CREATING A LITERARY ROUTE THROUGH THE CITY CORE: TOURISM PRODUCT TESTING

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Abstract: Research on tourism routes is mainly focused on their development from the perspective of stakeholders, co-operation, and networking, but there are very few which explore them from the perspective of its users. In order to expand the tourist offer of Novi Sad (northern Serbia), one thematic route that promotes a part of the literary heritage was created. The aim of this study was to analyze the given literary route from a tourist perspective, checking out whether this route was created in a way that would satisfy its users. For this purpose, an experiment was conducted in which 50 students of tourism were divided into two simulated tours with a specialized tour guide. They were asked to use the ArcGIS application installed on their mobile phones to fill up a questionnaire about the literary route while moving through the selected checkpoints in the city center. The results provided answers to the questions like: whether the attractions of the given localities that the route links are properly selected, whether the thematic tour is good regarding the attraction order and whether it is in line with the growth of emotions of joy and positive surprise, which segments on the route should be improved in order to increase its quality, whether the route contributes to the tourist satisfaction that will create a desire for a route recommendation, and whether the route is appropriate to be offered to tourists, as well as to the locals. According to the preliminary results, the authors gave recommendations for the route improvement before its implementation on the tourist market.

Keywords: literary route creation; tourism; Novi Sad; Serbia

Introduction

Today, there is a large number of thematic tourism routes throughout the world. Tourism routes are tourism products relying on the natural and cultural resources of a certain area, gathered around a unified theme and offering educational experience that increases enjoyment (Macleod & Hayes, 2013). They vary in terms of length, and level (from international to local), and can be found both in urban and rural environments. Various themes are used, such as industrial heritage, architecture, famous persons, historic events, religious heritage, etc. In terms of transport used along the route, some that can be found are hiking, bicycling, automobile or motorcycle routes, routes that utilize public transportation (mainly in big cities), routes that utilize animals (horses, donkeys, camels),

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routes by ship (with glass flooring for the purpose of observing the marine world) (Puczkó & Rátz, 2007). There are also physical and virtual routes, marked in reality or in maps (Silbergh, Fladmark, Henry, & Young, 1994). Routes can be distributed as guided tours where a live tour guide provides interpretation or as a self-guided routes, where visitor experiences the route using different types of interpretation (QR codes, mobile apps, maps, brochures, etc.).

As linear tourist attractions routes are organized according to the surroundings they pass through, thus they create new tourist spaces by using certain stories or themes. The task of the routes is to gather a string of attractions into a whole by creating a structured and chronological narrative. The route presents the attractions in a chronological order, and in that way creates a unified story while the visitor follows the tangible and virtual signs that direct his/her experience (Robinson, 2002).

The reasons for creating thematic routes are numerous: increasing touristic activity and visibility in the tourism market, attracting new tourists, diffusion of visitors and dispersion of tourism income, increasing the length of stay and tourism spending, introducing the lesser known attractions and contents into the tourism business/product, improving the general destination image, etc. (Meyer, 2004). The routes can be used to increase visitors' and local communities' interconnection with places (MacLeod, 2017). Carefully designed routes can communicate an environmentally responsible message and mobile applications could be used to ensure low-impact interpretation. Routes can therefore contribute to the development of more responsible tourism (MacLeod, 2016).

There is a large number of scientific papers dealing with cultural routes (Berti, 2013; Briedenhann & Wickens, 2004; Majdoub, 2010; Snowball & Courtney, 2010; Vana & Malaescu, 2016), but few of them speak of designing the routes in a manner aimed to maximize the tourist experience. Intending to find a solution to this issue, in this study the authors analyze a designed tourism route passing through the city core of Novi Sad prior to its placement in the tourism market by using an experiment of two simulated tourist tours, the participants of which are students of tourism, and taking into consideration their perception of visual attractiveness and storytelling of the cultural heritage in the route, emotions along the route, estimate of quality of the route in general, and their satisfaction and willingness to recommend the route to other people.

Literature overview

Literary tourism routes

Studies of literary tourism show that literary tourism has high research potential as an academic sphere. As a result of the analysis of literary tourism studies, Çevik (2020) indicated the most frequently used themes: authenticity, motivations, and experiences of literary tourists, management issues, marketing issues, interpretation, literary trails and literary tours, commodification, literary pilgrimage, and literary awareness. Today, it is possible to visit a great number of tourist literary attractions, spanning from those dealing with a writer's place of birth, growing up, life, death, to those dealing with the location where a literary work was written and the location in which a literary work is set (Hoppen, Brown, & Fyall, 2014). The most popular destinations of literary tourism that, at the same time, attract the largest number of literary tourists are the United Kingdom and Ireland, meaning authors such as William Shakespeare, Jane Austen, Beatrix Potter, Agatha Christie, J.K. Rowling, Oscar Wilde, James Joyce, etc. Literary locations are also frequently connected through thematic routes. One of the most famous literary routes is "In the Footsteps of Robert Louis Stevenson," formed in 2015 within the Cultural Routes of the Council of Europe, and it spans

through four countries: the United Kingdom, Ireland, Belgium, and France (Council of Europe, n.d.). On the other hand, there are those local routes such as the literary route through Edinburgh, which follows the literary character of inspector Rebus by the writer Ian Rankin (Rankin, n.d.) or the route in Dublin following the plot of the novel Ulysses by the Irish writer James Joyce (Anconitano, n.d.).

Macleod, Hayes, and Slater (2009) constructed a typology of literary routes. According to them, there are biographical trails, literary landscape trails, and generic literary trails. Biographical trails focus on the understanding of the author's life and his/her influence on literary work. Such routes were developed based on the need of literary pilgrimage so that they spark admiration and respect toward the author. Literary landscape trails include a wider geographical region and are mostly constructed by a group of partners, including civil societies, local authority, tourism organizations, and the private sector. Their goal is to build an identity brand for the region. The experience in the route is especially taken care of by using various interpretive methods and stimuli in order to ensure entertainment and escapism. These routes contain both formal tourism attractions (which could include museums, visitor centers, etc.) and the informal (which could include pubs, market places, etc.). They do not require a high level of knowledge of the author or the plot of literary works.

Generic literary trails are developed by the local government, destination management organizations, literary associations, authors' estates or publishers. The primary goal is to magnify the tradition of the area so that it improves the destination image and the reputation both in the minds of the local inhabitants and the visitors. The experience combines both the education and esthetic dimension that manifest through storytelling and visual attractiveness. Every place has its own unique qualities, not only in terms of its physical appearance, but of how it is perceived. MacLeod (2020) in her work finds that Latin term *genius loci* which refers to spirit of place, is a useful way of structuring the experience of literary tourists visiting author's homes and forming their representation and management as tourism attractions.

Visual attractiveness of tourism resources

Visual attractiveness can, more than anything else, attract attention. People enjoy beautiful things and if given a choice, they always prefer the beautiful to the ugly or neutral. The word "esthetic" means the beauty of something, usually its visual appearance. Formally, it is related to the artistic value that distinguishes the item from regular things. In tourism, esthetic dimension plays a very important role. Esthetic dimension of a tourism destination is expressed since the moment of searching for information prior to the journey and viewing of promotional materials. Sometimes it is crucial to making the decision regarding the destination's choice. At the destination itself, the tourists engage in sightseeing of the attractions, where the sense of sight is put in focus (Adler, 1989). Therefore, it is important that the tourism management takes care of the esthetic dimension of its resources. Research has shown that esthetic dimension impacts the emotions of tourists, and emotions impact tourism satisfaction (Song, Lee, Park, Hwang, & Reisinger, 2015).

Storytelling

One of the main trends in modern marketing is storytelling, meaning product and destination branding through telling stories (Salmon, 2010). It came about as a prominent type of narration designed to awaken the memory of the consumer of his/her experience (Woodside, 2010). Keskin, Akgun, Zehir, and Ayar (2016) confirmed that storytelling creates an emotional link between a city and its target groups and can be viewed as a component of a branding process in the research of

marketing or branding. Storytelling is an effective way to manage tourists' interest. The visitors want to be immersed in the story and become a part of it. Tourism research related to storytelling is grouped into three areas: storytelling in destination promotion through marketing channels, tourist storytelling in retelling the memories from the trip, and storytelling in heritage interpretation. Heritage interpretation can be seen as informal tourist education, and research has shown that the stories are much more effective to present information than essential presentation of a list of facts when it comes to the attention of the audience, memory, and interaction (Moscardo, 2010). Digital storytelling in tourism makes the strategies of communication management stronger according to diversity of stimuli and meanings, resulting from the high informational density (Bassano et al., 2019).

Quality of the route as a tourism product

Product and services quality is the element that defines a long-term existence in the market. It can be defined as a "collection of characteristics in the possession of the entity in order to satisfy all the set demands, expected desires, and tendencies of the consumer" (Kosar & Rašeta, 2005, p. 23). In order to make it possible to determine the quality of a tourism route, all its components related to the creation of quality perception in tourists must be identified. Numerous instruments for measuring product and service quality have been developed, such as SERVQUAL model (Parasuraman, Zeithaml, & Berry, 1988) and SERVPERF model (Cronin & Taylor, 1992) for measuring service quality, then specialized models such as TEAMQUAL (McDonald, Sutton, & Milne, 1995) and SPORTSERV (Theodorakis, Kambitsis, & Laios, 2001) for service quality measurement in professional sports, HOLSAT model for the measurement of tourism destination quality (Tribe & Snaith, 1998), but there are few of those research studies that focus on measuring quality of theme routes. One of the most famous ones is Cultural Route Evaluation Model (CREM) that includes both the cultural values and the economic influence of the theme route (Božić & Tomić, 2016). Considering that cultural routes basically include a group of cultural attractions, the instrument for measuring route quality should include the items for measuring the quality of cultural heritage, but also the elements for measuring the quality of the surroundings that the routes pass through.

Tourist emotions

Studies have indicated that emotions play a very important role in using a certain product, defining unforgettable experiences, impact the satisfaction, desire to recommend the product, and selection of the next purchase (Tung & Ritchie, 2011). Numerous scales to measure emotions of the consumers have been developed. One of the first was a scale Pleasure, Arousal, and Dominance (PAD), developed by Mehrabian and Russell (1974). Highly in use is also the Differential Emotion Scale by Izard (1977), which contains 10 sub-scales presenting the fundamental emotions of interest, joy, anger, disgust, contempt, sadness, fear, shame, guilt, and surprise. Watson, Clark, and Tellegen (1988) developed Positive Affect and Negative Affect Scales (PANAS). There are a few others, but for the context of tourism, a scale developed by Hosany and Gilbert (2010), Destination Emotion Scale with factors joy, love and positive surprise is important. They have proven that precisely these three factors of emotions are significant when it comes to the satisfaction at the destination and the intention to recommend others to visit.

Tourist satisfaction

Tourist satisfaction is a key for the destination to retain the existing and attract new tourists. In tourism literature, tourist satisfaction is measured from the standpoint of various theories and perspectives. Two basic theories stand out. One theory is that current product perception (experience) is a direct determinant of tourist satisfaction/dissatisfaction. The second theory is that tourist satisfaction/dissatisfaction is under the influence of a pre-experience comparative standard (expectation, costs, and ideal performance) (Tse & Wilton, 1988). Independently of the manner of observing the satisfaction, all the definitions have the following elements in common:

- consumer satisfaction is an emotional reaction;
- the reaction is related to a certain focus; and
- reaction appears at a certain time—after the use, after the decision regarding purchase (Giese & Cote, 2000).

In a context of heritage tourism, Huang, Weiler, and Assaker (2015) investigated the effects of affective and cognitive tour guide interpretation outcomes on tourist satisfaction and behavioral intention. Results show that "cognitive interpretation outcome has a greater impact on tourist satisfaction and sustaining visitor arrivals than affective interpretation outcome, whereas satisfaction with the guided tour experience directly affects behavioral intention and largely mediates the effect of cognitive interpretation outcome on behavioral intention" (Huang et al., 2015, p. 344). Hosany, Prayag, Van Der Veen, Huang, and Deesilatham (2017, p. 1079) develops the model that measures "the influence of tourists' emotions on place attachment and the mediating effects of satisfaction and place attachment on the relationship between tourists' emotions and intention to recommend". The results show that only tourist satisfaction mediates the relationship between tourists' emotions and intention to recommend.

Intention to recommend

Tourist loyalty is most frequently manifested in the form of repeated visits and oral promotion (Zhang, Fu, Cai, & Lu, 2014). Based on empirical research aimed at determining the manner in which and based on which tourists make their decision regarding using their vacation time or some other form of tourism spending, and it resulted in the finding that in the greatest measure the decisions are based on the information obtained through talking with their friends, acquaintances, relatives (Gitelson & Kerstetter, 1995). These data indicate the extremely high importance and influence of "word of mouth" promotion. It is necessary to understand that successful "word of mouth" promotion can be based only on good product and service quality (Hosany, Ekinci, & Uysal, 2006; Kozak & Rimmington, 2000).

Methodology

Study area

The case study area is Novi Sad. With a population of 360,925, it is the largest city in Serbia after Belgrade. Before coronavirus pandemic, tourism to Novi Sad was growing. Tourist arrivals rose from 89,633 in 2013 to 156,826 by 2018 (Statistical Office of the Republic of Serbia, 2021). In its tourism offer, the city has a wide assortment of different attractions, from cultural and natural heritage to the wide range of events and festivals. During the 19th century, Novi Sad became a center of Serbian culture, as a result of which it has earned the nickname "Serbian Athens". It was an important trading and

manufacturing center as well. During that time, almost every Serbian poet, publisher, or novelist lived or worked in Novi Sad. In that period, the most important cultural institutions, such as the Serbian National Theater, Matica Srpska, and Serbian reading room were formed.

Procedure and sample

For the purpose of forming a route that promotes the golden period of cultural life in Novi Sad and the era of pre-romanticism, romanticism, and realism in literature, attractions related to the writers of the 19th century have been chosen: houses they lived in, schools they attended, institutions where they worked in or which they founded, pubs they liked to visit, etc. Table 1 provides a short overview of the aforementioned attractions. By passing along this route, the visitor can get to know what Novi Sad of the 19th century looked like, how it functioned, and developed.

Table 1
Attractions of literary heritage of Novi Sad from the 19th century

Name	Description
Zmaj Jovina High School	The second oldest high school in Serbia, founded in 1810, attended by numerous prominent Serbian writers
Zlatne Grede Street	One of the oldest streets in Novi Sad, where many important people and writers lived in the 19th century
Matica Srpska	The oldest cultural and scientific institution for the Serbs, founded in 1824 in Budapest, relocated to Novi Sad in 1864
Miletićeva Street	A street that was also called the street of intellectuals in the 19th century due to its reputable inhabitants
Bela Lađa Pub	A pub where numerous writers and other reputable persons of that time used to meet and debate political matters and the status of Serbia in Habsburg Monarchy
The Serbian National Theatre	The oldest professional theater for Serbs, founded in 1861
Liberty Square	The main city square in Novi Sad, outlined in the second half of the 19th century
Zmaj Jovina Street	The main pedestrian zone in Novi Sad. The street got today's appearance in the second half of the 19th century
Dunavska Street	One of the oldest streets where the main printing offices were located, and today it contains The Library and museums
Danube Park	The main city park, where statues of prominent authors are located

Note. Adapted from *Novi Sad na dlanu* [Novi Sad on the palm], by P. Tomić et al., 2004, Novi Sad, Serbia: Department of Geography, Tourism and Hotel Management.

Such formed route, according to the classification of Macleod, Hayes, and Slater (2009), would belong to the group of generic literary trails that are being developed for the purpose of raising the reputation and status of the city in the eyes of the local inhabitants and tourists. This potential literary route passes through the city core of Novi Sad and through the largest part of the pedestrian zone, so it does not spatially deviate from the usual tourist flows. However, it is precisely the narrative that enables one to become familiar with Novi Sad from a different angle. It was conceived to chronologically follow the events that took place in the 19th century. The proposed route is intended for walking tours which is why some distant attractions have been left out from the route but not from the guide interpretation. The route is about 1,700 m long, and can be completed on foot in a light pace accompanied by the narrative in about an hour. The route does

not include entering certain attractions. It relies in great measure on the interpretation, so it is very important to select a well-trained and specialized guide when leading the group.

In order for the route to be placed on the tourist market, it is essential to perform tests on the formed product. Product testing is the usage of any of various tests to measure product performance or properties. It is desirable to carry out testing, before starting large-scale production of a product and launching it on the market, to ensure the product will perform as expected and serve its purpose. These measurements can help to catch any faults before mass production or selling it to customers, saving the business money, and improving its quality and reputation (Product Testing Services Admin, 2018). Fifty students of tourism were randomly selected to conduct the product testing on designed literary route in May 2018. There were 60% of females and 40% of males. Twenty-four percent of the students were locals and others were from different parts of Serbia. Two guided tours were simulated. The first group set off at 10:00 a.m., and the second at 11:30 a.m. A tour guide led the students along the route and through the oral interpretation expressed the most important stories about the people and events, stopping next to the most prominent attractions.

The students had the task to evaluate the visual attractiveness and storytelling of each individual attraction, their emotions during the tour, the quality of the overall tour, and finally the satisfaction with the tour and future behavior by using ArcGIS application installed on their mobile phones. A 5-point Likert scale was used for the evaluation, where 1 represented the lowest and 5 the highest score. The applied questionnaire contained the gender and the place of origin of the examinees.

Perception of visual attractiveness and storytelling was measured by a single-item scale. Hosany and Glibert (2010) have developed Destination Emotion Scale. Two factors from the aforementioned scale were utilized to measure emotions on the literary route: Joy (five variables) and Positive surprise (five variables) that can be seen in Table 2. The factor Love from the mentioned Scale was not measured in this research, because authors agreed that emotions of love could have important role later, in the stage of route upgrade, but not in the stage of route formation which is the case here.

A 22-item scale was used to evaluate the quality of the route. The scale predominantly uses the items from the model of du Cros (2001) for cultural heritage. It was adapted to measure the quality of the cultural route as a whole, and not as individual attractions. The achieved results indicate that the scale has good internal concordance, as indicated by Kronbach Alpha coefficient of .944, which is significantly higher than the recommended theoretical value of .7 (DeVellis, 2003). All the 22 items had high internal concordance (Table 3).

Table 2
Emotions

Joy	Positive Surprise
Cheerfulness	Amazement
Pleasure	Astonishment
Joy	Fascination
Enthusiasm	Inspiration
Delight	Surprise

Note. Reprinted from "Measuring tourists' emotional experiences toward hedonic holiday destinations," by S. Hosany, and D. Gilbert, 2010, *Journal of Travel Research, 49*(4), p. 518. Copyright 2010 by SAGE Publications

Table 3
Reliability statistics for the applied quality questionnaire

Items	Cronbach's Alpha if Item Deleted
The attractiveness of the theme the route promotes	.941
The uniqueness and rarity of the route in the region	.942
Vicinity of emissive centers (closeness of emissive centers)	.942
Micro location and accessibility of the sites (possibilities of approaching the site)	.940

Table 3
Continued

Items	Cronbach's Alpha if Item Deleted
Concentration of the attractions on the route (number of attractions compared to the length of the route)	.942
Ambience of the route	.941
Atmosphere along the route	.941
The flow of people and traffic along the route (congestion and crowding along the route)	.945
Safety along the route	.942
Maintenance and monitoring of cultural attractions along the route	.945
Authenticity of route attractions	.939
Cultural value	.940
Historical value	.940
Artistic value	.941
Social value	.941
Educational value	.941
Research value	.941
Esthetic value	.939
Tourist signalization	.942
Interesting story to be told	.940
Additional cultural and natural values (number of additional values in the radius of 1 km)	.940
Tourist services along the route	.941

Tourist satisfaction was measured by two items I am satisfied by such designed route and I would like this potential route to become a tourist product. Future behavioral intentions were measured through items If it became a tourist product, I would recommend this route to the visitors of Novi Sad and If it became a tourist product, I would recommend this route to the inhabitants of Novi Sad, that express oral promotion, or so-called "word of mouth" of tourism product. All statistical procedures were realized by using IBM SPSS Statistics version 20.0, and conclusions were drawn based on .05 level of significance ($p < .05$).

Results and discussion

At the beginning, the examinees had the task to evaluate the visual attractiveness and storytelling of the localities they visited. The results are shown in Table 4 and visually demonstrated by Figure 1a and 1b. The visual attractiveness of the route is on a high level, above the average score of 4. Two localities that deviate from this level can be noticed. Those are Bela Lađa Pub ($M = 2.56$, $SD = 1.445$), which is neglected and needs restoration in order for its splendor to return and Zlatne Grede Street ($M = 3.76$, $SD = 1.061$).

When it comes to storytelling, the line on Figure 1b indicates high evaluation of uniformity among the sights, in the span of $M = 4.12$ to $M = 4.44$, except for Bela Lađa Pub which received the lowest score in this case too ($M = 3.60$, $SD = 1.069$).

Table 4

Average values of visual attractiveness and storytelling of tourist attractions on the literary tourist route through Novi Sad

Tourist attractions on the route	Visual attractiveness		Storytelling	
	M	SD	M	SD
Zmaj Jovina High School	4.40	0.782	4.30	0.647
Zlatne Grede Street	3.76	1.061	4.28	0.882
Matica Srpska	4.36	0.875	4.20	0.808
Miletićeva Street	4.06	0.978	4.12	0.940
Bela Lađa Pub	2.56	1.445	3.60	1.069
The Serbian National Theatre	4.48	0.886	4.22	0.910
Liberty Square	4.62	0.753	4.40	0.833
Zmaj Jovina Street	4.60	0.728	4.28	0.904
Dunavska Street	4.44	0.812	4.42	0.785
Dunube Park	4.66	0.717	4.44	0.884

Note. M = Mean, SD = Standard deviation.

Significant differences in the opinions of the male and female examinees are non-existent, but there is a noticeable difference between the examinees who live in Novi Sad and those who do not. Namely, the examinees from Novi Sad give a higher score to two localities when it comes to visual attractiveness to four localities when it comes to storytelling (Table 5).

Table 5

Statistically significant differences in the evaluations of visual attractiveness and storytelling in the route compared to the place of origin of the examinees

Tourist attractions on the route	Visual attractiveness	Storytelling
Zmaj Jovina High School	Mann Whitney U test = 306.500 p = .046	Mann Whitney U test = 138.000 p = .046
Bela Lađa Pub	Mann Whitney U test = 333.000 p= .014	
Zlatne Grede Street		Mann Whitney U test = 140.000 p = .027
Matica srpska		Mann Whitney U test = 120.000 p = .008
Miletićeva Street		Mann Whitney U test = 130.500 p = .018

At the same time, the examinees had the task to evaluate their emotions in front of each locality. The emotions throughout the route were measured by 10 variables grouped into two factors. The first factor was Joy, shown in Figure 1c, where it can be seen that the first part of the route is slightly below the score of four, then a drastic drop was recorded at the locality Bela Lađa Pub (M = 2.93, SD = 1.02), following which the evaluation of Joy had increased to excellent with a rising tendency, except the negligible drop in Dunavska Street (M = 4.00, SD = 0.82), to the culmination in the Danube Park (M = 4.34, SD = 0.73) as the final point of the route. The second factor of emotions entitled Positive Surprise, depicted in Figure 1d, had unified values— approximately score three, throughout the route with slight drops and increases. This factor of emotions recorded the highest grade in Zmaj Jovina Street (M = 3.43, SD = 1.0195).
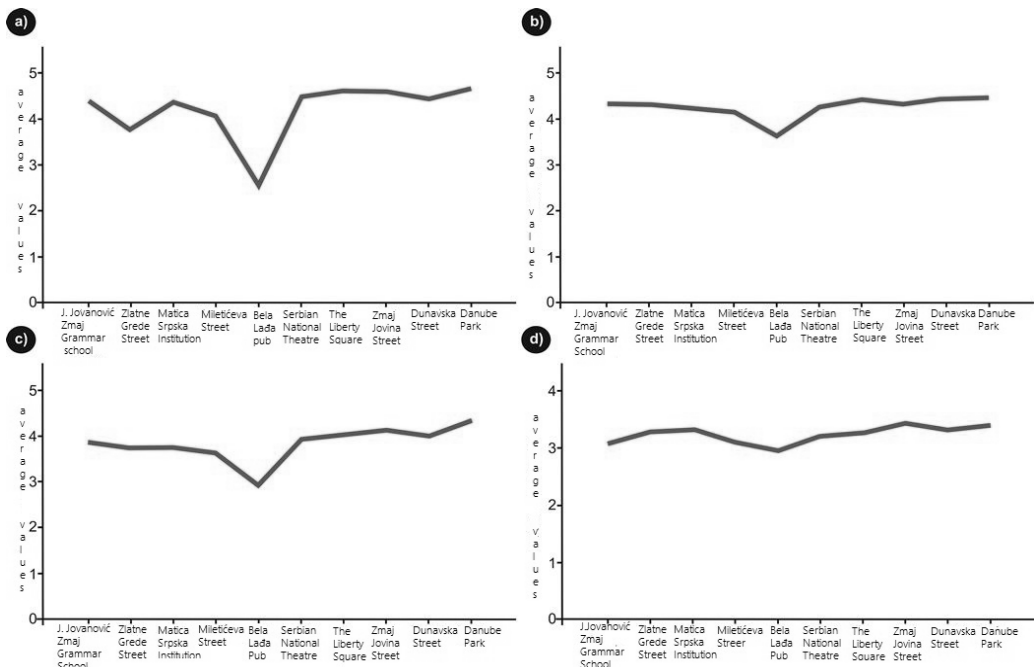
Figure 1. Visual attractiveness (a), storytelling (b), emotion Joy (c), and emotion Positive Surprise (d) of tourist attractions within the route.

Generally speaking, according to the examinees' responses from the sample, the quality of the formed route is good, as seen by the evaluation of items in the span of $M = 3.76$ to $M = 4.60$. The best evaluated item is the vicinity of emissive centers ($M = 4.60$, $SD = 0.606$) as well as the educational value ($M = 4.46$, $SD = 0.788$), the attractiveness of the theme the route promotes ($M = 4.44$, $SD = 0.812$), ambience ($M = 4.44$, $SD = 0.644$), and atmosphere along the route ($M = 4.44$, $SD = 0.733$). The worst evaluation was given to tourist signalization ($M = 3.76$, $SD = 0.938$), congestion and crowding along the route ($M = 3.80$, $SD = 0.881$), as well as to the maintenance and monitoring of the cultural attractions along the route ($M = 3.88$, $SD = 0.849$) (Table 6).

Table 6

Quality perception of the literary route through Novi Sad

Items	M	SD
The attractiveness of the theme the route promotes	4.44	0.812
The uniqueness and rarity of the route in the region	4.16	0.792
Vicinity of emissive centers (closeness of emissive centers)	4.60	0.606
Micro location and accessibility of the sites (possibilities of approaching the site)	4.40	0.782
Concentration of the attractions on the route (number of attractions compared to the length of the route)	4.40	0.808
Ambience of the route	4.44	0.644
Atmosphere along the route	4.44	0.733
The flow of people and traffic along the route (congestion and crowding along the route)	3.80	0.881
Safety along the route	4.02	0.892
Maintenance and monitoring of the cultural attractions along the route	3.88	0.849

Table 6
Continued

Items	M	SD
Authenticity of route attractions	4.20	0.808
Cultural value	4.40	0.639
Historical value	4.46	0.676
Artistic value	4.22	0.708
Social value	4.36	0.722
Educational value	4.46	0.788
Research value	4.26	0.777
Esthetic value	4.24	0.716
Tourist signalization	3.76	0.938
Interesting story to be told	4.28	0.834
Additional cultural and natural values (number of additional values in the radius of 1 km)	4.12	0.773
Tourist services along the route	4.22	0.764

Note. *M* = Mean; *SD* = Standard deviation.

Significant differences in male and female examinees have not been found, while there is a significant difference between the examinees that live in Novi Sad and those that live outside Novi Sad. Namely, the examinees who are not from Novi Sad give higher scores compared to the local inhabitants when it comes to the authenticity of route attractions (Mann Whitney U test = 324.000, p = .018) and Interesting story to be told (Mann Whitney U test = 312.500, p = .036).

Table 7
Tourist satisfaction with the route and future behavior of the examinees

Opinions	M	SD
I am satisfied with such designed route	4.50	0.707
I would like this potential route to become a tourist product	4.52	0.789
If it became a tourist product, I would recommend this route to the visitors of Novi Sad	4.54	0.734
If it became a tourist route, I would recommend this route to the inhabitants of Novi Sad	4.52	0.732

Note. *M* = Mean; *SD* = Standard deviation.

The evaluation of tourist satisfaction and future behavior of the examinees is given in Table 7. It can be noticed that the opinions received a high evaluation with almost identical mean values. No significant difference has been noticed in the responses in terms of the gender or place of origin of the examinees.

Conclusion

This research had the goal of determining whether the tourism route of literary heritage of the 19th century in Novi Sad is designed well and whether it can be placed in the market in such form. The results have shown that tourist attractions contained in the route have been selected well, as witnessed by the high evaluation scores of visual attractiveness and storytelling. The exception is Bela Lađa Pub, which, despite its historical significance, is not in the condition to be included in the tourist offer, primarily due to its run down appearance. This fact is supported by Figure 1c depicting Joy emotion along the route, which records a drastic drop at this sight. Therefore, it is advised for this resource to be removed from the route, at least while the building is not restored. Without this

building in the route, Joy emotion is slightly increasing throughout the route with a culmination point in Danube Park as the final destination of the route. This confirms that the order of attractions is adequate as it would not be good for the enjoyment emotion to decrease along the route.

On the other hand, Figure 1d depicting emotions that contain Positive Surprise show a more or less straight line around the score of 3. In order for the emotions in this segment to achieve a higher level, it is advised to find some interesting, pompous information and stories related to the buildings and theme of the route, which are not known to the public. The factor of surprise can be improved in this manner.

What is interesting is that Danube Park as a natural heritage, where many cultural monuments are located, was given the highest score in terms of the visual attractiveness, storytelling, and emotions. This confirms that, while creating routes, it is important to introduce sights that mutually differ in order to avoid monotony. Introducing natural heritage in a literary route had turned out to be a good solution.

The examinees in the experiment who are not from Novi Sad have given significantly higher scores to the visual attractiveness and storytelling for certain attractions, which can be explained by the fact that people believe the surroundings they live in to be less interesting and attractive compared to the surroundings they see for the first time and is not a part of their everyday life. Therefore, it can be assumed that the route will be more attractive to tourists than to local inhabitants.

When the quality of the route was evaluated, the lowest scores were given to the items concerning tourism management at the destination, such as tourist signalization, maintenance of tourist attraction, crowd, and therefore, those are the segments that need work in order to improve the quality. However, cultural values of the route are evaluated very highly, so we presume that those are the items that lead to tourist satisfaction and the desire to orally promote the route, which needs to be confirmed by increasing the sample size.

By looking at the research results, literary tourism route throughout Novi Sad with 19th-century theme is well placed in the city core. It has an educational role in the expansion of knowledge of the events in the era of pre-romanticism, romanticism, and realism in the area of Novi Sad and Vojvodina in an entertaining and active way. It organizes the attractions into a unified whole by creating a new tourist space that has features of a museum without walls. If the route is placed in the tourist market, it is advised for it to retain the suggested order of sightseeing attractions, with the exclusion of Bela Lađa Pub building due to the currently low scores. Furthermore, it is advised to improve the tourist signalization in the route, was well as to improve maintenance of the facilities and prevent decay. The route can be interesting to both foreign and domestic tourists, as well as to the local population. New tourist product can contribute to the diversification of tourism offer, which can attract new tourists to the destination. It can improve the image and the reputation of the city and strengthen Novi Sad brand as Serbian Athens (moniker given to it in the 19th century when Novi Sad was the center of cultural life of Serbs in Hungary).

The importance of the obtained results can be observed in the context of a direct contribution for a specific travel agency in terms of product quality in its offer, as well as the possible importance for the development and enrichment of the tourist offer of Novi Sad. Also, the research shows an innovative approach in research methodology using product testing, simulation, smartphone technology, ArcGIS application, questionnaire technique, and the combination of scales for measuring emotions, quality of the route, tourist satisfaction, and future behavior intentions which makes the scientific contribution of the paper. The main limitation of the study is the simulation of the real circumstances of the guided tour which is hindered by the use of smartphones and filling out the questionnaires in real-time, which

disrupts the continuity of the route experience. The created literary route is primarily intended for young people who would learn in an interesting and creative way about the literature of the particular historical epoch, which is why the sample consists of young people, but it is recommended that future researches include other age groups in the sample with the intention of comparing the results and determining whether such a tourist product can be offered to other target groups.

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