

DEVELOPMENT STRATEGY OF POTENTIAL MICRO-LOCATION CASTLE KERESTINEC AND SUSTAINABLE IDEAS FOR ITS REVIVAL

NIKA IZA JARC, ANJA ROVČANIN, SENNA OLIE

University of Maribor, Faculty of Tourism, Brežice, Slovenia
nika.jarc@student.um.si, anja.rovcnin@student.um.si, senna.olie@student.um.si

This paper focuses on a potential Croatian local-level destination Castle Kerestinec in the town of Sveta Nedelja which is a part of Zagreb County and is located in the immediate proximity of the city Samobor and the capital, Zagreb. It defines the basic concepts of large and local level destinations, sustainable tourism and within its heritage/cultural tourism, educates about the history of Castle Kerestinec and analyses its current situation and possibilities for tourism development. The analytical part of the paper covers the current tourism situation in the town of Sveta Nedelja with basic statistics of accommodation capacities and the number of arrivals. There are main tourist attractions presented as well as a possible tourist segmentation and SWOT analysis of Castle Kerestinec, the prospective part presents ideas which were highlighted by the tourist board of Sveta Nedelja and some of our ideas and suggestions for the future development of Castle Kerestinec. A possible strategy for development is presented through specific priority areas, measures and indicators. In conclusion, the paper emphasizes that Castle Kerestinec has the potential to become a cultural center through adaptive reuse, that will bring together locals and visitors from different countries.

DOI
[https://doi.org/
10.18690/um.ft.5.2024.9](https://doi.org/10.18690/um.ft.5.2024.9)

ISBN
978-961-286-918-2

Keywords:
strategic destination
management,
Castle Kerestinec,
development strategy,
cultural heritage,
adaptive reuse,
sustainable tourism



University of Maribor Press

DOI
[https://doi.org/
10.18690/um.ft.5.2024.9](https://doi.org/10.18690/um.ft.5.2024.9)

ISBN
978-961-286-918-2

Ključne riječi:
strateški menadžment
destinacije,
Dvorac Kerestinec,
strategija razvoja,
kulturna baština,
adaptivna ponovna
uporaba,
održivi turizam

STRATEGIJA RAZVOJA POTENCIJALNE MIKROLOKACIJE DVORAC KERESTINEC I ODRŽIVE IDEJE ZA NJEGOVU OBNOVU

NIKA IZA JARC, ANJA ROVČANIN, SENNA OLIE

University of Maribor, Faculty of Tourism, Brežice, Slovenija
nika.jarc@student.um.si, anja.rovcenin@student.um.si, senna.olie@student.um.si

Ovaj se rad fokusira na potencijalnu hrvatsku destinaciju na lokalnoj razini, dvorac Kerestinec, u gradu Sveta Nedjelja, koja je dio Zagrebačke županije i nalazi se u neposrednoj blizini grada Samobora i glavnog grada Zagreba. U radu se definiraju osnovni pojmovi o lokalnim destinacijama, razvoju održivog turizma te kulturno-povijesnog turizma, uz osvrt na povijest dvorca Kerestinec, analizu njegove trenutne situacije, kao i mogućnosti za turistički razvoj. Analitički dio rada pokriva aktualnu turističku situaciju u gradu Sveta Nedelja sa osnovnom statistikom o smještajnim kapacitetima i broju dolazaka. Predstavljene su glavne turističke atrakcije kao i moguća turistička segmentacija te SWOT analiza dvorca Kerestinec. Perspektivni dio donosi i nadograđuje ideje koje je istaknula turistička zajednica Svete Nedelje, kao i neke od naših ideja odnosno prijedloga za budući razvoj dvorca Kerestinec. Moguća strategija razvoja predstavljena je kroz specifična prioritetna područja, mjere i pokazatelje. U zaključku, rad naglašava da dvorac Kerestinec ima potencijal postati kulturni centar kroz adaptivnu prenamjenu, koja će povezivati lokalno stanovništvo i posjetitelje iz različitih zemalja

1 Introduction

Destination, by Nadeau, Heslop, O'Reilly and Luk (2008) is a geographical area (a city, a region, or a country) which is a primary objective of the visitor. They can be defined geographically but also as complex networks or as dynamic adaptive systems that comprehend many destinations and have a complex interrelationship between visitors and the industry (Kádár and Gede, 2021). Destination is also considered as a uniquely complex product that consists of nature, climate, culture, services, infrastructure, and superstructure (Kim, 1998). Large-scale destinations (countries, large mountain areas or archipelago) consist of several local and regional sites and attributes which are branded together for tourists. Representing a greater scale destination in our case is Croatia's 6th largest county in the country - Zagreb County which is located in the central part of northwestern Croatia. The area covers 3078 km² of surface and is populated by 299,985 inhabitants. The County is one of the fastest economically growing regions presenting itself as an attractive and green tourist destination full of nature, history, tradition, culture, and gastronomy. Although the name consists of the capital city Zagreb County does not include the capital itself but consists of several towns (and municipalities) or potential micro destinations like Dugo Selo, Ivanić-Grad, Jastrebarsko, Samobor, Sveta Nedelja, Sveti Ivan Zelina, Velika Gorica, Vrbovec and Zaprešić (Zagrebačka županija, 2023). Micro or local destination is defined as a small geographical unit, a term which has been discussed between many authors but mainly names the area containing products and activities that could normally be done/ seen in day trip and are usually a part of the wider range of the offer by a greater scale destination (Lew and McKercher, 2006).

The local destination, important for our research is Sveta Nedelja - the youngest town in Zagreb County full of nature, national customs and habits, culture, sport, tradition, historical monuments, and sights, as well as cultural heritage. Part of the latter is located in the nearby settlement Kerestinec and that is also where we see the potential micro destination – Castle Kerestinec.

Borić Jakaša (2021) wrote about the history of the location, which dates back to the Roman era, a fact that is backed up by several finds. But the era of Castle Kerestinec started back in 1575 with the Erdödy family who had owned the castle until the 19th century. During the years of its existence the castle was renovated, underwent

modifications, extensions and was sold several times but it was not until the 1880s when it got severely damaged because of the earthquake that hit the area. Later, during the Second World War army takes over the castle and stays there until the 90s of the 20th century. Castle Kerestinec's current owner is the town of Sveta Nedelja who is taking care of its preservation, maintenance and renovation and is hoping to soon find a purpose for it.

No matter the scale of the destination, countrywide or local, tourism is encouraged all over the world since it helps with economic development, creates employment opportunities, opportunities for local people to learn or share their traditions, reduces inequalities in income distribution and creates funds for preserving the historic, natural environment and the cultural heritage. But if there is a lack of boundaries or improper interlinking (between the three pillars of sustainability - environmental, socio-cultural, and economic side/ view/ pillar) too many negative effects of the industry come forward and the balance is disturbed (Hmood, Jumaily and Melnik, 2018).

This article focuses on the importance of preservation of cultural heritage, highlights the future local level destination Castle Kerestinec and presents its possible development strategy with all associated components. It shows the current situation of the touristic activity in the surrounding area of the castle, researches all aspects of the SWOT analysis to help better understand the location and identifies the priorities, measures and indicators for the successful development of Castle Kerestinec.

2 Theoretical Part

UNESCO Institute for Statistics (2009) defines cultural heritage as a concept that encompasses artifacts, monuments, a group of buildings and sites, and museums that have a wide range of values, such as symbolic, historic, artistic, aesthetic, ethnological or anthropological, scientific, and social significance. It includes tangible, intangible, and natural heritage artifacts, monuments, and sites, but this paper focuses on built cultural heritage and its potential sustainable development and revival.

Built cultural heritage has significant value for local communities, particularly for their spiritual and social well-being. It instils a sense of pride and belonging and showcases their artistic and architectural excellence that reflects their way of life. (Viñals, Alonso-Monasterio & Morant, 2016) Because of its multifunctionality, built cultural heritage has the power to attract both the tourists and the local people. One of the types of built cultural heritage that could fulfil this standard of multipurpose are castles. Since they are defensive structures built for military purposes, they can no longer serve this role in today's society, so they represent a perfect vessel for public-private partnerships, which makes them suitable for practical and cultural use, but also for touristic and commercial purposes (Küçükali, 2022),

In many cases, different communities haven't realized the value of castles for new purposes, so they abandoned them without looking back. This resulted in castles becoming ruins, succumbing to the effects of time, history, nature, climate, and culture. Luckily, their historical and cultural context cannot be wiped away, so the potential for revival is never truly lost (Özmen, 2022). There are multiple ways of conserving a castle, but adaptive reuse and sustainable revival will be highlighted.

2.1 Cultural/heritage tourism

Cultural heritage tourism is defined as “travelling to experience the places, artefacts and activities that authentically represent the stories of people of the past and present” by the National Trust for Historic preservation. Tourism and heritage resources have a dynamic relationship, which is creating challenges and opportunities, and may involve potential conflicts, that should be managed in a sustainable way - meeting our present needs without negatively affecting our future generations. Heritage tourism embraces both cultural and eco-tourism and emphasizes conserving of natural and cultural heritage (Hmood, Jumaily and Melnik, 2018).

2.2 Adaptive reuse and sustainable revival

Adaptive reuse is based on the principle of circular economy, which transforms abandoned, ruined, and insufficiently used built cultural heritage, and gives them a chance for a new, sustainable life in the favour of the local community and attraction of tourists. Adaptive reuse has the ability to transform heritage buildings into easily accessible and purposeful places, as well as sustainably regenerate a certain area.

Buildings that would otherwise be demolished are retained and conserved, while their value is emphasized through a lens of a function which is different than its original purpose. While interventions should respect the history of the cultural heritage (Misirlisoy & Günçe, 2016), it shouldn't be an exact copy of its original state since that would ruin the historical context and authenticity. Instead of a poor imitation of the architectural style, it should be adapted to the current context, while still retaining the parts which remained untouched. Reusing, rather than rebuilding, represents a perfect sustainable strategy for future development of cultural heritage buildings (Bullen & Love, 2011).

Adaptive reuse creates a balance between the pillars of sustainability, equally connecting issues of economic, socio-politic, and environmental nature. (Farjami & Turker, 2019). The social issues are connected to social cohesion and society's attachment to the place, while keeping their cultural identity in mind. The economic pillar refers to the number of jobs which are generated by these renovations and the potential touristic revenue, thus contributing to the local and national economies. Environmental benefits are countless since rebuilding would take much more energy, resources, and costs, while restoration encourages the reuse of materials and reduction in carbon emissions (Viñals, Alonso-Monasterio & Morant, 2016).

The role of stakeholders is crucial in connecting these pillars, since they are deeply attached to the history and meaning of their cultural heritage, therefore the reconstructions need their approval. All stakeholders are essential in supporting a circular tourism economy-local government, the tourism sector, destination management, the management of cultural institutions, population, entrepreneurs, and tourists. Their cooperation is one of the main drivers of successful adaptive reuse since their realistic needs and wants must be taken into consideration. This consideration is usually directed by the government policies and strategies, whose goal should be the promotion of participation of the community (Rudan, 2023). A thorough understanding of the building's history is crucial for developing intervention strategies (Serraino & Lucchi, 2017), which is the focus of the next subchapter.

2.3 The history of Castle Kerestinec and the Erdödy family

Borić Jakaša (2021) gives a thorough insight into the history of the construction of Castle Kerestinec. It is situated on the edge of a place of the same name, also known as Castle Erdödy. Despite many renovations and demolitions in the past, the castle represents a Renaissance castle in the form of a closed quadrangular building. The oldest parts of the castle are from the XVI century. There were many changes in style in the 18th century because of the changed societal circumstances and lifestyle. A lot of the original construction got taken down, such as two south towers, after a severe earthquake in the year 1880.

When it comes to the major historical events that influenced the castle's history, the XVI century was very turbulent. It is marked by major dissatisfaction of the villagers and their rebellions, which resulted into a Villager's Uprising in the year 1573, and that had a significant effect on the fate of many noble families, including the family Erdödy. The construction of the castle was intensified because of continuous attacks by the Ottoman Empire. The hardest attack on the castle was in 1593. but it was successfully defended. (Borić Jakaša, 2021).

The castle has changed ownership many times throughout time, but the family Erdödy is the only one who influenced the aesthetic and architecture of the castle the most. It resembled other castles they built in Croatia, which influenced the style of estates of other families in Croatia. The castle was last privately owned in 1922, after which it was converted into a prison known for its infamy due to the torturous treatment of prisoners during World War II. As a result, the castle's reputation became tainted (Borić, 2021).

The Erdödys have left a lot of evidence of their way of living thanks to their passion for photography. They held important art collections and were one of the most important noble families in North-western Croatia. While the Castle Kerestinec was not their most important estate, it can still be connected with the history of their other properties in Croatia, and their most talented family members, such as: the opera singer Sidonija Erdödy nee Rubido, and the painter Julijana Erdödy Drašković (Botica, 2023).

3 Analytical and experimental part

This chapter will present tourism-related activities in the Town of Sveta Nedelja, a possible tourist segmentation along with a SWOT analysis. The Strengths, Weaknesses, Opportunities and Threats for Castle Kerestinec identified during the field trip to Sveta Nedelja on October 18th and 19th, 2023, will be presented through a SWOT analysis. The field trip included a collection of diverse information, including insights from a guided tour of the castle and observations of the locations and its surroundings. In addition to information gathered during the field trip, this analysis draws upon multiple good practices and relevant articles.

3.1 Tourism-related activities in the town of Sveta Nedelja

According to the data of the tourist board of Sveta Nedelja (TZG Sveta Nedelja, 2023) the town is known for its landscapes and historical sites. While it may not be as popular as some of the more well-known tourist destinations in Croatia, it still attracts a significant number of visitors each year. According to data from the Croatian State Bureau of Statistics (2019), there was a total of 18,727 arrivals and 32,666 overnight stays. With the expansion of accommodation facilities, especially the Zagreb camp in 2014, an increase in the number of overnight stays was recorded. Compared to 2012, the number of overnight stays increased cumulatively by more than twenty times (Grad Sveta Nedelja, 2021).

Some of the main attractions in Sveta Nedelja include the Church of St. Martin, which dates back to the 13th century, and the vineyards that surround the town. Additionally, the town's location near the Medvednica Nature Park offers opportunities for outdoor activities such as hiking and cycling. One of the main attractions in Sveta Nedelja is the countryside, which is perfect for outdoor enthusiasts. Visitors can enjoy hiking and biking trails that take them through the landscapes, vineyards, and forests. The town is also home to several wineries, where tourists can indulge in wine-tasting sessions and learn about the local wine production. For those interested in history and culture, Sveta Nedelja has several historical sites and landmarks to explore. The Church of St. Martin, dating back to the 13th century, is a must-visit for its architecture and religious significance. The town also hosts various cultural events and festivals throughout the year, showcasing traditional music, dance, and cuisine.

Two of the most popular festivals in Sveta Nedelja are the "Sveta Nedelja Summer Festival" and the "Wine Festival." This first festival takes place during the summer months and offers a variety of events and activities for both locals and tourists. It includes live music performances, traditional dance shows, art exhibitions, and food stalls offering local delicacies. Visitors can also participate in various workshops and interactive activities, such as pottery making or traditional crafts. The festival aims to showcase the town's cultural traditions and provide entertainment for all age groups. The second one celebrates the region's wine production and allows visitors to taste a wide range of local wines. It also includes live music, dance performances, and culinary demonstrations featuring dishes that pair well with the wines.

Additionally, Sveta Nedelja is located near the capital city of Zagreb, making it a convenient base for day trips to explore the city's attractions. Visitors can explore the historic center, visit museums and art galleries, and experience the nightlife.

Overall, Sveta Nedelja offers a mix of natural beauty, cultural heritage, and proximity to urban attractions, making it an ideal destination for tourists looking for a diverse and enriching experience in Croatia. It may not be a major tourist hotspot; it still offers a charming and peaceful getaway for those looking to explore the lesser-known parts of Croatia.

4 SWOT-analysis

A SWOT-analysis (table 1) is a technique employed to identify and assess internal research (strengths and weaknesses) and external research (opportunities and threats). They both influence present and future activities, aiding in the formulation of strategic goals (Kenton, 2023).

Castle Kerestinec has several notable strengths. Firstly, the available space, featuring two-story structure and a square layout provide enough room for various ideas. Secondly, its strategic location is a key strength. Situated centrally, (near The Adrenaline Center, The Rimac Campus, and Camp Zagreb) the castle offers proximity to various facilities with diverse purposes, granting both tourists and locals a range of options for activities. Additionally, the castle is easily accessible and located just outside of Zagreb, it is a 25-minute drive from Zagreb's city center and a mere 7-minute drive from Sveta Nedelja's center. This accessibility ensures that

both locals and tourists can easily reach and enjoy the castle. Lastly, there is no competition from other castles in the area surrounding Castle Kerestinec.

Table 1: SWOT-analysis of Castle Kerestinec

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> – Available space and pre-existing building structure. – Located near other touristic infrastructure. – Easily accessible. – Located just outside of Samobor and Zagreb. – Abundance of natural surroundings. – No competition from other castles in the area. 	<ul style="list-style-type: none"> – Negligence of the building. – Lack of inventory. – Existing items being in a bad condition. – Safety issues for the renovation team. – Lack of parking space. – There's not enough memorable history being connected to the castle – Not adapted for people with special needs.
OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> – A public-private partnership. – The part of the castle that's being rebuilt can be used for commercial purposes. – Bringing the community together through their involvement in the tourism development – Cultural and educational programmes for the local community. – Funding from the EU. – Solution to the space shortage in Samobor (library, music school and tourist information center). – Connecting with stakeholders. – New ways of promotion. – Visitations from tourists in transit. – Using renewable sources. 	<ul style="list-style-type: none"> – Not enough funds for renovation. – Takes a lot of time to renovate the whole castle. – Potential earthquakes. – Difficulties in attracting investors. – Disagreement between stakeholders. – The disbalance between having a music school and a national restaurant in the same place. – The castle could be overshadowed by Rimac's campus. – Unknown destination.

The weaknesses of Castle Kerestinec start with Negligence, for an extended period, the castle has not received proper care, resulting in complete neglect and it needs a significant amount of time and financial resources for restoration. Secondly, the absence of an inventory poses a challenge, making it nearly impossible to establish a museum or exhibition within the castle. Furthermore, the overall state of the castle, including items such as paintings, is considerably damaged. This leads to many safety concerns for the renovation team because of the castle's unstable structure. One of the other practical weaknesses is the limited or non-existent parking space for guests, which complicates the visiting of the castle. Although being owned for some time by an important family and being in the center of the Villager's Uprising, there still

isn't enough history connected to it, when compared to the other castles in Croatia. At last, the castle is not adapted for people with special needs, there is only uneven ground and stairs.

Luckily, there are numerous opportunities for the castle. One notable advantage is the potential for a public-private partnership, offering both financial support and collaborative content initiatives. Additionally, a section of the castle, currently in a deteriorated state, needs to be rebuilt. This section can be used for commercial purposes, which is a great opportunity to attract tourists. Another positive prospect involves bringing the community together; by diversifying the purpose of the castle, an enjoyable experience can be created for the local community. An enjoyable experience can be done through various cultural and educational programs. Despite the current financial limits, tapping into European Union funds could offer many opportunities. Sufficient funding would enable the comprehensive renovation of the entire castle and a start for the adaptive reuse initiative. Additionally, the castle can be a solution to the space shortage in Samobor, such as a library, a music school, and a tourist information center. A good connection with stakeholders would also be an opportunity, by having a good connection with stakeholders it is going to be easier to do everything necessary for keeping the castle running. New ways of promoting the castle and tourists in transit, who visit the castle, can also help with the growth of the castle. At last, Sustainability is an important matter, which is why renewable energy is a great opportunity for the reuse of the castle.

Unfortunately, there are several looming threats. Firstly, insufficient funds pose a significant obstacle to initiating the reconstruction of the castle. Without securing funding instantly, the rebuilding and repurposing of the castle remains unattainable. Besides the lack of funds, the extensive time that is required for the complete renovation of the castle, let alone the transformation into a tourist and local destination, adds to the challenges. Earthquakes also represent a persistent threat, with the castle having suffered severe damage in 1880 due to an earthquake – a common occurrence in this Croatian region. Lastly, the difficulty in attracting investors compounds the challenges. A comprehensive and well-considered plan is necessary to convince potential investors to participate in the castle's restoration and redevelopment. Disagreements that were to arise between stakeholders could lead to a negative impact on the castle's growth. There could also be an imbalance between having a music school and a restaurant, because if too many people come,

the quietness of the castle could diminish. This may also negatively affect people's opinions about the castle. The castle is located besides the new Rimac's campus. This campus could overshadow the castle, which would have negative consequences. Lastly, the location of Castle Kerestinec is very unknown, many people do not know about the location, and this may be a valid threat.

5 Prospective part

This chapter focuses on the innovative concepts generated throughout the research. Castle Kerestinec is strategically located in a prime location, close to both Zagreb and the city center of Sveta Nedelja. This location makes an ideal destination for drawing in both tourists and local residents. Given the diverse mix of target audiences, innovative ideas can take on a range of forms and cater to different preferences.

The various ideas that could be developed are:

1. Making a library in one of the towers
2. Create a gallery on the first floor
3. Develop a music school
4. Make a modern museum with virtual artifacts/effects
5. Open a restaurant in the part that is going to be rebuilt
6. Room for concerts, conferences, and workshops (creative hub)

1. Making a library in one of the towers:

Establishing a library within one of the towers aims to bring the community together. While there already is a library in the area near Sveta Nedelja, the space falls short of meeting the needs of all residents. The collection will encompass a diverse range of books, from literature to modern books. In addition to display books, the library will provide a space for individuals and groups to sit, work, or read. The design of the library will exude a welcoming and relaxed ambiance, matching with the overall style of the castle.

2. Create a gallery on the first floor:

Introducing a gallery featuring a mix of modern and classical art pieces is expected to attract both tourists and residents with an interest in this genre of art. The ideal location for this gallery is on the first floor, in this room the windows are at eye level. While there are not numerous windows, there is enough natural light to show the art pieces effectively. In addition to the strategically placed windows, there is enough space available for displaying the paintings.

3. Develop a music school:

Developing a music school is highly imperative as several talented children and adults in the region around Sveta Nedelja are keen on pursuing musical interests. Currently, there is only one music school in the vicinity, which is located in Samobor. Regrettably, the existing facility lacks the capacity to accommodate everyone interested in engaging with the music industry.

4. Make a modern museum with virtual artefacts/effects:

Establishing a contemporary museum within the castle, holds the potential to attract a significant number of tourists. Given the absence of remaining inventory of the castle, a creative solution is required to develop the museum. The theme of the museum can offer a wide range of topics, and the advantage of the museum being virtual, makes it easy to rearrange the entire museum periodically, enabling dynamic and engaging exhibits.

5. Open a restaurant in the part that gets rebuilt:

The part of the castle that's being rebuilt, will be entirely reconstructed with the plan to transform it into a restaurant. The restaurant will feature the local Croatian cuisine, and its design will showcase authentic Croatian elements. This restaurant concept is particularly advantageous due to its proximity to the music school. Individuals and groups from the music school can perform within the restaurant during dinners.

6. Room for concerts, conferences, and workshops (creative hub):

Prior to the renovation, there was a specific room designated for concerts and performances. The plan is to transform this room into a versatile space, that will be a performance venue, a conference room, and a workshop area. This approach ensures the room's multipurpose functionality, eliminating any unnecessary wasted space.

Castle Kerestinec is registered as an immovable, cultural property and has a legal status of protected cultural property. Therefore, the commercial part of the castle cannot be superior to the educational and cultural purpose (Gradonačelnik, 2022).

Besides, based on the literature discussed in the theoretical section, it is crucial to repurpose the space from the castle in a sustainable manner. This involves avoiding the creation of a mere replica of the past and instead, striving to add genuine value for the stakeholders of Sveta Nedelja.

Not every idea will yield substantial profits. The library, for instance, relies solely on income generated through memberships, book sales, and book rentals. The funds collected from these memberships, sales, and rentals contribute exclusively to the library's upkeep, although the local community and tourists will most certainly benefit from the library's presence, because of its high cultural and educational value. The maintenance of the castle is supported by the gallery and museum through the sales of tickets. In exchange, visitors are provided with a valuable experience. With time, these institutions will be able to host significant artists and their exhibitions, ultimately leading to an increase in profits.

The music school is set to be owned by the state, which means that the government will provide all the necessary funding for its operations. It ensures that the school will have the resources it needs to provide high-quality education and training to its students.

The restaurant operates on a commercial basis, but profits are allocated to the owner and staff, covering expenses such as electricity, water, rent, and the restaurant maintenance. The creative hub is available for rent to anyone for various purposes.

The income generated from these rentals is directed to the organizations responsible for maintaining the castle.

6 Vision

By 2030, Castle Kerestinec will be a successful public-private partnership story, which will bring the community and tourists of Sveta Nedelja together, through various innovative and sustainable concepts for its repurpose.

Castle Kerestinec is set to become a significant gathering place for the local community with many educational and cultural programs, while at the same time attracting tourists with varying interests with its rich offer. By combining history and modernity through adaptive reuse, the castle will meet the needs of both locals and tourists while prioritizing sustainability. This vision is supported by three priority areas which are further discussed in the next chapter.

7 Priority areas and measures

Priority area 1: developing the offer of the castle

Castle Kerestinec has been vacant for a while. Over the past few years, the empty rooms have been occasionally utilized for concerts and meetings until 2022. Additionally, the castle is so damaged that renovations began in 2022, and it is currently inaccessible. With two floors and two towers, the castle offers ample space for potential uses. Furthermore, there is a section of the castle that needs to be demolished and reconstructed. By implementing the following measures, the castle can be revitalized into a functional and lively venue for gatherings and commercial purposes.

Measure 1: Building a National Cuisine Restaurant

The part of the castle that's being rebuilt, will be entirely reconstructed with the plan to transform it into a restaurant. The restaurant will feature the local Croatian cuisine, and its design will showcase authentic Croatian elements.

Measure 2: Creating a modern museum

Establishing a contemporary museum within the castle, holds the potential to attract a significant number of tourists. Given the absence of remaining inventory of the castle, a creative solution is required to develop the museum. The theme of the museum can offer a wide range of topics, and the advantage of the museum being virtual, makes it easy to rearrange the entire museum periodically, enabling dynamic and engaging exhibits.

Measure 3: Developing a gallery

Introducing a gallery featuring a mix of modern and classical art pieces is expected to attract both tourists and residents with an interest in this genre of art. The ideal location for this gallery is on the first floor, in this room the windows are just above eye level, which leaves enough space available for displaying the paintings. While there are not numerous windows, there is enough natural light to show the art pieces effectively.

Priority area 2: involvement of the local community

It is crucial to actively involve the local community in Sveta Nedelja. This can be achieved by emphasizing inclusivity, equality, and the creation of improved living conditions in the long term. Additionally, it is essential to uphold social cohesion and justice to ensure a content and motivated community. The following measures can contribute to the successful engagement of the local community in Sveta Nedelja.

Measure 1: Setting up a creative hub

Prior to the renovation, there was a specific room designated for concerts and performances. The plan is to transform this room into a versatile space, that will be a performance venue, a conference room, and a workshop area. This approach ensures the room's multipurpose functionality, eliminating any unnecessary wasted space.

Measure 2: Opening a music school

Developing a music school is highly imperative as several talented children and adults in the region around Sveta Nedelja are keen on pursuing musical interests. Currently, there is only one music school in the vicinity, which is located in Samobor. Regrettably, the existing facility lacks the capacity to accommodate everyone interested in engaging with the music industry.

Measure 3: Developing a library

Establishing a library within one of the towers aims to bring the community together. While there already is a library in the area near Sveta Nedelja, the space falls short of meeting the needs of all residents. The collection will encompass a diverse range of books, from literature to modern books. In addition to display books, the library will provide a space for individuals and groups to sit, work, or read. The design of the library will exude a welcoming and relaxed ambiance, matching with the overall style of the castle.

Priority area 3: sustainable development of the castle

Considering sustainability and the environment is crucial when repurposing the castle. Reusing the castle, along with other sustainable practices, helps maintain and protect the natural surroundings, which is significant. Additionally, it is important to refrain from using resources that could pose a threat to the future. The following measures contribute to environmental preservation and incorporate sustainability considerations.

Measure 1: Low environmental impact through adaptive reuse

Revival of the castle through adaptive reuse requires the usage of fewer resources which results in a lower environmental impact. The focus is on preserving and protecting, which gives the castle another chance to operate sustainably without initiating any harmful changes to the natural environment.

Measure 2: Use of energy from renewable sources

Since the castle will have many facilities, the use of renewable sources is more than necessary. Since solar energy is the most abundant of all energy resources, and solar panels have become more available in the past few years, they are a must-have for generating electricity, especially for such a big space. This will largely impact the carbon footprint.

Measure 3: Raising awareness on the issues of sustainability

The already planned educational programs represent a perfect opportunity for raising awareness on the issues of sustainability and informing the public about the responsible practices that are implemented in the castle. The castle can be used as an example of a good practice for other places that are waiting for a similar revival.

8 Indicators and monitoring

The indicators listed in this chapter will monitor the progress of the set measures which will help achieve priority areas for the revival of Castle Kerestinec. There are three established measures for each of the three priority areas which are, according to our vision, feasible until the year 2030. All these measures directly or indirectly affect the future performance of the castle. By fulfilling these goals and measures, an increase in tourist visits is expected, while at the same time increasing the revenue. These indicators will be monitored through two dimensions (table 2). The first one is methodological, which contains analysis of statistical data, interviews, and surveys, while the second one is about the set time frame and consistency.

Table 2: Monitoring plan

PRIORITY AREA 1: DEVELOPING THE OFFER OF THE CASTLE		
Measure 1: Building a National Cuisine Restaurant	Indicator 1: percentage of local goods/products used/purchased	Monitoring: analysis of the statistical data of the number of visitors to the restaurant once or twice a year until the year 2030. Analysis of the statistical data of the number of visitors to the website once a month until the year 2030.
	Indicator 2: increase of visitors to the website	
	Indicator 3: number of visitors to the restaurant	
Measure 1: Creating a modern museum	Indicator 1: percentage of visitors' involvement in the interactive activities	Monitoring: analysis of the statistical data of the number of visitors once or twice a year until the year 2030. Surveying the satisfaction of the visitors with the interactive activities once or twice until the year 2030.
	Indicator 2: increase of visitors to the museum	
Measure 3: Developing a gallery	Indicator 1: number of exhibitions	Monitoring: Analysis of the statistical data of the number of visitors once or twice a year until the year 2030.
	Indicator 2: increase of visitors of the gallery	
PRIORITY AREA 2: INVOLVEMENT OF THE LOCAL COMMUNITY		
Measure 1: Setting up a creative hub	Indicator 1: number of workshops/conferences/events	Monitoring: analysis of the statistical data of the number of visitors once or twice a year until the year 2030.
	Indicator 2: square meters of the necessary equipment	
	Indicator 3: increase of visitors to the creative hub	
Measure 2: Opening a music school	Indicator 1: number of events/concerts/competitions/accomplishments	Monitoring: analysis of the statistical data of the number of enrolled students and graduates once or twice a year until the year 2030.
	Indicator 2: number of different instruments taught/played	
	Indicator 3: increase of students/members of the music school	
Measure 3: Developing a library	Indicator 1: number of reading events/book clubs/book signing events	Monitoring: analysis of the statistical data of the number of visitors and members once or twice a year until the year 2030.
	Indicator 2: increase of visitors and members of the library	
PRIORITY AREA 3: SUSTAINABLE DEVELOPMENT OF THE CASTLE		
Measure 1: Low environmental impact during renovation	Indicator 1: square meters of natural materials used	Monitoring: tracking the costs of the renovation through data analysis until the year 2030.
	Indicator 2: square meters of materials reused/repurposed	
Measure 2: Use of energy from renewable resources	Indicator 1: square meters of green technology used (solar panels, heat pump, electric car charges)	Monitoring: tracking the usage of water and electricity through analysis of statistical data until the year 2030.
	Indicator 2: cubic meters of water filtered/reused from rainwater	
Measure 3: Raising awareness on the issues of sustainability	Indicator 1: square meters of nondegradable materials production spared with restricted usage within the castle	Monitoring: interviewing the potential stakeholders for collaboration and confirming the satisfaction of the past collaborations. Tracking the number of workshops related to sustainability until the year 2030.
	Indicator 2: number of collaborations with other sustainable stakeholders	
	Indicator 3: new info boards/displays installed	

9 Conclusion

In our paper, we defined the terms destination, large scale destination and micro destination and we have established that all of them are a thing of perception and individual's view. Every destination has micro destinations within its perimeter, and they are an important part of tourism and attracting tourists. We assessed that Castle Kerestinec is Sveta Nedelja's micro location and holds a lot of unexploited potential since it is still in the stages of renovation and not yet in a functional shape. Castle Kerestinec is considered a cultural heritage. This is a concept based on artifacts, buildings and sights, monuments and museums which have a range of social, scientific, anthropological, ethnological, aesthetic, artistic, historical, and symbolic values. It is important because it holds a high value for local communities and instills a sense of belonging and pride. Heritage also has a close relationship with tourism because it authentically represents the stories of people's past and present.

We have reached findings that the only way for castle Kerestinec to be regenerated and available for future generations to use is through adaptive reuse and sustainable revival. Managing our heritage in a resourceful way is important for its conservation and the conservation of the stories, traditions and culture, for positive development of the local environment, for possible creation of new spaces for visitors and locals (solving spatial constraints of the city and moving activities to the micro-locations), employment opportunities, contribution to local/national economy with revenue generated from tourism activity and reduction of the impact on the environment, if buildings get renovated rather than new constructions are built.

Important measures to take into consideration while working on development of the destination are based on the set vision, which predicts, that Castle Kerestinec will be the place to join the tourists and local community with a diverse offer of space and activities. To achieve the vision, we have set the priorities to involve of the local community, develop the castle in sustainable manner and develop the castles' offer. Some of the measures which are going to help achieve the ultimate goal include keeping a low impact on the environment while reconstructing the castle and its facilities, rebuilding the outdated part of the castle and re-purposing it as a national cuisine restaurant, creating space for a museum, gallery, music school, library and important - creative hub, a multipurpose space which can be flexible for different events and occasions. To later maintain and foster a successful

development of the destination there needs to be tracking, gathering, and analysing the numbers of visitors/ members of the facilities based in the castle and close monitoring of the progress.

Castle Kerestinec has an immense potential waiting in the construction works and torn down walls. We think once it is renovated, when the proper technology and system is implemented, it will provide a number of new jobs for the local people and will be a source of income for the municipality. It could also solve the spatial crisis with new versatile space for artists, musicians, dancers and even theatre or stand-up performances. It is a great opportunity to bring closer the local community and also offer a unique story of the Castle Kerestinec's eventful history to the tourists as well as disperse the tourism activity to this lesser-known Croatian destination Sveta Nedelja.

Literature

- Botica, D. (2023). The New Life of Baroque Castles in North-Western Croatia: The Renovation of the Erdödy and Vranyczány Families' Castles at the End of the 19th and Beginning of the 20th Centuries. *Acta historiae artis Slovenica*, 28(2), 102-111.
- Bullen, P. A. i Love, P. E. (2011). Adaptive reuse of heritage buildings. *Structural survey*, 29(5), 411-421.
- Farjami, E., i Turker, Ö. O. (2019). Integrating adaptive reuse of heritage buildings with environmental rating systems. U D. Vanneste i W. Gruijthuijsen (ur.), *Value of Heritage for Tourism: Proceedings of the 6th UNESCO UNITWIN Conference*, (str. 75-85). Leuven: University of Leuven.
- Grad Sveta Nedelja. (2021). *Strategija o brendiranju grada Svete Nedelje*. Preuzeto sa <https://grad-svetanedelja.hr/wp-content/uploads/2022/01/Strategija-o-brendiranju-Grada-Svete-Nedelje.pdf>, 14. 11. 2023.
- Hmood, K., Jumaily, H., i Melnik, V. (2018). Urban architectural heritage and sustainable tourism. *WIT Transactions on Ecology and the Environment*, 227, 209-220.
- Kádár, B. i Gede, M. (2021). Tourism flows in large-scale destination systems. *Annals of Tourism Research*, 87, 103113.
- Kenton, W. (2023). *How to Perform a SWOT Analysis*. Preuzeto sa <https://www.investopedia.com/terms/s/swot.asp>, 14. 11. 2023.
- Kim, H. (1998). Perceived attractiveness of Korea destinations. *Annals of Tourism Research*, 25(2), 340-361.
- Küçükali, T. T. (2022). *The enhancement of castle ruins with contemporary additions as an adaptive reuse intervention*. (Magistrska naloga). Yaşar university graduate School, Bornova / İzmir.
- Jakaša Borić, V. (2021). Dvorac Erdödy u Kerestincu–renesansni kaštel 16. stoljeća i njegove mijene. *Portal: godišnjak Hrvatskoga restauratorskog zavoda*, 12, 83-101.
- Lew, A. i McKercher, B. (2006). Modeling tourist movements: A local destination analysis. *Annals of tourism research*, 33(2), 403-423.
- Nadeau, J., Heslop, L., O'Reilly, N. i Luk, P. (2008). Destination in a country image context. *Annals of tourism Research*, 35(1), 84-106.

- Misirlisoy, D. i Günçe, K. (2016). Assessment of the adaptive reuse of castles as museums: Case of Cyprus. *International Journal of Sustainable Development and Planning*, 11(2), 147-159.
- Özmen, A. (2022). Conservation and adaptation for medieval castles: The case of Messner mountain museums. *Periodica Polytechnica Architecture*, 53(3), 245-259.
- Rudan, E. (2023). Circular economy of cultural heritage—possibility to create a new tourism product through adaptive reuse. *Journal of Risk and Financial Management*, 16(3), 196.
- Serraino, M. i Lucchi, E. (2017). Energy efficiency, heritage conservation, and landscape integration: The case study of the San Martino Castle in Parella (Turin, Italy). *Energy Procedia*, 133, 424-434.
- Viñals, M. J., Alonso-Monasterio, P., Martínez-Sanchis, I. i Morant, M. (2016). New tourism uses for defence heritage: tourism enhancement of historic castle and fortresses. U F. J. Sáez-Martínez, J. L. Sánchez-Ollero, A. García-Pozo i E. Pérez-Calderón (ur.), *Managing the Environment: Sustainability and Economic Development of Tourism* (str. 35-48). Chartridge Books Oxford.
- TZG Sveta Nedelja. (2023). *O gradu*. Preuzeto sa <https://www.svetanedelja.hr/o-gradu-c47>, 14. 11. 2023.
- Zagrebačka županija. (2023). *Županija*. Preuzeto sa <https://www.zagrebacka-zupanija.hr/zupanija/#povijest>, 14. 11. 2023.