

1. PROMOTION, IMPORTANCE
AND CHALLENGES OF
HERITAGE PRESERVATION
CONCLUSIONS

Heritage and society

- ARCHAEOLOGICAL HERITAGE
- BUILT HERITAGE :
 - - individual monuments
 - - architectural complexes
 - - areas
- CULTURAL HERITAGE – covers the following:
 - - monuments
 - - grouped buildings
 - - celebrated places

We live in civil society, and

- CIVIL SOCIETY is a domain in between family, state and the market in which all citizens come together for the sake of promoting their common interests.

Presentation of heritage

Civil society has as one of its tasks:

- In presentation of the heritage, attention has to be paid to:
- COMPETITIVENESS
- CREATIVE INDUSTRIES
- CREATIVE CLUSTER

- Accordingly, it is necessary to develop one's own:
- CULTURAL PRODUCT

And in addition it is needful to keep up to date on the advancement of cultural tourism:

Here one should pay attention to:

- SUSTAINABLE DEVELOPMENT .
- SUSTAINABLE TOURISM

- It is very valuable to propagate and seek:
- ENTREPRENEURS IN CULTURE

And in addition to concern oneself with:

- BUSINESS CLUSTERS

- THE PROMOTIONAL VALUES OF THE CULTURAL HERITAGE :
- - the press, the presentation and sale of promotional material (brochures, books, postcards, souvenirs, CDs and DVDs and so on);
- - lease of premises and venues for other events (conferences, weddings, exhibitions, concerts);
- - rental of material (costumes, replicas, equipment and the like);
- - sales of use rights for advertising purposes (shooting commercials, films and so on, and for tourist purposes).

The participants discuss about questions

1. How about the preservation of the heritage in your country via upbringing and education?
2. The promotion of the heritage: where does the emphasis lie?
3. The role of the heritage in tourist promotion. What are the new approaches and lines of research?
4. Drawing attention to traditional values. What are your experiences in this matter?
5. Presentation of the archaeological heritage? Your experiences in this matter?
6. The role of the museum in the advancement of the tourist product. How can visitors be “driven into” the museum?
7. What are your experiences with respect to the promotional value of the cultural heritage?
8. What is the role of private enterprise in culture?
9. Competitiveness on the cultural tourist market. How can one be original?
10. How do you imagine future collaboration between friend cities?

2. CULTURAL HERITAGE AS PLATFORM FOR DEVELOPMENT OF CULTURAL TOURISM

To develop Cultural tourism on the basis of Cultural Heritage we need to:

- Inform and educate local inhabitants, private and public bodies in the area about cultural tourism and cultural heritage
- Coordinate public bodies, private companies and civil society in development of Cultural Tourism
- Form a CULTURAL TOURISM COUNCIL

- improve the presentation, interpretation and experience for visitors
- Activate the enterprenurial potential in culture, art and creative tourism
- Create the portfolio of cultural events

3. ENHANCMENT of CULTURAL HERITAGE TROUGH FUTURE EU PROJECTS

Priorities for future joint projects:

1. Tangible heritage

- photo exhibitions
- picture exhibitions

2. Intangible heritage

- youth festival regarding local legends
- presentation of writers

3. Dialogue between professionals (conservators) and citizens (through informal learning)

- education through schools
- adult education

4. Create platform for cooperation of:

- experts
- local associations
- citizens
- local authority

5. Awareness campaign

- school
- medias

Through EU programmes:

Culture Programme

EU for Citizens

LLL Programmes

MANAGEMENT OF CULTURAL HERITAGE IN PARTNER TOWNS

WAYS OF PRESENTATIONS:

1. Research
2. Living cultural heritage
3. Town-twinning projects

VISIONS:

1. Atracting people
2. International and intercultural exchange
3. Common goals

GOALS:

1. Preservation
2. Human resources
3. Financial resources

5. FUTURE COOPERATION BETWEEN PARTNER TOWNS IN AREA OF CULTURAL HERITAGE PRESERVATION

- Intitiate economic project and entrepreneurs in cultural heritage preservation through private foundations, business cooperation, consultancy, private-public partnerships etc.
- Improving cooperation between institutions of education, schools, institutes, universities etc. through exchange of students, excursions, teachers etc.

- Cooperation among pensioners organizations, syndicates, tourist companies etc for development of living conditions and contribution of elders in cultural heritage preservation.
- Exchange of information and knowledge on administration structure and role of political, economic and social institutions in cultural heritage preservation and democratization in decision making process with civil society

6. ANIMATION OF CIVIC SOCIETY AND ACTIVITIES IN AREA OF HERITAGE PRESERVATION

Danka Radić

CONCLUSIONS

- - We have realised that we live in one world, which is a rapidly changing one, where we can only save our own European heritage, wonderful monuments, old parts of the cities, show them to each other and to all of us, transmit them to future generations, if we unite and apply new methods.
- - We have also realised that in dynamically developing, changing world only a dynamic protection of monuments can face the challenge of the time. It is urgent to think of better ways to achieve heritage conservation, to accomplish-provesti, izvršiti more and better preservation with ever meager-rarely resources.

- - We shared the experience of the stormy history and political pressure. Apart from the general problems of treating the highly treasured heritage, our exchange of experience can be profitable from other respects too, and for the benefit of all of us.
- In this field the civil society will undertake the following actions:
 - Promote respect for cultural heritage and promote academic, technical, and specialized dialogue on the subject; foster dialogue on the importance of cultural heritage in raising the awareness of people and bringing about appreciation of its value.
 - Support special educational programs for all especially for children and youths to foster respect and appreciation for cultural heritage
 - Promote the participation of civil society in the protection and preservation of cultural heritage

- - Encourage exchanges and better synergy between cultural institutions
- - Support special educational programs for all, especially for children and youths to foster respect and appreciation for cultural heritage
- -Encourage exchanges between cultural institutions
- - Promote the participation of civil society in the protection and preservation of cultural heritage
- - Promote the exchange of information to: understand and disseminate the wealth of cultural heritage especiallx among between twinned towns

- Participants of the workshop had very interesting ideas for overcoming the difficulties regarding the animation of civic society and activities in area of heritage preservation such as:
 - - Conferences and seminars where people can exchange experiences especially between twinned towns
 - - Special programmes for the people of low-income who are living in the historic centers
 - - Analyze and develop a regional convention to combat illicit trafficking in cultural goods, on the basis of existing legal instruments and experience