

**INTEGRATIVE STRATEGIC PLANNING AND DESIGN FOR
THE STRENGTHENING OF IDENTITY AND CULTURAL
TOURISM IN THE DANUBE CITIES - **SMEDEREVO****

INTEGRATIVE STRATEGIC PLANNING AND DESIGN FOR THE STRENGTHENING OF IDENTITY AND CULTURAL TOURISM IN THE DANUBE CITIES - **SMEDEREVO**

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GRAPHIC DESIGN

Marija Cvetković, M.Arch.

PUBLISHER

University of Belgrade - Faculty of Architecture
Bulevar kralja Aleksandra 73/II, 11000 Belgrade, Serbia

COVER PHOTO

Touristic board of Smederevo

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ISBN



0

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INTEGRATED RURAL DEVELOPMENT PROJECTS FOR SUSTAINABLE TERRITORY DEVELOPMENT OF THE CITY OF SMEDEREVO

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ABSTRACT

One of the basic characteristics of Serbian territorial development is the concentrated development of several major urban centres driven by a rapid decline of the quality of life in villages, their depopulation and impoverishment. The basic thesis of this paper is, in accordance with the current global, European and national development agendas, that the sustainable territorial development can be achieved exclusively through balanced rural-urban development.

This paper introduces integrated rural development projects (IRDP) as instruments for reaching sustainable territorial development for the city of Smederevo. They are developed within the Master Program in Integrated Urbanism at the Faculty of Architecture of the University of Belgrade supported by the DANURB project and the city government. The main aim of the paper is to present the pedagogical model and IRDP development methodology, as well as results produced within the teaching process – five master theses. These projects differ in main themes, the size of the territory, types and formats of the solutions, but have the same objectives - to improve the quality of life of individuals, families and rural communities, and, thus, increase their visibility and attractiveness. Their aim is not only to prevent out-migration of young people from the villages, but also to encourage in-migration of new population.

When viewed from that perspective, besides straightening rural areas, these IRDPs can contribute to the reduction of pressure on urban areas, whose spatial, infrastructural, institutional and ecological capacities are increasingly burdened and hold back sustainable development.

KEYWORDS:

Integrated rural development projects; sustainable territorial development; pedagogical model; master thesis; Smederevo

1. INTRODUCTION

Since the beginning of XXI century, Serbia has been going through the transitional and structural socio-economic reforms. These reforms triggered the processes of privatization, changes and harmonisation of the legislation with the EU norms, giving an onset to the market liberalisation. While Serbia is striving to achieve the goals of reforms, overcome the economic crisis and join the EU, the main characteristics of current development are far from what we could call the sustainable development. The concentration of political and economic power in few cities, foreign trade being oriented towards importing, privatization of domestic production and creating a stimulating economic environment for foreign investors are the factors that have been affecting the deterioration of domestic production in Serbia, and especially agriculture. The downturn of agricultural production, alongside with transitional consequences such as increased unemployment rate, intensive depopulation and rapidly aging population are contributing to the low quality of life in rural areas and to the vitality loss of villages in Serbia.

Within the on-going on EU accession process, the Serbian government has aligned laws, development strategies and public policies with the EU framework. Despite that fact, the main stumbling blocks of sustainable rural development are (1) centralized government and planning system without much space for bottom-up initiatives on the local level, and (2) the lack of development programs for strengthening rural social capital.

This paper aims to discuss the potential of an integral approach to development planning and governance in rural areas by presenting the student's integral projects for sustainable territory development of Smederevo. These projects have been developed within the Master Programme in Integral Urbanism at the Faculty of Architecture of the Belgrade University and their framework was the DANURB project "Regional Network Building through Tourism and Education to Strengthen

the Danube Cultural Identity and Solidarity". The specific methodology used in developing these projects is of great importance because the students had an opportunity to study in real environment, to learn and implement real development problems and potentials of subject territory and to collaborate with local governance and field experts. The described methodology resulted in specific products – integral projects which present the instruments for achieving sustainable future of rural areas in Smederevo territory.

The first part of the paper briefly describes the development context of rural areas and villages in Serbia as well as the main characteristics of governing the rural development system in Serbia. Furthermore, the paper presents the development concepts and integral approach to improving the quality of life in local communities through an analysis of the EU, national and local strategic and regulatory documents. The third part of the paper discusses six integral projects developed by students as well as the methodology applied. The findings are summarised in the conclusion outlining the key strengths and weaknesses of integral projects as instruments for sustainable development of territory.

2. RURAL AREAS OF SERBIA: DEVELOPMENT AT THE MARGINS

There are 6.158 settlements in Serbia, of which 5.965 are non-urban and automatically considered as villages [1]. In rural areas, the villages are widely spaced with a low density of population ranging between 100 and 500 inhabitants, while the infrastructure is in extremely poor condition. Agriculture is a dominant economic activity in most villages, but the aggravating circumstances for people who are engaged in agriculture are poor access to markets of goods, information and financial capital (Strategija prostornog razvoja Republike Srbije 2009-2013-2020., 2009).

The results of the Population Census conducted in 2011 showed the increasingly unfavourable demographic trends at the national level, but especially in rural areas.

Namely, the consequences of negative natural population growth and intensive migrations towards urban areas and EU member states are reflected in a decrease in rural population of 311.139 (10.9%) inhabitants in the period from 2002 to 2011. In rural areas in South and East Serbia, population decreased by 19% during this nine-year period and the trend continues all over Serbia (Strategy of Agriculture and Rural Development of the Republic of Serbia 2014-2024, 2014).

Another characteristic of rural areas in Serbia that is directly related with previous one is the change in the population age structure. There is less and less population aging between 15 and 65, i.e. every fifth inhabitant in rural areas is older than 65 Serbia (Strategy of Agriculture and Rural Development of the Republic of Serbia 2014-2024, 2014).

In terms of education of rural population, 37% of inhabitants are holding the high-school degree. The trend of decreasing population with high education degree can be noticed across all regions in Serbia. This phenomenon is due to the lack of attractive jobs that are compatible with their education.

When combined, the problems of rapidly aging population, decreasing working-age population and low-educated population are resulting in villages and rural areas being the poorest and underdeveloped, and its inhabitants becoming the most vulnerable socio-economic category of the population. In addition, women in rural households are in the particularly unfavourable socio-economic position due to the lack of employment and patriarchal social environment where the gender inequalities in the field of economic participation are highly expressed.

The national and local rural development policies of are mainly focused on the economic aspect of encouraging development. The development measures undertaken by the national and local government mainly include support to agricultural production and access to the market. But in terms of sustainable development, these measures are not comprehensive and do not

solve the problem of rural development entirely. The state in which rural areas are shows that the existing institutional, organizational and planning mechanisms are inadequate. Although there are laws, development strategies and public policies in place, which declare and formally seek to implement the principles of sustainable rural development, in reality the system is slow, inert, incompatible, non-communicative and inadapttable.

The part of the problem is the still used traditional top-down approach to urban planning that does not leave enough room for involvement of local communities. During the last decade, new approaches, methodologies and instruments have been introduced step by step, such as local, strategic and action planning, but there is still more progress to be made. Currently, the national and local governments are implementing policies and solutions received as international level demands as a part of integration processes. These policies are implemented without essential understanding of their values, which results in insufficiently adaptable solutions compared to changing conditions at the local level. Likewise, the causes of these problems can be found in the decay of social capital in terms of insufficient capacity, of both, the employees in institutions and organizations in charge of development management and civil society (Milovanović Rodić, Lalović, & Nenadović, 2011).

The modest knowledge and lack of additional skills of the rural population are confirmed by the data according to which 97% of the rural population have not attended any additional training programs, and 54% do not have any special knowledge and skills. The percentage of rural population with computer literacy is 20%, while 66% of them are still computer illiterate (Strategy of Agriculture and Rural Development of the Republic of Serbia 2014-2024, 2014). In addition to this data, the situation on the field shows that the productive engagement of citizens in local development issues is very low. A large proportion of rural population is unaware of their own position and abilities, or they do not have enough knowledge and ability to build relationships in the community and launch bottom-up initiatives to achieve sustainable

solutions for reconstruction and improvement of their villages (Milovanović Rodić, Lalović, & Nenadović, 2011).

To conclude, sustainable development of rural areas in Serbia requires new urban planning and governance mechanisms and instruments in addition to the already applied ones.

3. **STRENGTHENING RURAL AREAS AS A PRECONDITION FOR SUSTAINABLE TERRITORY DEVELOPMENT**

The strategy for sustainable recovery of EU member states and their regions from economic crisis that brought Europe and the world into certain transformation process states some important principals and strategic goals of future sustainable urban and rural development. The *“EUROPE 2020 - A strategy for smart, sustainable and inclusive growth”* strategy puts forward three mutually reinforcing priorities:

1. ‘Smart growth: developing an economy based on knowledge and innovation.
2. Sustainable growth: promoting a more resource efficient, greener and more competitive economy.
3. Inclusive growth: fostering a high-employment economy delivering social and territorial cohesion.’ (European Commission, 2010).

Some of the important flagship initiatives that should catalyse the progress and achievement of listed priorities and are referring to urban-rural development include

- “Platform against poverty” - that should connect people from different regions and ensure social and territory cohesion.
- “Agenda for new skills and jobs” – an initiative to modernise skills and educate people with a view to allowing them to equally participate in labour market (European Commission, 2010).

Empowering the EU’s rural development policy has become one of the Union’s main priorities. By the

mid-1990s, the EU had a wide set of mechanisms, instruments and regulations for facilitating territorial/ rural development and cohesion, that were mainly financial. With the *Agenda 2000 Reform Agreement* and *Common Agricultural Policy (CAP)*, all these measures have been included into one main regulation. The benefits of this action are reflected in the idea that it is not enough to support rural development only by financial means (1st pillar), but it is necessary to introduce one comprehensive regulation that will cover economic, ecological and social dimension of rural development (2nd pillar) (Fig. 1)

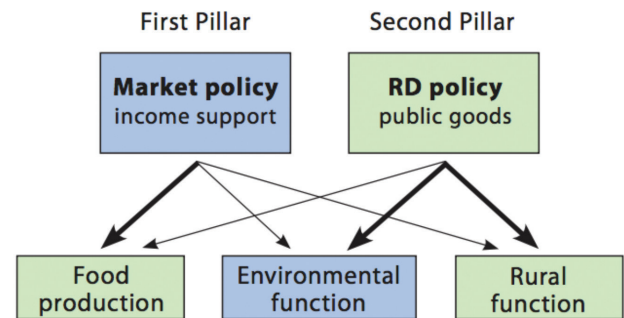


Fig. 1: Sustainable agriculture and rural areas (Source: The EU rural development policy, 2007-2013)

Through the further rural development policy regulation improvements, the main areas that need greater attention in the future were contained in the conclusions of the Second European Conference on Rural Development held in Salzburg in November 2003, *“Planting seeds for rural futures – building a policy that can deliver our ambitions”*. These included:

- Agriculture and forestry – need additional consideration in the future since they play an essential role in maintaining the vitality of rural communities and landscapes.
- Wider rural world – vitality of rural communities can

- no longer rely only on agricultural production, so the diversification of economic activities is necessary,
- Food quality and safety – it is important to preserve the quality of food, animal welfare and rural environment,
- Access to public services – it is necessary to ensure the equal rights and opportunities for all inhabitants,
- Covering the EU's territory – rural development policies must apply in all areas in order that all rural actors can meet the challenges,
- Stakeholder participation – all rural actors have to have equal opportunities to participate in devising policies,
- Partnership – policies have to ensure the partnerships between all sectors,
- Simplification – rural development policies have to be simple and based on programming, financing and control systems (European Commission, 2006).

In the context of the new financial perspectives for the programming period 2007–13, the European Commission conducted a thorough analysis of rural development policy. Reflecting the conclusions of the SALZBURG CONFERENCE ON RURAL DEVELOPMENT and the strategic orientations of the LISBON AND GÖTEBORG EUROPEAN COUNCILS (2001) emphasizing the economic, environmental, and social elements of sustainability, the following three major objectives for rural development policy have been set for the period 2007–2013:

1. Increasing the competitiveness of the agricultural sector – that includes sets of measures within groups such as: human resources, physical capital, quality of production, transitional measures for the new member states,
2. Enhancing the environment and countryside through support for land management – with

group of measures: sustainable use of agricultural land, sustainable use of forestry land;

3. Enhancing the quality of life in rural areas and promoting diversification of economic activities – with group of measures: diversification of the rural economy, improvement of the quality of life in rural areas, training, skills acquisition and animation (European Commission, 2006).

As mentioned above, national and local governments are following and implementing the guidelines of EU's policy into domestic legislation and strategic documents. According to that, the rural development framework is based on *The strategy of agriculture and rural development of Republic of Serbia, 2014-2024*.

The basic data analysis of rural development in Serbia is summarized in the following SWOT analysis (Table. 1)

Table 1: SWOT analysis

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> - Diversity of rural environment, - Rich cultural heritage, - Preservation of traditional knowledge and technologies, - Successful examples of good practice in the field of rural tourism and related activities, - Initiatives initiated to form local social networks, - Solid state of infrastructure in some rural areas 	<ul style="list-style-type: none"> - Unfavourable demographic trends, - Inactive labour market, - Unfavourable social structure, - Unused possibilities of diversification of income in households, - Insufficient utilization of cultural heritage, - Low infrastructural equipment, - Difficult access to social services, - Low level of social capital

OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> - Possibility of creating new products and services; - Possibilities of private and public partnerships; -Revitalization of resources and social structures -Possibility of intensifying regional cross-border cooperation; - Use of pre-accession period for competitiveness growth. -Application of standards with the use of EU funds (IPARD); -Possibilities for development of all types of tourism related to rural environments. 	<ul style="list-style-type: none"> - Insufficient recognition of rural specificities in local and national policies; - Poor investor interest; - Rising rural poverty and regional poverty differences; - Insufficient recognition of the specificity of small farms in national policies, including agricultural policy; - Stagnation in the EU integration process.

(Source: The strategy of agriculture and rural development of Republic of Serbia, 2014-2024)

The key principals of rural development in Serbia are referring to:

1. Sustainable agriculture – multifunctional agriculture is seen as one of the most important production sectors in rural areas
2. Polycentric development – based on respecting the diversity of production systems and types of agricultural householdings
3. Modernization of governing organizations – their training in the efficient management of public policies is the key factor in implementing the strategy
4. Stability and consistency of the agricultural budget –

sustainable rural development demands consistent and predicted annual finances. (Strategy of Agriculture and Rural Development of the Republic of Serbia 2014-2024, 2014).

In order to achieve rural development vision and its goals, strategy puts forward several PRIORITY AREAS of rural development policy, such as:

1. stabilization of the agricultural producer's income,
2. financing of agriculture and rural development as well as risk management activities,
3. efficient land management and increased availability of land resources,
4. improvement of the condition of physical resources,
5. improvement of the knowledge transferring and human resources development,
6. adapting and mitigating the impact of climate change,
7. technological development and modernization of agricultural production,
8. development of market chains and logistical support to the agricultural sector,
9. protection and improvement of the environment and conservation of natural resources and heritage,
10. diversification of rural economy,
11. improving the social structure and strengthening social capital,
12. modernization and adjustment of governing organizations and legislation,
13. Improving the quality and safety of products. (Strategy of Agriculture and Rural Development of the Republic of Serbia 2014-2024, 2014).

Although the development strategy and policy of rural development in Serbia are very aligned with the EU's policy, as shown, Serbia lacks the mechanisms

and instruments to implement its strategic goals and programs (priorities). Unlike the EU, Serbia is still directing its financial support mostly to priority areas that represent agricultural production and market participation. (Strategy of Agriculture and Rural Development of the Republic of Serbia 2014-2024, 2014).

The next chapter presents integrated projects for sustainable rural development and analyses their potential to include several different aspects and priorities of sustainable rural development into their solutions.

4. **INTEGRATED PROJECTS FOR STRENGTHENING RURAL AREAS AND SUSTAINABLE TERRITORY DEVELOPMENT: THE CITY OF SMEDEREVO CASE**

Traditionally structured, bureaucratic and hierarchical, the governance structures of cities and regions are increasingly losing their ability to respond to complex development challenges. Likewise, traditional instruments and approaches to urban planning are all weaker than the challenges they are facing (Innes & Booher, 2010).

The newly emerging socio-economic context(s) required a change in approaching urban development planning, which contributed to the development of the concept of integrated planning - the approach that can address these challenges. However, changing the approach to urban planning is inseparable from the change in education of new urban planners (Čolić, 2015). In 2012, the Department of Urbanism at the Faculty of Architecture of the Belgrade University affirmed the need to educate new urban planners due to the perceived socio-economic challenges of urban-rural development in Serbia by establishing a new study program - master academic studies: Integrated Urbanism (Maruna, 2015).

According to Ellin (2006), the integrated approach starts from analysing and understanding the local community, or a specific area of the city/village, their needs and development potentials, and strives to preserve all that represents parts of the built environment and

social processes that the local community values. The integrated approach in concert with the projects strives to rehabilitate, revitalize and restore social, economic, natural and cultural processes within a particular community. In co-operation with citizens, through various forms of participation, and on the basis of commonly defined needs, an integrated approach seeks to "add" what is lacking in that particular city/village tissue, or to generate interventions in a space that, like a domino effect, will cause new interventions in an already on-going process.

With the development of an integrated approach, various theoretical frameworks and the definition of the approach were developed (Brown, 2005; Healey, 1998, 2006a, 2006b; Laszlo & Krippner, 1998; O'Brien & Hochachka, 2007). Likewise, by putting an integrated approach to the service of sustainable development of cities and regions, many regulatory and development documents at the international and global level provide a framework for defining this approach and the principles of sustainable integrated development. Some of the most important are Leipzig Charter on European Cities (EU, 2007), Toledo Declaration (EU, 2010), European Commission's Cities of Tomorrow Report (EU, 2011), Urban Agenda for the EU (EU, 2016) and The New Urban Agenda (UN, 2017).

The integrated approach, as stated, strives to integrate the following segments into urban planning and governance:

- Different aspects of sustainable development - economic, ecological, social and cultural
- Urban, suburban and rural areas of the specific region
- Developmental, strategic, planning documents and legislative
- Different governance levels
- Different stakeholders and institutions
- Potential funds for the realization of the project

- Built and natural environment.

During the process of developing the students' integrated projects (which include above listed principals of integrated urbanism), it is of particular importance to establish cooperation with local governments of the cities / municipalities whose territory represents the spatial framework of the projects, since it enables students to have more complete and comprehensive insight into the development problems and potentials. Equally important is the cooperation with experts and experts in the teaching process (University of Belgrade Faculty of Architecture, 2017). The process and the results achieved by this practice-oriented teaching methodology are presented in several publications (Maruna, Čolić, 2014; Maruna, Čolić, 2015; Čolić, Maruna, Milošević Rodić, Lalović, 2015; Milošević Rodić, Maruna, Čolić, 2016).

The main topic of integrated projects for this generation of students was "Strengthening cultural identity in the Danube region" on the territory of Smederevo city. Developing students' projects was part of the cooperation with DANUrB project through the INTERREG Danube EU Programme (INTERREG, 2014).

The methodological framework of this course is primarily the concept of sustainable urban development and an integrated approach to development planning. In relation to the given territory, the city of Smederevo, students analysed and collected information about the current state of the territory and its developmental problems and potentials as well as development goals in order to find their specific topics of research and projects within the thematic framework of the given DANUrB project. After they select their topics, students are encouraged to start their research and project development (Milošević Rodić & Stojić, 2018).

As a result of the studying process on this course and the applied research methodologies guided by the principles of integrated approach to the sustainable development of the territory of Smederevo, the students developed five integrated projects:

1. "CULTURAL AND RECREATIONAL ITINERARIES", Mladen Kostadinović
The main goal of the project is integration of natural values and cultural and historical heritage in order to develop tourism and improve the quality of life by developing traffic / cycling infrastructure and promoting natural wealth in villages Šalinac and Kulić. (Poster 1)
2. "SMEDEREVO ORGANIKA" - CENTRE FOR ORGANIC AGRICULTURE IN THE SARAORCI VILLAGE: INTEGRATION OF ORGANIC AGRICULTURE AND RURAL TOURISM DEVELOPMENT, Milica Raković
The main goal of the project is to develop and improve the rural areas of the city of Smederevo by encouraging the development of organic agricultural production and enhancing diversification of rural activities by building the regional organic centre and encouraging collaborative action of local farmers. (Poster 2)
3. "FORMING A WIND BREAK NETWORK OF HIGH RECREATIONAL VALUE IN FUNCTION OF ENVIRONMENTAL PROTECTION AND DEVELOPMENT OF ECO-TOURISM IN MACROZONE OF ŠUMADIJA REGION", Milica Zukanović
The main goal of the project is environmental protection as well as the development of tourism by forming the network of cycling paths within wind break network. Local community can gain recreational space, develop local economy and protect their agricultural land.
4. "FESTIVAL OF MEDIEVAL CULTURE: AN INSTRUMENT FOR BRANDING THE CITY AND DEVELOPING CULTURAL AND HISTORICAL TOURISM", Miloš Mandić
The main goal of the project is to brand the City of Smederevo by encouraging the development of cultural and historical tourism based on rich medieval heritage. The tools for achieving the goal are linking tourist offer of cultural and historical heritage as well as founding the festival as new

tourist attraction for youth.

5. "DIVERSIFICATION OF THE LOCAL ECONOMY AS AN INSTRUMENT FOR IMPROVING THE QUALITY OF LIFE IN RURAL COMMUNITIES". Stefan Radunović

The main goal of the project is the improvement of the quality of life in the villages on Smederevo territory, through the economic and social development of communities in socially vulnerable rural areas. Diversification of the rural economy has been recognized as an instrument of improvement, which should be carried out by restoring the old crafts as a new source of income for local community.

The table below (Table 2) shows the level of integration of the stated principles of an integrated approach to sustainable development in each of the five student's project. According to the table, we can conclude that in each project there is an aspect of economic development of the city region, but also that the research was done in such a way that in most cases it is inseparable from the social and cultural development of the city, as well as ecological (Column I). It is possible to notice that each of the five projects integrates two or more development problems of Smederevo, among which tourism and agriculture are predominant (Column II). The largest number of these projects integrates the urban and rural area of the city, which is an exceptional quality of working results (Column III). Likewise, in all five projects, the research has integrated, analyzed and considered developmental, strategic, planning documents and legislative, so that these projects have a good basis and argumentation (Column IV). In the fifth column the integration of strategic priorities stated in Strategy of Agriculture and Rural Development of the Republic of Serbia for the period 2014-2024, which are listed in chapter 3, is shown (Column V).

Table 2: Integration of different (I) aspects of sustainable development, (II) development problems of Smederevo region, (III) spatial levels of Smederevo, (IV) documents and (V) priority areas in national Strategy of Agriculture and Rural Development of the Republic of Serbia 2014-2024, into student's integrated projects for rural development.

TABLE LEGEND:

Legend of the column (I) Aspects of sustainable development: (1) economic aspect, (2) ecological aspect, (3) social aspect, (4) cultural aspect;

Legend of the column (III) Spatial levels of the city: (1) urban area, (2) suburban area, (3) rural area.

Legend of the column (IV) Integration of different documents: (1) developmental and strategic, (2) planning documents, (3) legislative;

Legend of the column (V) Priority areas in national strategy: (1) stabilization of the agricultural producer's income, (2) financing of agriculture and rural development as well as risk management activities, (3) efficient land management and increased availability of land resources, (4) improvement of the condition of physical resources, (5) improvement of the knowledge transferring and human resources development, (6) adapting and mitigating the impact of climate change, (7) technological development and modernization of agricultural production, (8) development of market chains and logistical support to the agricultural sector, (9) protection and improvement of the environment and conservation of natural resources and heritage, (10) diversification of rural economy, (11) improving the social structure and strengthening social capital, (12) modernization and adjustment of governing organizations and legislation, (13) improving the quality and safety of products.

PROJECT TITLE	(I) ASPECTS OF SUSTAINABLE DEVELOPMENT	(II) DEVELOPMENT PROBLEMS	(III) SPATIAL LEVELS OF THE CITY	(IV) INTEGRATION OF DIFFERENT DOCUMENTS	(V) PRIORITY AREAS IN NATIONAL STRATEGY
1. "Smederevo Organika"	1, 2, 3	organic agriculture, tourism	1, 2, 3	1, 2, 3	1, 4, 5, 6, 7, 8, 9, 10, 13
2. "Forming a wind break network of high recreational value in function of environmental protection and development of eco-tourism in macrozone of Šumadija region"	1, 2, 3	agriculture, infrastructure, tourism	3	1, 2, 3	3, 4, 6, 9, 10, 13
3. "Festival of medieval culture: an instrument for branding the city and developing cultural and historical tourism"	1, 4	urban marketing, tourism	1	1, 2, 3	9, 11
4. "Cultural and recreational itineraries"	1, 3, 4	tourism, infrastructure, quality of life	1, 2	1, 2, 3	6, 9, 10
5. "Diversification of the local economy as an instrument for improving the quality of life in rural communities"	1, 3, 4	quality of life, unemployment, tourism, social inclusion	1, 2, 3	1, 2, 3	1, 5, 8, 10

5. CONCLUSION

Rural areas in Serbia, in this case at the territory of the city of Smederevo, stand at the margins of development mainly due to an inadequate institutional support to the rural-urban synergy and balanced development. The existing governance system is insufficiently successful in dealing with the flows of urbanization and consequently the villages weakening and disappearance. New instruments and approaches are needed to encourage the diversification of economic activities and agricultural production, capacity building for individuals and communities, support cooperatives and environment protection.

This paper presents an integral approach to addressing these challenges and articulates the methodological concept of formulating integral rural development projects. The collaboration with different actors and new types of partnership between private and public sector are seen as key presumptions for formulation and implementation of local development projects for both urban and rural areas that can improve land management, provide technical and social services, support of low-income groups' employment (women in rural areas), and natural and cultural heritage protection.

The presented pedagogical model allowed students to understand and apply the principles of an integrated approach to the planning of sustainable development of the territory. The five presented master theses show that students can understand the complex challenges of rural-urban development. Multidisciplinary approach, collaborative learning model and a direct cooperation with local government representatives and experts resulted in projects proposals that, if implemented, could be able to change negative trend and give new life sparkle in order to reach sustainable territorial development of the city of Smederevo.

6. ENDNOTES

[1] The Republican Bureau of Statistics in Serbia has been applying the administrative criteria for determining the type of settlement, according to which the settlements are divided into "urban" and "non-urban".

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