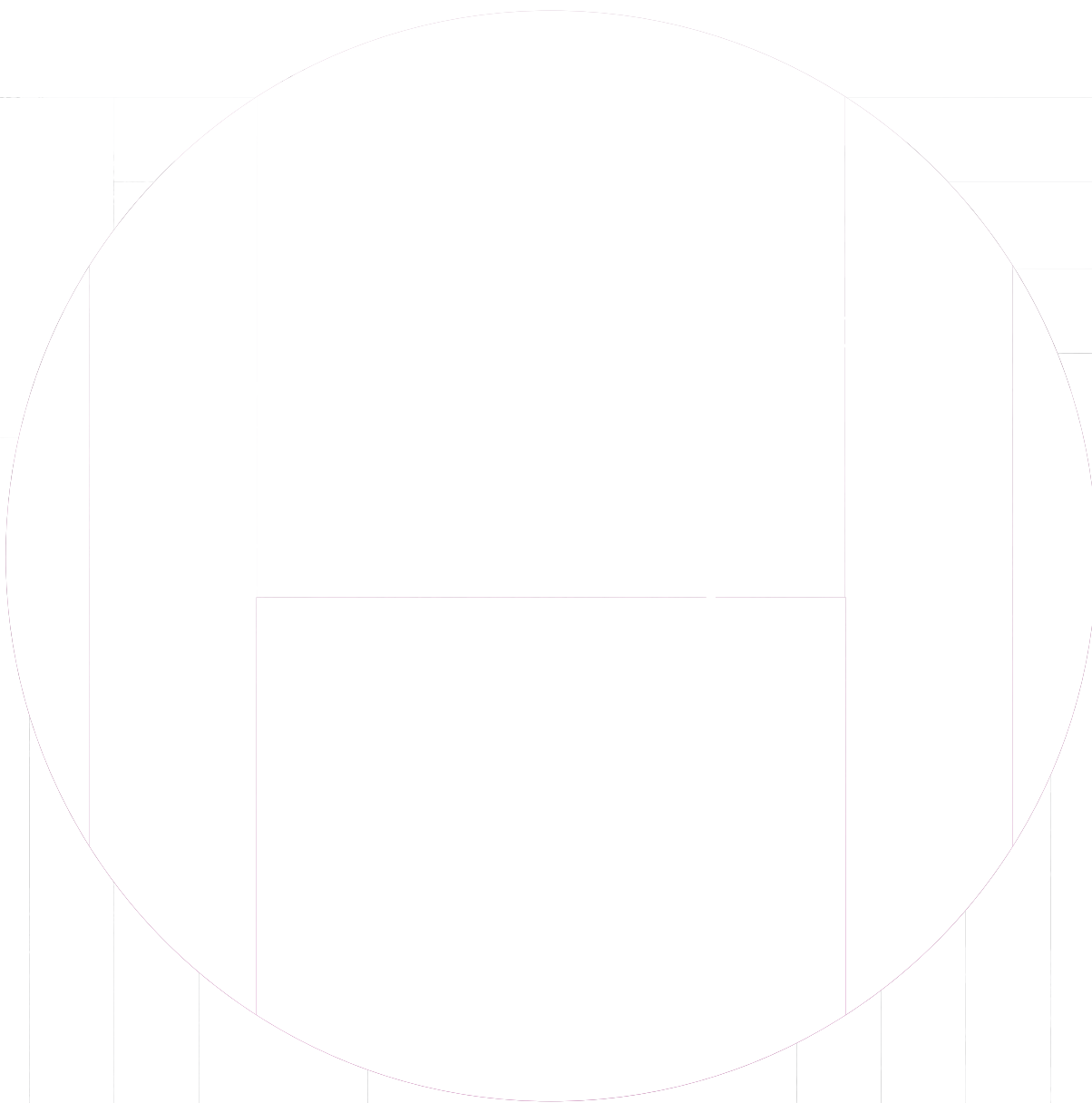




5th International Symposium of ICOMOS Slovenia
5. Mednarodni simpozij ICOMOS Slovenija



**Heritage
and community:**
*the opportunities and
challenges of cultural tourism*

Dediščina in skupnost:
*priložnosti in izzivi
kulturnega turizma*

BOOK OF ABSTRACTS
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Cultural heritage tourism – a development opportunity and protection of the cultural heritage of local communities

SONJA IFKO

ICOMOS Slovenia, Faculty of Architecture, University of Ljubljana, Slovenia

The fifth anniversary scientific symposium of ICOMOS Slovenia is dedicated to the role of local and especially heritage communities in facing the challenges involved in cultural heritage tourism.

This year, we are celebrating the 60th anniversary of the Venice Charter, which, as a fundamental document, has defined the development of the ICOMOS association and the protection of immovable cultural heritage practically worldwide. We are also nearing the 20th anniversary of the Council of Europe's Faro Convention, which highlights the multifaceted meanings of heritage for society. In these circumstances, this International Symposium will address the topic that is proving to be a significant and often crucial developmental challenge in many local contexts. We will examine what cultural heritage tourism brings to the local environments as a development potential. Inappropriately managed cultural heritage tourism can contribute to the degradation of cultural heritage. Therefore, the tourism-related issues of social, ethical, cultural, environmental, and economic rights must be confronted and addressed holistically. In line with the objectives of the new **2022 ICOMOS International Cultural Heritage Tourism Charter**, it is essential to place the protection of cultural heritage and community rights in the centre of heritage tourism policies and projects, encourage stakeholder participation and participatory governance in cultural heritage and tourism, and ensure that cultural heritage and tourism management is connected to the sustainable development goals, focused primarily on maintaining the heritage and ensuring the equitable and inclusive development of local communities. The Charter's content and principles are designed to help managers and heritage communities ensure sustainable management of cultural heritage sites and their integration into the local economy in a developmentally equitable manner.

In the context of three thematic sections, the Symposium will address as many challenges faced while

implementing the sustainable development policy for cultural heritage sites as possible.

The first thematic section will highlight **the role of the protection of cultural heritage and community rights as the foundations for the development of cultural heritage tourism**. In practice, the fact that well-preserved heritage is a prerequisite for heritage tourism is far too often neglected. Meanwhile, in local contexts, it is usually the heritage communities that bring together conservation interests and development opportunities through inclusive participation.

The second thematic section will address the issues of the pitfalls of touristification and how to overcome them, as identifying and analysing the challenges faced by local communities and managers is crucial. Identifying synergies and differences is essential for effective cooperation, as is adequate education and exchange of experience.

The third thematic section, titled *Cultural Heritage Tourism and the Role of Heritage Branding*, reviews the significance of various sorts of heritage and tourism product branding. Contributions are presenting the experience of sites that are part of the UNESCO's World Heritage List or others organizations. Presenters are focusing on the benefits and challenges that branding represents for sustainable and inclusive future development of local communities.

In the final part of the symposium, we will have an excursion with cultural heritage and tourism experts to see three practical examples where the protection and management of cultural heritage are intertwined. Together, we will discuss the successes and challenges that conservators, planners, and heritage site managers face on a daily basis.

Kulturnodediščinski turizem – razvojna priložnost in skrb za varstvo kulturne dediščine lokalnih skupnosti

Peti, jubilejni znanstveni simpozij ICOMOS Slovenija posvečamo vlogi lokalnih in predvsem dediščinskih skupnosti pri soočanju z izzivi, ki jih prinaša kulturnodediščinski turizem.

V letu, ko praznujemo 60. obletnico nastanka Beneške listine, ki je kot temeljni dokument začrtala tako razvoj organizacije ICOMOS kot varovanje nepremične kulturne dediščine praktično po vsem svetu, in ko smo na pragu 20. obletnice sprejetja Farske konvencije Sveta Evrope, ki izpostavlja večplastnost pomenov dediščine za družbo, s simpozijem odpiramo temo, ki se v številnih lokalnih okoljih kaže kot pomemben, velikokrat tudi pereč razvojni izziv. Preizpraševali se bomo, kaj kulturnodediščinski turizem kot razvojni potencial prinaša v lokalna okolja. Ob neustreznem upravljanju lahko namreč prispeva k degradaciji kulturne dediščine, zato je treba vedno znova soočiti vprašanja družbenih, etičnih, kulturnih, okoljskih in ekonomskih pravic, povezanih s turizmom, ter jih obravnavati celostno.

V skladu s cilji nove Mednarodne listine ICOMOS o kulturnodediščinskem turizmu (2022) je ključnega pomena, da varstvo kulturne dediščine in pravic skupnosti postavimo v središče politike in projektov v kulturnodediščinskem turizmu, spodbujamo sodelovanje deležnikov in participativno upravljanje na področju kulturne dediščine in turizma ter upravljanje obeh področij povezujemo s podporo ciljem trajnostnega razvoja, s skrbjo za dediščino ter s pravičnim in vključujočim razvojem lokalnih skupnosti. Vsebinske listine so načela, ki so zasnovana v pomoč upravljavcem in dediščinskim skupnostim, da bi trajnostno upravljali območja kulturne dediščine in jih razvojno pravično za vse vključevali v lokalno ekonomijo.

Na simpoziju bomo v treh tematskih sklopih skušali obravnavati čim več izzivov, s katerimi se soočamo pri

uresničevanju trajnostne razvojne politike območij kulturne dediščine. V prvem sklopu bomo izpostavili vlogo varstva kulturne dediščine in pravic skupnosti kot temeljev za razvoj kulturnodediščinskega turizma. Ohranjena dediščina je namreč zanj pogoj, česar se v praksi vse premalokrat zavedamo. Dediščinske skupnosti pa so v lokalnih okoljih praviloma tiste, ki z vključujočim sodelovanjem povezujejo interese varstva in razvojne priložnosti.

V drugem sklopu bomo iskali odgovore na vprašanje, kaj so pasti turistifikacije in kako jih premagati, saj sta identifikacija in analiza izzivov, s katerimi se soočajo lokalne skupnosti in upravljavci, ključnega pomena. Za učinkovito sodelovanje je namreč nujno identificirati sinergije in razlike, hkrati pa sta pomembna tudi ustrezno izobraževanje in izmenjava izkušenj.

Tretji sklop, z naslovom Kulturnodediščinski turizem in vloga znamčenja dediščine, je namenjen pregledu vloge različnih znamčenj tako dediščine kot turističnih produktov. Tu želimo predstaviti prispevke o izkušnjah območij, vpisanih na UNESCOV seznam svetovne dediščine ali na druge sezname, saj so omenjeni vpisi ob priznanju pomena dediščine tudi neposredno zvezani s turističnimi potenciali lokacij, in te se velikokrat obravnavajo kot turistični produkti oziroma njihovi deli. Predavatelji se v svojih prispevkih osredotočajo na prednosti in izzive, ki jih znamčenje pomeni za trajnosten in vključujoč prihodnji razvoj lokalnih skupnosti.

V sklepnem delu simpozija si bomo na ekskurziji s strokovnjaki s področja kulturne dediščine in turizma ogledali tri primere, kjer se prepletata varovanje in upravljanje kulturne dediščine. Skupaj bomo razpravljali o uspehih in izzivih, s katerimi se konservatorji, načrtovalci in upravljavci območij dediščine vsakodnevno srečujejo.

The ICOMOS International Charter for Cultural Heritage Tourism 2022: aspirations and potential to transform tourism.

KEYNOTE LECTURE

CELIA MARTÍNEZ YÁÑEZ

University of Granada, ICOMOS ICTC Vice-President, ICOMOS Board Member
celiayanez78@yahoo.es

Tourism is a global and millenary activity with very important effects on cultural heritage, on the history of its preservation, on host communities, on the global economy, and on the environment. The International Council on Monuments and Sites was pioneer in starting to analyse this deep influence and to set up international recommendations to sustainably manage this activity. It established its International Committee on Cultural Tourism in 1969, adopted its first doctrinal text in this field in 1976 and updated it in 1999 to provide recommendations specifically aimed to improve the use and enjoyment of heritage and to confront the negative impacts of poorly or unplanned tourism. Basing on this long experience and crucial contributions, the conference will deepen on the latest update of these recommendations, the ICOMOS International Charter for

Cultural Heritage Tourism adopted by the ICOMOS General Assembly in Bangkok in 2022. We will focus on the Charter seven principles and their potential to inspire a transformational tourism basing on two basic demands: Our claim for a responsible and shared stewardship of heritage based on the “commons” theory, which confronts tourism massive, aggressive and perpetual economic growth approach; And a new vision of tourism as an instrument that must facilitate a fundamental human right –the access to and participation in culture–, contribute to the protection of heritage, and increase – and not erode– life quality. The presentation will stress some strategies crucial to achieve these aspirations, including the monitoring of heritage sites’ carrying capacity and the enhancing of capacities across all the interested parties and actors in the field.

Mednarodna listina ICOMOS o kulturnodediščinskem turizmu 2022: prizadevanja in potencial za preoblikovanje turizma

OSREDNJE PREDAVANJE

Turizem je globalna in tisočletna dejavnost, ki pomembno vpliva na kulturno dediščino, zgodovino njenega ohranjanja, gostiteljske skupnosti, svetovno gospodarstvo in okolje. Mednarodni svet za spomenike in spomeniška območja je dal pobudo za analiziranje tega pomembnega vpliva in oblikovanje mednarodnih priporočil za trajnostno upravljanje te dejavnosti. Leta 1969 je ustanovil Mednarodni odbor za kulturni turizem in leta 1976 sprejel svoje prvo doktrinarno besedilo na tem področju, ki ga je leta 1999 posodobil in v njem navedel priporočila, posebej namenjena izboljšanju uporabe in uživanja dediščine ter spopadanju z negativnimi vplivi slabo načrtovanega ali nenačrtovanega turizma. Na podlagi teh dolgoletnih izkušenj in ključnih prispevkov se bomo na konferenci poglobili v najnovejšo posodobitev teh priporočil, Mednarodno listino ICOMOS o kulturnode-

diščinskem turizmu, ki jo je sprejela generalna skupščina ICOMOS v Bangkoku leta 2022. Osredotočili se bomo na sedem načel iz listine in na njihov potencial za spodbujanje preobrazbenega turizma na podlagi dveh osnovnih zahtev: naše zahteve po odgovornem in skupnem upravljanju dediščine, ki temelji na teoriji "skupnih dobrin" in se zoperstavlja množičnemu in agresivnemu pristopu k turizmu na podlagi nenehne gospodarske rasti; in nove vizije turizma kot orodja, ki mora omogočiti temeljno človekovo pravico (dostop do kulture in sodelovanje v njej), prispevati k varstvu dediščine in ne krniti kakovosti življenja, ampak jo izboljšati. V predstavitvi bodo poudarjene nekatere ključne strategije za uresničitev teh prizadevanj, vključno s spremljanjem nosilne zmogljivosti območij dediščine in krepitevjo zmogljivosti vseh zainteresiranih strani in akterjev na tem področju.

TOPIC I • TEMA I

Protection of cultural heritage and community rights – the foundations of cultural heritage tourism development

Varstvo kulturne
dediščine in
pravice skupnosti
– temelja razvoja
kulturnodediščinskega
turizma

Chair / vodja:
RIIN ALATALU

Vloga varstva kulturne dediščine in pravic skupnosti kot temeljev za razvoj kulturnodediščinskega turizma

UVODNO PREDAVANJE

Turistične dejavnosti uporabljajo dediščino in idealno bi bilo, da bi poudarjale njene vrednote, izobraževale ljudi, prispevale k obnovi in vzdrževanju območij dediščine ter skupnostim zagotavljale sredstva za preživetje. Turistični dostop do območij dediščine ima na začetku običajno dobronamerne cilje spodbujanja lokalnih vrednot. Zunanji pogled lahko skupnost celo spodbudi, da prepozna več vrednosti v svojem vsakdanjem okolju in tradicijah, čeprav je splošno znano, da turizem spreminja pristnost oziroma avtentičnost območja. Ima zelo pomemben in raznolik vpliv na skupnosti, ki sega od komercializacije tradicij do neenake udeležbe pri dobičku. Turizem prinaša globalne usmeritve, ki spreminjajo lokalne tradicije in omogočajo uveljavljanje uvoženih trendov in navad. Spreminja tudi skupnosti, saj s turizmom prispejo novi ljudje in novi načini življenja. Spremembe v družbi in gospodarstvu so bistveni del zgodbe človeštva, vendar moramo biti pozorni na morebitne izgube.

ICOMOS od leta 2011 v sodelovanju s svetovalnima telesoma v zvezi s Konvencijo o svetovni dediščini ICCROM in IUCN pripravlja pobudo Our Common Dignity – Rights Based Approaches (Naše skupno dostojanstvo – pristopi, ki temeljijo na pravicah), da bi izboljšali ozaveščenost o vprašanih pravic pri upravljanju dediščine ter razvili in spodbujali ustrezna orodja in smernice. Izraz “skupnosti” je splošen in vključuje vse skupine ljudi, ki so neposredno povezane z območjem dediščine. Izzivi skupnosti so zelo različni. Cilj pristopov, ki temeljijo na pravicah, je opredeliti nosilce pravic in dolžnosti, da bi spodbudili vključevanje pravic, norm, standardov in načel v politiko, načrtovanje, izvajanje in ocenjevanje rezultatov ter tako pomagali zagotoviti, da se – kjer je to mogoče – pri uporabi in upravljanju dediščine spoštujejo in podpirajo pravice. Ker ustaljenih rešitev ni, je pobuda namenjena odkrivanju in obravnavi študij primerov ter spodbujanju pristopov, ki temeljijo na “dobri praksi”.

The role of the protection of cultural heritage and community rights as the foundations for the development of cultural heritage tourism

INTRODUCTORY LECTURE

RIIN ALATALU

ICOMOS Vice-President, Estonian academy of Art, Tallin, Estonia
riin.alatalu@icomos.org

Tourism is a consumer of heritage that in an ideal world highlights the values of heritage, educates people, helps to restore and upkeep heritage sites and provides livelihood for the communities. Opening sites for tourists generally starts with good intentions to promote local values. Look from outside even encourages the communities to see more value in their daily environment and traditions.

However, it is a common knowledge that tourism changes the genuity and authenticity of the site. It has a very significant and diverse effect on communities that varies from commercialization of traditions to unequal share of profit. Tourism brings in global tendencies that change local traditions opening the way to imported trends and habits. It also changes the communities bringing in new people and new ways of living. The changes in society and economy are essential part of the story of the humankind, however, one should be careful of the potential loss involved.

Since 2011 ICOMOS in cooperation with the Advisory Bodies to the World Heritage Convention ICCROM and IUCN is working on the initiative Our Common Dignity – Rights Based Approaches to build awareness of rights issues in heritage management and to develop and promote relevant tools and guidelines. Communities is a generic term and includes all groups of people who possess a direct connection to a heritage place. The challenges of the communities vary deeply. Rights-Based Approaches seek to identify rightsholders and duty-bearers in order to promote the integration of rights, norms, standards and principles into policy, planning, implementation and outcomes assessment in order to help ensure – wherever possible – that heritage practice and management respects and supports rights. As there are no fixed solutions, the initiative seeks and discusses the case studies and promotes ‘good practice’ approaches.

Vključujoč dediščinski diskurz: izkušnje iz projekta RAIL4V4+V

Potreba po umestitvi ljudi in človekovih vrednot v središče interdisciplinarnega koncepta kulturne dediščine je v zadnjih desetletjih predmet številnih raziskav in razprav. Poleg tega je sodelovanje skupnosti bistvenega pomena za ustrezno odločanje v sodobni konservatorski praksi. V Srbiji stopnja soudeležbe državljanov vendarle precej zaostaja za večino evropskih držav, kjer se je s soudeležbo, enakostjo, vključenostjo in kulturno raznolikostjo oblikoval nov dediščinski diskurz. V tem kontekstu je namen tega prispevka predstaviti projekt Železniška dediščina za trajnostni razvoj turizma RAIL4V4+V, ki je nastal kot rezultat sodelovanja petih projektnih partnerjev, katerih skupna interesna področja so industrijska dediščina in turizem ter vloga lokalne skupnosti v teh sektorjih.

Glavni cilj projekta je bil izboljšati ozaveščenost o vrednosti železniške dediščine in njenem pomenu za diverzifikacijo turizma v regijah štirih višegrajskih držav (V4) in Vojvodini z vzpostavitvijo omrežja za sodelovanje med lokalnimi skupnostmi in deležniki, povezanimi z dediščino in turizmom.

Inclusive Heritage Discourse: experiences of the RAIL4V4+V project

ANICA DRAGANIĆ
University of Novi Sad, Serbia
draganic@uns.ac.rs

MARIA SILADJI
University of Novi Sad, Serbia
maria_siladji@uns.ac.rs

During the last decades, the need to position people and human value at the centre of the interdisciplinary concept of cultural heritage represents a fruitful field of research and debate. Furthermore, community engagement is considered crucial for the proper decision-making in contemporary conservation practice. However, in Serbia, there is a significant lag in the level of citizen participation compared to most European countries, where participation, equality, inclusion and cultural diversity have articulated a new heritage discourse. In this context, this paper aims to present the Railway Heritage for Sustainable Tourism Development RAIL4V4+V project, which was created as a result of cooperation between five project partners whose mutual fields of interest are industrial heritage, tourism and the role of the local community in these sectors.

The main project goal was to raise awareness about the railway heritage value and importance in the diversification of tourism in the V4 + Vojvodina regions through establishing a cooperation network among local communities, heritage and tourism-related stakeholders.

Priložnosti in ovire za vključevanje dediščinskih skupnosti v proizvode kulturnega turizma

Pri procesu vzpostavljanja lokalne kulturne dediščine je potrebno sodelovanje različnih deležnikov, pri čemer ima dediščinska skupnost ključno vlogo, vendar je izraz "skupnost" nejasen, ima več pomenov in ga je težko razložiti. V dediščinskem diskurzu izraz vključuje člane vasi, sosek, mest, lahko pa tudi člane dediščinskih združenj. Bistveno je, da skupnost ni statična in nespremenljiva, temveč fluidna entiteta. Poleg tega imajo lahko ljudje v skupnosti različne vloge in pristojnosti ter istim elementom kulturne dediščine pripisujejo različne pomene, odnose ali pomembnost.

Po drugi strani pa kulturnoturistični proizvodi v Sloveniji sledijo luksuzno usmerjeni viziji, vključno s trženjem turističnih proizvodov pod znamko kakovosti Edinstvena doživetja Slovenije (Slovenia Unique Experiences). Merila zagotavljajo, da so izleti najvišje kakovosti, prepoznavni, avtentični, zeleni, imajo lokalni značaj in temeljijo na visoko razvitem pristopu in storitvah ter poudarjenem izkustvenem in osebnem pristopu. Poudarjajo se aktivna udeležba turistov, občutljivost do okolja, spoštovanje lokalne kulture in ljudi ter učenje. Težava je v tem, da turistični sektor v svojo ponudbo sicer vključuje snovno kulturno dediščino, vendar pa dediščinskih skupnosti ali lokalnega prebivalstva na območjih dediščine ne obravnava kot pomembne akterje, ki poosebljajo avtentičnost, lokalni značaj in čustva. Poleg tega lokalni prebivalci v očeh turističnih podjetij pogosto ne veljajo za zanesljive, dobro usposobljene in ozaveščene akterje, ki bi lahko delovali kot ponudniki turističnih storitev. Kako torej povezati skupnost s kakovostno turistično ponudbo? Kako premostiti vrzel med vrhunskim kulturnim turizmom ter željami in potrebami lokalnega prebivalstva? Ali lahko bolj vključimo nesnovno dediščino? Katero in kako?

Zahvaljujem se Agenciji Republike Slovenije za znanstvenoraziskovalno in inovacijsko dejavnost za finančno podporo raziskave (financirana je v okviru pogodbe J7-4641).

Opportunities and obstacles for the inclusion of heritage communities in cultural tourism products

JASNA FAKIN BAJEC

ZRC SAZU, Institute of cultural and memory studies and University of Nova Gorica,
School of humanities, Slovenia
jasna.fakin@zrc-sazu.si

The process of making local cultural heritage requires the involvement of different stakeholders, with the heritage community playing an essential role. However, the term 'community' is nebulous, with multiple meanings and understandings, and difficult to explain. In heritage discourse, it encompasses the members of villages, neighbourhoods, towns, and can also be formed by the members of a heritage association. Crucially, the community is not static and unchanging, but rather a fluid entity. Furthermore, people in a community may have different roles and powers and attach different meanings, relationships or importance to the same elements of cultural heritage.

On the other hand, a cultural tourism product in Slovenia follows the luxury-oriented vision, including the marketing of tourism products under the label Slovenia Unique experiences. The criteria ensure that the tours are of the highest quality, distinctive, authentic, green, with a local character, a highly developed approach and service, and with a strong experiential and personal touch. The emphasis is on active participation of tourists, sensitivity to the environment, respect for local culture and people, and learning. The problem is that while the tourism sector includes tangible cultural heritage in its offer, it does not consider heritage communities or local people of heritage sites as important actors embodying authenticity, local character and feelings. Moreover, in the eyes of tourism operators, local people are often not seen as reliable, well-trained and aware actors capable of acting as tourism providers. So how can we connect the community with the quality tourism offer? How can we narrow the gap between the premium cultural tourism and the wishes and needs of local people? Can we involve intangible heritage more deeply? Which ones and how?

I would like to thank the Agency of the Republic of Slovenia for Research and Innovation for supporting the research, which is financed under the grant agreement J7-4641.

Temeljno vključevanje skupnosti v obnovo in muzejski razvoj Vladne stavbe v Antigvi in Barbudi

Uvod:

Področje kulturne dediščine je bistveno za razumevanje naše kolektivne identitete in zgodovine. Nacionalni parki Antigve in Barbude so dosegli precejšen napredek pri ohranjanju znamenitih krajev, kot je Nelsonova luka. Vseeno pa je nujno treba okrepiti prizadevanja za obnovo in izboljšati dostopnost drugih zgodovinskih znamenitosti. Obnova in razvoj muzeja v Vladni stavbi zagotavljata enkratno priložnost za preoblikovanje simbola britanske kolonialne moči v vključujoč prostor, ki odseva različne narative o zgodovini Antigve.

Podrobnosti predloga:

Prispevek se osredotoča na vključevanje skupnosti v proces pripovedovanja o zgodovini oblasti in delitve oblasti v Antigvi in Barbudi v okviru muzeja in obnove Vladne stavbe. Namen predstavitve je prikazati sodelovanje in vključevanje lokalnih skupnosti. Eden od primerov je glasbilo pan (vrsta bobna iz kovinskega soda), s predstavitvijo njegovih prvotnih povezav z britanskim guvernerjem Baldwinom in nato njegovega tukajšnjega razvoja. Poseben primer je sodelovanje s hortikulturnim društvom Antigve pri zasaditvi lokalnih dreves in sadnih rastlin, ki so se uporabljale skozi zgodovino otoka, vključno z zelišči, ki so jih poznali Aravaki, in osnovnimi pridelki, ki so jih gojili sužnji. Vključevanje skupnosti je treba zagotoviti na širšem območju Karibskega otočja, in sicer z možnostmi usposabljanja in partnerstvi za razvoj zaposlovanja, povezanega s kulturno dediščino.

Zaključek:

Cilj tega projekta je revitalizacija Vladne stavbe, ki bo služila kot dinamično kulturno središče in izobraževalni vir, ter krepitev vloge lokalnih skupnosti z zagotavljanjem znanj in veščin na področju ohranjanja dediščine in turizma, da se na Antigvi in Barbudi omogoči razvoj sektorja za ohranjanje dediščine. Namen tega prispevka je predstaviti trenutno delo na področju dediščine, ki ga ob sodelovanju skupnosti izvaja organizacija Heritage Trust (Antigua & Barbuda) Inc.

Ground-up community involvement in the restoration and museum development of Government House in Antigua & Barbuda

GABRIELLA HOWELL

Heritage Trust (Antigua & Barbuda) Inc., Antigua & Barbuda

gabihowell@gmail.com

Introduction:

The cultural heritage sector is integral to understanding our collective identity and history. Antigua & Barbuda's National Parks have made significant strides in preserving iconic sites such as Nelson's Dockyard. However, there's a pressing need to expand restoration efforts and enhance accessibility across other historical landmarks. The restoration and museum development of Government House presents a unique opportunity to transform a symbol of British colonial power into an inclusive space that reflects the diverse narratives of Antigua history.

Proposal Details:

Presentation is focusing on incorporating the community throughout the process of telling the history of power and power sharing in Antigua & Barbuda, through the museum and restoration work at Government House. The presentation aims to showcase the involvement and incorporation of community grounds. As an example, pan music, its original connections with the British Governor Baldwin and the development of pans in Antigua & Barbuda. A separate example is working with the Horticultural Society of Antigua to plant the grounds with local trees and fruits which were used throughout the history of the island, including herbal plants noted by the Arawaks and sustains grown by the enslaved people. Community involvement through training opportunities and partnerships have to be achieved to develop heritage employment through the wider Caribbean islands.

Conclusion:

The aim is to create a revitalised Government House that serves as a dynamic cultural hub and educational resource. While empowering local communities equipped with skills in heritage preservation and tourism to enable the development of the heritage and preservation sector in Antigua & Barbuda. This presentation aims to showcase the current heritage work incorporating the community which is being undertaken in Antigua & Barbuda by the Heritage Trust (Antigua & Barbuda) Inc.

Vrednotenje kulturne in naravne dediščine slovenske Čičarije skozi trajnostni turizem

Slovenska Čičarija je gorata planota na severnem in severovzhodnem delu istrskega polotoka. Čičarija je redko poseljena (7 prebivalcev na kvadratni kilometer, 2001), kar je posledica kraške pokrajine, šibkega gospodarskega razvoja in ostrega podnebja. Pred nekaj manj kot sto leti je v vasi Golac, osrednji točki slovenske Čičarije, živelo več kot 700 ljudi, danes pa jih je le še 60. Takšne podeželske vasi v slovenski in hrvaški Čičariji imajo izjemen potencial za razvoj kulturnodediščinskega turizma, saj so obdane z neokrnjeno naravo, v njih pa je še mogoče opaziti pristno kraško arhitekturo in odsev stare kulturne dediščine. Kulturni turizem je odlično orodje, ki nam lahko pomaga pri združevanju ljudi, zlasti v primerih, ko lahko povežemo prebivalce, njihovo kulturo in identiteto. Lokalno prebivalstvo, organizirano v okviru krajevne in agrarne skupnosti, ter neprofitne organizacije in društva (arheološko društvo Limes itd.) so ključni akterji pri reševanju problematike dediščine v skupnostih, saj so oni tisti, ki živijo s to dediščino in jo poskušajo ohraniti. Kulturnodediščinski turizem lahko pripomore k ohranjanju tradicij in celo k omejevanju podnebnih sprememb. Lahko pa prispeva tudi k degradaciji dediščine, če ni ustrezno voden. Vsekakor se je treba izogniti turistifikaciji, kljub kapitalističnim pritiskom in birokratskemu centralizmu.

The valorisation of cultural and natural heritage of Slovenian Čičarija through sustainable tourism

KATARINA JURIŠEVIČ

Agrarna skupnost Golac, Krajevna skupnost Obrov, Slovenia
katarina.jurisevic@gmail.com

MASSIMO MEDEOT

Arheološko društvo Limes, Slovenia

Slovenian Čičarija is a mountainous plateau in the north and northeastern part of the Istrian peninsula. At 7 inhabitants per square kilometer (2001), Čičarija is sparsely populated, due to its karst landscape, poor economic development and rough climate. A bit less than a hundred years ago the village of Golac, the center point of Slovenian Čičarija, was inhabited by more than 700 people, today there are only 60 of them. The potential such rural villages in the Slovenian and Croatian Čičarija have for the development of cultural heritage tourism is immense; they are surrounded by pristine nature, yet the villages still show the authentic karst architecture and reflect the old cultural heritage. Cultural tourism is a great tool that can help us bring people together, especially in such cases when we can connect people, their culture and last but not least their identities. The role of local communities such as “Krajevna skupnost”, “Agrarna skupnost”, and non-profit organizations (NPO’s) and societies (Archaeological society Limes, etc.) are crucial actors in facing the problems of heritage in communities, especially because they are the ones who live with this heritage and try to preserve it. Cultural heritage tourism bears the potential to further help with preservation of traditions, it can even help with limiting climate change. However, inappropriately managed cultural heritage tourism can contribute to the degradation of the heritage itself. In any case, touristification should be avoided at any cost, despite the capitalistic pressures and bureaucratic centralism.

Preprečevanje urbane demence – opolnomočenje starejših za prepoznavanje, zaščito in razvoj zanje pomenljivih krajev

V nasprotju s prostori, ki so nevtralni, morajo starejši ali njihove skupnosti v t. i. procesih gentrifikacije urbanih območij in drugod svoje pomenljive kraje, ki jim pripisujejo družbeno/estetsko/čustveno vrednost, prepoznati, zaščititi in razvijati. Kot del njihove osebne ali kolektivne kulturne dediščine so ti kraji povezani z njihovo osebno ali družbeno identiteto. Nevedna, mestoma celo brutalna gentrifikacija povzroča urbano demenco (izguba spominov, čustev in identitete starejših ljudi). Ta ne siromaši zgolj njih in njihovih vrstnikov, temveč tudi pripadnike drugih rodov.

Za prepoznavanje, varovanje in razvijanje svojih pomembnih krajev starejši potrebujejo znanje, pridobljeno z raziskovalnim učenjem v različnih oblikah neformalnega izobraževanja. Tam tematizirajo svoje eksplicitno ali implicitno znanje tako, da ga lahko posredujejo v najrazličnejših za občinstvo transformativnih javnih nastopih (objave v specializiranih revijah, ulične okrogle mize, radijske oddaje, programi Action Bound itd). Pri tem upajo, da jim bodo arhitekti, odločevalci, urbanisti, gerontologi in drugi strokovnjaki prisluhnili in bodo njihova spoznanja uporabili pri preoblikovanju urbanega okolja. Avtorica bo predstavila študijski primer **Mesto 65+: Med umikom in urbanostjo**, utemeljen na deskriptivni etnografski metodi, ki jo je uporabila že v več projektih na področju prepoznavanja, zaščite in razvoja pomenljivih krajev starejših.

Preventing urban dementia – empowering older people to identify, protect and develop their meaningful places

META KUTIN
Slovenian Third Age University, Slovenia
meta@mkutin.si

In contrast to neutral spaces, older people or their communities need to identify, protect and develop their meaningful places. In processes of gentrification of urban areas and neighbourhoods older people discover that they attach social/aesthetic/emotional value to some places. As part of their personal or collective cultural heritage, these places are linked to their personal or social identity. Ignorant, sometimes even brutal, gentrification is causing urban dementia (the loss of memories, emotions and identity of older people), which is impoverishing not only them and their peers, but also members of other generations.

In order to identify, protect and develop their meaningful places, older people need the knowledge acquired through research-based learning in various forms of non-formal education, where they thematise their explicit or implicit knowledge in such a way that it can be communicated in a wide range of transformative public performances (publications in specialised magazines, street roundtables, radio broadcasts, Action Bound programmes they develop, etc.). In doing so, they hope that architects, decision-makers, urban planners, gerontologists and other experts will listen to them and use their insights while transforming the urban environment. The author will present **City 65+ Between Retreat and Urbanity**, a case study based on the descriptive ethnographic method she has been applying in several projects.

Prilagojena ponovna raba historičnega grajenega okolja – spodbujevalec novih kulturnih in turističnih praks

Urbani izzivi so posledica rasti mest in spremembe našega načina življenja. V 19. in 20. stoletju je v Evropi potekala obsežna reorganizacija gospodarstva in urbanih območij za namene proizvodnje. Po prehodu v postindustrijsko družbo ob koncu 20. stoletja se je urbani prostor znova preoblikoval. Tako kot v preteklosti se morajo tudi danes mesta nenehno spreminjati, da se prilagajajo in odzivajo na vedno nove prostorske, demografske, gospodarske, okoljske, družbene in tehnološke izzive.

Če želimo ohraniti stavbno dediščino, moramo opredeliti njeno ustrezno in trajnostno sedanjo funkcijo. Nekdanje skladišče soli “Libertas” je preraslo svojo izvirno rabo in poznejše rabe. Njegova prilagojena ponovna raba bo odpravila degradacijo in spodbudila revitalizacijo urbanega okolja. Izboljšal se bo tudi družbeni vidik rabe zemljišč, saj bo po vpeljavi projekta območje z novo vsebino in oblikovanjem postalo dinamičen, živahen ter varnejši in prijetnejši prostor z bogatim programom, ki bo prebivalce in obiskovalce Kopra pritegnil k rednemu obiskovanju.

Treba pa se je izogniti številnim pastem. Pri določanju družbene vloge stavb, prilagojenih ponovni rabi, moramo biti previdni. Najpomembnejše vprašanje je, komu je projekt namenjen. Upoštevati moramo lokalne prebivalce, ki bodo grajeno okolje uporabljali vsak dan, njihova raba in dožemanje dediščine ter njen pomen pa bodo posledično okrepili tudi turistični vidik.

Adaptive reuse of the historic built environment – an accelerator of new cultural and tourism practices

VESNA PAJIĆ

University of Primorska, Municipality of Koper

vesna.pajic@koper.si

Urban challenges arise from urban growth and the change of the way we live. In the 19 and 20 century Europe has undergone an extensive re-organisation of an economy and urban areas for the purpose of manufacturing. Since the turn to a post-industrial society by the end of the 20th century, the urban space has undergone another transformation. As in the past, also today the cities must constantly reinvent themselves to adapt and respond to evolving spatial, demographic, economic, environmental, social and technological challenges.

To preserve the built heritage, we have to identify its present suitable and sustainable function. The former salt warehouse “Libertas” has outlived its original use and later ones. The adaptive reuse of the former salt warehouse will eliminate degradation and stimulate the revitalization of the urban environment. It will also improve the social aspect of land use, as with the implementation of the project the area with its new content and design will become dynamic, socially lively, and safer and more pleasant space with a rich program, interesting for multiple visits of both residents and visitors to Koper.

However, there are numerous traps we have to avoid. We have to be careful when determining the societal role of the adaptively reused buildings. For whom is the main question. We should consider the local inhabitants who will use the built environment on the daily basis, their use, perception and significance of the heritage will consequently amplify the touristic aspect as well.

Varujemo svoje korenine in razvijamo svojo prihodnost: pomen lokalne skupnosti in čustev pri ohranjanju kulturne dediščine

Kulturna dediščina je življenjska sila skupnosti, saj uteleša njeno identiteto, zgodovino, vrednote in izraze.

Ta kvalitativna raziskava predstavlja, kako pomembno vlogo imajo človeške vezi in čustva pri ohranjanju in promoviranju kulturne dediščine. S podrobnimi študijami primerov uspešnih projektov ohranjanja, kot so Muzej petih čutov na prostem v Sciacca, Rosso Graspas – Muzej vina in podeželske družbe (Castelvetto) ter festival Budapest100, je prikazano, kako lahko poglobljena doživetja oživijo območja dediščine, spodbujajo pripadnost skupnosti ter privabljajo turiste, ki se jim ne mudi in ki iščejo pristne izkušnje in srečanja. Študija je tudi osvetlila pomen vodilne vloge lokalnih skupnosti pri ohranjanju dediščine, s čimer se kulturna dediščina spreminja v gonilno silo trajnostnega kulturnega turizma, spodbuja lokalno gospodarstvo in krepi identiteto skupnosti.

Prehod k trajnostnim modelom, ki temeljijo na skupnosti in so ponazorjeni v strategiji kopenhavnske organizacije za upravljanje destinacij Wonderful Copenhagen z naslovom "Konec turizma, kot ga poznamo", poudarja pomen sodelovanja in soustvarjanja pri varovanju in spodbujanju kulturne dediščine s preoblikovanjem odnosa med turisti in prebivalci. Ta proaktivni pristop za zagotavljanje celostnega ohranjanja dediščine vključuje tako izvajanje politik od zgoraj navzdol kot tudi strategij od spodaj navzgor, vse ob spodbujanju kulturnega vzdušja, v katerem se cenijo avtentičnost, vključevalnost in trajna dediščina.

S priznavanjem krhkosti kulturne dediščine in aktivnim sodelovanjem pri njenem varovanju lahko skupnosti bolje razumejo in cenijo njeno vrednost in pomen. Ta sprememba perspektive spodbuja prizadevanja za revitalizacijo, ki ohranjajo spomine, dediščino pa uporabljajo tudi kot spodbudo za odkritja in ustvarjalnost. S sprejemanjem raznolikosti in kompleksnosti lahko dediščino spremenimo v odporen vir navdiha in ponosa za sedanje in prihodnje generacije.

Protecting our roots, growing our future: the importance of local community and emotions in cultural heritage conservation

GIOVANNA PELLECCIA

Independent researcher

dott.ssagiovanna.pellecchia@gmail.com

Cultural heritage represents the lifeblood of a community, embodying its identity, history, values and expressions.

This qualitative research showcases how human connections and emotions play a pivotal role in preserving and promoting cultural heritage. Through detailed case studies of successful preservation projects like the 5 Senses Open-air Museum of Sciacca, the Rosso Graspas – Museum of Wine and Rural Society (Castelvetto) and the Budapest100 festival, the study illustrates how immersive experiences can bring heritage sites to life, fostering community belonging and attracting slow tourists seeking authentic experiences and encounters. The study also highlighted the importance of local communities leading in heritage preservation, turning cultural heritage into a driving force for sustainable cultural tourism, stimulating local economies and strengthening community identity.

The shift towards sustainable, community-driven tourism models, exemplified by Copenhagen DMO's strategy "**The End of Tourism as We Know It,**" underscores the importance of collaborative and co-creative efforts in safeguarding and promoting cultural heritage by reshaping the relationship between tourists and residents. This proactive approach involves implementing both top-down policies and bottom-up strategies to ensure holistic heritage conservation, cultivating a cultural tapestry that values authenticity, inclusivity, and a lasting legacy.

By recognizing the fragility of cultural heritage and actively engaging in its protection, communities can develop a deeper understanding and appreciation of its value and significance. This shift in perspective fosters revitalization efforts that not only preserve memories, but also harness heritage as a catalyst for discovery and creativity. By embracing diversity and complexity, heritage can be transformed into a resilient source of inspiration and pride for present and future generations.

Iskanje ravnotežja med ohranjanjem dediščine in krepitvijo vloge skupnosti na območju Ked Šaktidam v indijskem Radžastanu

Ked Šaktidam je sveto hindujsko območje v bližini vasi Ked (okrožje Džundžunu v indijskem Radžastanu), kjer v okviru razvoja kompleksa gradijo bambusov paviljon. Območje je pomembno zaradi svoje snovne in nesnovne dediščine. Slednjo sta predstavljali dve mogočni drevesi, ki sta že skoraj stoletje zasidrani v kulturnem spominu skupnosti vasi. Žal ju je neurje izruvalo in poškodovalo prostor čaščenja, kar je skupnost spodbudilo k iskanju trajnostne rešitve, ki bi spoštovala njeno dediščino in upoštevala spreminjajoče se potrebe.

Z aktivno udeležbo vaške skupnosti v vseh fazah projekta, od zasnove do izvedbe, so bile upoštevane njene pravice do kulturne dediščine, s čimer se je okrepilo njeno doživljanje lastništva in kulturnega ponosa. Paviljon, izdelan iz bambusa, ponovno vzpostavlja izgubljeni prostor in hkrati uteleša načela trajnostnega oblikovanja, ki so skladna z etosom regije. Projekt zagotavlja večnamenski prostor za srečanja skupnosti, kulturne dogodke in verske obrede.

Namen te študije primera je poudariti pomen vključevanja glasov skupnosti, ohranjanja nesnovne dediščine, upravljanja okolja in spodbujanja trajnostnih turističnih praks pri prizadevanjih za ohranjanje kulturne dediščine. Lahko je kot model za vključujoč in odgovoren razvoj turizma, kjer območja dediščine postanejo živahni prostori, ki ohranjajo preteklost in služijo potrebam sedanjih in prihodnjih generacij.

Balancing heritage preservation and community empowerment at Ked Shaktidham, Rajasthan, India

YATIN SINGHAL

Yatin Singhal Architects, Haryana, India

yatinarchitects@gmail.com

Ked Shaktidham, a sacred Hindu precinct located near the village of Ked in the Jhunjhunu district of Rajasthan, India, where a Bamboo Pavilion is being constructed as a part of complex development. The Ked Shaktidham site holds significance for its tangible heritage and intangible heritage. The latter is represented by two prominent trees, rooted in the cultural memory of the Kedia community for nearly a century. Unfortunately, a storm uprooted these trees and damaged the revered space, prompting the community to seek a sustainable solution that honoured their heritage and catered to their evolving needs.

By actively engaging the Kedia community in all stages of the project, from conceptualization to implementation, their cultural heritage rights were upheld, fostering a profound sense of ownership and cultural pride. The Pavilion, crafted from bamboo, not only reinstates the lost space but also embodies sustainable design principles that resonate with the ethos of the region. The project offers a multipurpose venue for community gatherings, cultural events, and religious ceremonies.

Through this case study, it is to highlight the importance of integrating community voices, preserving intangible heritage, environmental stewardship, and promoting sustainable tourism practices in cultural heritage conservation efforts. It serves as a model for inclusive and responsible tourism development, where heritage sites become vibrant spaces that not only preserve the past but also serve the needs of present and future generations.

Sodelovanje skupnosti pri ohranjanju likovne dediščine v javnih prostorih

Javni spomeniki in druge enote likovne dediščine, mimo katerih hodimo vsak dan, lahko sčasoma postanejo komaj opazni in včasih nas na njihov pomen in vrednost spomni šele množica turistov, ki se radovedno zbirajo okoli njih. Kakšno vrednost pa imajo ti spomeniki za nas kot lokalno ali zainteresirano skupnost in kako sodelujemo pri njihovem ohranjanju, zlasti kadar zaradi slabega stanja nujno potrebujejo konserviranje? Prispevek se ukvarja z vprašanji, kako prepoznati skupine, ki jih zanima ohranjanje likovne dediščine v javnih prostorih, kako in kdaj se te raznolike skupine lahko v te dejavnosti vključijo ter kakšen je njihov odnos do turistifikacije in ohranjanja te dediščine. Predstavljeni in analizirani bodo nekateri primeri dobre in tudi slabše prakse na področju vključevanja skupnosti v ohranjanje javne umetnostne dediščine v Sloveniji. Študija se osredotoča predvsem na bolj turistična območja, kot so Ljubljana, Piran in Bled, kjer so spomeniki in umetnine neizpodbiten del kulturnoturistične privlačnosti. Cilj prispevka je podati tudi nekaj zaključkov in predlogov za učinkovito in plodno vključevanje različnih skupnosti v ohranjanje likovne dediščine z vidika zagotavljanja bolj trajnostnega kulturnodediščinskega turizma.

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Community involvement in visual art heritage preservation in public spaces

BLAŽ ŠEME

Academy of Fine Arts and Design, University of Ljubljana, Slovenia

blaz.seme@aluo.uni-lj.si

Public monuments and other visual art heritage that we encounter on our daily routes can become barely visible over time, and sometimes it is only the crowds of tourists who curiously gather around them that remind us of their significance and value. But what is the value of these monuments for us as a local or interested community, and how we participate in their preservation, especially when they are in urgent need of conservation due to their poor condition? This paper examines how to identify groups that are interested in preserving visual art heritage in public spaces, how and when these diverse groups can get involved and what their attitudes are towards touristification and conservation of this heritage. It will present and analyse some examples of community involvement, both better and worse practices, in the conservation of public art heritage in Slovenia. The focus of the study is mainly on more touristic areas, such as Ljubljana, Piran, Bled, where these heritage monuments and artworks are an inevitable part of the cultural tourist attraction. Finally, the aim is to provide some conclusions and suggestions for an effective and fruitful involvement of different communities in the preservation of visual art heritage in the light of a more sustainable cultural heritage tourism.

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Vloga destinacijskega razvoja pri potencialih kulturnodediščinskega turizma v manjših slovenskih mestih: štiri študije primerov iz projekta HEI-TRANSFORM

Namen tega prispevka je predstaviti raziskovanje turističnih potencialov območij prilagojene ponovne uporabe kulturne dediščine v štirih izbranih občinah iz raziskovalnega projekta HEI-TRANSFORM. Predstavljen bo osnutek predlaganega modela za ocenjevanje turističnih potencialov na podlagi treh dejavnikov, povezanih z obravnavano dediščino: vrste dediščine, stopnje razvoja turističnega proizvoda in odpornost proizvoda proti množičnemu turizmu. Pri uspešnem razvoju kulturnoturistične destinacije pa je treba upoštevati razvoj, ki ga analiziramo na podlagi petih dejavnikov: prometne dostopnosti, turističnega obiska in ponudbe na destinaciji, potencialov za integriran turistični proizvod, upravljanja destinacije in odnosa prebivalcev do razvoja turizma.

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Role of destination development in cultural heritage tourism potentials of small towns in Slovenia: four HEI-TRANSFORM case studies

MAJA TURNŠEK

Faculty of Tourism University of Maribor, Slovenia

maja.turnsek@um.si

Lecture presents ongoing research on tourism potentials of the adaptive reuse projects of cultural heritage sites in four selected municipalities of the HEI-TRANSFORM research project. Here is presented proposal of a model for evaluation of the tourism potentials based on three factors in relation to the heritage in question: type of heritage, level of tourism product development, and product resilience in relation to mass tourism. However, for a successful development of cultural tourism destination development needs to be considered, which we analyse based on five factors: transport accessibility, tourist visits and offerings at the destination, potentials for an integrated tourism product, destination management and residents' attitudes towards tourism development.

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Kulturni turizem onkraj pridevnika: Katera skupnost? Čigava dediščina?

Pri turističnih študijah se uporabljata dva izrazito različna pristopa k razumevanju, raziskovanju in interpretaciji kulturnega turizma. Manj uveljavljeni pristop, ki izhaja iz tradicije humanistike in kritičnih družboslovnih ved, se sprašuje o samem konceptu kulture in se opira na izbrane kulturne teorije iz različnih disciplin ter vprašanje kulturnega turizma obravnava multidisciplinarno in celostno, z argumentom, da je turizem celovit družbeni pojav. Drugi, prevladujoči pristop je poslovno, upravljavsko in tržno usmerjen ter turizem razume predvsem ali izključno kot industrijo, gospodarski sektor in delni pojav, če ga sploh obravnava kot pojav. Kulturo večinoma enači s kulturno dediščino, natančneje, z upravljanjem in trženjem kulturne dediščine. Medtem ko prvi pristop poudarja kulturo kot proces s pomembno zgodovinsko razsežnostjo, jo drugi obravnava kot proizvod, pri čemer zgodovinskosti običajno ne upošteva. Zaradi prevlade poslovnih, upravljavskih in trženjskih raziskav se kulturni turizem vzpostavlja kot niša znotraj komodificirane potrošniške kulture. V procesu komodifikacije kultura izgubi pomen in se spremeni v izdelek, ki se prodaja pod blagovno znamko kulturnega turizma. Če kulturni turizem torej razumemo zgolj v pridevniškem smislu, kulturi odvzamemo prvotni pomen, kulturno dediščino pa spremenimo v proizvod.

V tem prispevku se zavzemamo za celostno razumevanje kulturnega turizma, ki presega pridevniško rabo, in na primeru kulturne dediščine in kulturnega turizma v Piranu analiziramo dva primera v kontekstu specifične vzpostavitve lokalne skupnosti in njenega odnosa do uradne kulturne dediščine. Prvi primer je kozmopolitska dediščina forme vive s svojim prelivanjem v mesto, drugi primer pa je sporna intervencija v procesu prenove hiše (t. i. Benečanke), pri kateri je bil s pozicije moči v imenu stroke lokalni skupnosti dejansko odvzet del njene identitete.

Cultural tourism beyond the adjective - Which community? Whose heritage?

IRENA WEBER

University of Primorska, Faculty of tourism studies, Turistica, Slovenia

irena.weber@fts.upr.si

In tourism studies, there are two distinctly different approaches to understanding, researching and interpreting cultural tourism. The minority one, rooted in the tradition of the humanities and critical social sciences, questions the very concept of culture and draws on selected cultural theories from different disciplines, and addresses the issue of cultural tourism in a multidisciplinary, holistic way, with the idea that tourism is a total social phenomenon. The second, majority approach is business, management and market oriented, understanding tourism predominantly or exclusively as an industry, an economic sector and a partial phenomenon, insofar as it is considered as a phenomenon at all. It mostly equates culture with cultural heritage, and more specifically with the management and marketing of cultural heritage. While the former emphasises culture as a process, with a strong historical dimension, the latter highlights it as a product, where historicity is usually abstracted. The dominance of business, management and marketing research establishes cultural tourism as a niche within the commodified, consumer culture. In the process of commodification of culture, culture is stripped of its meaning and transformed into a product sold under the brand of cultural tourism. If, therefore, cultural tourism is understood in purely adjectival terms, culture is stripped of its initial meaning and cultural heritage is turned into a product.

In this paper, we argue for a holistic understanding of cultural tourism beyond the adjectival use and use the example of cultural heritage and cultural tourism in Piran to analyse two cases in the context of the specific construction of the local community and its relationship to the authorised cultural heritage. The first case is the cosmopolitan heritage of Forma Viva and its spillover into the city, the second case is the controversial intervention in the process of the renovation of the so-called Venetian House, which, from a position of power in the name of the profession, effectively stripped the local community of part of its identity.

The pitfalls of touristification – how to overcome them?

Pasti turistifikacije –
kako jih premagati?

Pasti turistifikacije – kako jih premagati?

UVODNO PREDAVANJE

Preobremenjenost, komodifikacija, banalizacija in gentrifikacija so najhujše posledice vse večje turistifikacije dediščinskih krajev. Preprečevanje te negativne in globoke preobrazbe nekoč običajnih in cenjenih območij, ki so zdaj postala le “viri” ali “atrakcije”, ovirajo številni dejavniki. Eden od teh dejavnikov je preobsežna vizija teh območij, pri kateri se ne upošteva in na katero ne vpliva poseben značaj, ki ga imajo ta območja kot dediščina, temveč je njen cilj zgolj okrepiti njihovo spektakularnost in gospodarski vidik. Posledični negativni učinki so med najtežavnejšimi temami, s katerimi se danes ukvarjata teorija in praksa varstva in ohranjanja dediščine. Zlasti ICOMOS se na ta vprašanja osredotoča že desetletja in trenutno razmišlja o tem, kako bi lahko Mednarodna listina o kulturnodediščinskem turizmu 2022 spodbudila in usmerjala preobrazbo. Prispevki s tega srečanja bodo pripomogli k temu cilju, saj obravnavajo potrebo po nenehnem dialogu in ozaveščanju vseh strani, vpletenih v to problematiko, predstavljajo različne študije primerov z vsega sveta, ki prispevajo k razumevanju teh večdimenzionalnih težav, in razkrivajo raznolikost (pa tudi očitno neučinkovitost) strategij, s katerimi se te težave poskušajo reševati.

The pitfalls of touristification – how to overcome them

INTRODUCTORY LECTURE

CELIA MARTÍNEZ YÁÑEZ

University of Granada, Spain, ICOMOS ICTC Vice-President, ICOMOS Board Member
celiayanez78@yahoo.es

The increasing touristification of heritages places shows its worst effects through their congestion, commodification, banalization and gentrification. The difficulties to prevent and avoid this negative and deep transformation of what once were common and respected sites now turned into mere “resources” or “attractions” lie in many factors. Among them a too widespread vision of these sites that does not regard nor is affected by their special nature as heritage and only seeks and increase its spectacular and economic side. The derived negative impacts are among the main concerns of today’s protection and conservation theory and practice. ICOMOS in particular has addressed these issues for decades and continues reflecting on how the International Charter for Cultural Heritage Tourism 2022 could encourage and guide a transformational change. The contributions to this session will be useful for this purpose delving into the need to a permanent dialogue and awareness among all the parties involved in this worrying matter, presenting several case studies from around the world that help to understand these multidimensional problems, and showing the diversity – but apparent inefficiency – of the strategies that are being tested to confront them.

Kaj je (vojna) dediščina? Uporaba krajev in spominjanje v Ukrajini

Po ruski invaziji leta 2022 se je turizem v Ukrajini zelo spremenil, vendar ni izginil. Na podlagi povpraševanja se razvijajo destinacije, povezane z vojno dediščino. Že pred vojno je velik del mednarodnih turistov dojemal Ukrajino kot temno turistično destinacijo, predvsem zaradi priljubljenosti izletov v Černobil. Zdaj se pojavljajo nove destinacije, ki jih zaznamujejo vojne brazgotine in katerih obiskovanje spodbuja poročanje medijev.

Politika obiskovanja in obeleževanja teh krajev se trenutno še vedno razvija. Nepooblaščen turistični obiski pa lahko zaradi turistifikacije teh občutljivih krajev povzročijo napetosti, povezane s spominjanjem. Turisti te spominske kraje dojemajo in jih uporabljajo drugače kot lokalni prebivalci, ki so bili pogosto priče grozodejstev. Zato je namen te raziskave pregledati vernakularne spominske prakse in opisati, kako je mogoče razviti rahločutne in spoštljive pristope k vojni dediščini, da bi ohranili narative skupnosti lokalnih prebivalcev in okrepili njihovo doživljanje lastništva. To je bistvenega pomena, da se preprečijo negativne strani temnega turizma in da se ustvari prostor za spominjanje, ki ohranja svoj pomen.

What is (war) heritage? Consuming places vs. remembrance in Ukraine

IANA BILYNETS

School of Economics and Business, University of Ljubljana, Slovenia

iana.bilynets@ef.uni-lj.si

After the Russian invasion in 2022, tourism in Ukraine underwent a significant transformation but did not cease. There is a demand-driven development of destinations associated with war heritage. Even before the war, a significant proportion of international tourists perceived Ukraine as a dark tourism destination, largely due to the popularity of Chernobyl tours. Now new destinations are emerging, marked by the scars of war and fuelled by media coverage.

At present, the policy for visiting and commemorating these sites is still being developed. In the meantime, unauthorised tourist visits carry the risk of creating memorial tensions through the touristification of these sensitive sites. There is a gap between how tourists and local residents – often witnesses to the atrocities – perceive and consume these sites of memory. Therefore, this research aims to review vernacular memory practices and outline how sensitive and respectful war heritage approaches can be developed to preserve community narratives and foster a sense of ownership among local populations. This is crucial to avoid the downsides of dark tourism and create a space for meaningful remembrance alongside tourism.

Gradovi Posavja – regionalna mreža, prvo desetletje: rezultati, izzivi, prednosti in rešitve

V projekt, zasnovan leta 2014, so bili sprva vključeni upravljavci šestih posavskih gradov, ki so se pridružili tej neformalni mreži: Galerija Božidar Jakac, ki upravlja nekdanji samostan v Kostanjevici na Krki; Kozjanski regijski park, ki upravlja grad Podsreda; Kulturni dom Krško, enota Grad Rajhenburg, ki upravlja grad Rajhenburg; KŠTM Sevnica (Javni zavod za kulturo, šport, turizem in mladinske dejavnosti Sevnica), ki upravlja grad Sevnica; Posavski muzej Brežice, ki upravlja grad Brežice; in Terme Čatež, ki imajo v lasti grad Mokrice. Leta 2020 sta se tem gradovom pridružili še dve grajski ruševini – Svibno (občina Radeče) in Kunšperk (občina Bistrica ob Sotli). Projektni partnerji so regionalni in lokalni muzeji, institucije, regijski park, lokalne občine in podjetja. Partnerstvo je primer medsektorskega sodelovanja, v okviru katerega si projektni partnerji izmenjujejo izkušnje ter poglede na različne naloge, cilje in prednostne zadeve.

Ključna cilja projekta sta enotno razumevanje kulturnega turizma in enakovredno partnerstvo. Skupni projekt partnerjem omogoča, da raziskujejo različne pomembne izzive, kot so načini uporabe pozitivnih in negativnih izkušenj, odločanje o korakih, ki so potrebni za doseganje določenega cilja, finančni vidiki itd.

Pri projektu se zelo poudarjajo tudi celovito raziskovanje okoljskih tem, varstvo okolja, trajnostno vključevanje dediščine za izboljšanje rezultatov na področju turizma, hkrati pa tudi preprečevanje številnih težav, ki že pestijo razvite turistične destinacije zaradi povečanega števila obiskovalcev in vse večjih pričakovanj deležnikov; npr. glede igrifikacije, ustvarjanja zgodb, atrakcij in zmožnosti osupniti obiskovalce.

Skupna prizadevanja so usmerjena v programsko, promocijsko in trženjsko povezovanje in sodelovanje gradov Posavja, vzpostavitev in upravljanje blagovne znamke z namenom skupne promocije različnih storitev (prireditve, poroke, spominki, najem prostorov itd.) ter uvajanje inovativnih trženjskih metod in programov.

Projekt tudi potrjuje, da so gradovi Posavja tako kot v preteklosti še vedno tesno povezani s socialnim, okoljskim in gospodarskim razvojem regije in slovenske družbe nasploh.

Castles of Posavje – regional network, first decade: results, challenges, advantages and solutions

ALENKA ČERNELIČ KROŠELJ

Posavje Museum Brežice, Slovenia

alenka.cernelic.kroselj@pmb.si

The project was conceived in 2014 and at first included the managers of six Posavje region castles that have joined this informal network, namely the Božidar Jakac Art Museum, which manages the former monastery in Kostanjevica na Krki; the Kozjansko Regional Park, which manages the Podsreda Castle; Cultural Centre Krško, the Rajhenburg Castle unit, which manages the Rajhenburg Castle; KŠTM Sevnica (Sevnica Institute for Culture, Sports, Tourism and Youth Activities), which manages the Sevnica Castle; the Posavje Museum Brežice, which manages the Brežice Castle; and Terme Čatež, the owner of the Mokrice Castles. Since 2020 two castle remains are added – the Svibno Castle (Municipality Radeče) and the Kunšperk Castle (Municipality Bistrica ob Sotli). The project partners include regional and local museums, institutions, a regional park, local municipalities and a business. The partnership itself is an example of cross-sectoral collaboration, as part of which various experiences are shared, as are the project partners' views of various tasks, objectives and priorities.

The key project aims are a uniform understanding of cultural tourism and an equal partnership. The joint project allows partners to explore various major challenges, such as the ways of using positive and negative experiences, deciding what steps towards a certain goal to take, financial aspects etc.

The project also places considerable emphasis on comprehensive exploration of environment-related topics, environmental protection, sustainable inclusion of heritage with the aim of achieving better results in the field of tourism, while at the same time also avoiding the many problems already faced by developed tourist destinations as a result of increased numbers of visitors and stakeholders' rising expectations; f.e. in field of ever-present expectations of gamification and of creating stories, attractions and wow effects.

The joint efforts are focused on programme-, promotion- and marketing-related integration and collaboration of the castles of Posavje, establishment and managing of a brand with the aim of joint promotion of various services (events, weddings, souvenirs, venue rental etc.) and introduction of innovative marketing methods and programmes.

Project is also confirming that much like in the past, Castles of Posavje are still closely associated with the social, environmental and economic development of the region and society at large.

Jezusovo rojstno mesto; desetletje na seznamu svetovne dediščine

Jezusov rojstni kraj, ki stoji že od Jezusovega rojstva in gradnje prve cerkve v vsaj drugem stoletju našega štetja, se je v človeškem spominu utrdil leta 2012, saj je tesno povezan s pomembnimi dogodki v palestinski zgodovini. To je bil prvi vpis na seznam svetovne dediščine na predlog države Palestine.

Jezusov rojstni kraj Betlehem je že desetletje na seznamu svetovne dediščine, kar danes vzbuja skrb glede njegovega trenutnega upravljanja. Načrt upravljanja tega območja svetovne dediščine, ki se osredotoča na ohranjanje in razvoj, je bil dobro sprejet, vendar v smislu izvajanja in vključevanja skupnosti dosega različne rezultate. Od odobritve leta 2019 se sistem aktivnega upravljanja Jezusovega rojstnega kraja spopada tako z izzivi kot priložnostmi. Izzivi vključujejo potrebo po vzpostavitvi dolgoročnih interakcij med obiskovalci in dediščino, pomen obvladovanja tveganja za nesreče pri zaščiti enot dediščine pred grožnjami in ranljivostjo ter sodelovanje deležnikov. Priložnosti izhajajo iz zmožnosti turizma, da predstavi zgodovino kraja, prispeva k lokalnemu gospodarstvu in se spopada s sodobnimi izzivi ter hkrati povečuje družbene in gospodarske prednosti. Posledice turizma lahko vključujejo tudi gnečo, zaradi katere je lahko okrnjena mirna in kontemplativna duhovna izkušnja romarjev, obrabo zgodovinskih krajev, ki lahko vodi v degradacijo infrastrukture in artefaktov, komercializacijo, motnje lokalnega življenja in kulturno občutljivost. Te težave v resnici pestijo le baziliko Jezusovega rojstva, saj sta preostali del betlehemskega starega mesta in "romarska pot" kot drugi del območja svetovne dediščine večinoma zapuščena in ju obišče le malo ljudi. Študija osvetljuje dejansko stanje na podlagi neposrednih izkušenj, opazovanj ter analize primarnih in sekundarnih virov.

Birthplace of Jesus; a decade on the World Heritage List

HANAN FAHED NAJAJREH

Ministry of Tourism and Antiquities, Palestine

hanan.f.najajreh@travelpalestine.ps

The Birthplace of Jesus established its position in human memory in 2012, having been strongly tied to major events in Palestinian history and standing since Jesus' birth and the construction of the first church in at least the second century AD. It was the first inscription on the World Heritage List submitted by the state of Palestine.

The birthplace of Jesus, Bethlehem, has been on the World Heritage List for a decade, raising concerns about its present management. The World Heritage Site management plan, which focuses on conservation and development, has gained popularity, with varying degrees of success in terms of execution and community involvement. Since its approval in 2019, the active management system of the Birthplace of Jesus has faced both challenges and opportunities. Challenges include the necessity to build long-term visitor-asset interactions, the importance of disaster risk management in protecting heritage assets from threats and vulnerabilities, and cooperative stakeholders. Opportunities exist as a result of tourism's ability to exhibit the site's history, contribute to local economies, and address modern challenges, all while increasing social and economic advantages. Tourism can also lead to overcrowding, which can diminish the spiritual experience for pilgrims seeking quiet and reflective experience, wear and tear on historical sites, which can lead to the degradation of infrastructure and artefacts, commercialization, disruption of local life, and cultural sensitivity. However, the reality is that only the Church of the Nativity is impacted by these issues; the rest of Bethlehem's old town and the second section of the World Heritage site, "the Pilgrimage route," are largely deserted and only a small number of people trample through. In this study, the actual situation will be highlighted based on direct experience, observations and analysis of primary and secondary sources.

Pasti turistifikacije in vloga etnologije pri revitalizaciji kulturne dediščine

Obnova arhitekturne dediščine v povezavi z vsakdanjim življenjem na podeželju (v nadaljevanju: ljudske arhitekture) v tradiciji slovenskega konservatorstva sodi na področje etnologije, zato pristopi k obnovi zgodovinskih stavb vključujejo tudi etnološke metodološke koncepte, kot je razumevanje širših vidikov in interakcij ter družbenih odnosov in vrednot, v ospredju pa so predvsem lastniki.

Ljudska arhitektura je običajno v zasebni lasti, generacije pa različno sledijo družbenim in gospodarskim spremembam. Za prilagoditve veljajo tudi drugi gradbeni in varnostni ukrepi, v primeru turizma pa na primer minimalni tehnični pogoji za gostinske dejavnosti. Pri arhitekturni prenovi v turistične namene je pomembno razumeti skrb za kulturno dediščino kot celovit in neprekinjen proces sodelovanja različnih deležnikov, ki prispevajo k soustvarjanju kulturne dediščine za prihodnost.

V prispevku je na primerih dobre prakse prikazano, kako obnova ljudske dediščine ponuja priložnost za uresničevanje smernic turističnega sektorja v Sloveniji, ki spodbujajo tako imenovani razpršeni, butični in trajnostni turizem. V ospredju je Juvanova hiša v Lučah, edini kulturni spomenik v lokalni regiji, prenovljen v turistične namene. V prispevku se razkriva pomen opredeljevanja vsebinskega okvira, ki je poleg zgoraj navedenega prvi člen pri vzpostavljanju kulturnodediščinskega turizma.

Prispevek torej obravnava revitalizacijo arhitekturne dediščine z etnološkega vidika s celostnim pristopom, ki prispeva k zmanjšanju možnosti turistifikacije kulturne dediščine.

The pitfalls of touristification and the role of ethnology in the revitalization of cultural heritage

TANJA HOHNEC

Institute for the Protection of Cultural Heritage of Slovenia, Slovenija

tanja.hohnec@zvkds.si

The restoration of architectural heritage with a reflection of everyday life in rural areas (hereinafter-vernacular architecture) is in the tradition of Slovenian conservation in the domain of ethnology, which is why approaches to the restoration of historic buildings also include ethnological methodological concepts such as understanding broader aspects and interactions, as well as social relations and values. Above all, however, the focus is on the owners.

Vernacular architecture is usually in private ownership, and generations follow social and economic changes differently. The adaptations are also subject to other construction and safety measures and, in the case of tourism for example, to minimum technical conditions for the catering activities. In architectural renovation for tourist purposes, it is significant to understand cultural heritage as a comprehensive and continuous process of cooperation of various stakeholders who contribute to the co-creation of cultural heritage for the future.

The paper will prove on examples of good practice that the restoration of the vernacular heritage is an opportunity to implement the guidelines of the tourist sector in Slovenia that encourage so-called dispersed, boutique and sustainable tourism. The focus will be on Juvan's House in Luče, the only cultural monument in the local region renovated for tourist purposes. The paper will reveal the importance of defining the substantive framework, which is, in addition to the above, the first link in the formation of cultural heritage tourism.

The paper will thus discuss the revitalization of the architectural heritage from an ethnological perspective with a holistic approach that contributes to reducing the possibility of the touristification of cultural heritage.

Pasti turistifikacije – študija primera Baščaršije: Neopsevdoorientalizacija in degradacija zgodovinskega jedra Sarajeva

Turistifikacija je proces, pri katerem se avtentični kraji preveč razvijejo in jih preplavi turizem ter postanejo prizorišče površinske potrošnje “kulturne dediščine”. Članek se osredotoča na preučevanje pasti turistifikacije in zlasti na pojav čezmerne vizualne in nepristne vsebinske orientalizacije na primeru sarajevskega bazarja Čaršija.

Čaršija je bila skozi vso zgodovino živahna tržnica, ki je odsevala lokalno kulturo. V zadnjem času pa doživlja hitro preobrazbo, za katero so vse bolj značilne neavtentične uvožene podobe – od spominkov in hrane do arhitekturnih elementov, ki lažno orientalizirajo arhitekturno pokrajino in tekmujejo s tradicionalnimi prodajalnami, kar je samo po sebi paradoks, saj gre za strukturo, ki izvira iz osmanskega obdobja. Te spremembe ne le spodkopavajo edinstveno kulturno identiteto območja, ampak tudi spreminjajo predstave mlajših generacij. Tržnica postaja tudi vse bolj generična in vizualno preobremenjena z nizko kakovostjo preštevilnih spominkov. Članek raziskuje, kako pritok standardiziranih, komodificiranih in neorientaliziranih elementov načinja družbeno-kulturno tkivo in lokalna gospodarstva in krni pristno izkušnjo obiskovalcev ter kako ga poganjajo tuje predstave o tem, kaj območje predstavlja, le da je tokrat ponovno orientalizirano zaradi vzhodnega vpliva in pomanjkljivih predpisov. Raziskava na podlagi vzorčnih podatkov, pridobljenih od deležnikov (vključno z lastniki lokalnih podjetij, prebivalci in turisti) z vprašalnikom in empiričnim opazovanjem sprememb, osvetljuje negativne učinke teh urbanih in arhitekturnih preobrazb. Preprečevanje teh trendov bo dolgoročen postopek, vendar je treba nemudoma pripraviti akcijski načrt v obliki strateških intervencij, da bi ohranili stanje in obrnili proces ter se morda sprijaznili z neizogibnostjo nekaterih sprememb, ki pa jih je vseeno treba obvladovati. Te intervencije vključujejo okrepitev zakonodajnega okvira za zaščito avtentičnih trgovskih in družbenih običajev, ki bo omogočila proces arhitekturne rehabilitacije ter spodbujanje trajnostnih turističnih praks. Primer sarajevske Čaršije prikaže širše posledice turistifikacije in številne pasti, ki jih prinaša nepristna orientalizacija ali celo zamrznitev žive dediščine v nekakšen muzej, ter ponuja dragocen vpogled in praktična priporočila za druga območja dediščine, ki se spopadajo s podobnimi izzivi.

The pitfalls of touristification – case study Baščaršija - Neo-pseudo orientalization and degradation of historical core of Sarajevo

AIDA IDRIZBEGOVIĆ ZGONIĆ

University of Sarajevo, Faculty of Architecture, Bosna and Hercegovina
aida.iz@af.unsa.ba

JASENKA ČAKARIĆ

University of Sarajevo, Faculty of Architecture, Bosna and Hercegovina
jasenka.cakaric@af.unsa.ba

Touristification, the process by which an authentic place becomes overdeveloped and dominated by tourism, becomes a staging area for the superficial consumption of “cultural heritage”. This paper examines the pitfalls of touristification, with a specific focus on the phenomenon of excessive visual and content fake orientalizations, with the case study of the Sarajevo Čaršija bazaar area. Historically a vibrant marketplace, that has been reflecting the local culture,] Čaršija, has recently undergone rapid transformation, increasingly characterized by inauthentic imported imagery from souvenirs, food, and architectural features that falsely orientalize the architectural landscape, content the traditional shops, which is in itself a paradox since it is originally an ottoman era structure. These changes not only erode the unique cultural identity of the area, but also change the perception for the younger generations. It is also becoming a more generic and visually overwhelmed with low quality of souvenir sprawl. It explores how the influx of standardized, commodified, and neo-orientalized elements disrupts the socio-cultural fabric and local economies, diminishing the authentic visitor experience and is driven by foreign perceptions of what the area stands for, only this time re-Orientalized by eastern influence and lack of regulation. Through sample data collected from stakeholders, including local business owners, residents, and tourists in a form of questionnaire and empirical observations of changes, the research highlights the adverse effects of these urban and architectural transformations. To counteract these trends will take time but immediate action plan is needed in form of strategic interventions to preserve and reverse the process, and perhaps embrace some of the change as inevitable but under control. These include reinforcing regulatory framework to protect authentic trade and social customs that will lead to architectural rehabilitative process and promoting sustainable tourism practices. The case of Sarajevo Čaršija serves as an example of the broader implications of touristification and several pitfalls that come with that from fake orientalizations, or even freezing the living heritage as a museum, offering valuable insights and practical recommendations for other heritage sites facing similar challenges.

Skupna poletna šola organizacije ICOMOS University Forum 2024: razprave o prihodnosti kulturnodediščinskega turizma

Kontinuirano in na aktualne teme osredotočeno dodatno izobraževanje na področju ohranjanja kulturne dediščine je ena ključnih aktivnosti Inštituta za trajnostno dediščino Univerze v Ljubljani. Poletne šole, ki jih od leta 2021 pripravljamo v sodelovanju z organizacijo ICOMOS Slovenija, osredičajo vlogo dediščine v procesu zelene preobrazbe. Dediščina ima namreč pomembno mesto pri zagotavljanju trajnostne prihodnosti. Je pa velikokrat ogrožena prav zaradi nerazumevanja njenih pomenov in tega, kako nujno je v procesih razvojnega, tudi turističnega, načrtovanja ohranjati njeno avtentičnost in integriteto. Da bi lahko z drugimi delili aktualna, novorazvita znanja, smo se odločili, da ključne teme načnemo v sodelovanju s priznanimi mednarodnimi strokovnjaki.

V prispevku bo predstavljena poletna šola Kulturna dediščina in kulturnodediščinski turizem – omejitve in sinergije, ki je letos prvič potekala v okviru ICOMOS University Forum, v soorganizaciji z združenjema ICOMOS Slovenija in ICOMOS Austria ter Mednarodnim odborom za kulturni turizem ICOMOS. Za to, da smo jo letos posvetili temi kulturnodediščinskega turizma, pa je bilo več razlogov; ključni je bil, da smo v okviru raziskovalnega projekta HEI-TRANSFORM ugotovili velik interes številnih lokalnih skupnosti za to, da dediščino vključijo v turistično ponudbo, hkrati pa je njeno ohranjanje zato lahko ogroženo. Leta 2022 je izšla tudi nova ICOMOS-ova listina o kulturnodediščinskem turizmu, ki se posveča prav omenjeni problematiki. Njena načela je zato bistveno čim prej in čim bolj dosledno vključiti v načrtovanje in upravljanje dediščinskih območij za turizem, zato je bil osrednji fokus poletne šole namenjen njihovem razumevanju in interpretaciji v različnih kontekstih.

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ICOMOS University Forum joint summer school 2024: discussions on the future of cultural heritage tourism

SONJA IFKO

*Faculty of Architecture, University of Ljubljana, Slovenia
sonja.ifko@fa.uni-lj.si*

GAJA ŽGANK

*Faculty of Architecture, University of Ljubljana, Slovenia
gaja.zgank@fa.uni-lj.si*

Continuous and topical further education in cultural heritage conservation is one of the main activities of the Institute for Sustainable Protection of Heritage at the University of Ljubljana. The Summer Schools, organised since 2021 in cooperation with ICOMOS Slovenia, focus on the role of heritage in the process of green transformation. Heritage plays a vital role in securing a sustainable future. However, it is often under threat precisely because of a lack of understanding of its meanings and the need to preserve its authenticity and integrity in development planning processes, including tourism planning. We have decided to address the key topics in collaboration with renowned international experts to share the latest, newly developed knowledge.

The contribution will present the Summer School on Cultural Heritage and Cultural Heritage Tourism – Constraints and Synergies, held for the first time this year in the framework of the ICOMOS University Forum, co-organised with ICOMOS Slovenia and ICOMOS Austria, together with ICOMOS International committee on Cultural Tourism. We had several motives for dedicating this year's event to the topic of cultural heritage tourism, though the main reason was that the HEI-TRANSFORM research project had established that various local communities were eager to include heritage in their tourism offer and its preservation may therefore be at risk. Moreover, the new ICOMOS Charter to help guide the future development of cultural heritage tourism had been published in 2022. It is essential to integrate its principles as promptly and consistently as possible into the planning and management of heritage sites. Therefore, the main focus of our joint summer school was on understanding and interpreting heritage sites for tourism in different contexts.

I would like to thank the Agency of the Republic of Slovenia for Research and Innovation for supporting the research, which is financed under the grant agreement J7-4641.

Premagovanje turistifikacije: modeliranje sistemske dinamike za območja kulturne dediščine

Naraščajoči trend spreminjanja območij dediščine v turistične destinacije lahko povzroči različne težave, vključno z gnečo, komodifikacijo, slabitvijo kulture, degradacijo okolja in turistifikacijo. Metoda sistemskega pristopa (modeliranje sistemske dinamike) omogoča celovito reševanje teh izzivov in predstavlja dragocen okvir za razumevanje kompleksne dinamike in medsebojnih povezav med turizmom, kulturno dediščino in deležniki. V prispevku je predstavljen sistemski pristop – zanesljiva in preverjena metodologija, usmerjena v rešitve, ki z uporabo modeliranja sistemske dinamike vsem deležnikom s področja kulturne dediščine in procesov odločanja pomaga pri premagovanju pasti turistifikacije. Metoda, ki je bila prvič uporabljena v industriji v ZDA v šestdesetih letih 20. stoletja, je bila zasnovana za reševanje zapletenih gospodarskih problemov ob upoštevanju povratne zanke in načela zakasnitve. Sistemski dinamika odločevalcem omogoča, da modelirajo in simulirajo vplive dejavnikov, povezanih s turizmom (npr. število obiskovalcev, razvoj infrastrukture in strategije trženja), na območja dediščine in okoliške skupnosti. Ta pristop deležnikom ne omogoča le prepoznavanja morebitnih pasti in razvijanja strategij za ublažitev negativnih vplivov ob hkratnem povečanju turističnih koristi, temveč jih tudi opolnomoči, saj spodbuja občutek vključenosti in odgovornosti, ter jim zagotavlja orodja za preučevanje alternativnih scenarijev, ocenjevanje učinkovitosti različnih intervencij in politik ter sprejemanje informiranih odločitev. Modeliranje v okviru sistemske dinamike odločevalcem zagotavlja, da sprejemajo uravnotežene ukrepe za ohranjanje dediščine, blaginjo lokalnih skupnosti in trajnostni razvoj turizma, ter jim omogoča celostno razumevanje zapletenih interakcij in kompromisov, kar vodi do učinkovitejših rešitev.

Overcoming touristification: system dynamics modelling for cultural heritage sites

TADEJA JERE JAKULIN

University of Primorska, Faculty of Tourism Studies TURISTICA, Slovenia

tadeja.jerejakulin@upr.si

The growing trend of heritage sites turning into tourist destinations can lead to a variety of problems, including overcrowding, commodification, cultural dilution, environmental degradation, and ultimately, touristification. To tackle these challenges comprehensively, the systems approach method (system dynamics modelling) provides a valuable framework for understanding the complex dynamics and interlinkages between tourism, cultural heritage, and stakeholders. The contribution presents a systems approach, a robust and proven solution-oriented methodology that uses system dynamics modelling to overcome the pitfalls of touristification for all stakeholders involved in cultural heritage and decision-making processes. The method, first applied in the 1960s in the US industry, was designed to address the complexities of economic problems through the feedback loop and its delay principle. System dynamics allows decision-makers to model and simulate the impacts of tourism-related factors such as visitor numbers, infrastructure development, and marketing strategies on heritage sites and the surrounding communities. The approach not only enables stakeholders to identify potential pitfalls and develop strategies to mitigate negative impacts while maximizing tourism benefits but also empowers them, fostering a sense of involvement and responsibility, and equips them with tools to explore alternative scenarios, evaluate the effectiveness of different interventions and policies, and make informed decisions. Modelling within a system dynamics framework provides decision-makers with balanced actions for heritage conservation, local community well-being, sustainable tourism development, and a holistic understanding of complex interactions and trade-offs, leading to more effective solutions.

TOPIC III • TEMA III

Cultural heritage tourism and the role of heritage labeling

Kulturno dediščinski
turizem in vloga
znamčenja dediščine

Chair:
IANA BILYNETS

Pregled priložnosti in izzivov pri programih za popularizacijo dediščine

UVODNO PREDAVANJE

Uvrstitev na seznam Unesca in v podobne programe je prestižna oznaka, ki poudarja izjemno kulturno ali naravno vrednost območja ter izboljšuje njegovo globalno prepoznavnost in privlačnost. Raziskave kažejo, da lahko takšno priznanje prinese gospodarske koristi, saj se povečata obseg turizma in potrošnja obiskovalcev, sprejmejo strožji varstveni ukrepi ter izboljšata upravljanje in dostop do sredstev za ohranjanje. Če so takšna območja učinkovito upravljana, lahko spodbudijo trajnostni razvoj turizma, ustvarjanje delovnih mest in ohranjanje kulture, kar koristi lokalnim skupnostim.

Kljub tem prednostim praksa kaže, da imajo lahko programi popularizacije dediščine tudi negativne posledice. Nenadzorovana rast turizma lahko povzroči obremenitev infrastrukture, pretirano gnečo in degradacijo okolja. Strogi predpisi in pritiski, da je treba poskrbeti za potrebe turistov, lahko porušijo tradicionalne načine življenja in povzročijo odseljevanje prebivalcev. Gospodarske koristi turizma se lahko porazdelijo nepravilno in zaobidejo lokalne skupnosti. Poleg tega se breme upravljanja in vzdrževanja območij dediščine pogosto financira iz lokalnih proračunov.

V prispevku je predstavljen pregled uspehov in izzivov pri različnih programih za popularizacijo dediščine, osredotočen na Unescova območja svetovne dediščine, biosferne rezervate, nesnovno kulturno dediščino, globalne geoparke, Unescovo mrežo ustvarjalnih mest, znak evropske dediščine in kulturne poti Sveta Evrope. Posebna pozornost bo namenjena pregledu stanja in razpoložljivih podatkov za Slovenijo ter oceni vpliva teh programov na lokalna območja dediščine.

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A review of opportunities and challenges of heritage popularization programmes

INTRODUCTORY LECTURE

IANA BILYNETS,
School of Economics and Business, University of Ljubljana, Slovenia
iana.bilynets@ef.uni-lj.si

MAJA TURNŠEK,
Faculty of Tourism, University of Maribor, Slovenia
maja.turnsek@um.si

Listing by UNESCO and similar programmes is a prestigious designation that highlights a site's exceptional cultural or natural value and increases its global visibility and appeal. Research shows that such recognition can lead to economic benefits through increased tourism and visitor spending, stricter protection measures, improved management and access to conservation funding. If managed effectively, inscriptions can promote sustainable tourism development, fostering job creation and cultural preservation that benefits local communities.

Despite these benefits, practice shows that heritage popularisation programmes can backfire. Uncontrolled tourism growth can lead to infrastructure strain, overcrowding and environmental degradation. Strict regulations and pressure to cater to tourists can disrupt traditional ways of life and displace residents. The economic benefits of tourism may not be distributed equitably and may bypass local communities. In addition, the financial burden of managing and maintaining heritage sites often falls on local budgets.

We review the successes and challenges of various heritage popularisation programmes, focusing on UNESCO World Heritage Sites, Biosphere Reserves, Intangible Cultural Heritage, Global Geoparks, UNESCO's Creative Cities Network, the European Heritage Label and the Council of Europe's Cultural Routes. Special attention will be given to examining the status and available data for Slovenia, and assessing the impact of these programmes on local heritage sites.

I would like to thank the Agency of the Republic of Slovenia for Research and Innovation for supporting the research, which is financed under the grant agreement J7-4641.

Open House Zagreb 2023 – prvi festival, posvečen arhitekturi in urbanizmu

V okviru prvega festivala Open House, ki je potekal v Zagrebu od 20. do 23. oktobra 2023, je bil meščanom in turistom predstavljen del najpomembnejših zgodovinskih in sodobnih dosežkov arhitekture in urbanizma v Zagrebu. Imenovan je bil nadzorni odbor in izbrana strokovna žirija s predstavniki iz strokovnih ustanov arhitektov, oblikovalcev in umetnostnih zgodovinarjev. Izbor je vključeval 35 arhitekturnih in urbanističnih realizacij različnih tipologij, od notranjih prostorov do urbanih kompleksov, razpršenih znotraj mestnega tkiva. Obiskovalci so si lahko ogledali dela iz različnih zgodovinskih in slogovnih obdobj, od srednjega veka do sodobnosti. Meščani in turisti so si znamenite stavbe lahko ogledali brezplačno. Ogled je bil obogaten s strokovnim znanjem zaslužnih arhitektov, ki so predstavili svoje delo. Predstavitve so bile dopolnjene z izkušnjami uporabnikov, lastnikov in stavbnih investitorjev, da bi z vsem tem pripomogli k razumevanju kompleksnosti arhitekture. Celoten program je bil podrobno predstavljen na spletni strani <https://openhousezagreb.org/>, več tiskovnih konferencah in številnih medijskih predstavitev. Meščani in obiskovalci mesta so opravili 1.400 ogledov. Veliko zanimanje spodbudno vpliva tudi na organizacijo festivala OHZ 2024. Festival Open House Zagreb je vključen v mrežo Open House Worldwide in je prejel nagrado kot eden najuspešnejših festivalov evropskega dela mreže. Pomembno je prispeval k razvoju kulturnega turizma, prebivalcem pa je omogočil, da so bolje spoznali svoje mesto. Zagreb je z mrežo Open House Worldwide dosegel svetovno promocijo svoje arhitekture.

Open House Zagreb 2023 – the initial festival dedicated to architecture and urban planning

ZRINKA BARIŠIĆ MARENIC
Faculty of Architecture, University of Zagreb, Croatia
zrinka.barisic@arhitekt.hr

A section of the most significant historical and contemporary achievements of architecture and urbanism in Zagreb was presented to citizens and tourists within the first Open House festival held in Zagreb on October 20–23, 2023. An expert jury was appointed from representatives of professional institutions of architects, designers and art historians, as well as a supervisory board. Selection included 35 architecture and urbanism realizations of the of various typologies, dispersed within the urban fabric, covering the scale from interior to urban complexes. The citizens visited the works of a wide range of historical and stylistic periods, from the Middle Ages to the present. Free entry into iconic buildings were offered to the citizens and tourists. Sightseeing was enriched with expertise by meritorious professionals, i.e. architects who presented their work. The presentations were complemented by the experiences of users, owners and investors of buildings, with the aim of understanding the complexity of architecture. The entire program was presented in detail via the internet at <https://openhousezagreb.org/>, several press conferences and many media presentations. Citizens and guests of the city made 1,400 tours. Great interest is also a stimulus for the organization of OHZ 2024. Open House Zagreb was included in the Open House Worldwide network and was also awarded for one of the most prosperous Open House Europe festivals. The festival presented significant contribution to the development of cultural tourism and contributed to the citizens knowledge about their city. Zagreb achieved worldwide promotion of architecture through the Open House Worldwide network.

Znamčenje rudnika Sitarjevec: sinergija naravne in kulturne dediščine

Rudnik Sitarjevec v Litiji je kraj zgodovinskega in kulturnega pomena znotraj območja LAS Srce Slovenije, njegovo znamčenje pa je izjemen primer povezovanja naravne in kulturne dediščine v enoten turistični proizvod. Geološki in zgodovinski pomen rudnika omogoča edinstven vpogled v rudarsko dediščino, kar privablja domače in tuje obiskovalce. Znamčenje se osredotoča na različne vidike, kot so izjemni naravni oker pigment, hitro rastoči stalaktiti, šestdeset različnih vrst mineralov, ki jih najdemo v rudniku, pripovedovanje zgodb nekdanjih rudarjev in animirano vodenje s sitarjevskim škratom. Ti elementi se uporabljajo za ustvarjanje privlačnih dejavnosti za obiskovalce. Zagotavljanje pristne in bogate izkušnje zanje je osrednjega pomena.

Izpostavljen je tudi doživljajski program "Med minerali in kapniki v srcu Slovenije", nagrajen z znakom kakovosti Srca Slovenije kot dejavnost za doživetje narave in gastronomije. Združuje geološko raziskovanje in okušanje lokalne kulinarike ter tako krepi vrednost znamčenja dediščine. Pomeni predanost ohranjanju edinstvenih značilnosti rudnika in zagotavljanju visokokakovostne izkušnje za obiskovalce. Program poudarja uporabo lokalnih izdelkov in trajnostnih praks.

Sodelovanje z ustanovami, kot so Institut Jožef Stefan, Geološki zavod Slovenije, Univerza v Ljubljani in različna lokalna kulturna društva, ki podpirajo izobraževalne in kulturne projekte rudnika, je temeljnega pomena. S takšnim strateškim znamčenjem rudnik Sitarjevec uspešno premaguje izzive kulturnega turizma ob zagotavljanju trajnostnega razvoja in sodelovanja skupnosti.

Labelling of the Sitarjevec Mine: synergy of natural and cultural heritage

MOJCA ŠTEPIC

Development Centre of the Heart of Slovenia

mojca.hauptman@visitlitija.si

Sitarjevec Mine is historically and culturally significant site in Litija, in the Heart of Slovenia area and its labelling is a unique example of integrating natural and cultural heritage into a unified tourism product. The mine's geological and historical significance provides visitors with a unique insight into its mining heritage, attracting both domestic and international visitors. Labelling efforts focus on various aspects, such as the exceptional natural ochre pigment, rapidly growing stalactites, the diversity of 60 different types of minerals found in the mine, sharing the stories of former miners and provide animated tour with the dwarf Sitarjevček. These elements are used to create appealing activities for visitors. The focus is to assure visitors with an authentic and enriching experience.

Furthermore, the experience program "Among Minerals and Stalactites in the Heart of Slovenia" is highlighted. It is certified with the Heart of Slovenia quality label, as an activity and nature experience, as well as gastronomy. It combines geological exploration and local culinary experiences, reinforcing the value of heritage labelling. It signifies a commitment to preserving the mine's unique features and providing a high-quality visitor experience. The program emphasizes the use of local products and sustainable practices.

The cooperation with institutions, such as Jožef Stefan Institute, Geological Survey of Slovenia, University of Ljubljana and various local cultural associations that support the mine's educational and cultural projects, is fundamental. Through mentioned strategic labelling, the Sitarjevec Mine is successfully overcoming the challenges of cultural tourism, ensuring sustainable development and community involvement.

Sledi tovarne industrijskih baterij v mestu Peć/Pejë: pot do urbane regeneracije

Tovarna industrijskih baterij v Peći, ikona industrijske dediščine tega mesta, pomeni pomemben izziv in priložnost za njegovo urbano regeneracijo. Ta prispevek obravnava zgodovinski pomen tovarne in preučuje njeno potencialno vlogo v sodobnem razvojnem okolju mesta. Namen študije je prikazati, kako lahko ohranitev in prilagodljiva ponovna uporaba tovarne spodbudita gospodarsko oživitev in okrepi kulturno identiteto mesta. Tovarna industrijskih baterij v Peći s svojo bogato zgodovino iz obdobja Jugoslavije ponuja edinstven vpogled v faze industrializacije in poznejše deindustrializacije, ki so zaznamovale regijo.

Študija obravnava ključne vidike, kot so trajnostni razvoj, zmanjševanje tveganja gentrifikacije in sodelovanje skupnosti. Zagovarja trditev, da lahko ponovna uporaba objektov industrijske dediščine, kot je tovarna industrijskih baterij v Peći, spodbudi urbano prenavo, kulturno obogatitev in gospodarsko rast. Poleg tega je bistvenega pomena, da se v proces regeneracije vključijo dediščinske skupnosti, saj se s tem zagotavlja ohranjanje in spodbujanje kulturnega pomena območja.

Takšno sodelovanje lahko okrepi tudi kulturnodediščinski turizem, saj privablja obiskovalce in spodbuja tesnejšo povezavo med skupnostjo in njeno zgodovino.

Ta študija primera osvetljuje poseben kontekst Peći in je širšega pomena za regeneracijo postindustrijskih krajin na Kosovu in v podobnih regijah. Predstavlja strategije za vključevanje industrijske dediščine v sodobni urbani razvoj in poudarja potencial območij industrijske dediščine, kot je tukajšnja tovarna industrijskih baterij v Peći, da spodbudijo trajnostno preobrazbo mest ter upanje in optimizem v lokalnih skupnostih in širšem družbeno-gospodarskem okviru.

Peja battery factory footprints: a journey towards urban regeneration

RINETA JASHARI

UPT University Prishtine, Kosova

rineta.jashari@ubt-uni.net

SONJA IFKO

Faculty of Architecture, University of Ljubljana, Slovenia

sonja.ifko@fa.uni-lj.si

BESIM GOLLOPENI

Faculty of Education, University of Mitrovica "Isa Boletini", Kosova

besim.gollopeni@gmail.com

The Peja Battery Factory, an iconic emblem of the city's industrial heritage, represents a significant challenge and opportunity for urban regeneration in Peja. This paper delves into the historical importance of the factory and examines its potential role in the city's contemporary development landscape. The study aims to illustrate how the preservation and adaptive reuse of the factory can catalyse economic revitalization and enhance the city's cultural identity. The Peja Battery Factory, with its rich history from the Yugoslav era, offers unique insights into the industrialization and subsequent de-industrialization phases that have shaped the region.

The study addresses key aspects such as sustainable development, gentrification risk mitigation, and community engagement. It argues that repurposing industrial heritage sites like the Peja Battery Factory can drive urban renewal, fostering cultural enrichment and economic growth. Furthermore, the involvement of heritage communities in the regeneration process is crucial, ensuring that the site's cultural significance is preserved and promoted.

This engagement can also enhance cultural heritage tourism, attracting visitors and fostering a deeper connection between the community and its history.

This case study illuminates the specific context of Peja and has broader implications for the regeneration of post-industrial landscapes in Kosovo and similar regions. It demonstrates strategies for integrating industrial heritage into modern urban development and underscores the potential of industrial heritage sites like the Peja Battery Factory to act as powerful catalysts for sustainable urban transformation, instilling hope and optimism in both local communities and the broader socio-economic framework.

Revitalizacija industrijske dediščine: preobrazbena moč projekta Evropska prestolnica kulture za Idrijo kot Unescovo območje svetovne dediščine

Številna majhna mesta in podeželska območja v Evropi se spopadajo z izzivi, povezanimi s preoblikovanjem in prilagojeno ponovno uporabo industrijske dediščine. V svetu, osredotočenem na deindustrializacijo, številni pomembni spomeniki in običaji industrijske dobe izgubljajo svojo funkcijo in postajajo relikti preteklosti. Zavod ID20, nevladna organizacija iz nekdanjega rudnika živega srebra in Unescovega območja svetovne dediščine v Idriji, želi spremeniti dožemanje industrijske dediščine kot zastarele in nepotrebne. Z osredotočanjem na vključevanje skupnosti, družbene inovacije in trajnost si Zavod ID20 prizadeva "dediščino popeljati korak dlje" in ustvariti trajnostno zgodbo, ki temelji na dediščini in kulturi. Leta 2025 bo Idrija del programskega območja Evropske prestolnice kulture GO! 2025 (Nova Gorica/Gorizia). Zavod ID20 se ukvarja s tremi projekti, usmerjenimi v skupnost, ki dokazujejo, kako lahko območja dediščine spodbujajo kulturno in družbeno pomlajevanje. Dvestoletna rudarska hiša Giser je bila revitalizirana kot živahno zbirališče mednarodnih prostovoljcev, lokalne skupnosti in ljubiteljev dediščine. Petstoletna zapuščina rudarjenja živega srebra v Idriji se kaže v njeni edinstveni kulinarični tradiciji, zlasti v idrijskih žlikrofih. Festival industrijske kulture BETRIB, na katerem se novi mediji in sodobna kultura prepletajo z idrijsko industrijsko dediščino, predstavlja privlačnost industrijske kulture. Idrija je izvrsten primer preoblikovanja industrijske dediščine v nova, enkratna doživetja. Ta prispevek poziva k razpravi o možnostih, da bi takšni projekti služili kot vzori za druga območja dediščine v okviru projekta EPK, in raziskuje njihov širši vpliv na kulturno in družbeno pomlajevanje.

Revitalizing industrial heritage: the transformative power of the European Capital of Culture for UNESCO site Idrija

DREJC KOKOŠAR
ID20 Institute, Slovenia
drejc.kokosar@id20.si

Numerous small towns and rural areas in Europe face challenges associated with transforming and repurposing the industrial heritage. In a world focused on deindustrialization, many important monuments and customs of the industrial era are losing their function and are becoming only relics of the past. An ID20 Institute, an NGO from the former mercury mine and a UNESCO World Heritage Site in Idrija, Slovenia, wants to change the perception of the industrial heritage as outdated and redundant. By focusing on community engagement, social innovation, and sustainability, ID20 »takes heritage one step further« and builds a sustainable story, based on heritage and culture. In 2025, Idrija will be a part of the program area of the European Capital of Culture GO! 2025 (Gorica/Gorizia). By focusing on three community-orientated projects, ID20 demonstrates how heritage sites can drive cultural and social rejuvenation. The 200-year-old Giser Miners' House has been revitalized into a vibrant meeting place for international volunteers, the local community, and heritage enthusiasts. The legacy of 500 years of mercury mining in Idrija is mirrored in its unique culinary tradition, particularly Idrija Žlikrofi. The BETRIB festival of industrial culture showcases industrial culture's allure. It intersects new media and contemporary culture with Idrija's industrial heritage. Idrija is an excellent example of transforming the industrial heritage into new, unique experiences. This paper calls for a discussion on the potential of such projects to serve as models for other heritage sites within the European Capital of Culture framework, exploring their broader implications for cultural and social rejuvenation.

Nekaj starega, nekaj novega: sodobno znamčenje antične zgodovine za Arheopark Emona

Dediščina rimske Emone je del zelo konkurenčnega trga kulturnega in dediščinskega turizma v slovenski prestolnici Ljubljani. Vzpostavitev prepoznavne blagovne znamke je bila velik izziv. Prva pomembnejša prizadevanja za oblikovanje blagovne znamke so se pojavila med prenovo v letih 2011–2012, ko je Arheološki park Emona prešel v upravljanje MGML, ki je pod to blagovno znamko povezal deset fizično ločenih lokacij in spodbudil enotnost s programom “Krožna pot Emona – po rimski Ljubljani”. Prepoznavnost programa pa ni bila najboljša, zato je imel malo obiskovalcev in težave pri predstavljanju poenotene blagovne znamke. Pomanjkanje ključnega vizualnega gradiva je te težave še poglobilo.

Letos smo naredili konceptualno spremembo. Ime smo skrajšali na Arheopark Emona in oblikovali prepoznaven logotip, ki izhaja iz rimskih elementov in sledi sodobnim oblikovalskim načelom. Ustvarili smo prilagodljiv grafični sistem za prihodnji razvoj osvežene blagovne znamke, ki se organsko prilagaja vsebini. Naša nova blagovna znamka odstopa od tradicionalnega, klasičnega pristopa k antični dediščini, ki temelji na togem in preobremenjenem konceptualnem dojemaju antike. Namesto tega smo uporabili drznejše sloge pisave, čiste postavitve, živahne barve in ilustrativne elemente, da bi za blagovno znamko ustvarili bolj dinamično podobo, ki pa še vedno temelji na rimskih motivih.

Pričakujemo, da bo ta inovativna blagovna znamka izboljšala prepoznavnost v turistični ponudbi Ljubljane in lokalni skupnosti. S preimenovanjem produkta “Krožna pot Emona – po rimski Ljubljani” v “Arheopark Emona” želimo ustvariti skladnejšo identiteto parka. Ta pristop spodbuja boljšo usklajenost z vsebinami Mestnega muzeja Ljubljana, povezanimi z Emono, in boljše sodelovanje z ustanovami, ki se ukvarjajo z dediščino Emone.

Something old, something new: modern branding of ancient history for Arheopark Emona

NEJC KOVAČIČ

The Museum and Galleries of Ljubljana, Slovenia

nejc.kovacic@mgml.si

BERNARDA ŽUPANEK

The Museum and Galleries of Ljubljana, Slovenia

bernarda.zupanek@mgml.si

The heritage of Roman Emona exists within a highly competitive cultural and heritage tourism market in Slovenian capital Ljubljana. Establishing a recognizable brand has been a significant challenge. The first major effort to create it occurred during the 2011–2012 renovation, when the Archaeological Park Emona came under the management of MGML. That branding connected the 10 physically separated locations, promoting unity through the “Roman Trail of Ljubljana.” However, it struggled to stand out, resulting in low visitor numbers and difficulty communicating a cohesive brand. The lack of key visual materials further compounded these issues.

This year, we made a conceptual shift. The name was shortened to Arheopark Emona and a recognizable logo derived from Roman elements was established, following modern design principles. We created a flexible graphic system for future brand development, with a refreshed image that organically adapts to the content. Our new branding departs from the traditional classical approach to ancient heritage, which relies on the rigid, overburdened conceptual idea of antiquity. Instead, we used bolder fonts, clean layouts, vibrant colours and illustrative elements to create a more dynamic brand identity, while still referencing Roman motifs.

We anticipate that this innovative branding will enhance visibility within Ljubljana’s tourism offerings and increase recognition among the local community. By branding »Arheopark Emona«, rather than the “Roman Trail of Ljubljana,” we aim to create a more coherent identity for the park. This approach fosters better integration with the City Museum’s Emona-related content and promotes greater collaboration with institutions linked to Emona’s heritage.

Obletnice in identiteta: kako spomin na preteklost oblikuje našo prihodnost?

Kulturna dediščina ima kot pomemben del oblikovanja identitete naroda ključno vlogo pri spodbujanju kulture spomina in njeni interpretaciji. Z obeleževanjem obletnic dogodkov ali posameznikov, pomembnih za zgodovino, kulturo in tradicijo naroda, se krepi zavest o varovanju in ohranjanju kulturne dediščine. Te obletnice ne obujajo le spominov na preteklost, temveč oblikujejo tudi našo prihodnost, saj poudarjajo stalen pomen kulturnih vrednot. Ob 180-letnici sprejetja Odloka o prepovedi rušenja starih mest in njihovih ruševin v Srbiji ta prispevek obravnava pomen obeleževanja obletnic. Njegov namen je skozi zgodovino srbskega ljudstva in jubilejnih dogodkov predstaviti obletnice kot most med preteklostjo in prihodnostjo, nas spomniti na vrednote, ki so oblikovale našo identiteto, in spodbuditi negovanje in krepitev teh vrednot v sodobni družbi. Cilj prispevka je na praktičnih primerih obeleževanja kulturnodediščinskih obletnic pokazati, da ni pomembno le, da se spominjamo, temveč tudi, kako to počnemo. Namen kulture spomina ni poglobljati spore, temveč spodbuditi razumevanje dejstva, da narod, ki ne pozna svoje preteklosti, ne more imeti prihodnosti.

Anniversaries and identity: how remembering the past shapes our future?

BOJANA MILENOVIĆ

Tourism and Cultural Heritage Management, University of Novi Sad, Serbia

bmilenovic8@gmail.com

Cultural heritage, as an important segment in shaping the identity of a nation, plays a crucial role in fostering the culture of memory and its interpretation. By commemorating anniversaries of events or individuals significant to a nation's history, culture, and tradition, awareness of the protection and preservation of cultural heritage is deepened. These anniversaries not only evoke memories of the past but also shape our future, emphasizing the continuous importance of cultural values. On the occasion of marking 180 years since the enactment of the Decree on the Prohibition of Demolishing Old Towns and Their Ruins in Serbia, this paper addresses the significance of commemorating anniversaries. Through the history of the Serbian people and jubilee events, the idea of the paper is to present anniversaries as a bridge between the past and the future, reminding us of the values that have shaped our identity and inspiring us to nurture and enhance those values in contemporary society. The aim of this paper is to use practical examples of commemorating cultural heritage anniversaries to show not only that we should remember, but also how and in what way we should remember. The culture of memory isn't intended to deepen conflicts but to foster understanding that a nation that doesn't know its past can't have a future.

Ohranjanje dediščine je predpogoj za trženje Kettejeve poti

Dediščina Dragotina Ketteja, enega od predstavnikov slovenske moderne, predstavlja enega pomembnih gradnikov lokalne identitete prebivalstva na območju Ilirske Bistrice. Leta 2006 je bila v posthumanističnem duhu vzpostavljena Kettejeva pot, ki povezuje avtorjev rojstni kraj Prem s Trnovim, avtorjevim krajem počitnikovanja (Trnovo je od leta 1927 del Ilirske Bistrice). Osrednji pomen literarne poti je predstavljanje in trženje kulturne dediščine, povezane z življenjem in delom Dragotina Ketteja. Danes je zaradi različnih razlogov, tako fizičnih kot vsebinskih, ta dediščina obiskovalcem literarne poti večinoma nedostopna. Zaradi tega bo Občina Ilirska Bistrica prenovila literarno pot v okviru projekta Nепrekinjenost sebe po vnaprej pripravljenem načrtu. Občina je v pripravo projekta vključila različne strokovnjake in lokalno prebivalstvo, saj se zaveda, da je ohranjanje dediščine nujno in ga je treba skrbno spremljati. Občina bo delno obnovila, uredila in dopolnila tudi turistično ponudbo na gradu Prem (eno od izhodišč literarne poti Dragotina Ketteja) in nekdanji premški osnovni šoli, kjer je od leta 1968 urejena Kettejeva spominska soba. V sklopu projekta bo Občina Ilirska Bistrica skupaj z ostalimi deležniki nadaljevala z aktivnostmi na področju ohranjanja dediščine in literarnega turizma na Kettejevi poti.

Heritage Preservation is a Prerequisite for the Marketing of the Dragotin Kette Literary Route

ANEJA ROŽE KRAVANJA

Municipality of Ilirska Bistrica, Slovenia
aneja.roze.kravanja@ilirska-bistrica.si

DR. JASNA POTOČNIK TOPLER

Faculty of Tourism, University of Maribor, Slovenia
jasna.potocnik1@um.si

The heritage of Dragotin Kette, one of the representatives of Slovenian modernism, represents one of the important building blocks of the local identity of the population in the Ilirska Bistrica territory. Therefore, in 2006, in the post-humanist spirit, the literary route of Dragotin Kette was established, which connects the author's birthplace Prem with Trnovo, the author's place of vacation (Trnovo has been a part of Ilirska Bistrica since 1927). The central importance of the literary route is the representation and marketing of cultural heritage related to the life and work of Dragotin Kette. Today, due to various reasons, both physically and in terms of content, this heritage is largely inaccessible to visitors of the literary route. Due to this, the Municipality of Ilirska Bistrica will renovate the literary route as part of the Continuity of Self project according to a previously prepared plan. In the preparation of the project, the Municipality involved various experts and the local population, as it is aware that the protection of heritage is essential and has to be carefully monitored. The Municipality will also partly restore, arrange and supplement the tourist offer in the Prem Castle (one of the starting points of the Dragotin Kette literary route) and the former Prem elementary school, which has housed Kette's memorial room since 1968. Along with the activities of the project, the Municipality of Ilirska Bistrica, together with other stakeholders, will continue with the activities regarding the preservation of heritage and literary tourism on Kette's literary route.

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