara - cycling, Laktaši - swimming, Jahorina - skiing), but also hinders the development of new tourist facilities of higher added value, branding of regions, cooperation of tourism stakeholders, local communities, etc.

In a cross-border view, a similar offer, and then the neighbouring Croatian counties, Sisak-Moslavina and Brodsko-Posavina, have problems. To a potential visitor, they also offer the facilities of several interesting village lands or catering establishments, a basically upgraded attractiveness of natural beauties (e.g. Lonjsko polje) and individual cultural and historical sites (e.g. Jasenovac). This also results in similar tourist indicators, i.e. the general destination characteristics of the considered cross-border region. The trends with the neighbouring Brodsko-Posavina County are particularly coincident, while the earthquake-devastated Banija visibly loses its stride.<sup>14</sup>

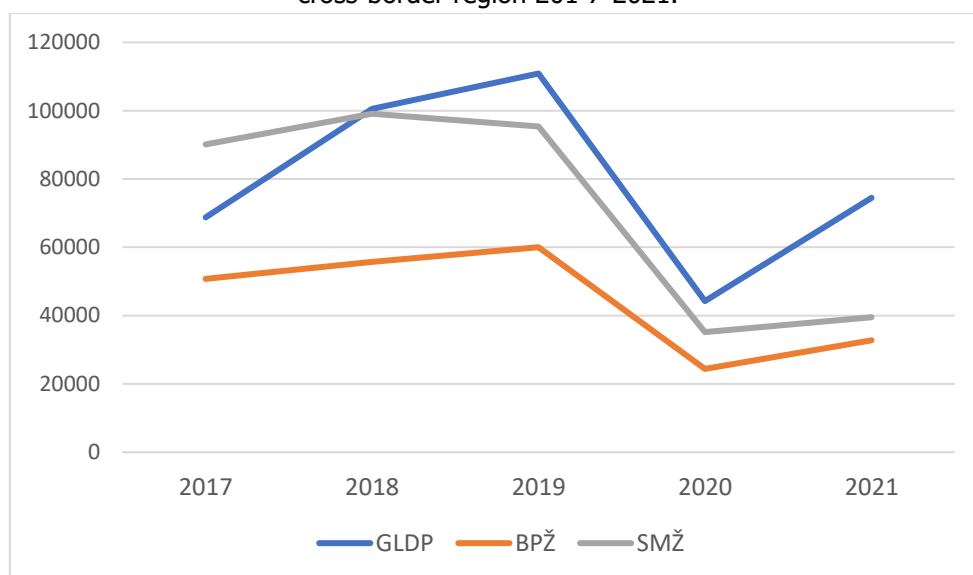
**Photo 11.** Comparative overview of the number of arrivals in the area of Gradiska, Laktaš, Prijedor and K. Dubica and Brodsko-Posavina and Sisak-Moslavina Counties (Republic of Croatia) 2017-2021.<sup>15</sup>



<sup>14</sup> To comparison with spatially and demographically larger units of Croatian counties, the area of Gradiska, Laktaš, Prijedor and Kozarska Dubica is covered as one in the upcoming charts.

<sup>15</sup> RZS, Towns and Municipalities of RS 2021, 158-172; State Statistical Office of the Republic of Croatia (further: DZS), PC-Axis database – Tourism, [https://www.dzs.hr/PXWeb/Menu.aspx?px\\_language=hr&px\\_type=PX&px\\_db=Turizam](https://www.dzs.hr/PXWeb/Menu.aspx?px_language=hr&px_type=PX&px_db=Turizam), access: 12. III. 2022.

**Photo 12.** Comparative overview of the number of nights in the considered cross-border region 2017-2021.<sup>16</sup>



The data on overnight stays indicates a stronger tourist dynamic and a richer offer on the side of the Bosnian Krajina than the Slavonian Posavina. The tourist significance of Kozara, one of Bosnia and Herzegovina's four national parks and the most accessible among them, certainly contributes to this. As we can see from the presentations on the national park's website, it is an area of exceptional natural beauty and memorial significance. Dotted with a series of hiking trails, with about 300 km of bike paths, free climbing locations, viewpoints, etc., this famous mountain is itself an attraction and story.<sup>17</sup> The question remains, however, to what extent the destination is presented together with the wider surrounding area.

On the cultural tourism front, which relevant analyses recognize as one of the main potentials of BiH tourism<sup>18</sup>, we find similar possibilities south of Gradiska, in the area of Laktaš. The remains of Roman thermal baths in the center of the town, a large late antique site in Bakinci, thermal baths Slatina. It's not just about individual attractions or competition, it's primarily about potential elements of a wider destination story.

However, according to the general tourist catalogues, tourist products and value chains have so far not come to life in the wider regional and cross-border area, which would allow the binding of a wider area and the associated local community into the destination whole.<sup>19</sup> Therefore, it is precisely the development of an experiential and value "infrastructure", on the ground embodied in thematic interpretation paths, that could be promoted by the gradiska area, and over time the environment, into a pioneer of innovative tourism products and related management models.

<sup>16</sup> This.

<sup>17</sup> Usp. <http://www.npkozara.com/v1/index.php/sr-yu/pjesacke-staze>, <http://www.npkozara.com/v1/index.php/sr-yu/mtb-staze>, <https://www.visitformore.com/avantura.html>, pristup: 12. III. 2022.

<sup>18</sup> Cf.. Radic et al., 12.

<sup>19</sup> Cf.. e.g. overview of rs cultural and tourist offer: <http://turizamrs.org/kategorija/destinacije/kulturni-turizam/>, access: 12.III. 2022.



## 2.6. Market profile

According to the above, as a beneficiary of an innovative gradiska tourist product, one should assume a foreign, but also domestic, visitor, especially if we understand domestically in regional, ex-YU terms. This does not mean, however, that the backbone of such a product can only be the established repertoire of individual catering establishments, boarding houses, etc., because if that were the case, higher tourist numbers would have been recorded before. In addition, some other indicators indicate that, demographically speaking, travelers through Gradiška are not just gastarbaiter families or some other "traditional" travel profile. For example, in the period 2018-2021, the average number of passengers per vehicle at the Gradiška GP was only slightly higher than two, indicating a much more "modern" and diverse passenger structure.<sup>20</sup>

On the other hand, no matter how prone he may be to casual experiences, the transit passenger is primarily a person with the goal he wants to arrive at as soon as possible. Therefore, he needs a convincing occasion to go off the rails for a few hours, a day or two in Gradiška, becoming a tourist. Likewise, it is necessary to offer the consumer who intends to travel touristically in advance something that, in the region of similar tourist offer, it is the construction area that will interest him in coming. The offer means a completed process of designing, promoting, selling, and implementing tourist programs. For it to function, cooperation, and interaction between a number of actors are needed.

## 2.7 Primary and secondary stakeholders

Primary stakeholders (authorities) are all groups or organizations from less or greater immediate impact on gradish destination development. The most important public (institutional) stakeholders are highlighted below. Note: their specific operational tasks are defined in the second, implementing part of the document, together with the roles of the most important primary stakeholders from the private and civil sectors.

**The City of Gradiška.** Initiator and main institutional supporter of the process of destination development based on the concept of interpretation of landscapes. Support is manifested through participation in the financing of program activities, inclusion of professional staff at the disposal of the bodies of the City and its institutions, coordination of the parties involved and incorporation of the selected model of destination development into the general strategic vision of the development of the City.

**PI Tourist Organization of the city of Gradiška and The House of Lijevč and Potkozarje.** Tourist organization Gradiška, with its presentation-info-sales space in the House of Lijevč and Potkozarje, is a stakeholder in charge of activities of promoting the destination and its contents, as well as for communicating with visitors and users of new tourist facilities.

**PI Homeland Museum Gradiška.** An institution that, based on the rich historical heritage it preserves and the expertise it possesses, can be the organizer of various types of thematic

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<sup>20</sup> ASBiH, *Traffic 2018-2021*, 42-45.

cultural and tourist events, but also an important point on the route of thematic paths in the gradiška area.

**PI Cultural Center Gradiška.** A stakeholder with expertise in production and management knowledge, the necessary infrastructure and equipment and as such may be responsible for organizing various thematic events aimed at the wider population.

**PI City Theatre Gradiska.** For this shareholder it is worth worse, but given the performance potential, theatre can provide significant creative support for the revival of thematic tours, sightseeing, events, etc.

Secondary stakeholders are those whose impact on the subject matter of the analysis is indirect, but it needs to be registered, e.g. in the context of possible partnerships, logistical activities important for the implementation of development, etc.

**PC "Radio Television" Gradiška.** Stakeholder relevant for promoting new tourism content in the local and regional area, through conventional and new media channels (radio, television, web, Facebook).

**PI Development Agency Gradiška.** Within its regular activity, the local Development Agency can provide support to other stakeholders through the preparation of project proposals related to the development of new tourist facilities, the arrangement of supporting infrastructure, the acquisition of equipment needs, etc. It can also provide support for finding a partner.

**UC "City Cleanliness" Gradiska.** This section may ensure that the space around the new tourist facilities is properly regulated and maintained. In accordance with the needs of the other parties involved, increased maintenance of important tourist sites could be agreed.

**PC Sports Center "SERVITIUM".** A stakeholder who can play a significant role in organizing active-tourism programs in the open air, including sites outside Gradiska, route routes, etc. Significant possibility of animating children and young people.

**PI Secondary Vocational and Technical School.** A stakeholder who can educate the necessary staff within the framework of regular activity, especially by linking practical and field classes with the development of new tourist products (e.g. equipment production, participation in the organization and realization of festivals, etc.)

Current and potential dynamics from the private and civil sectors are presented below in the document, through their current and potential operational functions.

## **2.8. Heritage resources analysis**

In addition to human resources, the base of the development of sustainable tourism consists of preserved natural and cultural heritage. In this context, the northeastern lowland part of the municipality and its western, hilly and hilly part have already been mentioned. On each of them, protected areas of nature are added to each of them on the part of neighboring self-governing units. In the northeastern, Posavina part it is Lake **Bardača** (municipality of Srbac), protected as an area significant for the conservation of wetlands (Ramsar convention) and birds (the *Important Bird Areas* network). Kozara National Park, one of the four in BiH, is attached to the Kozarska part of Gradiska on the Predor side. On the gradiška territory itself, as a monument of nature, a large walnut tree in Nova Topola, known as the **Prince of Lijevoča**

**polja**, is protected. Interesting natural phenomena are two caves, Trnovačka and Bukovačka caves, located in the sub-kosar part of the city territory.

National monuments of BiH that are protected and are in Gradiška:

- 1) Church of st. Nicholas, Romanovci
- 2) The Philal Temple of St. Peter apostles Peter and Paul, Grbavci
- 3) Archaeological area of Manastište, Gornji Kievci
- 4) Archaeological area of vrbaški grad fortress and st. Gjorge, Gornji Podgradci
- 5) Archeological Area of The Donja Dolina
- 6) Harem Musala Cemetery Unit, Gradiška
- 7) Medresa Dervish-hanume, Gradiška
- 8) Sheikh-Gaibi's turbines and the harem of the Tequila Mosque, Gradiška
- 9) City Hall and Hotel "Kaiser" (Building of the Museum of Homeland), Gradiška

In addition to these, in the municipal area we find several monuments that preserve the memory of the great historical episodes of this region, primarily the suffering of the People of Potkozarje in World War II (e.g., the monument "Wounded Bird", Gornji Podgradci).

### **2.8.1. Ancient heritage in Gradiška - LIC Gradiška focal points**

As a space on the stream of two large rivers, the gradiska region had great traffic significance in the old days. After the establishment of the Roman province of Pannonia, here the longitudinal direction of Aquileia - Emon - Siscia - Sirmium intersected, with a transversal path that led through today's Bosnian Krajina in Salon, the capital of the province of Dalmatia. In the area of Gradiska there was a Roman municipium Servitium, as well as several countries villas, sacral and economic objects, local roads, etc. Despite insufficient archaeological research, traces of this ancient world are still found today.



**Photo 13.** Detail of the Monastery-Kievci site

The list of Roman heritage sites in the Gradiska area consists of:

1. Servitiuma, Gradiška City Park
2. Multi-layered settlement Lisičji brijeg-Cintor with remains from prehistoric, Roman, and medieval period Livač/Levač fortress, eponous for the entire Lijevo polje); close to the church and the house of Dusan Subotic's prote, Laminci

3. Pantry of Roman coins, Mokrice (according to some, the place of the intersection of roads from Salona and Siscia)
4. The site of the former Villa Rusticae, Jablanica
5. Villa rustica, Gornji Kijevci (nac. monument; within the site and traces of the monastery church with necropolis and threads (12-16th century); in the northwestern part traces of two churches of log cabins from the 16th and 19th centuries)
6. Babić Tower (site of two towers, Roman and Ottoman); Vrbaška
7. The site of the Roman quarry, Gašnica
8. Stela (tombstone), Donji Podgradci

In addition to these, there is also the site of a Roman fortress on Miljevačka kosi near the village of Miljevići; the site of the Roman necropolis in Donji Laminci; the site of the necropolis and probably fortifications in Njive in Gornji Podgradci; location near the village of Seferovci.

## 2.9. Heritage resources and environment

Due to its scattering in the space, the ancient heritage listed above is suitable for thematic tourist connection of a geographically relatively large and diverse area such as gradisko. When added to this the fact that all this heritage comes to life primarily through the production of related experiences and stories, the conclusion arises that we are essentially dealing with *connecting stories in space*. But in this same space we also find traces of the activities of other economic and life areas, including their negative consequences. As a rule, they are not complementary to the characteristics of the space we need for the successful realization of tourist stories.

When aligning the characteristics of the space as we should with what it is in reality, it is necessary to reach a compromise. On the one hand, about 20 % of the population of Gradiska does not have a connection to the public water supply, and about 70 % to the sewage network. In addition, the traditional economic activity of the area is intensive agriculture, which entails a not very beneficial effect on the soil and the view of the agrarian landscape.<sup>21</sup> Given these factors, it is difficult to expect enormous investments and care for "secondary" issues such as the appearance of the



**Photo14.** Garbage not far from cintor site

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<sup>21</sup> Cf. Gradiška Development Strategy for the period 2019-2027 (hereinafter: City Development Strategy), 45-46, 50.

environment, waste management, etc. On the other hand, the appearance and preservation of the environment are in the long run anything but a secondary issue, which is why it is necessary to devise concrete actions towards its resolution. After all, the city's third strategic development goal for the period 2019-2027 is to improve environmental protection and disaster protection.<sup>22</sup>

It is possible that the areas of the city in which the development of tourist facilities and the associated "hard" and "soft" infrastructure would be approached are also pilot zones of heightened care for the state of man's environment. This includes, for example, remediation of wild waste dumps, educating locals and supporting gardening actions, chipping and caring for stray dogs, remediation of disordered roads.

For their part, tourist facilities should not be designed in such a way as to ignore the real living space in which they are created or to require the "perfect" landscape ambience to be able to function. In practice, this means that, for example, interpretive inscriptions about a location will also be placed in a "dialogue" with later periods, including modernity (upgrades, new uses, environmental problems, etc.). Therefore, the tourist content (in this case, the interpretation panel) becomes a tool for the interpretation of heritage in the context of landscapes as a vibrant and dynamic category that arises, changes or disappears primarily when interacting with man. Tourism thus becomes not only an economic or leisure activity, but also an educational activity, both for the visitor and for the host.

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<sup>22</sup> This, 65.



### **III.**

## **ORGANIZATIONAL MODEL AND INTERPRETATION CONCEPT**

### **3.1. Vision, mission, and strategic goals of the Centre**

The Gradiška Landscape Interpretation Centre will be guided by the vision of turning the gradish area into a destination for sustainable tourism aligned with the needs of the local community and its visitors. His mission, i.e. his mission. the tasks are the creation, presentation and coordination of thematically and organizationally rounded (eco)tourism products, based on the cultural and historical and natural heritage of the Gradiska area. In this context, the main objectives of the Centre are:

- 1) Development of thematically, spatially and marketingly integrated tourist products (tours, attractions, experiences, etc.)
- 2) Creating a platform for cooperation and education of local tourism stakeholders and the interested public
- 3) Ensuring the economic, environmental, and social sustainability of the city's tourist model

### **3.2. Interpretation Center as a Community**

The Landscape Interpretation Centre is conceived as a community of stakeholders interested in developing and offering their products and services and exchanging and investing their own knowledge and skills. The Centre, therefore, is not a legal entity and an entity with an address and a physical seat, but a collaborative platform of physical and legal persons. At its heart, as the chief gatherer and spreader of information, is man, i.e., man. individual stakeholder of the collaborative platform. In such an imaginary Centre, supporting cooperation between stakeholders is the main prerequisite for its functionality and sustainability. As a community, the Centre is characterised by three interconnected degrees of joint stock relations:

1. The attitude of stakeholders towards other stakeholders
  - > Intersectoral approach (e.g., private entrepreneurs and public institutions such as TO and others)
  - > Exchange of knowledge, information, and skills
  - > Familiarity with the offer and activities
  - > Mutual promotion to third parties (e.g., visitors)
2. The attitude of stakeholders towards one's own
  - > Lifelong learning

- > Sustainable Business Management (focus not only on financial, but also social and environmental sustainability)
- > Aspiration of creativity and innovation (e.g., in product design and promotion)

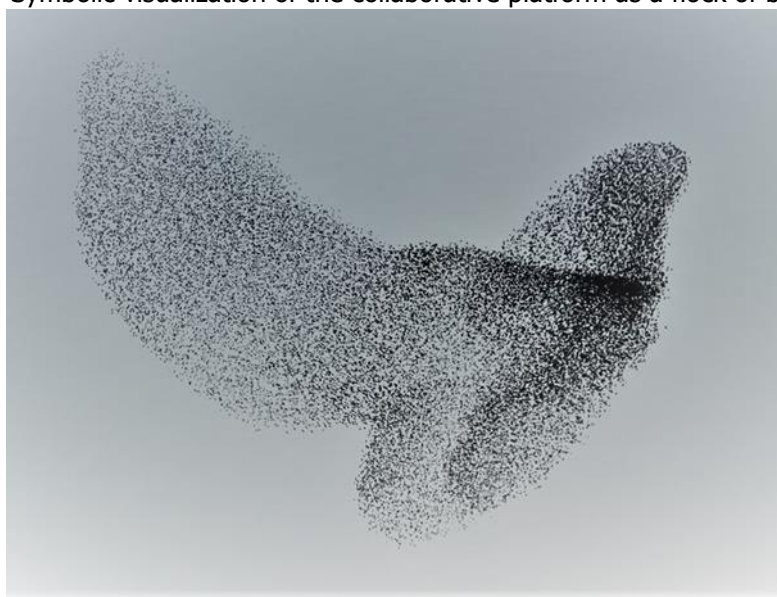
### 3. Stakeholders' relationship with the local community and heritage

- > Engagement and responsibility
- > Respect for rights and obligations under the collaborative platform
- > Protection and promotion of historical and natural heritage
- > Audience development through inclusive tourism and experiences
- > Use of environmentally acceptable materials and business methods

From such defined relationships arises a dispersed, point center that gives the visitor the impression that in each location, when meeting with each individual stakeholder, it is located "in the center", "in the right place", "in the right place", "on the common AVENTura"; that each site of the interpreted area is equally important and integrated with the others. The Center as a community that, through its business and collaborative model, lives on values that it promotes acts as a **marketing tool**, since it invites visitors to actively engage and connect with the area they visit. This ultimately leads to the identification of the visitor with the destination and the creation of a sense of authenticity and belonging (one of the most sought-after added values of modern tourism).

Some of the concrete ways of joint stock cooperation are presented in 4.4, while as a conclusion of the conceptual description of the center as a community it is worth highlighting the principle illustrated in Photo 15.

**Photo15.** Symbolic visualization of the collaborative platform as a flock of birds in flight



### **3.3. Interpretational concept factors**

The collaborative principle of the Centre for Interpretation is also reflected in one of its basic functions – the creation of a model of interpretation of the Gradiska landscape. By creating an interpretive model, we answer the question: "What is needed to turn the construction area into a destination, that is, a destination. geographical area united and recognized by the common tourist product and value system?" In other words, which thematic element do we find in the most locations in different parts of the Gradiska municipality, while identifying with it as much as the local population, and a potential tourist visitor?

As already indicated, it is a Roman heritage. Others recognize the "ubiquitous" motif of the gradient area is the tradition of honey cultivation. Since it is one of the favorite foods of the ancient Romans, and also a sign of the preservation of landscapes and ecosystems, the **story** of **the period and honey** is imposed as a convenient narrative basis for the destination integration of the gradient region. Articulated as a brand, it will be implemented through the umbrella name **AVenture Gradiška**. The name tends towards simplicity, suggestiveness about the tourist content behind it and understandability in the regional and global linguistic context.

The tourist interpretation of these heritage and economic resources is conditioned by several factors. First, the relatively large spatial scope of the interpreted, destination area. Secondly, its ambient-landscape value. Thirdly, the profile of the "most accessible" types of visitors (transit travelers, weekend travelers, hikers). After all, one should also consider the presence of cultural heritage and a natural attraction basis that is worthy of tourist presentation, and thematically does not fit the story of honey and Rome.

The first and second factors point us to a solution in the form of establishing thematic routes, i.e., thematic routes. interpretation that guides the visitor through the space. From the point of view of the destination, this achieves its integration. From the point of view of visitors, it is provided with an active tourist experience, the possibility of staying in nature, consuming "green" facilities, etc. The third factor, the profile of the average visitor, points us to the need so that the routes we develop are not physically and time-consuming. Considering the area of the gradiska municipality, this leads us to the need to develop several smaller, instead of one large thematic route.

Considering the existence of other interesting sites and cultural and historical monuments and the fact that the ancient heritage in the space is preserved relatively little, its interpretation on the ground does not necessarily follow the historical chronology and precise historical locations. The goal is not to literally reconstruct the past but to create a complete experienceand, in addition to encouraging reflection on heritage, the space in which it was located, about its connections with today's everyday life (e.g., "Roman" concepts and analogies that we use). In this way, interpretively usable becomes a series of locations evenly distributed along the routes.



### **3.4. Concept of thematic routes**

Following the principles described above and the geographical basis of the construction space (urban center - Lijevče-polje - Potkozarje), four thematic routes were designed: **City AVENTure, Honey AVENTure, Green AVENTure and Gladiator AVENTure**. The routes are named and conceived according to their cultural and geographical ambience, the profile of the hosts present and the type of target guests. The first consists of a shorter pedestrian-urban route, while the other two pass through the rural landscape and are best suited for cycling tours.

From the point of view of visitors, the goal is that each of the routes can be *self-guided*. For this purpose, it is foreseen to create a mobile application, equip LIC with informative and interpretive multimedia panels of interactive character with an emphasis on the use of ICT. Guidance support will also be provided by the project web platform. From the point of view of the bidders, i.e., hosts, the aim is to enable more levels of involvement in thematic routes, and therefore in the collaborative platform of the Interpretation Center. In other words, different aspects of communicating along the trails simultaneously serve for 1) a more complete and secure visitor experience; 2) the involvement of the bidder in the theme of the trail, and therefore the Centre, on the extent to which it suits the individual tenderer. Accordingly, the routes will be equipped with a palette of the following characters and interpretation messages, starting from the simplest to the most complex:

**Tourist signalization** - point to the direction of travel along the route (obligation of the Tourist Organization)

**Small wooden infoboards/panels** – contain brief information about some interesting content along the route; they are not crucial for narrative connection of the entire route, which is why it is possible to post them later for subjects or points that join the route (obligation of the Tourist Organization, City Administration and interested entities)

Dimension proposal: 80 x 16 cm (space for bilingual inscription in Serbian and English, font: 50-54 pt)

**Interpretation and multimedia panels on 13 locations** (obligation of the City Administration within the ADRILINK project and later obligations of the City Administration and Tourist Organization) – contain a more complex picture-text view of a site and serve as the narrative buckles of the entire route. Each panel will have except picture and text view and QR codes, one for downloading an app that serves as a guide to all routes, and the other QR for running games or 3D displays of invisible sites.

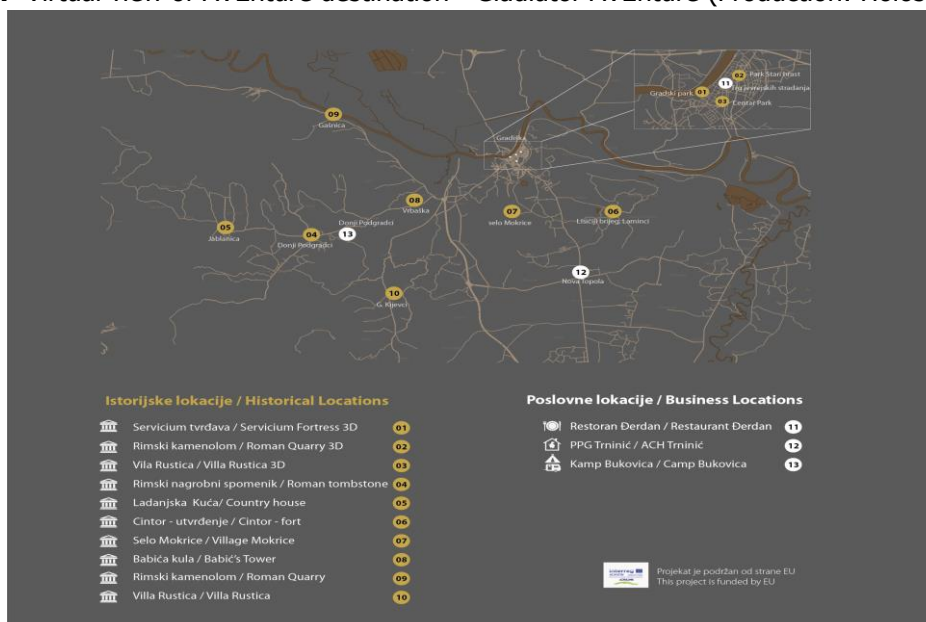
Dimension proposition: 230 x 75 cm

**Host sites** – locations on the route; provide the opportunity to lively interact with visitors through regular and occasional facilities (e.g. festivals, workshops, etc.); each of the places of experience also has a **"Roman corner"**, a presentation info point that represents the place of experience and its connection with the rest of the route and stakeholders on it; each place of experience arranges its own Roman corner", a presentation info point that represents the place of experience and its connection with the rest of the route and stakeholders on it; each

place of experience arranges its own Roman corner" corner, whereby it can use the guidance in the practical guide attached to this document.

**AVenture App digital guide** – all the communication and interpretation functions listed above also contain a mobile application. Its purpose is to include in one place and in digital form all relevant information about thematic routes, service offers and other AVenturistic tourist facilities. It is also characterized by the functionality of viewing the map of the area and thematic routes in **an online and offline** environment. This is important given that many visitors may not have constant internet access (foreign visitors, unstable connections in more remote areas). Also, through interpretational multimedial panels and QR codes placed on panels in all locations, it is possible to download the application, 3D displays of localities and/or games. The application is planned in the English and Serbian language variants.

**Photo 16.** Virtual view of AVenture destination - Gladiator AVenture (Production: Holoscope d.o.o.)



**Photo17.** Example of a simple stone signpost with an arrow u fears Honey AVenture



**Photo 18.** Example of a possible wooden info-board with a description of the content along the Green AVENTure and Honey AVEenuture route



**Photo 19.** Example of interpretivemultimedia panels of LIC Gardiška (Making: Holoscope Ltd.)



Depending on the degree of interest and adaptation to the theme of the route, an individual bidder (stakeholder) would be given the opportunity to include their locality or tourist content in it. In this way, the attention of the visitor would be attached to the bidder in question, and in addition he would be given a place in promotional materials and activities related to the construction thematic routes.

As a rule, interested stakeholders would have the opportunity to join the route by having an info-board associated with the content they offer. The preconditions for this would be that the interested entity:

- 1) Offers proven quality content (demonstrably certificates, categorization, customer reviews, product/service presentation, etc.)
- 2) It can offer content compatible with tourist needs (e.g. accommodation, catering, agro-products, souvenirs, traditional crafts, etc.)
- 3) Be familiar with the content of thematic routes and the work of the Center for Landscape Interpretation and is willing to join its free and public collaborative platform

This would be verified by signing a **collaborative memorandum** that would serve as a framework for cooperation between the Stakeholders of the Centre, defining their rights and obligations (e.g., participation in periodic meetings, designing joint projects, mutual promotion, etc.).

Unlike info-boards, the interpretational multimedia tables and the status of the host site would be intended for a smaller number of stakeholders or localities, since the route cannot carry too many points with a greater amount of information (communication congestion, time extension of the tour, maintenance costs, etc.). Interpretation tables and the status of the place of experience should therefore be assigned based on a more strictly regulated procedure. This means, subjects who, in addition to the criteria defined above, would also meet the following:



- That they are interested in fitting into the content of thematic routes, either through the adaptation of the existing offer (e.g. making themed souvenirs, dishes, etc.) or through the development of new facilities (e.g. opening accommodation facilities decorated in the Roman style, designing thematic presentations, etc.)
- That they are registered to perform thematic activities they wish to offer

Meeting the criteria would result in the achievement of **AVE standards**. With it, stakeholders of the interpretation platform could verify the quality of the offer they are developing, and it would eventually become of use to visitors of thematic routes, as a sign of quality.

**Photo21.** Summary of the route character hierarchy and their functions

Vrsta znaka/poruke	Obeležja	Uslovi za stjecanje znaka i s njim povezanog statusa
Putokaz	Upućuje na smjer kretanja rutom	N/p
Mala info-tabla	Informiše o pojedinoj zanimljivoj lokaciji duž rute	Kvalitet i turistički potencijal sadržaja; pristupanje saradničkoj platformi Centra
Interpretacijska tabla	Kompleksniji slikovno-tekstualni prikaz neke lokacije; pripovjedna kopča rute	Kvalitet i turistički potencijal sadržaja; pristupanje saradničkoj platformi Centra; razvoj tematskih sadržaja; registrovana djelatnost
Mjesto doživljaja	Tačke žive interakcije domaćina i gostiju, tematskih programa, događanja i sl.	



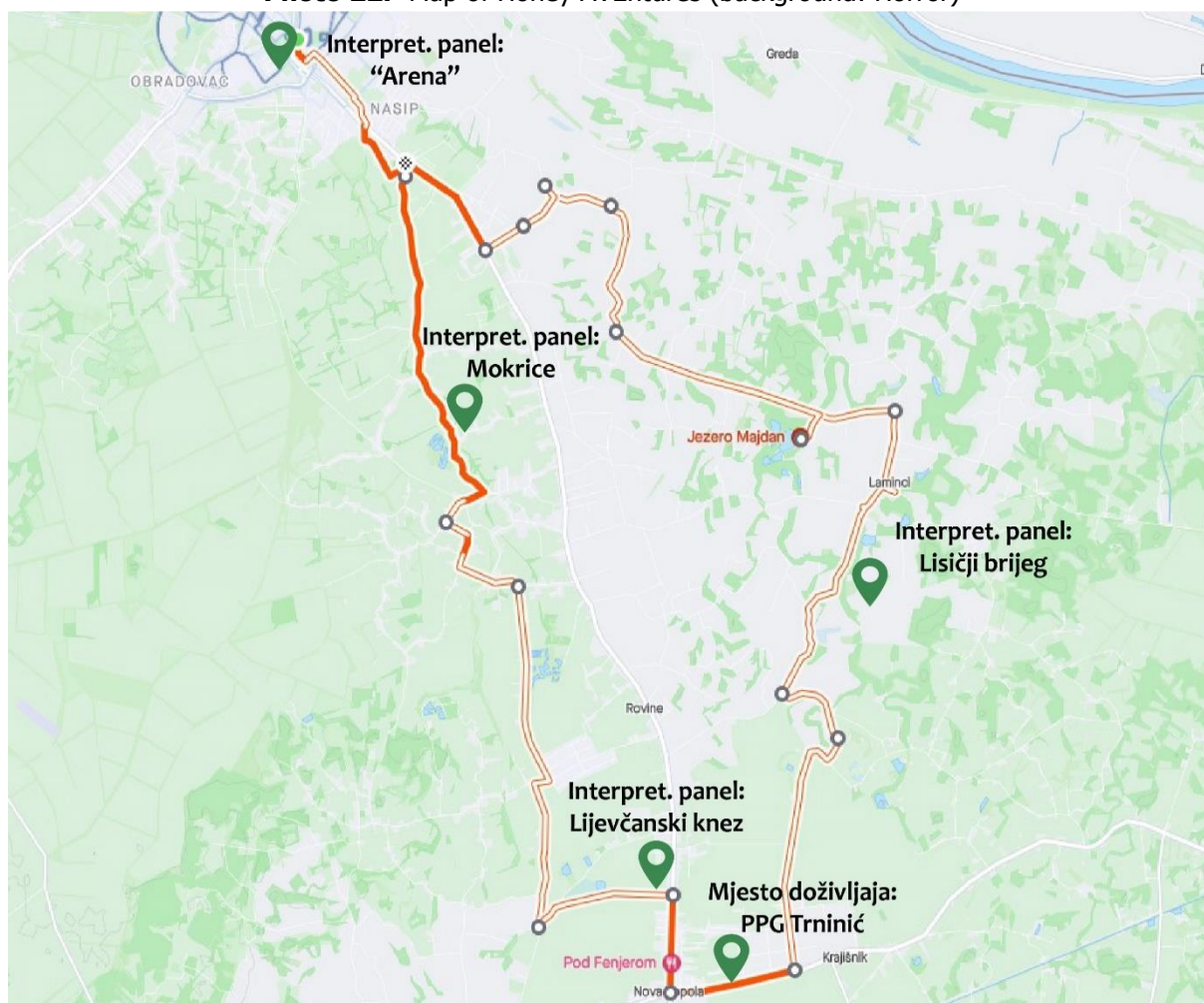
## IV.

### CENTRE ITINERARY

#### 4.1. Honey AVenture

The "Honey" route in Lijevče-polje (length: 33 km) is tame, without altitude difference, surrounded by fields, groves and villages where we can find several beekeeping lands. For safety and atmosphere bypassing the main traffic station, the route circularly connects Gradiška, Liskovac, Dubrava, Rovine, Rogolje, Nova Topola, Krajišnik, Lamince, Brestovčina and again Gradiška. The central place of the experience on this route is the family farm of the Trninić family, Beekeepers.

**Photo 22.** Map of Honey AVentures (background: Horror)



#### **4.1.1. Signposts and interpretive multimedia panels**

Along the route, 20 stone signposts are scheduled to be installed. Their list and suggested coordinates can be found on my Google Maps link:

<https://www.google.com/maps/d/u/0/edit?mid=1X6nnp2Ie2q-Yb9hniJ6XE7mVimQuqw&usp=sharing>

**Along the route, it is foreseen to install three interpretation and multimedia panels and two wooden info boards, as follows:**

##### **1. Gradiška - "Arena"**

The starting point of the route, info and service point with the future bike rental option, which will include the possibility of downloading the application, running a 3D view, visible the entire map of the LIC and the possibility of informing about all routes. The location is located in the urban part of the city, not far from the border crossing.

**Set up a multimedia panel of the following introductory content:**

*Ave, dear visitors! You're in front of the construction "Arena". As you can see, our hall also owes its name to the traditions of the ancient Romans. However, since in Gradiška we are fortunate to inherit much more than vocabulary from antiquity, "Arena" is also the point from which you can start discovering ancient traces scattered throughout the construction area. In addition to the application, you will be guided along the route by small stone signposts (where there are none, extend the right). You can always follow the smell of honey – Gradiška is home to many beekeepers, some of whom expect you along the Honey AVENTures!*

*In this regard, one tip: since beekeeping obligations can be unpredictable, check the current availability of tourist programs on the beekeeping estate directly with the hosts at : **+387 00 000 0000** or e-mail [xxxxxx@gmail.com](mailto:xxxxxx@gmail.com).<sup>23</sup>*

In addition to the text, this table will contain technical information:

*Trail length: 33 km*

*Duration (by bike): approx. 3 hours*

*Weight: Light*

*GPX track (citation with QR code)*

*Useful numbers: Mountain Rescue Service: 00387 63 11 22 33, Gradiška City: 00387 51 810 300, Gradiška Tourism Organisation: 00387 51 492 157*

*In addition to the above content, the panel would also display QR codes for moving 3D views of selected invisible sites on The Honey AVENTure, the ability to select the next point on the route or change the route and the QR code to the page in the AdriLink project.*

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<sup>23</sup> Contacts will be listed on the board as instructed by the host. Za e-mail address is instructed to be simple for foreigners (e.g. gradiskahoney@, honeyqueen@, etc.)

**2. Dubrava, next to the pond (coordinates: 45.10393, 17.27745) - wooden info panel with content:**

*Dubravačka pond whose beauty you look at, as wet as any water, evokes an association with another place – not far from the village of Mokrice. It is believed that in Roman times two important roads crossed there – one leading from the south from the province of Dalmatia and the other that descended from Italy along the Sava plain towards Sremska Mitrovica. No wonder one of the richest finds of Roman coins in BiH was discovered in Mokrice. That's what it means to find money on the road!*

**3. Nature monument Lijevčanski knez, Nova Topola – wooden info panel with content:**

*Violent and tall, the Lijevčan nut looks like it was a village prince back in the time of roman Servitium, a settlement that was erected by the Romans in the 1st century on the site of today's Gradiska. A walnut trunk with a volume of 637 cm can barely be embraced by four adult males. For the answer, visit the nearby landslide of the Trninić family, the most famous beekeepers of Nova Topola.*

**4. Laminci Sredani, Cintor (koordinate: 45.0994, 17.33969)**

**Set up a multimedia panel of the following introductory content:**

*In the drift plain in the past there were not many places safe from water. But the point at which you stand, called Fox Hill or Cintor, is so lucky. That is why it has been inhabited since the second millennium of Christ. In Roman times, there was a fortress here. On its foundations in the Middle Ages, burg Livač or Levač was erected, after which the whole area was called Lijevče-polje. Cintor, however, owes its name to the cemetery, which was also located here (from lat. coemeterium). Nowadays, it is adorned with the Church of St. Prophet Elijah.*

In addition to the above content, the panel would also display QR codes for moving 3D views of selected invisible sites on The Honey AVenture, the ability to select the next point on the route or change the route and the QR code to the pages of the AdriLink project.

*Photo 23. Church of St. Elijah the Prophets, Laminci-Sredani*





## 5. Host site - PPG Trninić

Family agricultural land Trninić is in Nova Topoli. Through the brand "Apiaries Queen" is engaged in the production of honey and other bee products. The apiaries of the landlord are in several locations around Nova Poplar, while on the landlord itself, in addition to the household, there is a sales and exhibition space. The landlord works as a small family company and in the best sense of the word is a combination of youth (modern knowledge) and experience (preservation of traditional beekeeping skills).



**Photo 24.** Detail from the apiary (Photo: Apiaries "Queen")

In designing the offer of land management within the Honey AVEnture, we are guided by the defined principle of permanent and occasional content in the places of experience. In mind, the limited availability of members of the landlord during the season of work in the apiaries (Jun-august) should also be in mind. This is not an insurmountable problem, provided that the (un)available facilities are clearly communicated to the visitors.<sup>24</sup> In order to make this as simple as possible for hosts and supporting institutions (e.g. info office TO), below we present a table of availability of content that PPG Trninić could offer as part of Honey AVEnture point of interest.

**Table 1.** Working hours of tourist facilities on PPG Trninić

	Constantly available facilities	Available by appointment of min. 6 hours in advance <sup>25</sup>	Available by appointment 1-2 days in advance	Available by agreement and by appointment min. 5 days in advance
<b>Apiary works season (jun-august)</b>	Roman corner and honey store	Roman corner; short presentation of the exhibition and Little August workshop	Presentation and workshop "Secrets of honey"	"A day with a beekeeper" (Honey cycling tour, presentation of trnke – straw hive making)
<b>Out of season of works</b>	Roman corner and honey store		Presentation and workshop "Secrets of honey"	"A day with a beekeeper" (Honey cycling tour, presentation of trnke – straw hive making)

<sup>24</sup> For this reason, there is also a note on the introductory interpretation board of Honey AVEnture about the availability of content.

<sup>25</sup> Uoči lansiranja proizvoda, ovi rokovi se u dogovoru s domaćinima mogu i modifikovati.

**Photo 25.** A swarm of bees in nature (Photo: Apiaries "Queen")



### **Content Description**

**Roman corner.** The constant presence of thematic content on the landlord would be achieved by placing an interpretative multimedia board enriched with a degree of interactivity. In other words, one installation would perform the function of presenting the landlord and thematic route (Roman corner), that is, interaction with visitors.

### **Set up a multimedia panel of the following introductory content:**

*Welcome to the landsmith Trninić, the place of Gdje you can taste top quality honey and bee products of the Gradiška region! Our apiaries "Queen" are located in untouched nature away from the bustle of modern civilization. That's why we used to be 'vamo, sometimes there. Take a peek into our exhibition space. If we're not here, take a peek at the bag and remember the old Latin: "Accipe vitam offers!" In the words of that eternal refrain: "Take everything that life gives you!". With any luck, the bag will provide you with "Little August"<sup>26</sup>, a homemade energy dessert with which your AVEnture will be even more ginger!*

*Someone took all the Augustas? Don't worry, the recipe won't get away. Watch it on (QR code on video) or sign up for one of our programs for tourists. GSM: **+387 00 00 00 00** E-mail: **0000@gmail.com**<sup>27</sup>*

In addition to the above content, the panel would also display QR codes for moving 3D views of selected invisible sites on The Honey AVEnture, the ability to select the next point on the route or change the route and the QR code to the AdriLink project page.

**Presentation and workshop "Secrets of honey".** The aim of this program is to translate the rich experience of PPG members into an interesting educational and sales presentation

<sup>26</sup> Name suggestion, possibly "Honey August" or dr.

<sup>27</sup> Contacts the same as on the introductory board of Honey AVEnture.

and workshop. The presentation part of the programme would include a brief presentation on honey, its history and significance; on the tradition of beekeeping at PPG Trninić; about the healing properties and characteristics of real honey. The workshop part would include the joint production of "Mali August", a homemade energy dessert of the Trninić family (v. recipe on p 23 practical guides: proposal for a synopsis of the programme in Annex III).

The projected duration of the program would be about two hours. The classic gastronomic offer could also be attached to it, e.g., during breaks while waiting for the dessert to be baked, or as a complete meal after the end of the program.

The optimal number of participants in the program would be 2-5. Considering the prices of various out-of-board facilities in the region (rafting, guided tours, etc.), the upper price limit of this type of content could range in the range of 35-45 KM per program, based on the synopsis proposed in Annex III.<sup>28</sup>

**Photo 27.** Presentation for apiary guests (Photo: Apiaries "Queen" FB)



**Photo 28.** Honey on display in the sales premises PPG Trninić



<sup>28</sup> The final price, of course, is defined by the bidder.

#### 4.1.2. Small info-panels and possible route sections

There are other interesting sites on the route of the Honey Aventure route. They could be marked with small info-boards. The locations or texts we propose are as follows:

1. Dubrave Mosque 2 (coordinates: 45.09385, 17.27906):

*The Romans believed in many gods. Polytheism does not exist in today's Europe, but there are multi-confessional areas like BiH. The mosque in Dubrava was built in 1720.*

2. Traditional huts next to vasiljević farm (Rovine-Rogolji, coordinates: 45.0724, 17.29083):

*From antiquity to the end of the 20th century, the way of construction in the countryside has not changed much. Looking at the traditional huts of the Gradiska region, you are not far from the sight of a Roman peasant's hut.<sup>29</sup>*

3. Birthplace of Prote Subotić (Laminci Sređani):

*In addition to being a beautiful example of the rural landscape of the late 19th century, the secluded house on the right is the birthplace of the great Burgenland enlightenment, Prote Dusan Subotic (1884-1941).*

4. Lake Laminci (coordinates: 45.10654, 17.32923):

*If you turn left, you will reach Lake Laminci, a beautiful oasis of peace, recreation and great snacks. It's the right place to take a break, isn't it?*

Speaking about the potentials of the "honey" route, it should also be noted that in its vicinity there are a number of potentially interested stakeholders of the collaborative platform, i.e. entities that, through info-boards or otherwise, could incorporate their offer into the content of Honey Aventure. Some of them are:

1. SP "Sofia", Rogolji, production of fruit spirits
2. Vasiljević Farm, Rovine-Rogolji, ethno-facilities, manifestation "Rogolj harvest"
3. "Imperial hazelnut", Krajišnik, hazelnut production<sup>30</sup>
4. Restaurant, excursion site and pension "Lake Laminci", Laminci Sređani
5. Svetislav teks d.o.o., Laminci Brezici, textile production<sup>31</sup>
6. Erceg Farm, Brestovčina, dairy products, tourist photography and presentations<sup>32</sup>

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<sup>29</sup>Further to the criteria referred to in section 3.4. , in agreement with the owners at this location, an interpretation board of the following content could be set up instead of an info-table:

*While the Romans lived in nuclear families (parents and children), several massacres and couples often lived together in the traditional South Slavic family. This type of family is known as a home cooperative. Both in roman, and cooperative family, the father had the main say. Latin in terms, pater familias. Po nash, head of the house. Another similarity was that both families, although separated for centuries, most often lived in huts like these. "Snow swirled between the boards, and we walked the world barefoot," Recalls Mr Vasiljevic, on whose estate the old huts found their peace.*

<sup>30</sup> Usable in the context of the development of honey souvenir-confectionery (v. p. 23 practical guides).

<sup>31</sup> Used in the context of the development of thematic Roman costume design (v. p. 19 practical guide).

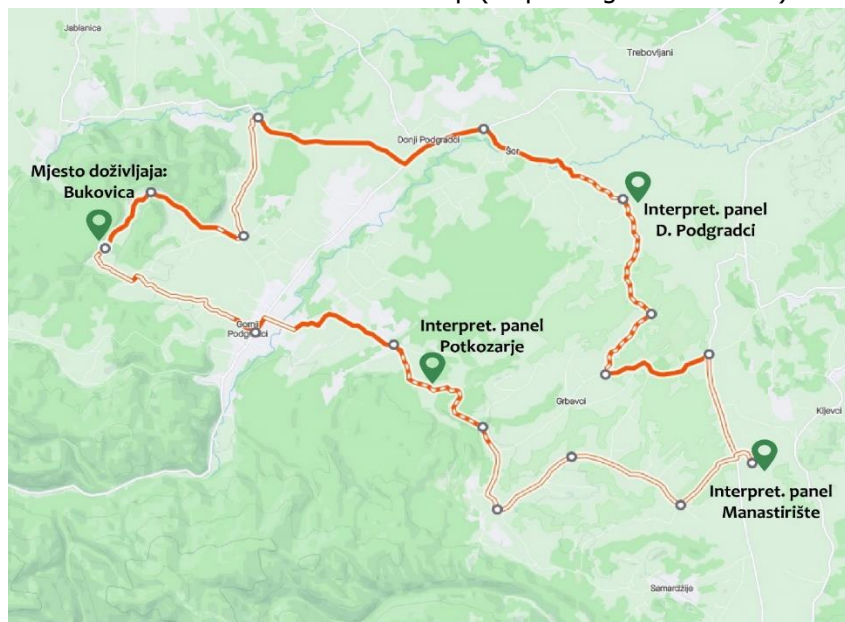
<sup>32</sup> Renowned Bosnian photo-photographer Milena Erceg.



## 4.2 Green AVENTure

The second thematic route through the construction area is in the Rajon Potkozarja. It is 35 km long and leads between meadows, forests, and numerous orchards. Due to the hilly terrain, it is physically somewhat more demanding than Medena and we could also classify it in the domain of active tourism. Both its starting and end points, i.e., its starting point, fit into this profile. sub-kosar camp Bukovica and its guests.

**Photo 29.** Green AVENTure map (map background: Strava)



### 4.2.1. Signposts and multimedia interpretation panels

Along the route, 19 stone signposts are scheduled to be installed. Their list and suggested coordinates can be found at the link:

<https://www.google.com/maps/d/edit?mid=1x9zTnP1orSC6UqRutuuJ1gm36nNIcnfc&usp=sharing>

**It is also foreseen to set up four interpretivemultimedia panels and, as follows:**

1. **Camp Bukovica** host place, place of experience. Route starting point, info and service point with future bike rental option.

**Set up a multimedia panel of the following introductory content:**

*You are in the heart of the Subcutaneous. Here everything is in the sign of forests, greenery, and water. Even our name is "omen." Beech, of course, comes from beech, a tree that has given the local population shelter and warmth for centuries. Still, it's not all about the woods. Green AVENTure, a circular path that starts and ends in our campsite, will reveal several interesting things of Potkozarje, from the heritage of the ancient Romans, to top local products. In addition to navigating, you will be guided along the route by small stone signposts (where*

*there are none, extend the right). If you should first prepare for the circular AVEnture, you can measure your strength in our gladiator park! Enjoy!*

In addition to the text, this table will contain technical information:

*Trail length: 35 km*

*Duration (by bike): approx. 3 hours*

*Weight: Light*

In addition to the above content, the panel would also display QR codes for moving 3D views of selected invisible sites on The Green AVEnture, the ability to select the next point on the route or change the route and the QR code to the page in the AdriLink project.

**Photo 30.** Camp Bukovica



### **Host site - Camp Bukovica**

Camp Bukovica is a recently opened destination, located around Gornja Podgradci. Combining the natural beauty that surrounds it, hospitality and a somewhat robinson atmosphere, the place attracts guests looking for an active but relaxed holiday in nature. In addition to guests from the region, using online sales platforms (e.g., park4night.com) the camp successfully attracts visitors abroad. Furthermore, unlike the main place of experience on the Honey Route, Bukovici is *a core business* tourism. This is a camp activity that does not require a continuous presence of the host to be functional. The abundance of free space makes for another mitigating factor for the design of thematic "Roman" content on the site.

**Photo 31.** Camping in Bukovica (photo: Camp Bukovica FB)



## **Content description - gladiator park**

In terms of the above, for the necessary purpose we propose the arrangement of a gladiator training park in which, depending on the possibilities, several devices and polygons made of natural materials (wood, ropes, hay bales) would be installed. In addition, several dolls would be placed on the training ground for practicing fencing, shooting with a wooden spear, an axe, etc. Suggestions of devices are listed on p 12-14 side dishes, while models of training-dolls can be made depending on the available materials, by searching different video tutorials using the keywords *sword training dummy* or *sword pell*. Regardless of the choice of devices and methods of manufacture, when realizing it is necessary to be guided by certain rules:

- 1) Whenever possible, use natural materials
- 2) To try to stay in the theme of gladiatorial, that is, ancient park (for example, do not bring medieval knightly motifs, instead of shooting with a bow and arrow to have a wooden spear thrown, etc.)
- 3) At the entrance to the park, point out a clear notice that the park area is entered at their own risk and that minors must be accompanied or with the consent of their parents

In terms of fidelity to the topic of the route, that is, achieving the "antique" atmosphere of the training ground, it is possible to apply a few more practical tricks:

- 1) Get an hourglass that will count down the time for the entire training ground to pass
- 2) In addition to light wooden swords. *waster*), also acquire a set of swords and/or spears that are more massive than they look; The Romans, in fact, trained with wooden swords and spears twice as heavy as the actual weapons, to make it easier for them in a real fight
- 3) Design a training ground in the spirit of a Greco-Roman tetrad training system (exchange of lighter and more difficult exercises in four-part cycles)

Depending on the number and type of elements selected, the polygon will be retrofitted with small info-boards with short dashes and curiosities about the Roman way of exercising and gladiatorial life. These texts will be delivered as part of the activities of drafting this document.

Depending on the wishes of the host, it is also possible to install two identical training grounds where visitors could compete simultaneously against each other, whereby the winner could also receive some prize (e.g., free overnight stay, bottle of homemade juice, etc.)

**Table 2.** Working hours of Camp

	<b>Constantly available facilities</b>	<b>Available by appointment of min. 6 hours in advance<sup>33</sup></b>	<b>Available by appointment 1-2 days in advance</b>	<b>Available by agreement and by appointment min. 5 days in advance</b>
<b>Season (jun-august)</b>	Camping site, gladiator park and Roman Corner	Short presentation of the exhibition in Roman Corner	Presentation and workshop "Baking Roman bread"	"A day with a Green AVEnturist" (Cycling tour, presentation of bread baking)
<b>Out of season of works</b>	Roman corner; short presentation in the exhibition and sales space, camping site	Short presentation of the exhibition in Roman Corner	Presentation and workshop "Baking Roman bread"	"A day with a Green AVEnturist" (Cycling tour, presentation of bread baking)

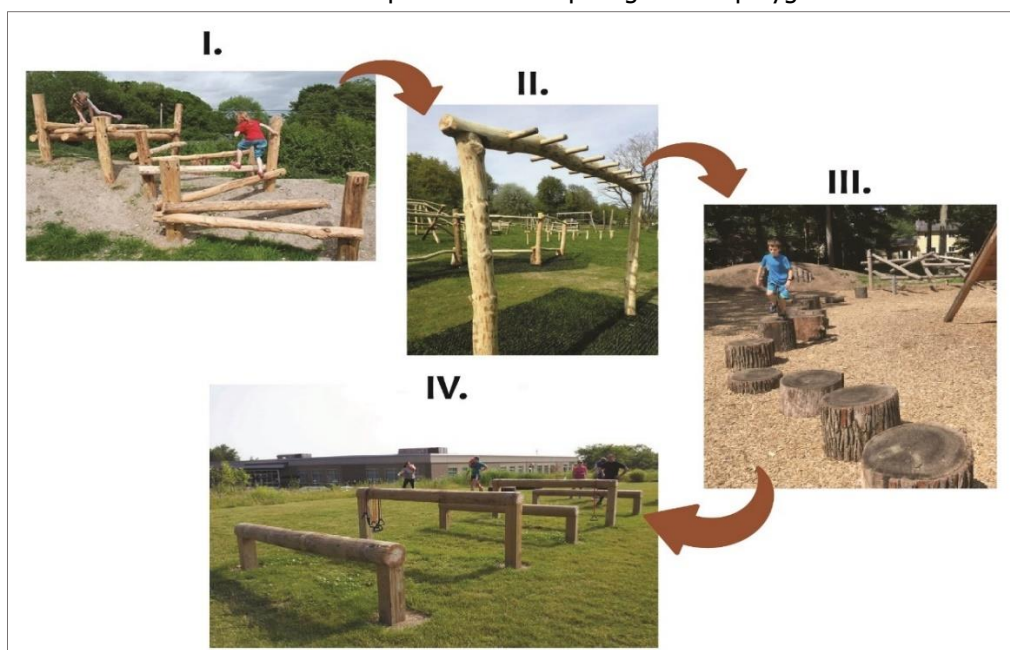
<sup>33</sup> Uoči lansiranja proizvoda, ovi rokovi se u dogovoru s domaćinima mogu i modifikovati.



**Photo 32.** The campsite has a lot of open space (photo: Camp Bukovica FB)



**Photo 33.** Proposal of a four-part gladiator polygon



The concept described above would provide an interesting, thematically convenient and investment-friendly relatively inexpensive additional activity for campsite visitors. It could be



paired with an investment in the purchase of excursion bikes, as another additional and more chargeable form of the offer.

In the second phase of product development, a gladiatorial park could serve as the basis for organizing thematic events (e.g. the Roman Challenge, a tournament in Roman games and skills); Legionnaires' weekend camps for scouts, etc. following the example of examples from abroad, with the help of trained staff, a gladiator school program could be developed and monetized.<sup>34</sup>

## **2. Sub-fire - panoramic point** (coordinates: 45.04117, 17.09327)

### **Set up a multimedia panel of the following introductory content:**

*Take a break for a moment with the beautiful view that shoots from the hilly Potkozarje towards Lijevče-polje and Posavina. You are looking at the strategically important area where communication routes between the interior of the Balkans and the Pannonian Plain have merged since ancient times. Because of this, somewhere between the old and new eras, it was on the site of today's Gradiska that an important Roman stronghold and one of the three main Roman ports on the Sava – Servitium were founded.*

In addition to the above content, the panel would also display QR codes for moving 3D views of selected invisible sites on The Green AVenture, the ability to select the next point on the route or change the route and the QR code to the page in the AdriLink project.

## **3. Kievci - Monastery**

### **Set up a multimedia panel of the following introductory content:**

*As cruel as the passage of time is to traces of history, the heritage simply "sticks" to some places. One such point is the Monastery. Tragovand two churches-log cabins – younger from the 19th and older from the 16th century; the remains of a medieval monastery church with a thread and a necropolis (cemetery); as sugar at the end (or beginning), richly equippeda Romana villa rustica, i.e. fromthe fir land of a large estate dated to the period of the 1st-4th century. It is understood that in 2019 the site is protected as one of the national monuments of Bosnia and Herzegovina.*

*In addition to the above content, the panel would also display QR codes for moving 3D views of selected invisible sites on Green AVenture, the ability to select the next point on the route or change the route and the QR code to the AdriLink project page.*

## **4. Donji Podgradci, next to the cemetery** (coordinates: 45.08169, 17.10843)

### **Set up a multimedia panel of the following introductory content:**

*Walking through this cemetery in 1901, a strange monument on the grave of a recently deceased peasant was seen by a local nobleman, Đurkovečki: "Potamilia Proba placed for her brother Ursion and sister Sirmia, and mother Higinia". No mention of Dusan, Jelena, Millie or any other common name of this region. Thus, stela (Roman tombstone) from Donji Podgradci was discovered. But while the Romans looked to death with quite a chill, Christian doctrine*

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<sup>34</sup> See e.g. <http://www.romegladiatorschool.com/gladiator-school>, access: 3. 3. 2022.

*does not look at things quite so blackly. That's probably why there's a great inn in the middle of this cemetery.*

*In addition to the above content, the panel would also display QR codes for moving 3D views of selected invisible sites on Green AVEnture, the ability to select the next point on the route or change the route and the QR code to the AdriLink project page.*

#### **4.2.2. Small info-tables and possible route sections**

On the Green AVEnture route as a heritage site suitable for installing small info-boards, we suggest:

1. Point along the vrbaška-Gornja and Podgradci road and, where the Vrbaška river approaches the road (coordinates: 45.08585, 17.089):

*Gustiša on the left side of the road flows the Vrbaška river. In the nearby village of the same name, there is still a memory of two towers, a single one from Roman, and a comrade from the Turkish period.*

2. Foothills of the "Wounded Bird" monument (coordinates: 45.07625, 17.0288):

*On the elevation to the right, the "Wounded Bird", a sculpture of the Slovenian sculptor Tone Svetina, is drunk on the elevation to the right of the sky. The work preserves the memory of the suffering of the Kozara children in World War II.*

On the route or near the "green" route there are also several interesting agricultural lands, companies, and other entities compatible with the tourist activity. Here we highlight:

1. SP "Kozara cheeses", Donji Podgradci, production of domestic cheeses
2. PPG Malešević, Donji Podgradci, sauces "Djed Niko"<sup>35</sup>
3. Agro Nektar d.o.o., Donji Podgradci, organic juices of "Fruit Organica"
4. 'Aromas', Upper Podgradci, chokeberry products
5. "Berry Tale", Upper Podgradci, blackberries and blackberry wine
6. Tavern "Košuta", Donji Podgradci, restaurant
7. Tavern "Kod Lukić", Gornji Podgradci, restaurant

There are also several other entities operating around the route, from beekeepers to accommodation providers. However, the possibilities of their inclusion are limited for the time being, due to physical inaccessibility (e.g., lack of bridges over Lubina in the Kiev area), which is due to unclear legal status (e.g., unregistered accommodation capacities).

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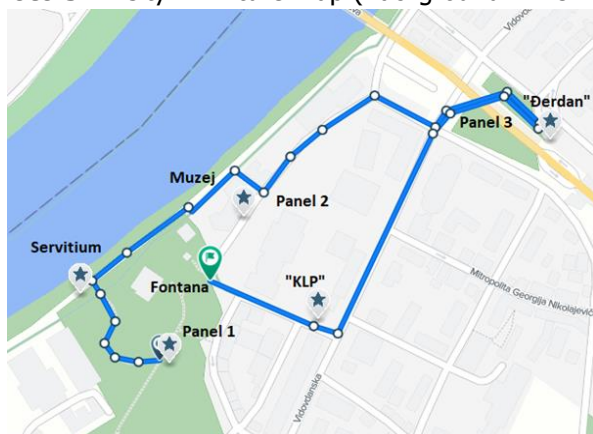
<sup>35</sup> These two entities already have business cooperation in place.

### 4.3. City AVENTure

The third thematic route is a one-kilometer-long city walk, primarily intended for visitors in transit, as an integral part of larger package holidays and generally for all those looking for a few hours of activity in Gradiška. The route passes through the city park and the center, encompassing its main sights and existing cultural and tourist capacities. As a place of experience, the renowned city restaurant "Djerdan" is positioned, located in the immediate vicinity of the border crossing. From it, the route returns to the city center. Substantively, the route represents the history of ancient Gradiška, connecting it with modernity.<sup>36</sup>

In this sense, it should also be pointed out that the City's AVENTure exists in virtual form in addition to the "analogue" version. Namely, within the framework of the previously described AVENTure App, an educational and entertaining game for small and large was developed, according to the principle of augmented reality (in more detail somewhat lower).

**Photo 34.** City AVENTure map (Background: Bikemap)



#### 4.3.1. Route and content description

The city's themed promenade will be equipped with three multimedia panels and an interpretation board at the site of the excavations of the ancient Servitium. Below is a description of the points of the route and their content.

**It is also foreseen to set up six interpretivemultimedia panels, as follows:**

1. **Forging trails in the southwestern part of the City Park** (coordinates: 45.145448, 17.248630).

**Set up a multimedia panel of the following introductory content:**

*Dear passengers and aventurists, ave! Although you stand at the gates of Bosnia, we greet you with the manner of the ancient Romans. For this is also the place where 2,000 years ago, during the time of Emperor Augustus, the Servitium was founded, an important stronghold at the crossroads of the roads leading from Italy and Dalmatia to the east of the Empire. As you*

<sup>36</sup>The final route of the route is largely due to the proposals of Mr. Bojan Vujinović, for which the author's team thanks him.

*can see, you are currently at a small crossroads yourself. To avoid a dilemma, continue your city's AVENTure to the left. Good direction let him wish you a mile from the time of Emperor Elagabal (218-222), found near the village of Jablanica west of Gradiska (originally, though, in stone, not digital form).*

In addition to the above content, the panel would also display QR codes for moving the 3D view of the milestone, the ability to select the next point on the route or change the route and the QR code to the AdriLink project page.

## **2. Excavations of Servitium and Sava kaj**

### ***Set up a multimedia panel of the following introductory content:***

*It is believed that after conquering the intersection of the Sava and Drava rivers around the age of 35 BC. Hrista, the future Emperor Augustus on the Sava founded the river fleet. In addition to Siscia (Sisak) and Sirmium (Sremska Mitrovica), one of its headquarters will become Sirmium. The life of this at first military and later civilian settlements is safely monitored from the 1st to the 6th century, that is, through a full five hundred years. Its lifeblood was, of course, the Sava River, the highway of the time. Continue your tour by walking along her shore downstream.<sup>37</sup>*

A QR code AVENTure App is also set up at this location – meet Servitium!

The game uses a mobile device and 9 beacon wheelbarrows spread around the city park to develop an augmented reality tourist experience. In this way, players get to know the appearance and everyday life of Servitium, which is gradually revealed to them through nine tasks. Successfully completed tasks allow the player to get a discount (v. 4.4.1.) The game, therefore, provides additional tourist content in the center of Gradiska, which can be consumed in addition to or independently of the City AVENTure.

In addition to the above content, the panel would also display QR codes for moving the 3D view of the milestone, the ability to select the next point on the route or change the route and the QR code to the AdriLink project page.

## **3. Gradiška Regional Museum.**

Placing a small info-table that will point from the keja to the Museum and Cultural Center (table location proposal: 45.147359, 17.249842, or alternatively: 45.146997, 17.249330). The info board would read:

*Turn right, towards the NativeMuseum in. The content as much as the beautiful, will reveal many interesting things from the construction history. If you're in a hurry, across the street from the Museum is the Cultural Center plateau, the next stop of your city's AVENTure.*

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<sup>37</sup> Inaction with the association "Amur", guided groups would have the opportunity to experience this downstream "descent" as a boat ride on the Sava instead of walking.



#### **4. The plateau in front of the Cultural Center.**

##### **Set up a multimedia panel of the following introductory content:**

*As you stand in front of one of the most modern public buildings in BiH, it probably does not occur to you that Pannonia was a land of wood, mud and water. Construction of solid materials was brought here by the Romans. For example, some of the stone blocks that still hold the Sava coast, which you just walked along, was carved in ancient times. If you're wondering where the boulders came from in the Servitium, the answer is simple. Ten kilometers upstream, in the present-day village of Gasnica, in ancient times there was a quarry. Spin his virtual wheel, and then, as after every work in the quarry, direction restaurant.*

In addition to the above content, the panel would also display QR codes for moving 3D views of invisible sites, the ability to select the next point on the route or change the route and the QR code to the AdriLink project page.

#### **5. Park Most (coordinates: 45.147868, 17.252778).**

##### **Set up a multimedia panel of the following introductory content:**

*You are approaching the restaurant "Djerdan", a place of hedonism and enjoyment of life (in Bosnia we say, meraka). And while the ancient Romans might not understand today's hedonistic jargon, they would have very much understood its contents. This was especially true for those well-off who, in idyllic landscapes such as ours, erected large country estates and the so-called villae rusticae. On the 3D display you can see what villa rustica looked like from the Kievci-Manastište site southwest of Gradiska, which is the national monument of BiH and part of our Green AVENTure. Interested?*

In addition to the above content, the panel would also display QR codes for moving 3D views of invisible sites, the ability to select the next point on the route or change the route and the QR code to the AdriLink project page.

## 6. **Restaurant "Đerdan".**

### **Set up a multimedia panel of the following introductory content:**

A catering facility with a pleasant ambience, with a built reputation and an established business model, will probably be easiest to realize its function as a thematic place of experience. Participants of the city and other AVEnturas can be offered a commemorative Roman menu (v. p. 21-22 practical guide). In cooperation with the **denarius association**, a smaller numismatic setting could be placed in the restaurant's Roman corner. Building on it, roman coins could also be purchased in the restaurant, which visitors could use as a souvenir or throw in the city fountain for good luck.

In addition to the above content, the panel would also display QR codes for moving 3D views of invisible sites, the ability to select the next point on the route or change the route and the QR code to the AdriLink project page.

**Host place - Place of experience and networking - restaurant "Đerdan"**- Gore is briefly described function "Đerdana" within the City AVEnture. A few more suggestions should be highlighted here. It was pointed out that this entity should not have problems with the implementation of the regular thematic program, since it fits with the offer and *core business* of the house by automatism. In this regard, the most important thing is to prepare standardized visual materials and messages that the restaurant will then be able to place through its communication channels (menu printing, social media visuals, etc.)

A more complex function "Đerdan" can be performed at the level of occasional content that in his case would not only have a tourist, but also a logistical-promotional role in relation to the mission of the Interpretation Center. For example, the acquisition of souvenir coins could be a continuous *Fundraising* program that would raise funds for the ongoing needs of the collaborative platform under the name **"Coin for Coin"**. Visitors would be waiting in the Roman corner of "Djerdana", among other things, for the following inscription:

*"Coin for Coin": AVEnture Gradiška are the fruit of cooperation of a series of physical and legal faces gathered in the informal platform of the Gradiška Landscape Interpretation Center. Our common goal is to turn our city into a destination of responsible and sustainable tourism and a better place to live. Along the way, any help is welcome. With the purchase of the Gradiska Roman coin (2 KM)<sup>38</sup> you also become part of our common story. Thank you from the bottom of my heart!*

As a symbol of the Center's vision and mission, this coin would not only serve as a souvenir or for throwing it into the fountain but could also be used as a discount voucher (v. below). On holiday season or on other convenient occasions, the Coin for a Coin program could be humanitarian.

"Đerdan" is also a convenient location for holding occasional tourist and promotional events, e.g., organizing thematic tasting rooms of antique dishes. Titled **"Culinary AVEnture – 'who**

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<sup>38</sup> The final price will be determined by the collaborative platform.



**survives, will talk"**, at these tasting rooms without prior rehearsal, dishes would be prepared according to ancient and other historical recipes. Among the tasters would be ordinary visitors, but gastro-bloggers and influencers, travel agents, etc. could also be invited. It would also be possible to record the event as a podcast since the concept carries that kind of potential as well. Some editions could also be organized as competitions in the preparation of antique recipes without prior rehearsal. Over time, successful and accepted antique recipes could be published in the form of an AVENTuristic cookbook of gradish Roman recipes.



**Table 3.** Working hours of Đerdan

	Constantly available facilities	Available by appointment of min. 6 hours in advance <sup>39</sup>	Available by appointment 1-2 days in advance	Available by agreement and by appointment min. 5 days in advance
<b>Season (jun-august)</b>	Roman corner, exhibition, and coin workshop	Roman Corner - Short presentation of the exhibition, Roman Meni	Presentation and workshop "Baking sweets"	"A day with a City AVENTurist" (Walking tour+ Roman Meni)
<b>Out of season of works</b>	Roman corner, exhibition, and coin workshop	Roman Corner - Short presentation of the exhibition, Roman Meni	Presentation and workshop "Baking sweets"	"A day with a City AVENTurist" (Walking tour+ Roman Meni)

**7. The house of Lijevč and Potkozarje.** The route of the route would return from "Djerdan" along the main city street (Vidovdanska) to the City Park. It would pass by the House of Lijevč and Potkozarje, where visitors could obtain souvenirs, promo materials and information related to other AVENTuristic contents. A smaller info panel of the following content could be placed in front of the House:

*The house of Lijevč and Potkozarje, the second-to-last stop of your city's AVENTure, offers you the best of our region. Before you go back to City Park, stop by.*

<sup>39</sup> Uoči lansiranja proizvoda, ovi rokovi se u dogovoru s domaćinima mogu i modifikovati.

**8. City Park - Fountaina** (coordinates: 45.146373, 17.249593). It is proposed to set up an info-table to encourage visitors to perform a ritual that could eventually grow into a symbolic finale of the tour of the city:

**Set up a multimedia panel of the following introductory content:**

*Everything that's nice is short-lived. But everything that is beautiful we can wish for. Wish therefore, by throwing a Roman coin into the construction fountain. For luck and a reunion at one of the AVEnturas!*

**Photos 3 7-39.** Gradiška: City town hall (museum) and fountain in the central park



## **ANNEX I**

### **ICT MULTIMEDIA**

#### **CREATE A MOBILE APP**

For the quality of the tourist product – LIC Gradiška and the routes of the Paths of Honey and Romans, it is recommended to create a functional AR mobile application aimed at introducing users to the cultural and historical ancient heritage of Gradiška, which will allow a solo tour of visitors to LIC in an interactive, educational, and fun way.

Augmented reality is an enhanced version of the real, physical world that is achieved **using** 3D elements, visual effects, sound on smartphones, tablets, etc. Thus, AR applications use the real, physical world and elements of the physical world and uses various sensors to add computer-generated 3D models, audio, photo recordings and visual effects to it to increase the user's experience.

Since Gradiška has several archaeological sites from the atient time, City Administartion wants to educate locals and tourists about these sites and their history as part of the ADRILINK project, and to turn invisible sites into visible ones. In addition to the educational part, users will have the opportunity to play games to collect points/Roman Coins. These points/Roman Coins can later be used to get discounts in local stores or with restaurateurs involved as points of interest on the route or to obtain virtual rewards.

The application will serve as a guide to all points along the route, it will allow 3D display of invisible sites, users will collect points when visiting all 13 points and scanning QR codes when they physically reach the panels, and in the center of Gradiska ar game will be enabled at the site Servitium through quests. The app will be able to be sourced from the Google Play Store but will be able to run by scanning QR codes when visitors physically reach one of the 13 points along the route, further ensuring that we visit the dots along the route.

#### **TECHNICAL SPECIFICATION FOR MULTIMEDIA PANELS**

##### **Multimedia interactive info totems**

It is recommended to set up interactive multimedia Outdoor totems on 13 locations

Interactive multimedia totems represent a possibility for efficient promotion of the destination through digital channels and innovative communication with users, i.e., guests and visitors.

Key characteristics and functionalities:

- Multifunctional systems that combine high-quality hardware components with advanced software solution and services
- a centralized CMS system (Content Management) that allows users to create, modify and manage data on the entire network of real-time interactive totems (cloud computing solution)
- presenting the tourist offer of the destination through attractive multimedia content (video, photos, virtual tours, interactive maps that facilitate the spatial navigation of users and interaction with mobile devices through QR codes)

The benefits of using interactive totems are multifaceted because visitors get an improved user experience when visiting a destination. They can easily search to get a large amount of information at any time of the day and year. Also, all actors on the route receive a tool that contributes to raising the presentation and promotion of the content of the destination to the next level, as well as significantly improving the process of digital transformation. Encouraging local stakeholders to actively participate in the destination management process through encouraging the sale of services and products through a network of interactive totems.

It is planned that in addition to the presentation of the project, the platform, each totem contains QR codes for launching the application, games, additional information about all points on the route.



Preferred technical characteristics of outdoor panels:

Interactive totem housing made of metal with constructive reinforcements and protection from external influences (IP56 standard)

Anti vandal protective glass

Multi touchscreen function

LCD Screen diagonal 24" with high revenge that allows visibility under direct exposure to the sun's light (4,000 cd/m<sup>2</sup>)

High performance PC with UPS

Ventilation and heating system

Electronic Hardware Performance Control Unit

Software application with content management system



## ANNEX II

### ROMAN LEXICON

<b>MULSUM</b>	A popular warm drink among the ancient Romans – reheated wine sweetened with honey.
<b>GARUM</b>	The most popular ingredient in Roman cuisine – fermented fish sauce, the production of which was even prohibited near cities due to its large stench.
<b>FIBULA</b>	A precursor to today's brooch, the fibula is a metal needle safety with which to attach and connect certain parts of clothing, such as a toga in ancient Rome.
<b>AVE</b>	Roman version of the greeting "Hello!" - a greeting used both when meeting and parting
<b>SALVE</b>	Greetings when meeting one person
<b>SALVETE</b>	Greetings when meeting more than one person.
<b>VALE</b>	The Roman version of today's "Goodbye!" to one person
<b>VALETE</b>	Hello when you're saying goodbye to multiple people.
<b>MEL</b>	Honey
<b>STELLA</b>	In ancient times, a vertically placed stone or bronze slab, with embossed performances and inscriptions; most often a tombstone, but it can also be of an honorary character. It's like a Roman tombstone in The Lower Borders.
<b>VILLA</b>	Country House
<b>RUSTICA</b>	
<b>LEGION</b>	The basic military formation in ancient Rome; depending on the period, it numbered from three to six thousand pedestrians and was divided into 10 <i>cohorts</i> , the <i>cohort</i> was divided into 3 <i>manipules</i> , and the <i>manipulous</i> into 2 <i>centuria</i> .
<b>CENTURIA</b>	It is a basic unit in a Roman political-military organization that has 70 to 100 soldiers and is commanded by a centurion.
<b>MUNICIPIUM</b>	A special type of city in the Roman state – self-governing cities that together with their citizens enjoyed a privileged position.
<b>AMPHORA</b>	Clay pot for oil, wine, grain, honey and more in ancient Rome.
<b>TUNIC</b>	Bottom dress made of wool or linen resembling a shirt, sewn from two pieces of fabric, sleeveless or only with short sleeves. Underpaid, the male tunic reached to the knees; The women were wearing a slightly longer tunic. It served as home and work clothes.
<b>TOGAS</b>	The top dress, it was the national clothes of the ancient Romans. It consisted of a larger semicircular piece of woolen fabric, and it was slung over the left shoulder so that the right hand was free. The harmonious folds of the toga were a sign of elegance. It was worn only outside the house, mandatory for public appearances.
<b>COLONY</b>	The colony or settlement was in ancient times a settlement of citizens of a state in the conquered land.



- FLOTILLA** A small fleet; a unit of smaller warships.
- CIVIS** A citizen, that is, a Roman citizen. In the Roman state, only he has full political and civil rights: the right to vote, the right to master's degrees, the acquisition of quiritus property, the family hair, the wills and inheritances, the marriage of a Roman marriage, civil business acumen, etc.  
All the free inhabitants of the Roman empire were tied only for Emperor Justinian.
- PEREGRINI** Inhabitants of the Roman provinces. They could get Roman citizenship individually (due to some merits for Rome) or collectively, whole municipalities or provinces.
- SESTERCIVM** Roman money that began to be forged around 210 BC. K. In the time of the Republic, it was forged from silver, and in the time of the Empire of bronze.

## **ANNEX III**

### **Synopsis of educational and presentation workshops "Secrets of honey" on PPG Trninić**

The synopsis would consist of the following parts:

1. Greetings and introduction
2. Unknown history of honey
3. Hidden pearls of the apiary "Queen"
4. The secret of real honey
5. Making "Little Augustus"<sup>40</sup>

The presentation and workshop are led by the presenter, i.e. one of the hosts. All the text below is a suggestion for her/her presentation. Italicizes the parts related to suggestions to the presenter how to present and direct the course of the presentation.<sup>41</sup> The estimated duration of the workshop is about an hour and a half.

#### **1. Greetings and introduction**

*General and spontaneous words of welcome, as is the custom when you come to Bosnia. In this part it does not take much about the work of the landlord, because section 2 of the presentation is provided for this. So, a short spontaneous greeting speech with a welcome drink. It can be served with the words: "And here we have prepared something for you to warm up. A little homemade mead, but also plum, to make our workshop sit better!"*

#### **2. Unknown honey history**

"When do you think people started cultivating bees and honey?" (*Invites visitors to offer an answer*) "Probably a long time ago when I ask. The oldest evidence of beekeeping is cave paintings from Spain, which are about 8,000 years old." (*Depending on what the participants say, they may be answered: "So bravo, you can go to the beekeepers", or "You did not think that so long ago, huh?" ...* )

"The greatest peak in history (including today), beekeeping reached two thousand years ago, during the time of the Roman Emperor Augustus. The writers of the time state that there are few houses without an apiary, and that some hosts produce up to 2.5 tons of honey per year. The term 'honeymoon' also comes from Roman times, why do you think?" (*Again, invitation to visitors to offer a response*)

"Well done to mr/madam" (*if anyone guesses*) or: "There don't seem to be any recently married here, at least not in the Roman way" (*if they don't hit*). "According to custom, the

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<sup>40</sup> There's also a suggestion of "Honeymoon."

<sup>41</sup> Historical data for the presentation are taken mainly from two articles: Kristensen, Kurt: *Beekeeping in Roman Age: Economy, production, symbolism*, Milan, 2018 (url: [https://www.academia.edu/38293473/Beekeeping\\_in\\_Roman\\_Age\\_pdf](https://www.academia.edu/38293473/Beekeeping_in_Roman_Age_pdf)); Crane, Eva: *Beekeeping in the World of Ancient Rome*, *Bee World*, 75, 3 (1994): 118-134.

newlyweds were given a honey and milk drink for good luck in their marriage – perhaps that is why today we know how to say that someone is flowing (or not flowing) honey and milk."

"In later times, beekeeping let go a lot, and the bees went wild. When you come across a swarm of bees in nature today, it is quite possible that these are descendants of the bees of the ancient Romans. That is why now I will jump some 1980 years into the future, now when the first swarm arrived in our apiary 'Queen'. That was, now, a million-dollar question, what year?" *(After the visitors again shoot a little, tell them the year of the founding of the Apiary "Queen")*

### **3. Hidden pearls of the apiary "Queen"**

"In those \_\_\_ years from \_\_\_ years from \_\_\_ we came to \_\_\_ production companies" *(list the number of hives and similar interesting figures, explain what the manufacturing company is, etc.)*. "We get honey from the apiary located in three locations about 15 km from Gradiska, away from the city, traffic and intensive agriculture" *(a word or two about the natural environment)*. "The types of honey that our bees produce are \_\_\_\_\_" *(specify the species)*. "After the bees have done their work, honey is \_\_\_\_\_" *(a word or two on the method of production)*. "In addition to honey, we also produce: \_\_\_\_\_" *(list other products: pollen, propolis, etc., with a word or two about each, medicinal properties, etc.)*. "We are also proud that our Predrag, who started this whole story, is one of only two people in BiH who knit tangles of tingling, a traditional kind of rye straw hive" *(if he exhibits Predrag, then a little reformedwards)*.

*In displaying welcome jokes and interactions with visitors.*

### **4. The secret of real honey**

"Now, you think you are, you presented it all to us beautifully, but how do we know that what you're saying is true? If you use honey, surely not once did you ask yourself the question of how to know if it is real?" *(Ask visitors if they have any ideas about it)* "You don't? Then let's find out!" or "You're on the right track / bravo! chemistry and physics never lie! Let's do a few little experiments."

*Here the presenter should choose a few effective tricks to determine the quality of honey, which is for example. N. Trninić listed in the article for Agro Planet (July 2017) and let visitors carry them out (e.g., lighting a match after dipping into honey, honey in a glass of water, etc.). A comparison of the behavior of real and fake honey can also be made.*

"And what do you say? Is there any difference? Which one do you think is real? *(Invite visitors to interact and comment, whereby the conversation should be led to the conclusion that the real honey is Trninić's)*

### **5. Making "Little Augustus"**

"Now that we've determined which honey is real, let's make something out of it! I mentioned at first that beekeeping peaked in the time of Emperor Augustus. He, by the way, during that time, lived a lot of long 77 years. <sup>42</sup> When asked what the secret to his vitality was, he allegedly

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<sup>42</sup> For information to the presenter (if anyone asks), he was born on the 63rd before Christ and died on the 14th year of the new era.

replied: 'Honey in, oil out!' Since we also associate it with the founding of Gradiska (i.e. ancient *Servi*)<sup>43</sup>, it seemed to us that there is no better candidate to name our original homemade dessert – *Mali Augustus*!

"It's actually an energy bar that, if you're going around our thematic routes, can come in handy."

*The following is the preparation of the dessert according to the recipe with p 23-25 practical guide. According to the recipe, after chopping, the nuts are first toasted in the oven for 15 minutes, then mixed with honey, and finally baked for 20-25 minutes. These breaks can be used to serve meze and drinks and socialize around the table (presenter makes sure that "August" does not burn).*

*After the first preparation is placed in the rack for 15 minutes, the break can be used to gather around the table, where mezza and drink can be served. The crushed "August" can serve as a dessert after the meze.*

*During the preparation of "Little August", the presenter can present other interesting information, e.g., that it is a homemade, healthy energy plate, that honey is "Queen's" and hazelnuts that they are "Empresses", etc., etc.<sup>44</sup>*

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<sup>43</sup> For information to the presenter, in Augustus' time (about 30th before Hr.), a river fleet was established on the Sava, which eventually established one of its own from the eater in Servitium, a crossroads of important roads.

<sup>44</sup> For example, if cooperation is established with the producers of the "Imperial Hazel" from Krajišnik.