

# **SENSE AND SUSTAINABILITY**

International Conference  
on Archaeology and Tourism

May, 06<sup>th</sup>—10<sup>th</sup> 2019

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# SENSE AND SUSTAINABILITY

INTERNATIONAL CONFERENCE ON ARCHAEOLOGY AND TOURISM

Zagreb, May 06<sup>th</sup>—10<sup>th</sup> 2019

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A  
A** European Association  
of Archaeologists

**Interreg** Danube Transnational Programme  
Iron-Age-Danube

[www.zagrebarchaeologytourism.com](http://www.zagrebarchaeologytourism.com)



7	Welcome to the Conference
11	Committees
12	European Association of Archaeologists
14	Archaeological Museum in Zagreb
16	Interreg Danube Transnational Programme – Iron-Age Danube
18	Conference Themes
20	General info
22	Welcome to Zagreb
24	Welcome to Croatia
28	General Programme Summary
30	Social programme
36	Pula Spin-off symposium
38	Opening Ceremony
40	About Keynote Lecturers
44	Scientific Programme – When & Where
48	Session by Session
85	European Association of Archaeologists (EAA) Community
86	International Scientific Committee on Archaeological Heritage Management (ICAHM)
88	ICOMOS International Cultural Tourism Committee (ICTC)



## Welcome by the EAA President

Felipe Criado Boado

In September 2018, the European Association of Archaeologists (EAA) was delighted to accept the invitation by the Archaeological Museum in Zagreb to be a partner in this important conference. We warmly accepted the invitation because EAA recognises the importance of sustainability and reconciling respectful and synergistic strategies in the relationships between Tourism, Archaeology and Cultural Heritage generally. Our EAA Community on "Integrating the Management of Archaeological Heritage and Tourism" has actively participated in devising the focus and themes of the Conference, including its title. The title makes a statement about the need to be sensible and sensitive when we come to plan tourism projects and products that can sustain cultural heritage and especially archaeological heritage. And it is overall a reminder that sense implies the recognition of a need to integrate the senses in communicating the meaning of cultural heritage. Let me be clear about this: today we know that there are no simple original meanings in heritage that remain static throughout history and be forever preserved.

If we have learnt something from the sad event of the Notre Dame fire, it is that iconic sites 'matter' for the whole world, not just cultural heritage specialists. Politicians and site managers must take notice of this: Heritage matters to all the people. But general public has also learnt that no monument maintains its original form or meaning forever. These are constantly adapted to the different temporalities of its lifetime. Having said that, it would be harmful to draw a conclusion that we can do whatever we wish with our heritage sites. We must, however, consider the relationships that are generated during every phase in the life of a monument or site and the particular contexts within which these are formed. The lesson is, that to gain the sustainability of Archaeology and Tourism, archaeologists have to reveal the context of the senses and provide the narratives that communicate these myriad meanings of the monuments or places visited. This is our primary role. And we must be ready to convince the tourist sector of the importance of doing this. It must create a living dialogue with the heritage place and ultimately create a much better quality of the tourist experience.

## Welcome by the Director of the Archaeological Museum in Zagreb

Sanjin Mihelić



It is our great pleasure to welcome you to Zagreb, the capital of Croatia, for the "Sense and Sustainability" International Conference on Archaeology and Tourism. Indeed, what had started quite some time ago as a relatively modest idea, through constructive and inspiring work of the EAA Community on Integrating Management of Archaeological Heritage and Tourism on the one hand, and the groundbreaking work within the Iron Age Danube Project on the other, gradually developed into a full-blown international conference with two hundred participants, of which the Archaeological Museum in Zagreb is proud to be the host.

The 2018 Annual Meeting of the European Association of Archaeologists in Barcelona was the crucial moment in the making of the conference, as it was there and then that all the different threads and strands finally fell into place. The themes were selected, topics and formats were discussed, roles were negotiated. The only thing that was still missing was the name. And then, at one point, when Anne-marie solemnly announced, I know, everyone knew she really knew. Having looked at the relationship between archaeology and tourism from a myriad of perspectives, having discussed the destination management, sustainable development, heritage protection and a number of related issues, and having decided that we wish to bring together as broad a range of heritage tourism stakeholders as possible, Sense and Sustainability came softly, and was warmly embraced as a perfect keystone to what we were poised to achieve.

This year in Zagreb we are counting also on your help to further explore the benefits of sensible and sustainable management of archaeological heritage at all the different points of intersection with the tourism sector. We believe there can be little doubt that archaeology and tourism are natural allies, even if this ostensible partnership may often have proved wanting. And if we can agree on the 'nature' part of the equation, let us now work together on the 'nurture' element, for the good of our archaeological heritage, as well as for the benefit of our experience as practitioners or theorists, tourists or hosts, archaeologists or local community or governors. It is to all of the actors from different positions in the stakeholder spectrum that the conference is now opening its doors, and it is to all of you that we wish to extend a warm welcome to Zagreb!

## Welcome by the Leader of the Iron Age Danube Project

Marko Mele



Dear Colleagues!

After almost three years our Iron-Age-Danube project ("Monumentalized Early Iron Age Landscapes in the Danube river basin") is coming towards its end. When we started to prepare the application for the first call of the Interreg Danube Transnational Programme in 2016 none of the partners had a clear idea of the path this project will take us. So close to its end, I can say it was and still is an amazing journey full of interactions with many great colleagues and thousands of kilometres traveling between Austria, Slovenia, Croatia and Hungary. I am sure that the time, the work and the journeys were not in vain, as the results of our project can show. Besides the events, publications, research activities and digital tools for me personally the cooperation between experts from different institutions during our international Archaeology Camps in Austria (spring 2017), Croatia (autumn 2017), Slovenia (spring 2018) and Hungary (autumn 2018) are highlights of our project. I think we all needed to learn, that despite we live in such a "small" region, being neighbouring countries and regularly meeting at conferences to exchange our achievements, we still can learn many things from each other and jointly foster archaeology in Europe. We just need to get the opportunity to cooperate intensively on specific topics, which can be supported also by different EU programmes.

The conference "Sense and Sustainability" in Zagreb is the biggest and most important event, which our project partnership co-organises with the European Association of Archaeologists (EAA). The variety of selected sessions shows that the theme of the conference was well chosen, and that there is a need between the experts to communicate on the future engagement of archaeology in tourism. Our Iron-Age-Danube project has also walked this path in the last years in order to leave an impact on tourism, e.g. by creating an Iron-Age-Danube route, which should in the nearer future be certified by the European Council. Development of a touristic app, setting up information boards and presenting the archaeological heritage in the different media were concrete steps towards sustainable use of archaeological potential in the Danube region.

Many thanks to the co-organizers, the Archaeology Museum Zagreb and the European Association of Archaeologists, for making archaeology in the Danube region great again!

## Committees

### ORGANIZING COMMITTEE

Margaret Gowen  
Fergus Maclaren  
Sanjin Mihelić  
John Peterson  
Annemarie Willems

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Hana Ivezić  
Jana Kopačkova  
Marta Rakvin

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T. +385 1 488 11 00  
mice@globtour.hr  
www.globtour-event.hr





## BECOME A MEMBER OF EUROPEAN ASSOCIATION OF ARCHAEOLOGISTS

### WHO CAN JOIN

Membership of the EAA is open to all archaeologists, students of archaeology and retired archaeologists, and other related or interested individuals or bodies.

Reduced rates are paid by members from Central and Eastern European countries, students and retired members. We currently have over 1500 members from 41 countries worldwide, working in prehistory, classical, medieval and later archaeology, anthropology and related disciplines.

Our official languages are English, French and German, although our staff communicate in other languages as well.

### HOW TO JOIN

You can apply for membership online at <http://www.e-a-a.org/>

Alternatively, please contact our Secretariat at this address:

EAA Secretariat  
c/o Institute of Archaeology CAS  
Letenská 4, 118 01  
Praha 1, Czech Republic  
telephone and fax: +420 257014411  
e-mail: eaa@arup.cas.cz

# EAA



## ... AND RAISE YOUR INTERNATIONAL PROFILE

### ABOUT US

We promote

- the exchange of archaeological information and the development of archaeological research
- the management and interpretation of the European archaeological heritage
- proper ethical and scientific standards for archaeological work
- the interests of professional archaeologists in Europe
- co-operation with other organizations with similar aims
- We organize the annual EAA conference, held every September in a different European country.
- We award the European Archaeological Heritage Prize and the Student Award.
- We publish the *European Journal of Archaeology* and *The European Archaeologist*.
- We supply information and advice to the Council of Europe.
- We democratically elect members of our Executive Board from the different regions of Europe.

### BENEFITS OF MEMBERSHIP

- As a member you can keep up to date with latest developments in European archaeology, and publicize your own work through our quarterly peer-reviewed *European Journal of Archaeology*, our biannual online newsletter *The European Archaeologist*, our annual conference, and the news and blog sections of our website.
- Network with 1500 other members of the Association, and access their contact details via the members-only section of our website.
- Participate in the work of one of our Working Parties, which help to establish key principles to be followed by European archaeologists.
- Nominate and vote for members of our various boards and committees.
- Receive a reduced rate to attend our conference, and further reduced rates as a member from a Central or Eastern European country, as well as discounted book offers.



The Archaeological Museum in Zagreb is one of the direct successors to the former National Museum, the oldest museum institution in the Croatian capital, founded in 1836. Since its founding, the Museum has gone through various phases of organizational development. The Archaeological Department was declared an independent institution within the National Museum in 1878. This department subsequently became an independent museum in 1939 when the National Museum ceased to exist in its previous form. Since 1945 the Museum is situated in the Vranyczany-Hafner mansion at 19 Zrinski Square, where it remains today.

From the very beginning, the Museum was acquiring archaeological items and collections from private individuals and antiquarians, but as early as the 1880s, its curators began systematic archaeological excavations all over Croatia, acquiring in this manner abundant quantities of archaeological artefacts as well as valuable data for studying many different aspects of everyday life from the prehistoric age to the mediaeval period. Nowadays, field excavations remain the main source of new acquisitions. The most recent museum activities in this field include systematic excavations, conservation and presentation (in the form of archaeological parks) of Roman urban architectural complexes at Ščitarjevo near Zagreb (Andautonia) and at Varaždinske Toplice (Aquae Iasae) as well as many research projects at various sites, mainly in continental part of Croatia.

The Museum collections consist today of nearly 450,000 objects organised in five different collections (Numismatic, Egyptian, Prehistoric, Greek and Roman and Medieval collection). Among them are some extraordinary artefacts whose significance goes far beyond the limits of local or regional heritage such as:

- 1) the Etruscan Linen Book of Zagreb
- 2) the Roman portrait of a young girl from Salona (presumably the princess Plautilla)
- 3) the eneolithic Dove of Vučedol
- 4) the Psephisma of Lumbarda commemorating the creation of a Greek colony on the island of Korčula
- 5) the first dated inscription of a Slavic ruler, the Branimir inscription from 888 AD.





“Monumentalized Early Iron Age Landscapes in the Danube river basin” (acronym „Iron-Age-Danube”, project code: DTP1-1-248-2.2) is a EU project implemented through Danube Transnational Programme 2014–2020 and co-funded by the European Regional Development Fund. The overall budget of the project is 2.552.000,00 euros, out of which 85% is being co-funded from the ERDF, in the total amount of 2.169.200,00 euros. The time frame for the project is January 1<sup>st</sup> 2017 to June 30<sup>th</sup> 2019.

Beside the leading Austrian partner, Universalmuseum Joanneum from Graz, the partnership consists of 10 project partners and 8 associated strategic partners from 5 countries: Austria, Slovenia, Hungary, Croatia and Slovakia. The institutions involved in the Iron-Age-Danube project possess a range of complementary expertise regarding archaeological heritage and cultural tourism, and are forming a strong international network of experts dealing with Early Iron Age heritage.

The Iron-Age-Danube project focuses on monumental archaeological landscapes of the Early Iron Age, characterized by, e.g., fortified hilltop settlements and large tumulus cemeteries, from the era between roughly the 9<sup>th</sup>–4<sup>th</sup> cent. BC (Hallstatt period). At that time, the communities inhabiting the Danube region were a part of a cultural phenomenon called the Eastern Hallstatt circle.

Imposingly attractive, however very fragile, prehistoric landscapes in the Danube programme area remain partly hidden and not well integrated into cultural tourism.

The project's major innovation is the methodological shift of dealing with complex prehistoric landscapes rather than individual sites. The partnership is developing new strategies and methodological tools for their protection, presentation and promotion.

#### OUTPUTS

- new and revitalised archaeological trails in micro-regions
- web based database with over 1000 archaeological sites
- promotion videos, 3-D visualisations and apps for more visual experience
- e-learning app
- booklets: Iron Age Cookbook, Iron Age Kids and Iron Age Experience
- scientific publications for the research, protection and presentation of Iron Age landscapes

#### LEAD PARTNER

(AT) Universalmuseum Joanneum

#### PROJECT PARTNERS

(AT) University of Graz, Institute of Archaeology  
(AT) University of Vienna, Institute of Prehistoric and Historical Archaeology  
(SI) University of Ljubljana, Faculty of Arts, Department of Archaeology  
(SI) Institute for the Protection of Cultural Heritage of Slovenia, Centre for Preventive Archaeology  
(SI) University of Maribor, Faculty for Agriculture and Life Sciences  
(CRO) Institute of Archaeology  
(CRO) Archaeological Museum in Zagreb  
(HU) Eötvös Loránd University, Faculty of Humanities, Institute of Archaeological Sciences  
(HU) Archaeolingua Foundation  
(HU) Hungarian National Museum

#### ASSOCIATED STRATEGIC PARTNERS

(AT) Federal Monuments Agency  
(SI) Regional Museum Maribor  
(SI) Dolenjski Museum Novo mesto  
(SI) Slovenian Tourist Board  
(CRO) Ministry of Culture of the Republic of Croatia, Directorate for the Protection of Cultural Heritage  
(CRO) Center for Prehistoric Research  
(CRO) Varaždin County Tourist Board  
(SK) Constantine the Philosopher University in Nitra

#### SITES & MICROREGIONS

Großklein (AT)  
Strettweg (AT)  
Jalžabet (CRO)  
Kaptol (CRO)  
Poštela (SI)  
DolenjskeToplice (SI)  
Süttő (HU)  
Sopron (HU)

## Monumentalized Early Iron Age Landscapes in the Danube River Basin

The project “Monumentalized Early Iron Age Landscapes in the Danube River Basin” (Iron-Age-Danube), which is co-financed by the Interreg Danube Transnational Programme (DTP), is coming toward its end. Project partners would like to invite you to join them at the closing event of the project and learn more about its achievements.

It is a perfect opportunity not only to learn about the research, protection and touristic use of the Iron Age monuments but also to experience and taste the world 2.800 years ago.

## Iron-Age-Danube Party

### Closing event of the Iron-Age-Danube project

#### PROGRAMME

- 19:00–19:15 Greeting words
- 19:15–19:45 Learn about Early Iron Age
- 19:45–20:15 Experience Early Iron Age
- 20:15–24:00 Taste Early Iron Age

8<sup>th</sup> May 2019, 19:00 – open end



Archaeological Museum in Zagreb  
Trg Nikole Šubica Zrinskog 19  
HR-10000 Zagreb



# THEME 01

## Heritage in Tourism Destination Management

This theme will explore archaeological heritage resources and the sustainability challenges they face with visitation, climate change and urban growth impacts, and their evolving role within a venue's tourism product mix. The theme will examine how management in areas of (often fragile) archaeological monuments and remains caters for: tourist numbers and visitation patterns, tourist access, infrastructure and circulation; and the archaeological interpretation, presentation and conservation management. These will be discussed in the context of operational documents including UNESCO's Historic Urban Landscapes approach and Sustainable Tourism Programme guidance documents; Sustainable Development Goal targets 8.9 Devise and implement policies to promote sustainable tourism and 11.4 Heritage: Driver and Enabler of Sustainability; and the ICOMOS ICTC International Cultural Tourism Charter: Managing Tourism at Places of Heritage Significance, 1999 (under revision). A sub-theme will explore the dynamics and impacts of 'undertourism' and 'overtourism', and the question of what approaches best represent sustainability, especially for sensitive archaeological sites.

# THEME 02

## Sustainable development, archaeology and tourism

Thinking about sustainability issues in relation to archaeological sites that are open to the public has evolved from the archaeological as well as the tourism side. It is becoming clear that a combined approach is vital to a successful sustainability strategy and the two once separate 'sectors' have been moving towards each other. In this theme we aim to mark time and check what we jointly understand by the sustainable development of public archaeological sites. What are sensible approaches to the sustainable development, use and management of archaeological sites that are open to the public regarding e.g. the community, site interpretation, local business development, and the environment. We invite papers, workshops and roundtables that highlight approaches to sustainability that take into account as many perspectives as possible to the tangible and intangible values of a site, from a joined archaeology and tourism perspective. We also intend to open up the debate around the assumption of travel as a human right, as stated in the 1999 Global Code of Ethics for Tourism. Within this theme we would like to review that statement in the light of the development of heritage tourism over the last 20 years and the associated significant issues of sustainability.

# THEME 03

## Tourism and archeological heritage management in Protected Areas, World Heritage Sites and National Parks

This theme seeks to examine established and/or site specific management frameworks within designated Protected Areas, World Heritage Sites and National Parks and how these integrate specific provisions for archaeological heritage management especially where there are other management concerns. The theme will examine how management in often fragile Protected Areas, WH sites and National Parks caters for the presentation of both archaeological heritage (cultural values) and, where it arises, how it can be linked to the protection, conservation, management and presentation of natural values: The theme will aim to analyse the source, dynamics and impacts of tourist numbers and visitation patterns, tourist access, infrastructure and circulation. It will seek to establish how these may be usefully related to the doctrinal principles set out in the ICOMOS ISCTC International Cultural Tourism Charter: Managing Tourism at Places of Heritage Significance, 1999 (under revision) and the practical advice presented in the ICOMOS/ICAHM Salalah Guidelines for the Management of Public Archaeological Sites (adopted 2017). A sub-theme will explore the dynamics and impacts of 'mass tourism' and 'hit and run tourism' especially on sensitive archaeological sites.

# THEME 04

## Cultural routes

The concept of cultural routes, developed in the closing decades of the 20th century has proven a very successful framework for participatory cultural heritage management globally. This theme aims to provide a forum to analyse and assess the impact of this development in relation to the preservation, protection and valorisation of archaeological heritage on the one hand, and the way in which the concept has been used by the heritage tourism sector. The session will serve as a means for exchange of ideas and experiences between stakeholders from both heritage and tourism and beyond. It hopes to showcase examples of success and good practice while offering advice on pitfalls and issues experienced in the management of cultural routes at local, regional, national and international levels.

The theme seeks wide participation. It hopes to attract both tourism and heritage experts and a range of non-specialist practitioners for use of cultural routes as a common principle in their work, whether on theoretical or practical level.

# GENERAL INFORMATION

## TIME

Central-European time (CET)  
UTC/GMT + 2 hours

## CURRENT WEATHER INFO

call 18166

## ELECTRICITY

220 V; 50 Hz

## TAP WATER

perfectly safe to drink.

## IMPORTANT TELEPHONE NUMBER

Call 112! For Ambulance, Police, Fire Department, Mountain Rescue Service

## COUNTRY CODE NUMBER

+385

## NON-CROATIAN NUMBER

dial 00385 (e.g. 00385 1 4833 109)

## GENERAL INFORMATION NUMBER

18981

## ROADSIDE VEHICLE ASSISTANCE

1987 / +385 1 1987

## ZAGREB AIRPORT

060 320 320 / +385 1 4562170

## ZAGREB BUS STATION

060 313 333 / +385 1 3782 583

## ZAGREB RAILROAD STATION

+385 1 3782 583 There is NO train from Zagreb Train Station to Zagreb Airport. We recommend taking the regular bus transfer from Zagreb Bus Terminal.

## CROATIAN POST

072 303 304

Jurišićeva 13, +385 1 6626 452 (Mon-Fri 7am-8pm, Sat 7 am-1pm)

Branimirova 4 (Mon-Sun 7am-midnight)

## CROATIAN CURRENCY

Croatian Kuna (HRK)

In stores, bars, restaurants you can pay only in Kuna.

1 € = approx. 7.4 kuna; 1 US \$ = approx. 6.1 kuna

## CROATIAN VAT (PDV)

is 25% and is included in retail price

## CREDIT CARDS

acceptable in most of the stores

## ATM MACHINES

Can be found all around the City center. The limit you can withdraw in one transaction may vary from 1000 kn to 5000 kn.

## EXCHANGE OFFICES AND BANKS

The exchange rates in banks and exchange offices may vary. Exchange offices usually offer better rates than banks.

## WORKING HOURS

Most stores work shorter on Saturdays and many stores are closed on Sundays and national holidays.

ZAGREB CARD Zagreb Tourist Board and Five Stars Ltd. have prepared a special ZAGREB CARD for Zagreb visitors. By buying this card, you are entitled to many special offers, discounts and surprise gifts. Depending on the duration of your stay in Zagreb or plans for your visit, you can purchase a 24-hour card or a 72-hour card. The price of 24-hr ZAGREB CARD is 98 kuna, and the price of 72-hr ZAGREB CARD is 135 kuna. You can buy your ZAGREB CARD on-line from Zagreb Tourist Board web shop or at the Tourist Information Centre located at Ban Jelačić Square 11.

## 24/7 PHARMACIES

Trg bana J. Jelačića 3, tel. +385 1 48 16 198

Ilica 301, tel. +385 1 37 50 321

## TOURIST INFORMATION CENTRES

Ban Jelačić Square 11

Mail: info@infozagreb.hr

Tel: +385 1 48 14 051; +385 1 48 14 052; +385 1 48 14 054

Bus Station, 4 Marin Držić Avenue, Zagreb

Mail: autobusnik@infozagreb.hr

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Lotrščak Tower, Upper Town- Kula Lotrščak,

Strossmayerovo šetalište

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Tel: +385 1 48 51 510

Zagreb Main Railway Station

Trg kralja Tomislava 12

Mail: gkolodvor@infozagreb.hr

Tel: +385 99 21 09 918

# AND NAVIGATION



DVERCE  
PALACE

Katarina Square 6  
www.infozagreb.hr



ARCHAEOLOGICAL MUSEUM  
IN ZAGREB

Nikola Šubić Zrinski Square 19  
www.amz.hr



GALLERY  
AMZ

Pavla Hatza Street 6  
www.amz.hr



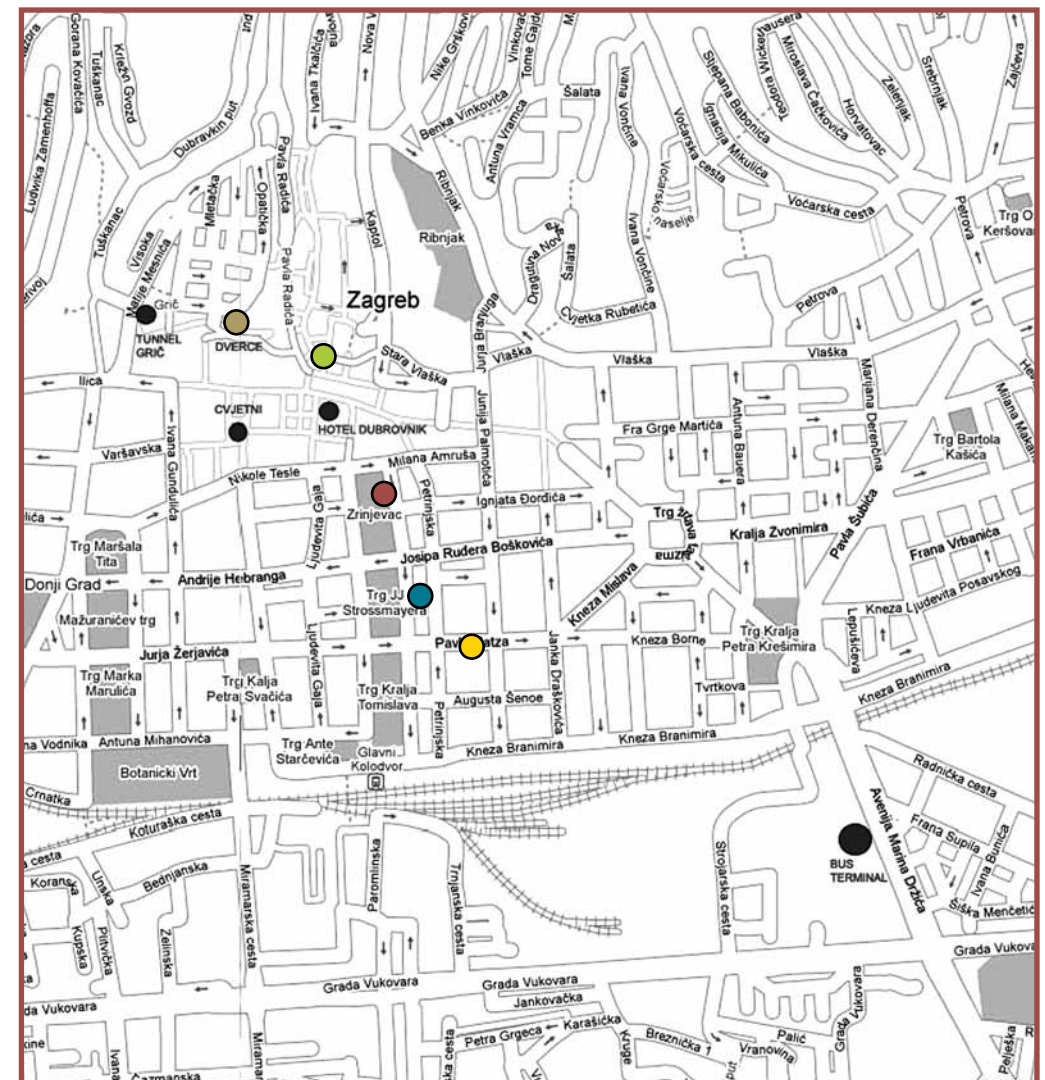
JAZZ & CABARET  
CLUB CONTESSA

Augusta Cesarca 2  
www.kontesa.hr



MATICA  
HRVATSKA HALL

Matičina 2  
www.matica.hr





## Zagreb – city with a million hearts

The city of Zagreb, capital of Croatia, on the historic and political threshold between East and West, illustrates both the continental and Mediterranean spirit of the nation it spearheads. Zagreb is the cultural, scientific, economic, political and administrative centre of the Republic of Croatia, and is home to the Croatian Parliament, Government and President. Its favourable location between the Pannonian plain, the edge of the Alps and the Dinaric range has allowed it to become a crossing point for mass international communication. The city is protected from the cold northern winds by the mountain of Medvednica and opens up to the rest of the world thanks to a spacious plain and the Sava river. Zagreb, with a population of nearly one million, contains almost a quarter of the entire population of Croatia.

Over the centuries, the city was inhabited by people coming from all over Europe; and, in recent years, by people coming from different parts of Croatia, ensuring a rich cultural life. Zagreb is a safe city whose doors are always open; a city with a tumultuous history teeming with interesting personalities; a city that warmly invites all those who wish to get to know it, and a city that will surely fulfill your expectations. In this city, you can easily meet remarkable people, make new friends and enjoy special moments. The façades of Zagreb's buildings reflect the ebb and flow of history, while its streets and squares bear witness to the coming together of the many cultures that have shaped the identity of this laid-back capital. The best thing to do is when you first arrive is to take in Zagreb's wonderful atmosphere, which, as many claim, is only surpassed by the legendary beauty of the local womenfolk.

## From Zagreb with love

An original souvenir from a visit to Zagreb is a tie, a must-have item of clothing in the business world and an authentic Croatian product. In the 17th century Croatian soldiers used to tie elegant scarves around their necks, a fashion later picked up by the French –the rest is history. One of the most important inventions of the 20th century, the fountain pen, was actually designed in Zagreb. Its inventor, engineer Eduard Slavoljub Penkala, patented the world's first mechanical pencil in 1906 and in 1907 he patented the first fountain pen. He produced them in Zagreb and exported them to 70 countries around the world. This pioneer of modern times has about 80 inventions to his name, even some in the field of aeronautics. In 1910, only a couple of years after the Wright Brothers, Penkala designed Croatia's first aeroplane.

The aromatic biscuit paprenjak, once made by the women of old Zagreb, is another original souvenir. It is an unusual combination of honey, walnuts and pepper and a reminder of the contrasts we find in Zagreb. The licitar, a traditional, colourfully adorned biscuit made from honey dough, originates from central Croatia and the lowlands. As it is heart-shaped, it should be given as a symbol of love and affection for special occasions. Red Šestine umbrellas, a part of traditional local attire, protect the traders at the Dolac market from sun and rain. They too form a prominent part of the city's identity. For those interested in antiques and works of art, there is a market every weekend at Britanski trg. Zagreb is a city where you can browse in small traditional shops or at contemporary boutiques on the most famous street in the city, Ilica – or look for something in the main shopping malls. Zagreb is a city that always holds a special place in the hearts of those who visit it.





# WELCOME TO CROATIA

# A HOMELAND OF ZAGREB

- ☀️ 1.246 Islands in Croatia
- ☀️ 2.786 Sunny hours per year
- ☀️ 576 Fish species in Croatian Adriatic
- ☀️ 130 Native grape varieties
- ☀️ 8 UNESCO World Heritage sites
- ☀️ 444 Nature and National Parks

The Croatian national territory totals 56.594 km<sup>2</sup> with 31.479 km<sup>2</sup> of coastal waters for sailing, swimming and diving. Croatia occupies the largest area of the eastern coast of the Adriatic Sea which, as a part of the Mediterranean Sea, penetrates deep into the European continent.

The narrow Dinara Mountain Range separates the country's Mediterranean region from its central European continental section, which spans from the easterly edges of the Alps in the north west to the shores of the Danube in the East, encompassing the southern part of the fertile Pannonian lowlands.

If your Mediterranean fantasies feature balmy days by sapphire waters in the shade of ancient walled towns, Croatia is the place to turn them into reality.







General  
Programme

## Monday, 6<sup>th</sup> May

FROM	UNTIL	ACTIVITY
11:00	18:30	Registration of delegates
12:00	13:00	Press Conference
13:00	14:00	Free time
14:00	15:30	Tour of the Archaeological Museum in Zagreb
15:30	18:00	Walking tour of the Zagreb City Centre
18:00	19:30	Welcome reception by the Mayor of the City of Zagreb, Dverce Palace
20:00	21:00	Opening Ceremony in the Gardens of the Archaeological Museum in Zagreb
21:00	22:00	Keynote lectures

## Tuesday, 7<sup>th</sup> May

FROM	UNTIL	ACTIVITY
8:00	18:30	Registration of delegates
8:30	18:30	Parallel sessions
20:00	23:30	Conference Party: Kontesa Jazz Cabaret Club

## Wednesday, 8<sup>th</sup> May

FROM	UNTIL	ACTIVITY
8:00	18:30	Registration of delegates
8:30	18:30	Parallel sessions
19:00	23:30	<i>Iron Age Danube Party</i> in the Gardens of the Archaeological Museum in Zagreb

## Thursday, 9<sup>th</sup> May

FROM	UNTIL	ACTIVITY
8:00	18:30	Registration of delegates
8:30	18:30	Parallel sessions
20:00	23:30	Closing Conference Party

## Friday, 10<sup>th</sup> May

FROM	UNTIL	ACTIVITY
08:00	11:00	Organized travel Zagreb – Istria
11:00	13:00	Visits to heritage sites in Istria: Dvigrad – forgotten mediaeval town & Svetvinčenat – mediaeval heritage town
13:00	14:00	Lunch break
14:30	16:00	Pula symposium on destination management <sup>o</sup>
16:00	17:00	Walking tour of the City of Pula
17:00	17:30	Visit to the Pula Amphitheatre
17:30	19:00	Visit to the exhibition “Two Prehistoric Treasures of Portugal: Côa & Lagar Velho” Reception hosted by the Archaeological Museum of Istria
19:00	23:00	Organized travel Pula – Zagreb

<sup>o</sup>The Pula Symposium will further explore the theme “Heritage in Tourism Destination Management”. The Symposium is organized in cooperation with the Archaeological Museum of Istria. Please note that the visit to Pula requires separate booking.





Dverce Palace



Archaeological Museum in Zagreb



Garden of the Archaeological Museum in Zagreb

FROM	UNTIL	ACTIVITY
14:00	16:30	Tour of the Archaeological Museum in Zagreb
16:30	18:00	Tour of the Zagreb City Centre
18:00	19:30	Welcome reception by the Mayor of the City of Zagreb in Dverce Palace
20:00	21:00	Opening Ceremony in the Garden of the Archaeological Museum in Zagreb
21:00	22:00	Keynote lectures



Tuesday, 7<sup>th</sup> May

Wednesday, 8<sup>th</sup> May



FROM	UNTIL	ACTIVITY
20:00	24:00	Conference party at Kontesa Jazz Cabaret Club

FROM	UNTIL	ACTIVITY
19:00	24:00	<i>Iron Age Danube Party</i> in the Gardens of the Archaeological Museum in Zagreb



# ZOO Zagreb

FROM UNTIL ACTIVITY

FROM	UNTIL	ACTIVITY
19:30	20:30	Short Surprise Tour of the Zagreb ZOO
20:30	21:30	BBQ dinner at the terrace of the ZOO restaurant
21:30	23:00	Karaoke party

Thursday, 9<sup>th</sup> May







FROM	UNTIL	ACTIVITY
08:00	11:00	Organized travel Zagreb – Istria
11:00	14:00	Visits to heritage sites in Istria: Dvigrad – forgotten mediaeval town & Svetvinčenat – mediaeval heritage town
14:00	15:00	Lunch break (lunch package provided)
15:00	16:30	Pula symposium on destination management

FROM	UNTIL	ACTIVITY
16:30	17:30	Walking tour of the City of Pula
17:30	18:30	Visit to the Pula Amphitheatre
18:30	20:00	Visit to the exhibition “Two Prehistoric Treasures of Portugal: Côa and Lagar Velho” Reception hosted by the Archaeological Museum of Istria
20:00	23:30	Organized travel Pula – Zagreb

The Pula Symposium will further explore the theme “Heritage in Tourism Destination Management”. The Symposium is organized in cooperation with the Archaeological Museum of Istria. Please note that the visit to Pula requires separate booking.



20:00  
Garden of the Archaeological Museum in Zagreb

## Welcome addresses

Felipe Criado Boado  
President, European Association of Archaeologists

Sanjin Mihelić  
Director, Archaeological Museum in Zagreb

Marko Mele  
Project leader, Iron Age Danube Project

Frano Matušić  
State Secretary, Croatian Ministry of Tourism

Iva Hraste Sočo  
Assistant Minister of Culture for International Cooperation

Tedi Lušetić  
Head of the Zagreb City Office for Culture

Saša Missoni  
Ambassador of Croatian Tourism  
for the Croatian National Tourism Board

Margaret Gowen Larsen  
Co-chair of the EAA Community on Integrating Management  
of Archaeological Heritage and Tourism  
/ Member of ICOMOS-ICAHM

Fergus Maclaren  
President, ICOMOS International Cultural Tourism Committee

• Musical interlude •



21:00  
Garden of the Archaeological Museum in Zagreb

## KEYNOTE LECTURES

Peter DeBrine  
Senior Project Officer, UNESCO World Heritage Centre  
*World Heritage Sustainable Tourism Policy and Tools*

Manos Vougioukas  
Secretary-General, European Cultural Tourism Network  
*The Charter for Sustainable Cultural Tourism  
& the European Year of Cultural Heritage legacy*

Stefano Dominioni  
Executive Secretary,  
Enlarged Partial Agreement on Cultural Routes  
Director, European Institute of Cultural Routes  
*Cultural Routes and Archaeological Heritage*



Peter DeBrine

*World Heritage Sustainable Tourism Policy and Tools*

Manos Vougioukas

*The Charter for Sustainable Cultural Tourism  
& the European Year of Cultural Heritage legacy*

Stefano Dominioni

*Cultural Routes and Archaeological Heritage\**

\*Keynote address delivered by Ms Tatjana Horvatić, Representative of the Croatian Ministry of Culture, Enlarged Partial Agreement on Cultural Routes of the Council of Europe; Head of Movable, Ethnographic and Intangible Cultural Heritage Office, Ministry of Culture of the Republic of Croatia.



Peter DeBrine

Mr. DeBrine joined UNESCO in 2011 to coordinate the World Heritage and Sustainable Tourism Programme, providing a global framework for finding coordinated sustainable tourism solutions for heritage conservation and local community development. As a Senior Project Officer he spearheads the implementation of the overall programme activities including project management, outreach and resource mobilization.

Previously he was the Director of the World Heritage Alliance at the United Nations Foundation – a global community of travelers, members of the travel industry, government groups, non-governmental organizations, and the United Nations working together to preserve and protect World Heritage sites while supporting local communities.

With extensive experience in sustainable development and tourism, Mr. DeBrine held the position of Deputy Director of the International Tourism Partnership for the Prince of Wales International Business Leaders Forum where he worked with major hotel companies to create practical sustainability strategies and tools for the tourism industry. Formerly, Mr. DeBrine worked as a Forestry Officer for the UN Food and Agriculture Organization where he helped shape an international partnership for sustainable development in mountain regions. This builds on his many years as an environmental campaigner for WWF working on climate change, endangered species and sustainable tourism issues in the US and Europe.

Mr. DeBrine holds an MBA from the Thunderbird School of Global Management and a bachelor's degree in Chemistry from the University of Colorado, Boulder.

Manos Vougioukas



Manos Vougioukas is Secretary-General of the European Cultural Tourism Network (ECTN), the only pan-European Network that brings together the cultural, heritage and tourism sectors to work together for sustainable cultural tourism development and promotion. He has managed and coordinated several EU co-funded projects on sustainable and cultural tourism during the past 25 years.

He is the main author of the 'Charter for Sustainable Cultural Tourism' and a member of the Tourism Society, Europa Nostra and Interpret Europe. He holds BSc and MSc degrees and a Diploma in Economics. He has set up and coordinates 3 EU Interreg Europe projects: CHRISTA on Culture and Heritage for Responsible, Innovative and Sustainable Tourism Actions, Cult-RINg on Cultural Routes as Investment for Growth and jobs and Cult-CreaTE on Cultural and Creative Industries contribution to Cultural and Creative Tourism, with partners destination authorities and tourism boards in 12 EU member states. He served as a member of the Stakeholders Committee for European Year of Cultural Heritage 2018. ECTN has currently 29 members in 19 countries, is a member of the European Heritage Alliance 3.3. led by Europa Nostra and a signatory of the European Manifesto for Growth and Jobs led by the European Travel Commission.



Stefano Dominioni

Dr. Stefano Dominioni is the Executive Secretary of the Council of Europe Cultural Routes Programme and the Director of the European Institute of Cultural Routes, Luxembourg. He is responsible for overseeing the certification by the Council of Europe of cultural routes in the field of European heritage across its 47 Member States and the regular evaluation of the current 33 certified cultural routes.

He ensures the Cultural Routes Programme's 32-member States Governing Board and Statutory Committee operations, management of the European Institute of Cultural Routes and coordination with the Cultural Routes of the Council of Europe. He is responsible for the implementation of a 1.1 Million EUR Grant Agreement with the European Union. Dr. Dominioni has worked for the Council of Europe since 2001 (Directorate General of Education, Culture and Youth; Directorate General of Social Cohesion). He received his Ph.D. M.Phil and M.A from Yale University,(USA), a University Diploma from the Université d'Aix-Marseille (France), and a B.A. from the University of Milan (Italy). He was Research Fellow at Cambridge University (England).



Scientific  
Programme

# SCIENTIFIC PROGRAMME

# WHEN AND WHERE

Tuesday, 6<sup>th</sup> May

FROM	UNTIL	Venue 1 MATICA HRVATSKA	Venue 2 AMZ GREAT HALL	Venue 3 GALLERY AMZ
8:30	10:30	Archaeological Heritage in Destination Management of Historic Towns and Cities	Following in the Footsteps: The Importance of Historical Figures for Modern Tourism	Danse Macabre: Dark Tourism and Archaeology
10:30	11:00	Coffee break		
11:00	13:00	The Role of New Technologies in Interpretation and Presentation of Archaeological Sites	The Role of Archaeological Heritage in Development of Tourism Destinations	Destination Tourism: Is it right for all Heritage tourism?
13:00	14:00	Lunch break		
14:00	16:00	Dive into the Past: Underwater Archaeology and Sustainable Tourism	Getting ready for our Visitors - Communication and Visibility	Archaeologist LIVE - Towards Active Consumption of Archaeological Heritage
16:00	16:30	Coffee break		
16:30	18:30		Integrated Management of Archaeological Sites: A short Review of European Practices	Education and Heritage: Challenges and Issues in the Age of Historicity Crisis

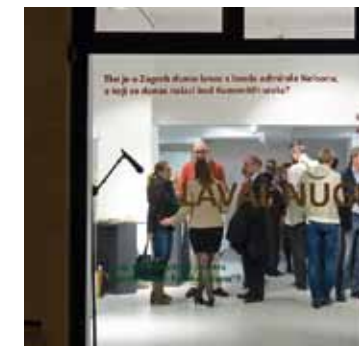
Wednesday, 8<sup>th</sup> May

FROM	UNTIL	Venue 1 MATICA HRVATSKA	Venue 2 AMZ GREAT HALL	Venue 3 GALLERY AMZ
8:30	10:30	Archaeological World Heritage Sites as Tourism Attractions: Management, Research, Conservation and Long-term Sustainability	Heritage Monuments as Cultural Event Sites	Heritage Impact Assessment and the Cultural Property Management Planning (ICOMOS CROATIA sponsored roundtable)
10:30	11:00	Coffee break		
11:00	13:00	Revitalization of Cultural Heritage Sites – Sharing Values	Is Tourism Destroying World Heritage ? (ICAHM sponsored session)	Borders and Boundaries of Critical Heritage Studies in the Mediterranean Area: Tourism and Beyond
13:00	14:00	Lunch break		
14:00	16:00	Revitalization of Cultural Heritage Sites – Sharing Values	Mediterranean Cultural Routes	Crossing Borders: Challenges of Transnational Management of World Heritage in Relation to Tourism
16:00	16:30	Coffee break		
16:30	18:30		Watch Your Step! – Sustainable Management of Cave Sites as Tourist Attractions	Journey to the Beginnings: Developing Sustainable Arts-Based Heritage Tourism



Thursday, 9<sup>th</sup> May

FROM	UNTIL	Venue 1 AMZ GREAT HALL	Venue 2 GALLERY AMZ
8:30	10:30	Illyria Route: How History and Archaeology Can Unite People and Countries	Friend or Foe: Reconstructions as a means of Site Interpretation
10:30	11:00	Coffe break	
11:00	13:00	Archaeological Parks in Protected Areas and National Parks: Perspectives and Their Significance for Development of Cultural Tourism	The Neandertal Trail: A Nascent Cultural Route
13:00	14:00	Lunch break	
14:00	16:00	The ICOMOS Cultural Tourism Charter Renewal - Implications for Archaeological Site Management and Sustainability	Interpretation and Presentation of Archaeological Sites within the Framework of the Legislation
16:00	16:30	Coffe break	
16:30	18:30	Approaches and Challenges in Development and Sustainable Management of Cultural Routes	Money Makes the World Go Round - Archaeological Tourism, Alternative Funding and Sustainability of Projects in Archaeology



## ARCHAEOLOGICAL HERITAGE IN DESTINATION MANAGEMENT OF HISTORIC TOWNS AND CITIES

VENUE: Matica hrvatska

DAY: Tuesday, 7 May

TIME: 8:30 – 10:30

THEME: Heritage in tourism destination management

FORMAT: Regular session

ORGANISERS: Darko Komšo (Archaeological Museum of Istria)

The session focuses on the role archaeological heritage plays in the destination management of historic towns and cities. From small historic jewels little known to the outside world to major World Heritage Sites globally famous as tourist attractions, tourist destinations depend on their archaeological heritage as the fundamental resource base that allows them to enter the international tourism arena.

The session addresses the question of positive, but also of negative impacts such developments have on the very heritage this type of tourism depends on. In recent years there is a growing realization that initial investments and profits from tourist visits and consumption are in many cases sooner or later offset by negative effects, of which overtourism and gentrification are certainly among the most conspicuous in the present day and age.

How does archaeological heritage fare in such processes? What tools do archaeologists and other heritage specialists have in their effort to study, preserve, interpret and present the objects of their interest? And what about other sectors, whose perspective of heritage is fundamentally different, are they entitled a say in decisions about archaeological heritage management? Is there a common ground for rapprochement leading to balanced and participatory management?

We invite speakers from different fields, representing stakeholders from the circle including archaeologists, conservators, tourism specialists, local administrative units, civic sector and local community.

## PRESENTATIONS

- 08:30 DESTINATION MANAGEMENT IN HERITAGE TOURISM IN SOUTH TYROL: AN EXAMPLE OF BEST PRACTICE  
Valerie Higgins, Anna Sasso (American School in Rome)
- 08:45 THE ROLE OF HERITAGE MANAGEMENT IN SUSTAINABLE TOURISM AND COMMUNITY DEVELOPMENT  
Esraa Fathy Alhadad (BTU- Cottbus)
- 09:00 ARCHAEOLOGICAL PARK SALONA – LONGAE SALONES OR MULTI FACIES OF HISTORY  
Vedran Barbarić (University of Split) – Goranka Horjan (Ethnographic Museum Zagreb) – Damir Kliškić (Archaeological Museum in Split)
- 09:15 5E DESTINATION DEVELOPMENT AND MANAGEMENT – A SCALABLE, SUSTAINABLE TOURISM ADMINISTRATION MODEL FOR ARCHAEOLOGY  
Fergus T. Maclaren (MAC-DUFF Tourism • Heritage • Planning)
- 09:30 LOCAL COMMUNITIES AND HERITAGE MANAGEMENT: ETHNOARCHAEOLOGY AS AGENCY  
Panagiotis Zervoudakis, Georgia Beka (University of Crete)
- 09:45 SICULI: A HELLENISTIC AND ROMAN SETTLEMENT AS A NEW ARCHAEOLOGICAL TOURISTIC DESTINATION  
Ivanka Kamenjarin (Kaštela Municipal Museum)
- 10:00 PRESERVATION OF STONE MONUMENTS EXEMPLIFIED BY FUNERARY STELAE FROM THE ROMAN LEGIONARY CAMP TILURIUM  
Sanja Budić Leto (Trilj Regional Museum)
- 10:15 URBAN ARCHAEOLOGY HERITAGE IN POLAND – BALANCING BETWEEN INHABITANTS AND VISITORS  
Magdalena Zurek, Katarzyna Zdeb (Institute of Archaeology, Cardinal Stefan Wyszyński University, Warsaw)
- 10:30 DISCUSSION

## THE ROLE OF NEW TECHNOLOGIES IN INTERPRETATION &amp; PRESENTATION OF ARCHAEOLOGICAL SITES

VENUE: Matica hrvatska

DAY: Tuesday, 7 May

TIME: 11:00 – 13:00

THEME: Heritage in tourism destination management

FORMAT: Regular session

ORGANISERS: Dora Kušan Špalj (Archaeological Museum in Zagreb)

This theme will explore the role of new technologies (multimedia applications, 3D virtual reconstructions, augmented reality, etc.) in the interpretation of archaeological sites and the influence that such a form of interpretation has on the accessibility of locality in the aspect of tourism (tourist numbers and visitation patterns, tourist access etc.). This topic aims to encompass past experience and future projects related to the application of modern technology as well to compare it with classical forms of interpretation of archaeological sites. We would like to discuss what are the advantages and disadvantages in applying the new technology in interpretation and presentation of heritage.

What are possibilities offered by new technologies and social networks in promotion of the sites? How they can contribute in interaction in the educational process and in the personalizing of the visitor's experience of the site? What are the risks that interpretation is ending up as entertainment and archaeological site becoming a "Disneyland"?

This theme can be also be discussed in the context of "Charter for the interpretation and presentation of Monuments of World Cultural Heritage" (UNESCO 2008) that focuses on: „...the dramatic expansion of interpretive activities at many cultural heritage sites and the introduction of elaborate interpretive technologies and new economic strategies for the marketing and management of cultural heritage sites have created new complexities and aroused basic questions that are central to the goals of both conservation and the public appreciation of cultural heritage sites throughout the world...“

## PRESENTATIONS

- 11:00 ARCHAEOLOGICAL PARK ANDAUTONIA AND THE PROJECT OF THE INTERPRETATION CENTRE  
Dora Kušan Špalj (Archaeological Museum in Zagreb)
- 11:15 INTERPRETATION CENTRE ANDAUTONIA – A COST-BENEFIT ANALYSIS  
Maja Hranilović, Vlatka Čolak (Ecorys, Zagreb)
- 11:30 TECHNOLOGY, ARCHAEOLOGICAL SITES AND MUSEUMS: A NATURAL SYNERGY  
Ginevra Niccolucci (PRISMA) – Paolo Guilerini (MANN) – Simona Rafanelli (MAIF) – Franco Niccolucci (PIN)
- 11:45 ARCHAEOLOGICAL PARK VIŽULA – INNOVATION, SYNERGY, SUSTAINABILITY  
Klaudija Bartolić Sirotić, Aleksandra Paić, Elvin Zejnilhodžić, Kristina Džin (Ivo Pilar Institute, Zagreb) – Igor Miholjek, Kristina Vodička Miholjek, Pavle Dugonjić, Vesna Zmaić Kralj (Croatian Conservation Institute)
- 12:00 THE OLD ROADS OF SULTANIYYA PLAIN IN THE 14TH CENTURY  
Mahsa Feizi, Saeid Bahramiyan (University of Teheran and l'Université Lumière Lyon 2)
- 12:15 ENHANCING VISITORS' EXPERIENCE AND PARTICIPATION THROUGH MULTIMEDIA TECHNOLOGIES  
Natalija Bajš (Kreara, projects in culture, Croatia)
- 12:30 VISUAL COMMUNICATION OF 3D COMPUTER RECONSTRUCTION OF ARCHAEOLOGICAL SITES  
Jiri Unger (Institute of Archaeology of the Czech Academy of Science, in Prague)
- 12:45 THE IMPACT OF INFORMATION AND COMMUNICATION TECHNOLOGIES (ICT) IN THE CULTURAL HERITAGE  
Panagiotis Ioakimidis (Ionian University, Greece)
- 13:00 DISCUSSION

## DIVE INTO THE PAST: UNDERWATER ARCHAEOLOGY AND SUSTAINABLE TOURISM

VENUE: Matica hrvatska

DAY: Tuesday, 7 May

TIME: 14:00 – 16:00

THEME: Sustainable development, archaeology and tourism

FORMAT: Regular session

ORGANISERS: Irena Radić Rossi (University of Zadar) – Barbara Davidde Petriaggi (Istituto Superiore per la Conservazione ed il Restauro (ISCR), Rome, Italy)

Underwater cultural heritage is an appealing cultural attraction which can substantially enrich the cultural tourism offer. Through various ways of presentation, with the help of new technologies, it becomes accessible to everybody, either in situ or in the museum collections and other public spaces.

The underwater archaeological sites reflect a long history of human interconnections. Through creation of networks of such sites, we can invite people to follow the traces of our ancestors and feel the excitement of new discoveries. The emerging figure of citizen scientist, which actively participates in various stages of scientific work, is a promising way of involvement of broad community in the process of research, protection, preservation and presentation of delicate underwater environments.

The session explores current trends in creation of attractive touristic destinations based on underwater cultural heritage, with special emphasis on new technologies which highly contribute to its attractiveness and accessibility. It also explores the potential threats to the sustainability of such efforts and discusses the possible solutions to the emerging problems.

## PRESENTATIONS

- 14:00 OLD PORTS AS ECOTOURISTIC DESTINATIONS: APPRODI PROJECT CASE STUDY IN THE OLD PORT OF DUBROVNIK  
Irena Radić Rossi (University of Zadar) – Mauro Bondioli (ARS NAUTICA Institute for Maritime Heritage), Matej Martinčak (Diving club Geronimo) – Kotaro Yamafune (A.P.P.A.R.A.T.U.S. LLC., Japan)
- 14:15 ADVANCED EXPLORATION SYSTEMS IN THE MARINE PROTECTED AREA OF BAI AE (ITALY): A BEST PRACTICE IN THE FIELD OF THE UNDERWATER ARCHAEOLOGICAL HERITAGE MANAGEMENT AND TOURISTIC DEVELOPMENT  
Barbara Davidde Petriaggi, Valentina Puglisi (Istituto Superiore per la Conservazione ed il Restauro (ISCR), Rome, Italy)
- 14:30 FROM DISCOVERY TO TOURIST ATTRACTION: HOW TO RECOGNIZE, DEFINE, DEVELOP AND MANAGE THE HIDDEN POTENTIAL OF AN OUTSTANDING SHIPWRECK SITE  
Vedran Dorušić (Diving Centre FOKA) – Igor Savić (PM, poslovni mediji d.o.o.)
- 14:45 THE UNDERWATER HERITAGE AT THE CHALLENGE OF THE VALORIZATION AND ACCESSIBILITY: THE UNDERWATER-MUSE PROJECT  
Rita Auriemma (University of Salento) – Carlo Beltrame (Ca' Foscari University of Venice) – Danilo Leone, Maria Turchiano (University of Foggia) – Ivan Šuta, Ivanka Kamenjarin (Kaštela Municipal Museum)
- 15:00 UNDERWATER ARCHAEOLOGICAL-NATURAL ROUTES IN MONTENEGRO  
Jelena Čelebić (Centre for conservation and archaeology of Montenegro)
- 15:15 MAGNA PROJECT, AN EXAMPLE OF SUSTAINABLE TOURISM ON THE TRACES OF MAGNA GRAECIA  
Natalia Rovella (Department of Biology, Ecology and Earth Sciences, University of Calabria) – Fabio Bruno (Department of Mechanical, Energy and Management Engineering, University of Calabria) – Barbara Davidde Petriaggi (Istituto Superiore per la Conservazione ed il Restauro (ISCR), Rome, Italy) – T. Makris (MAZI Travel Ltd, Thessaloniki) – P. Raxis (Atlantis Consulting SA, Thessaloniki) – M. F. La Russa (Department of Biology, Ecology and Earth Sciences, University of Calabria)
- 15:30 NEW TECHNOLOGIES FOR IMPROVING THE DIVER EXPERIENCE IN UNDERWATER CULTURAL SITES  
Fabio Bruno (Department of Mechanical, Energy and Management Engineering, University of Calabria) – Nikola Mišković, Đula Nad, Nadir Kapetanović, Antonio Lagudi, Rosario Aiello, Marco Lupia, Gianni Cario
- 15:45 DISCUSSION

## FOLLOWING IN THE FOOTSTEPS: THE IMPORTANCE OF HISTORICAL FIGURES FOR MODERN TOURISM

VENUE: AMZ Great hall

DAY: Tuesday, 7 May

TIME: 8:30 – 10:30

THEME: Heritage in tourism destination management

FORMAT: Regular session

ORGANISERS: Sunčica Nagradić Habus (Archaeological Museum in Zagreb), Nathan Mannion (EPIC The Irish Emigration Museum)

In the last two hundred years, thanks to the spread of knowledge and widening of horizons during the Enlightenment period in Europe, an interesting and unique type of personality is emerging. Those were people of great interest and ambition, for which we have the impression that they were constantly moving forward. With them they carried the inexhaustible energy and desire for knowledge and discovery, for the unknown. They came from different backgrounds, layers of society, belong to different cultural circles. Some were officers, soldiers, artists, and even statesmen, but we can all put them under the common denominator of adventures. It is very easy to pull the parallel between their aspirations for new with modern tourists who each explore yet unknown cultures in their own way.

These researchers' biographies are more like travel books, passing the Old World across and beyond with almost incredible ease, leaving traces wherever they came. The biographies can in a way almost serve as modern tourist itineraries. Apart from the intangible passion for discovering the new, what they had in common was a desire to get acquainted with the old one, with what was before. They were fascinated by history and past times which equally represented the unknown valuable to discover. They were first archaeologists, proto-archaeologists if you want, although their actions were sometimes in a way unconscious. They conducted the first archaeological excavations, most often of ancient and Egyptian heritage, in unprejudiced, instinctive way. They were real pioneers like Heinrich Schlieman and Arthur Evans or cult figures such as Lawrence of Arabia. Some became obscured by time and have to be rediscovered, for example Count Laval Nugent.

What can we learn from their actions? Can their movements become a model and a stimulus to our modern endeavors? Can they serve as an inspiration for our travels? How did they shape the places they visited? We especially encourage presentations that question the role of historical figures in the creation and branding of particular locations and destinations.

## PRESENTATIONS

- 08:30 LAVAL NUGENT AND THE FRANKOPAN CONNECTION  
Sunčica Nagradić Habus (Archaeological Museum in Zagreb)
- 08:50 IN THE FOOTSTEPS OF GIANTS: EXPLORING THE POTENTIAL FOR IRISH DIASPORIC CULTURAL ROUTES IN EUROPE  
Nathan Mannion (EPIC The Irish Emigration Museum, Dublin)
- 09:10 ONE MAN, ONE SITE, ONE VISION. SIR ARTHUR EVANS' LEGACY AND THE COMMODIFICATION OF THE MINOAN PAST  
Therese Claeys (Université catholique de Louvain, Belgium)
- 09:30 ALEXANDRIA ON FILM  
Daniel Rafaelić (Kinofon, Croatia)
- 09:50 RICHARD F. BURTON AND THE ARCHAEOLOGICAL HERITAGE OF THE LABIN AREA  
Vedran Kos (Labin Municipal Museum), Sanjin Mihelić (Archaeological Museum in Zagreb)
- 10:10 DISCUSSION



**DESTINATION TOURISM: IS IT RIGHT FOR ALL HERITAGE TOURISM?**

VENUE: Gallery AMZ

DAY: Tuesday, 7 May

TIME: 11:00 – 13:00

THEME: Heritage in tourism destination management

FORMAT: Roundtable

ORGANISERS: Valerie Higgins (American University in Rome)

UNESCO (amongst others) have promoted destination tourism and the integrated management of heritage sites as a means of protecting sites from over exploitation, and of promoting their sustainable economic development. This round table invites colleagues to share their experiences of destination management across heritage sites. We would like to explore issues such as the practical barriers to establishing such management practices, ethical issues of stakeholder representation and contradicting interests, as well as examples of where such an approach has made a significant difference. Are there some sites for which it will never be the right approach? Are there some sites for which it will work well?

**ROUNDTABLE WITH INTRODUCTORY PRESENTATIONS**

- |       |   |
|-------|---|
| 11:00 | DESTINATION TOURISM: IS IT RIGHT FOR ALL HERITAGE TOURISM?<br>Valerie Higgins (American University in Rome) |
| 11:20 | DISCUSSION  |

**GETTING READY FOR OUR VISITORS – COMMUNICATION AND VISIBILITY**

VENUE: AMZ Great hall

DAY: Tuesday, 7 May

TIME: 14:00 – 16:00

THEME: Heritage in tourism destination management

FORMAT: Regular session

ORGANISERS: Gorana Barišić Bačelić, Josip Pavić (Public cultural institution Fortress of Culture Šibenik)

Although the principal role of archaeological or cultural monument is a touristic one, contemporary values of our world and ever the greater mobility of mankind have brought an increasing human pressure on cultural assets. On the other hand, governments are setting a self-sustainability imperative onto state- and locally-funded cultural institutions and sites. Therefore, their spontaneous and intuitive promotion activities should be replaced with a planned approach and new communication models, leading culture towards the visitor, instead of awaiting for him.

Institutions need to ask themselves precise questions – who is a cultural tourist and what does he expect? Will he be interested in visiting our site and why? What will our key words evoke in him? How to find him using market research, and what should we say to him?

**PRESENTATIONS**

- |       |  |
|-------|--|
| 14:00 | JUST A CLICK AWAY – THE STORY OF ŠIBENIK FORTRESSES<br>Gorana Barišić Bačelić – Josip Pavić (Public cultural institution Fortress of Culture Šibenik)                                |
| 14:20 | VISITOR ATTITUDES ON MUSEUM OFFER: EVIDENCE FROM THE CITY OF SPLIT<br>Davorka Mikulić – Tea Velić (University of Split)  |
| 14:40 | ARCHITECTURAL RELICS AND ARCHAEOLOGICAL SITE AS A TOURIST ATTRACTION. A CASE OF POLAND<br>Magdalena Zurek (Institute of Archaeology, Cardinal Stefan Wyszyński University in Warsaw) |
| 15:00 | ARCHAEOLOGY ACTUALLY... IS ALL AROUND. THE ARRIVALS' GATE AT CAGLIARI AIRPORT<br>Mauro Puddu (PCA)   |
| 15:20 | DISCUSSION SLOT  |

### INTEGRATED MANAGEMENT OF ARCHAEOLOGICAL SITES: A SHORT REVIEW OF EUROPEAN PRACTICES

VENUE: AMZ Great hall

DAY: Tuesday, 7 May

TIME: 16:30 – 18:30

THEME: Sustainable development, archaeology and tourism

FORMAT: Workshop

ORGANISERS: Hrvoje Potrebica (University of Zagreb) – Vincent Guichard (Bibracte EPCC)

The concept of integrated management emerged at the same time as the idea of sustainable development, with the two concepts being considered mutually dependent. For obvious reasons, they have both been applied predominantly to environmental issues, with a symbolic milestone being reached at the 1992 Rio Summit. Since this time, these concepts have increasingly informed environmental policy and law. Applying these ideas to cultural heritage would seem to be both obvious and necessary. Explicit mention of integrated management in normative documents relating to cultural heritage remains extremely rare, however.

On a more practical level, integrated management is rarely mentioned when management plans for heritage sites are being drawn up. The fact that the concept is not specifically referred to does not, however, mean that these policies do not advocate integrated management in practice; it is, for example, the underlying principle behind the French Grands Sites policy. From a practical and operational point of view this allows us to define as integrated management a formalised and planned management style which has as its primary objective the long-term preservation of a site's authenticity, based in particular on the knowledge and on the involvement of local communities on all levels.

The workshop we are proposing wishes to explore the modalities of integrated management of archaeological sites, by comparing practical experiences and projects relating to half a dozen sites, which will be presented in the form of briefings lasting no more than 20 minutes in order to leave a large part for discussion. We will also explore the possibilities of sharing experiences at European level.

Proposals for intervention from archaeologists involved in site management or site managers are equally welcome.

### WORKSHOP WITH INTRODUCTORY PRESENTATIONS

- |       |  |
|-------|--|
| 16:30 | BIBRACTE (BURGUNDY, FRANCE):<br>AN ORIGINAL EXPERIENCE IN INTEGRATED MANAGEMENT OF AN ARCHAEOLOGICAL SITE<br>Vincent Guichard (Bibracte EPCC)  |
| 16:45 | DEVELOPMENT OF THE ARCHAEOLOGICAL PARK SIMONOV ZALIV (SLOVENIA)<br>AND NEW CHALLENGES IN ITS MANAGEMENT<br>Irena Lazar (University of Primorska, Faculty of Humanities)  |
| 17:00 | STARI GRAD PLAIN CONSERVATION PLAN – A PREREQUISITE FOR THE INTEGRATED MANAGEMENT<br>OF A UNESCO WORLD HERITAGE SITE<br>Sara Popović (Juraj Dobrila University of Pula)  |
| 17:15 | ALBANIA'S UNESCO TENTATIVE LIST OF SITES: A DISCUSSION OF METHODS OF INCLUSION AND REVISION<br>Ols Lafa (Center for the Development of Ancient and Medieval Albanian Heritage, University of Durrës) – Eljana Zeqiraj (University of Tirana) |
| 17:30 | THE SCHWARZENBACH PROJECT IN LOWER AUSTRIA – 28 YEARS OF ARCHAEOLOGICAL RESEARCH,<br>HERITAGE MANAGEMENT AND TOURISTIC ACTIVITIES ON SITE<br>Wolfgang F.A. Lobisser (VIAS – Vienna Institute for Archaeological Science)                     |
| 17:45 | VUČEDOL CULTURE MUSEUM: A CENTRE OF FUTURE ARCHAEOLOGICAL PARK<br>– A NEW TOURIST PRODUCT IN EASTERN CROATIA<br>Mirela Hutinec (Vučedol Culture Museum, Croatia)   |
| 18:00 | INNOVATIVE FORMS OF MANAGEMENT IN ITALY: AQUILEIA AND THE OTHERS<br>Marco Marinuzzi (MERAKI)   |
| 18:15 | KOMANI IN DRINI VALLEY – A CASE STUDY<br>Etleva Nallbani (Centre National de la Recherche Scientifique, Paris)   |
| 18:30 | DISCUSSION   |



## DANSE MACABRE: DARK TOURISM AND ARCHAEOLOGY

VENUE: Gallery AMZ  
 DAY: Tuesday, 7 May  
 TIME: 8:30 – 10:30  
 THEME: Heritage in tourism destination management  
 FORMAT: Roundtable  
 ORGANISERS: Marla J. Toyne (University

Why are we so fascinated by death and dying? Why are cemeteries, catacombs, and sites of historical violence or massacres visited by thousands of tourists around the world?

Archaeologists excavate tombs and burial grounds across human antiquity using skeletal remains to learn about the lives and deaths of past peoples. Some sites tell stories of a long history of violence and some show how specific tragic events may have shaped human societies. To us, they may not seem to be places for the development of tourism and visitation, yet they become transformed into sites of pilgrimage, memory, and economic value.

In this session, we will discuss why cemeteries and places of mass death and disaster become tourist attractions, what role archaeologists can play in shaping the experiences and expectations of visitors, and how we can engage in preservation and promotion of these sites in meaningful and sensitive ways.

## ROUNDTABLE WITH INTRODUCTORY PRESENTATIONS

- |       |  |
|-------|--|
| 08:30 | EXPLORING OUR DESIRE TO DANCE WITH DEATH: DARK TOURISM AND ARCHAEOLOGY<br>Marla J. Toyne (University of Central Florida)   |
| 08:45 | EXPERIENCED PLACE (PLACES OF PAINFUL EXPERIENCE) AS SYMBOLIC SPACES AND AS MATERIAL WARNINGS WORTH INVESTIGATING, VISITING AND GETTING TO KNOW<br>Anna Izabella Zalewska (Maria Curie-Skłodowska University) |
| 09:00 | TATTOO-TOURISM: FASHION OR ESSENCE OF THE TATTOO<br>Katarzyna Zdeb (Institute of Archaeology, Cardinal Stefan Wyszyński University, Warsaw)<br>Judyta Bak (Institute of Archaeology, University of Wrocław)  |
| 09:15 | MUMMY MANIA: RETHINKING POPULARITY, PURPOSE, AND PROTOCOL IN DISPLAYING THE DEAD IN MUSEUMS<br>Trish Biers (University of Cambridge)   |
| 09:30 | DISCUSSION   |

## THE ROLE OF ARCHAEOLOGICAL HERITAGE IN DEVELOPMENT OF TOURISM DESTINATIONS

VENUE: AMZ Great hall  
 DAY: Wednesday, 8 May  
 TIME: 11:00 – 13:00  
 THEME: Heritage in tourism destination management  
 FORMAT: Workshop  
 ORGANISERS: Renata Nevidal (Globtour Event d.o.o.) – Željko Trezner (Vern' University of Applied Sciences)

We are proposing an interactive workshop that will enable an open exchange of ideas and good practices in governing and preservation of cultural heritage, development of new attractions, programmes, itineraries and their role in development of tourism destination and management.

Speakers will be scientist from different fields and tourism specialists, representatives of local government and/or destination management specialist, destination management organisations (DMO/Tourist Board) representatives. We would provide more details upon receiving confirmation from all speakers.

## WORKSHOP WITH INTRODUCTORY PRESENTATIONS

- |       |   |
|-------|---|
| 11:00 | CHALLENGES IN MANAGING DESTINATION WITH ARCHAEOLOGICAL HERITAGE<br>Jelena Stupalo (Solín Tourist Board)   |
| 11:15 | ANOTHER BRICK IN THE WALL:<br>VUČEDOL CULTURE MUSEUM AS A PRIMARY TOURIST ATTRACTION IN EASTERN CROATIA<br>Mirela Hutinec (Vučedol Culture Museum)          |
| 11:30 | ARCHAEOLOGY AND TOURS IN CROATIA: PATHS, CROSSROADS AND HORIZONS<br>Robert Bralić (Ventula Travel DMC)  |
| 11:45 | SVETA TROJICA HILLFORT:<br>CAN A PREHISTORIC AND ROMAN ROAD HUB BE ATTRACTIVE TO NOWADAYS TOURISTS?<br>Ivan Radman Livaja (Archaeological Museum in Zagreb) |
| 12:00 | CULTURAL CONVERSION – THE STORY<br>Neno Nižić (Vestibul Hotel, Split)   |
| 12:15 | INTERPRETATION OF CULTURAL HERITAGE SITES<br>Marija Valčić (International University Libertas)  |
| 12:30 | DISCUSSION  |

## ARCHAEOLOGIST LIVE – TOWARDS ACTIVE CONSUMPTION OF ARCHAEOLOGICAL HERITAGE

VENUE: Gallery AMZ

DAY: Tuesday, 7 May

TIME: 14:00 – 16:00

THEME: Sustainable development, archaeology and tourism

FORMAT: Regular session

ORGANISERS: Ozren Domiter (Archaeological Museum in Zagreb) – Filip Franković (University of Heidelberg)

The basic idea of the session shares the attitude that traditional visit of archaeological site is overran by the time. The modern visitor strives for authentic experience and direct interaction with an archaeological professional in action.

The session is formed to share and discuss various experiences, modalities, practice, perspectives and theoretical contemplations of archaeological heritage communication in vivo, i.e. through the live interaction between professional archaeologist and non-archaeologist individual group of users. Whether it is about museum visits, guided tours on sites or presentation of monuments, archaeological excavations/survey, office work in an institution, preservation or any other form of archaeological work, such a personal, direct interaction should result in the unique experience of active personal involvement necessarily gained in the authentic archaeological/institutional environment under non-simulated conditions.

As the archaeological science is in the service of society in the first, we believe that forms of their communication, even through the live interaction with a professional archaeologist in action, should remain free-of-charge and deprived of any commodification even when it is part of the touristic offer. Of course, different practices and attitudes toward the commercialization of archaeology and archaeological goods are also encouraged, as well as the perspectives of (non)sustainability in such a way of live presentation.

The mission of the session is to share and question;

- different experiences and ideas of such an interaction,
- modalities and circumstances under which it takes place
- direct or subsequent material and non-material benefits for an organising institution, the professional involved, a user himself and the local community
- commercial and non-commercial aspects on the topic toward sustainability

## PRESENTATIONS

- 14:00 THE LOCAL COMMUNITY AS A LOCAL CURATOR  
Ozren Domiter (Archaeological Museum in Zagreb)
- 14:20 LIVING AND SENSING THE PAST IN THE AGE OF GLOBAL TOURISM: COMMUNITY ARCHAEOLOGY, SUSTAINABILITY AND RESILIENCE IN TORCELLO (VENICE)  
Diego Calao, Andrea Cipolato (Ca' Foscari University, Venice) – Marco Paladino (Padua University) – Martina Bergamo, Jacopo Paiano (Ca' Foscari University, Venice)
- 14:40 ARCHAEOLOGY IN SCHOOL – SCHOOL FOR LIFE  
Ivana Ožanić Roguljić (Institute of Archaeology, Zagreb)
- 15:00 VIMINACIUM FOR MILLENNIALS  
Jelena Anđelković Grašar (Institute of Archaeology, Belgrade)  
– Branka Novčić Korać (Faculty of Organizational Sciences, University of Belgrade)
- 15:20 GRABUNG LIVE – MEDIATING ARCHAEOLOGY IN THE LVR-ARCHAEOLOGICAL PARK XANTEN  
Stephan Quick (LVR-Archaeological Park Xanten)
- 15:40 CELEBRATING ARCHAEOLOGY  
Szilvia Fabian, Lorand Kovacs, Szabolcs Czifra (Hungarian National Museum)
- 16:00 DISCUSSION

## EDUCATION AND HERITAGE: CHALLENGES AND ISSUES IN THE AGE OF HISTORICITY CRISIS

VENUE: Gallery AMZ

DAY: Tuesday, 7 May

TIME: 16:30 – 18:30

THEME: Sustainable development, archaeology and tourism

FORMAT: Regular session

ORGANISERS: Igor Kulenović (University of Zadar) – Sanja Horvatinčić (Institute of Art History, Zagreb)

Significant changes took place over the past few decades in the realm of heritage related fields. It seems that grand narratives such as national past are being substituted for a more individualistic notion of remembrance and memories. All this is happening in a setting where heritage is increasingly and in certain cases exclusively connected with tourism. Furthermore, we no longer view heritage as a sequence of events which simply map on our collective selves and thus constitute some form of abstract identity. Rather, heritage is viewed as a process where people actively construct their identity as it pertains to various social circumstances. In this presentation I would like to address these issues through the prism of composing a particular graduate program in heritage management. This enterprise almost compelled us who are working on this project to ask some basic questions such as What is heritage anyway? What sort of categorical apparatus do we have to employ in order to render heritage processes of today relevant? What sort of knowledge do we have to present in order to prepare students to competently manage the construction of identity in real-life situations?

## PRESENTATIONS

- 16:30 HERITAGE AND EDUCATION – A CALL FOR A NEW PARADIGM?  
Igor Kulenović (Department of Tourism and Communication Studies, University of Zadar)
- 16:50 DO YOU THINK IT'S A GAME?... YOU'RE RIGHT  
Dániel Ligeti, Adrienn Pálkás, Szabolcs Czifra (Hungarian National Museum)
- 17:10 BALJVINE – FROM A VILLAGE TO THE VILLAGE: SUSTAINABLE LIVING WITH A HERITAGE SITE  
Saša Čaval (University of Reading) – Ljubica Srdić, Ljiljana Vručinić (National Institute for the Protection of Historical, Cultural and Natural Heritage, Banja Luka, BiH) – Aleksandra Drinić (University of Glasgow)
- 17:30 VOLUNTARISM AT WORLD HERITAGE SITES: STARI GRAD PLAIN CASE STUDY  
Vinko Tarbušković (Public Institution Agency for the Management of the Stari Grad Plain World Heritage Site)
- 17:50 DISCUSSION



### ARCHAEOLOGICAL WORLD HERITAGE SITES AS TOURISM ATTRACTIONS: MANAGEMENT, RESEARCH, CONSERVATION AND LONG-TERM SUSTAINABILITY

VENUE: Matica hrvatska

DAY: Wednesday, 8 May

TIME: 8:30 – 10:30

THEME: Tourism and archaeological heritage management in protected areas, world heritage sites and national parks

FORMAT: Regular session

ORGANISER: Bruno Navarro (Fundacao Côa Parque, Portugal)

Archaeological sites form an important part of the World Heritage List. Due to the complexity of the different contexts where these sites are located also taking into account its non-renewable nature and fragile condition, management, research and conservation activities must be adapted to each particular case. Bestowed with universal significance, sites in UNESCO's World Heritage constitute noteworthy case-studies that can inform best practices to be followed. The overarching goal of all carried out activities should seek to achieve overall sustainability of implemented management, research and conservations models and strategies. Thus, overall sustainability is considered to encompass not only the physical (and virtual) endurance of the site but also of its management and research models. On the other hand, precise contexts greatly determine how these models play out in the long run. For instance, audience development, community building, communication initiatives, awareness raising, sponsor procurement or lobbying play important roles in assuring overall long term sustainability of management and research models put into practice at different properties. Tourism demand must also be equated: if revenues from visitors are important for the financial stability of any given managing institution, over visitation to the sites can endanger the integrity and authenticity of heritage values, resulting in a negative impact to future sustainability of sites.

This session aims to bring together diverse contributions that can enhance our current understanding of sustainability issues, establish strategic guidelines and foster concerted efforts towards developing new approaches suitable to deal with the challenges that the fast-paced changing societies and environments of the XXI century pose. Hence, managers, researchers or conservation specialists working at archaeological sites inscribed in the World Heritage List are cordially invited to contribute to the session.

### PRESENTATIONS

- 08:30    ARCHAEOLOGY AND THE CONSUMPTION OF THE PAST IN EPHESUS  
Iulian Ganzu (Austrian Archaeological Institute)
- 08:45    ARCHAEOLOGICAL HERITAGE IN A POST-TOTALITARIAN LANDSCAPE: THE EXAMPLE OF THE UNESCO DANUBE DELTA BIOSPHERE RESERVE (ROMANIA)  
Laurent Carozza (Centre National de la Recherche Scientifique) – Cristian Micu (Institutul de Cercetari Eco-Muzeale 'Gavrilie Simion') – Albane Burens (CNRS) – Sorin Ailincai (Centre National de la Recherche Scientifique)
- 09:00    INSCRIPTION OF THE SITES AT THE DANUBE LIMES IN SERBIA TO UNESCO WORLD HERITAGE LIST – A CHANCE FOR PROMOTION AND LONG-TERM SUSTAINABILITY  
Milica Marjanović, Ivana Kosanović (Institute of Archaeology Belgrade)
- 09:15    CARIČIN GRAD – IUSTINIANA PRIMA IN THE AREA OF THE NATURE PARK RADAN, SERBIA – VALUES, POSSIBILITIES vs. REALITY  
Ivana Cvetković, Elena Vasić Petrović (Institute for Cultural Heritage Preservation Niš)
- 09:30    FROM ARCHAEOLOGY TO TOURISM: TO CONSERVE OR TO ADAPT?  
Rahman Abdullayev, Vugar Isayev (Gobustan National Historical Artistic preserve)
- 09:45    THE HILI ARCHAEOLOGICAL PARK (UAE)  
– BETWEEN WORLD HERITAGE AND LOCAL COMMUNITY ATTRACTION  
Adriaan De Man (United Arab Emirates University)
- 10:00    HISTORY, MATERIALIZATION AND PRESENTATION OF SLAVERY IN TANZANIA  
Daniel Rhodes (National Trust for Scotland)
- 10:15    INTERNATIONAL CULTURAL COOPERATION AND ITS ROLE ON SUSTAINABLE DEVELOPMENT IN WORLD HERITAGE SITES IN AFRICA: THE CASE OF WALATA, IN MAURITANIA  
Sofia Fonseca, Ester Gil (Teiduma, Consultancy on Heritage and Culture)
- 10:30    DISCUSSION

**IS TOURISM DESTROYING WORLD HERITAGE?**

(ICAHM sponsored session)

VENUE: AMZ Great hall

DAY: Wednesday, 8 May

TIME: 11:00 – 13:00

THEME: Tourism and archaeological heritage management in protected areas, world heritage sites and national parks

FORMAT: Regular session

ORGANISERS: William P. Megarry (ICOMOS International Scientific Committee on Archaeological Heritage Management)

World heritage sites are popular destinations for tourists, yet there is often a conflict between preserving these outstanding places and enabling people to access and experience them. This dichotomy lies at the heart world heritage management. The ICOMOS Mexico Charter on Managing Tourism at Places of Historical Interest states that, 'Reasonable and well managed physical, intellection and/ or emotive access to heritage and cultural development is both a right and a privilege' [emphasis added]. But this right comes at a cost. Many iconic World Heritage Sites are over-crowded and large numbers of visitors are leading to unsustainable tourism development. Global tourism is also a major contributor to greenhouse gas emissions and global warming, and World Heritage Sites play a significant role in this industry. Rising sea levels, increased storminess, desertification and increased rainfall are already impacting many World Heritage Sites, and the problem is only going to get worse.

This session will explore the intersection between tourism and sustainability – both of individual sites and of World Heritage in general. It welcomes papers exploring issues relating to World Heritage Sites including, but not limited to, carrying capacities, visitor management, community engagement in tourism, tourism and sustainability, climate change and tourism and slow-tourism.

## PRESENTATIONS

- 11:00 CROWDING IN THE CLOUDS: UNDERSTANDING AND REGULATING VISITOR FLOW AT THE HISTORIC SANCTUARY OF MACHU PICCHU WORLD HERITAGE SITE  
Douglas Comer (Cultural Site Research and Management, Baltimore) – William Megarry (MD, Queen's University Belfast, N. Ireland)
- 11:20 TOURISM: THREAT, A GLASS CASE, OR A MISSED OPPORTUNITY  
Guillermo Reher (Spanish National Research Council)
- 11:40 THE EPHEMERAL RE-USE OF CULTURAL HERITAGE: THE INCORPORATION OF THE FESTIVAL PHENOMENON WITHIN MONUMENTS AND ARCHAEOLOGICAL SITES IN LEBANON  
Joe Joseph Kallas (Lebanese University)
- 12:00 LIVING HERITAGE CITIES – (UN)SUSTAINABLE MODELS OF TOURISM DEVELOPMENT IN ADRIATIC CROATIA  
Tihomir Jukić (Department of Urban Planning, Spatial Planning and Landscape Architecture, Faculty of Architecture, University of Zagreb) – Janja Vukić (Department of Sociology, Faculty of Social Sciences and Humanities, University of Zagreb)
- 12:20 THE MASS TOURISM THREAT TO EUROPEAN HISTORIC CITIES IN THE PERSPECTIVE OF SHORT-RENTAL MARKET DATA  
Lukasz Bugalski (Istituto per i beni artistici culturali e naturali della Regione Emilia-Romagna / Gdańsk University of Technology)
- 12:40 DISCUSSION



## MEDITERRANEAN CULTURAL ROUTES

VENUE: AMZ Grat hall

DAY: Wednesday, 8 May

TIME: 14:00 – 16:00

THEME: Cultural routes

FORMAT: Regular session

ORGANISERS: Sofia Fonseca (Teiduma, Consultancy on Heritage and Culture) – Alexandra Rodrigues (Algarve University) – Juan Manuel Cid (Legado Andalusi) – Rachid Chamoun (LAU Louis Cardahi Foundation)

As proposed by UNESCO and the Council of Europe, Heritage Routes have shown to be an interesting concept by offering the possibility of dialogue across borders and regions integrating material, cultural and spiritual elements. The Routes are created based on population movement, encounters and interchange and cultural interactions, in space and time. They also provide the possibility of decentralization of tourism from the crowded touristic cities or monuments, inviting the tourist to visit other regions making the experience more sustainable and rewarding to the visitor and the local populations.

In our session, we will focus on the Mediterranean routes, especially the ones related with Al-Andalus routes and the Sites of Globalization route. Al-Andalus corresponds geographically and culturally to the Iberian Peninsula under Moorish control between 711 and 1492, where the coexistence and dialogue between Islamic, Christian and Jewish cultures and religions were effective during this period. Due to the extension of the routes created by the Umayyad dynasty, that included the Arab world and the Maghreb, not only the Iberian Peninsula was enriched by this legacy but the entire Mediterranean region. The cultural routes of Al-Andalus are a UNESCO'S Routes of Dialogue and a Council of Europe Cultural Route. The Sites of Globalization, part of the UNESCO tentative list, is a cultural route linking the Algarve, including the cities of Sagres, Lagos, Aljezur, Monchique and Silves, the Atlantic islands of Azores, Madeira, Cape Verd, and Mauritania. The route is related to the Portuguese expansion of the XV century and the new commercial and cultural connections created during that period.

In our session, we would like to discuss these Mediterranean Cultural Routes as a way of connecting cultures, countries and regions and we invite the participants to reflect upon the following questions: Which role Cultural Routes play as a tool to enhance dialogue between cultures? How can we promote and develop strategies to promote the Cultural Routes already created and identify new ones? What are the challenges of managing transnational heritage? How can we implicate and benefit more the communities along the route?

## PRESENTATIONS

- 14:00 THE ALGARVE CULTURAL ROUTES, SITES OF GLOBALIZATION AND UMMAYAD, ALMORAVIDE AND AL-MUTAMID ROUTES: CONNECTING THE MEDITERRANEAN AND NORTHERN AFRICA THROUGH OUR COMMON HERITAGE  
Sofia Fonseca (Teiduma, Consultancy on Heritage and Culture) – Alexandra Rodrigues (Algarve University) – Juan Manuel Cid (Legado Andalusi)
- 14:15 VALORISING COMMON EURO-MEDITERRANEAN HERITAGE THROUGH TRANSNATIONAL NETWORKS  
Nataša Urošević (Juraj Dobrila University of Pula)
- 14:30 THE ROLE OF CULTURAL ROUTES IN INTEGRATED APPROACH TO RESEARCH, PRESENTATION AND MANAGEMENT OF UNDERWATER HERITAGE  
Zrinka Ettinger Starčić (Lošinj Museum)
- 14:45 SMART WAYS – BEST PRACTICE IN LEBANON: A CULTURAL ITINERARY THAT EXPLORES MULTIPLE LAYERS OF CIVILIZATION WITHIN THE CONTEXT OF THE 'UMAYYAD ROUTE AND THE PHOENICIANS' ROUTE AS AN INTEGRAL PART OF THE CULTURAL ROUTES OF THE COUNCIL OF EUROPE'  
Rachid Chamoun (LAU Louis Cardahi Foundation)
- 15:00 THE 'ROUTES OF THE FRANKOPAN' CULTURAL ROUTE PRESENTATION – SUPPORTED FROM THE EU STRUCTURAL FUNDS  
Lana Pajdaš (Kvarner Tourist Board)
- 15:15 CULTURAL ROUTES GROWING BY DEBACLES IN OVERRIDING GAPS – A PRACTITIONER'S INTERPRETATION  
Valerij Jurešić (Subjekt d.o.o.)
- 15:30 EUROPEAN CULTURAL ROUTES PROGRAMME – THE EXAMPLE OF THE VENETIAN CULTURAL ROUTE  
Dragos Cosmescu (CISSET)
- 15:45 DISCUSSION

## POSTERS

UMAYYAD ROUTE  
Rachid Chamoun (LAU Louis Cardahi Foundation)

PHOENICIANS' ROUTE  
Rachid Chamoun (LAU Louis Cardahi Foundation)

## HERITAGE MONUMENTS AS CULTURAL EVENT SITES

VENUE: AMZ Great Hall

DAY: Wednesday, 8 May

TIME: 08:30 – 10:30

THEME: Heritage in tourism destination management

FORMAT: Roundtable

ORGANISERS: Gorana Barišić Bačelić – Josip Pavić (Public cultural institution Fortress of Culture Šibenik)

Everyday life of a heritage monument is often reduced to historical definition and interpretation of its previous social role. But recently, an increasing number of heritage managers are reusing the distinct spatial features of monuments to accommodate other forms of culture. This often leads to revalorisation of the monument itself. Also, cultural events such as concerts, festivals, fairs and exhibitions can help us to boost a brand of our heritage monument and the destination itself.

How to achieve balance between sterile restoration and unrestrained commercialization; between the explanation of old and introduction of new contents? What can we do to connect with event organizers? How to develop key programme and production guidelines? What are the non-invasive ways of using and treating space that is entrusted to us? Can we, and under which circumstances, assign a new cultural meaning to a historical monument?

## ROUNDTABLE WITH INTRODUCTORY PRESENTATIONS

- 08:30 CREATING A NEW ROLE FOR AN OLD MONUMENT? ST. MICHAEL'S FORTRESS IN ŠIBENIK  
Gorana Barišić Bačelić – Josip Pavić (Public cultural institution Fortress of Culture Šibenik)
- 08:45 INTERPRETATION AND IN-SITU PRESENTATION OF ARCHAEOLOGICAL ZONES:  
DANILO ŠEMATORIJ PROJECT  
Sandra Jakopec – Ivana Pancirov (APE d.o.o.)
- 09:00 THE CASTLE AS AN OBJECT OF ARCHAEOLOGY AND TOURISM IN THE MODERN UKRAINIAN CITY  
Larysa Vinogodska (Institute of Archaeology, National Academy of Science of Ukraine)
- 09:15 DHARMA – REVITALISATION OF AN EX-INDUSTRIAL COMPLEX  
Andro Stošić – Neven Tomašić (Hara d.o.o.)
- 09:30 DISCUSSION

## POSTERS

REVITALIZATION OF PROTECTED CULTURAL MONUMENTS: BLACA HERMITAGE ECO MUSEUM  
Sandra Jakopec – Ivana Pancirov (APE d.o.o.)

OLD-CROATIAN HERITAGE IN NEW LIGHT AS A CONTRIBUTION TO THE CULTURAL  
AND TOURIST ATTRACTIONS IN ST. DONATUS' CHURCH  
Dušanka Romanović, Marina Brkić (Archaeological Museum Zadar)

## REVITALIZATION OF CULTURAL HERITAGE SITES – SHARING VALUES

VENUE: AMZ Great hall

DAY: Wednesday, 8 May

TIME: 11:00 – 13:00; 14:00 – 16:00

THEME: Sustainable development, archaeology and tourism

FORMAT: Regular session

ORGANISERS: Katalin Wollák, Erszebet Jerem (Archaeolingua, Hungary) – Matija Črešnar (University of Ljubljana) – Jacqueline Balen, Marta Rakvin (Archaeological Museum in Zagreb) – Ivana Pancirov, Sandra Jakopec (APE d.o.o.)

Cultural heritage is often perceived as passive and static, not allowing many possibilities for innovation and implementation of new creative ideas or technologies that would add new values and provide a basis for sustainable development of the community it is immersed in.

As bearers of community's identity and tangible connectors to its past and ancestors, archaeological and other culture heritage sites possess an unparalleled trait that can be used by a very divergent pool of stakeholders. In this way, it can be adapted to current needs and interests, reinvented and ultimately monetized.

It is essential to design the proper management system involving all types of stakeholders. Locations should be made attractive to international tourism while preserving their immanent values. By the preparation of a visitor-friendly development the interests of the owners, maintainers, the tourism experts and the resource provider should be considered, which can significantly influence the pure professional principles.

The session uses the experiences of two projects, the Iron Age Danube project and The Danube Limes world heritage nomination project examining the opportunities how to achieve better promotion, higher awareness and more effective tourism exploitation of the archaeological elements in the landscape. The session invited presentations, which are tackling following questions:

- interpretation strategy for protected sites and landscapes
- additional role new digital technologies (web, apps, 3D models)
- possible cooperation between local heritage managers and other (touristic) actors
- facing different values, successful negotiating techniques
- how to engage effective support, role of civil society /local environment

## PRESENTATIONS

- 11:00 HOW TO PLAN TOURISTIC DEVELOPMENT ON INVISIBLE SITES (INTRODUCTORY PRESENTATION)  
Katalin Wollák (Archaeolingua, Hungary)
- 11:20 ARCHAEOLOGICAL PARKS AND WORLD HERITAGE SITES IN HUNGARY. PLACES OF FUN, ENTERTAINMENT AND EDUCATION  
Erszebet Jerem (Archaeolingua, Hungary)
- 11:40 'HAVE WE ARRIVED?' – KEY ASPECTS OF ATTRACTING PEOPLE TO HERITAGE LANDSCAPES  
Árpád Böczén (KÖME, Hungary)
- 12:00 SHARING VALUES – ALBANIAN INTEGRATED MANAGEMENT PLANS EXAMPLE  
Ela Miziri, Arjol Porja (Archaeological Service Agency, Albania)
- 12:20 POTENTIAL OF CULTURAL HERITAGE SITES: INTRODUCING NEW CONCEPTS INTO OLD FRAMES (KAPTOL CASE STUDY)  
(Poster with a short presentation)  
Jacqueline Balen, Marta Rakvin (Archaeological Museum in Zagreb) – Ivana Pancirov (APE d.o.o.) – Hrvoje Potrebica (University of Zagreb)
- 12:30 DISCUSSION
- 14:00 HIKING, BIKING, KAYAKING THROUGH THE EARLY IRON AGE  
– REVITALIZATION PLAN OF THE ARCHAEOLOGICAL SITES ON THE SÜTTŐ PLATEAU (HUNGARY)  
– CASE STUDY  
Eszter Fejér, Zoltán Czajlik, Katalin Novinszki-Groma (Eötvös Loránd University, Faculty of Humanities, Institute of Archaeological Sciences, Budapest)
- 14:20 HERITERRA – SUSTAINABLE REVITALISATION OF LANDSCAPES BY BRANDING ARCHAEOLOGICAL HERITAGE IN AUSTRIA AND SLOVENIA  
Matija Črešnar (University of Ljubljana), Sarah Kiszter, Marko Mele (Universalmuseum Joanneum Graz), Anja Vintar (Institute for the Protection of Cultural Heritage of Slovenia)
- 14:40 VIMINACIUM – DEVELOPMENT FROM AN ARCHAEOLOGICAL SITE INTO AN ARCHAEOLOGICAL PARK  
Milica Tapavički-Ilić, Jelena Anđelković Grašar (Institute of Archaeology, Belgrade)
- 15:00 CASE STUDY JALŽABET (NW CROATIA): THE EARLY IRON AGE LANDSCAPE BETWEEN PROTECTION AND SUSTAINABLE USE  
Saša Kovačević, Martina Jurišić (Institute of Archaeology, Zagreb)
- 15:20 DISCUSSION



**WATCH YOUR STEP! – SUSTAINABLE MANAGEMENT OF CAVE SITES AS TOURIST ATTRACTIONS**

VENUE: AMZ Great hall

DAY: Wednesday, 8 May

TIME: 16:30 – 18:30

THEME: Sustainable development, archaeology and tourism

FORMAT: Regular session

ORGANISERS: Jim Ahern (University of Wyoming) – Ivor Janković (Institute for Anthropological Research, Zagreb)

Caves have been a part of human experience ever since our genus arose. Caves served many roles in the past. They have been homes, shelters, places of death, ritual and worship. Likewise, caves are still very much an important part of our lives. For scientists of different trades, caves provide a valuable source for research. Additionally, caves are important for other reasons. Local communities still use caves as a part of their subsistence patterns and lifestyle (e.g. as enclosures for their livestock). New trends in medicine and therapy have also embraced caves (speleotherapy). In addition, the exploration of caves is an ever growing trend. While this is welcome for economic reasons and certainly an important and integral part that can follow scientific research and excavations, it has its own dangers. Thus, it is crucial to come to a sustainable solution and guidelines for best practices that will allow both scientific research and public visitation to the sites. This session is aimed at bringing together various experiences and addressing the questions pertaining to interpretation and presentation of archaeological cave sites, including visitor management, carrying capacity; marketing and management; their role as research sites, points of interest for community archaeology, and cultural attractions in the management of tourist destinations.

**PRESENTATIONS**

- 16:30 MEET THE CAVEMEN, HERMITS AND BEARS IN ROMUALDO'S CAVE, ISTRIA  
Darko Komšo (Archaeological Museum of Istria) – Ivor Janković (Institute for Anthropological Research, Zagreb)
- 16:50 SUSTAINABLE VS. DRASTIC MANAGEMENT IN CHAUVET CAVE: NO TOURISM!  
Cristophe Gauchon (Université Savoie Mont Blanc, France)
- 17:10 FINGAL'S CAVE. AN ARCHAEOLOGY OF SENSORY ALLURE AND ARTISTIC INTERACTION  
Daniel Rhodes (National Trust for Scotland)
- 17:30 CULTURAL LANDSCAPE OF CAVES AND ROCKSHELTERS IN VELEBIT MOUNTAIN (CROATIA)  
Martina Dubolnić Glavan (Speleological Section 'Liburnija', Mountaineering Society 'Paklenica')
- 17:50 NATURAL AND ARCHAEOLOGICAL HERITAGE VALORIZATION IN THE FUNCTION OF SUSTAINABLE DEVELOPMENT. CASE STUDY: BARAČ CAVES, CROATIA  
Tihana Oštrina (Public Institution for the management of protected natural values Rakovica)
- 18:10 UNDERGROUND BUILT HERITAGE AS CATALYSER FOR COMMUNITY VALORISATION (Underground4value)  
Giuseppe Pace (Institute of Studies on Mediterranean Societies, National Research Council, Naples, Italy)
- 18:30 DISCUSSION

**POSTER**

VETERNICA CAVE AS A TOURIST ATTRACTION IN THE MEDVEDNICA NATURE PARK

Tajana Ban Čurić, Andrea Kostelić, Denis Kovačić, Marina Popijač (Public Institution Nature Park Medvednica)

**HERITAGE IMPACT ASSESSMENT AND THE CULTURAL PROPERTY MANAGEMENT PLANNING (ICOMOS CROATIA SPONSORED ROUNDTABLE)**

VENUE: Gallery AMZ

DAY: Wednesday, 8 May

TIME: 8:30 – 10:30

THEME: Sustainable development, archaeology and tourism

FORMAT: Roundtable

ORGANISERS: Dražen Arbutina (ICOMOS Croatia / Politechnic of Zagreb)

Heritage has the essential function only incorporated into our reality. For heritage to be incorporated it is necessary to know it. To know the heritage and to understand its values, for many, there is necessity for physical interaction, in providing direct contact and visit. The principles of the integrating heritage into everyday life today include high frequency and high intensity tourism and visits. Visits are then made often to extremely limited and sensitive locations, and they pose extremely challenging process to manage and problems to mitigate. The need for every human to experience heritage in person through physical experience is therefore often contributing to its devastation. It is more so in today chaotic and massive tourism, due to the enormous number of such visitors and their ability to travel around the world.

As an attempt to respond to positive intentions and extremely negative potential effects, the institutions of the Heritage Impact Assessment, and the planning and management of the heritage sites are developed. Those institutions, as potentially affirmative, are world wide presented and in principle defined, but in practical and pragmatic way they have to be developed in a way to be much more profound and viable. It is necessary to develop applicability and inclusiveness of their methods and it is necessary to evolve much needed effectiveness in implementation of their findings.

In the light of the economic pressures and with the maximum profanation of tourism and heritage visits, challenges arise that involve analyzing and assessing potential negative effects on the cultural property, as well as ways to prevent, avoid, correct or mitigate the negative consequences of such an uncontrolled tourism turmoil. It is then the issue of planning the management of cultural properties and sites in a such way that sustainability is fully embedded within. It has to be done enabling the possibility of personal interaction with the heritage, but not in a manner that will have the possibility and ability to destroy its character and integrity, and in many cases its physical existence.

It is intent in this proposal to open a discussion around the models and methods of assessing the impact on the heritage of various tourist activities. It is intent to define the ways for heritage management and management planning in a way that would demonstrate sustainability in its entirety, to provide the heritage with mechanisms to survive the hectic and now almost manic essence of modern tourism.

**ROUNDTABLE WITH INTRODUCTORY PRESENTATIONS**

- 08:30 HERITAGE IMPACT ASSESSMENT AND THE CULTURAL PROPERTY MANAGEMENT PLANNING  
Dražen Arbutina (ICOMOS Croatia / Politechnic of Zagreb)
- 08:50 DISCUSSION

## BORDERS AND BOUNDARIES OF CRITICAL HERITAGE STUDIES IN THE MEDITERRANEAN AREA: TOURISM AND BEYOND

VENUE: Gallery AMZ

DAY: Wednesday, 8 May

TIME: 11:00 – 13:00

THEME: Sustainable development, archaeology and tourism

FORMAT: Regular session

ORGANISERS: Darko Babić (University of Zagreb) – Clara Masriera Esquerra (Universitat Autònoma de Barcelona) – Alexandra Bounia (University College London – Qatar)

The MED (Mediterranean) Chapter of the ACHS (Association of Critical Heritage Studies) is a cross-national, regional network of scholars, researchers and practitioners working in the broad and interdisciplinary field of heritage studies who are based in the Mediterranean area (countries bordering the Mediterranean Sea) or have an interest in the Mediterranean heritage. It is a subset of the international ACHS whose primary aim is to promote heritage as an area of critical enquiry.

The MED Chapter, established in 2018, promotes Mediterranean heritage as an area of critical enquiry and supports dialogue, networking, exchange of and dissemination of information between researchers, practitioners and activists from different fields and disciplinary backgrounds interested in the Mediterranean heritage.

Re: the conference “Sense and Sustainability” = International Conference on Archaeology and Tourism (6-10 May 2019, Zagreb) we are proposing a session which will gather heritage experts discussing what is critical heritage approach as far as the Mediterranean area is concerned. Where are challenges, benefits, or possible downfalls of this (global) approach. An extra interest will be put on influence of tourism on heritage issues in the Mediterranean area (positive or negative, both are welcomed).

### PRESENTATIONS

- 11:00 GENDER PERSPECTIVE IN MUSEUMS AND ARCHAEOLOGICAL SITES  
Clara Masriera-Esquerra, Paloma González-Marcén, Maria Cacheda Perez (Universitat Autònoma de Barcelona)
- 11:20 THE ARCHAEOLOGICAL LANDSCAPE IN A SUSTAINABLE DEVELOPMENT OF CULTURAL TOURISM IN THE MUNICIPALITY OF VRSAR  
Nataša Urošević, Kristina Afrić Rakitovac, Nikola Vojnović (Juraj Dobrila University of Pula)
- 11:40 EXCHANGING METHODS AND KNOWLEDGE ON LANDSCAPE HERITAGE MANAGEMENT IN ATHENS  
Hariklia Hari (NTUA Phd Candidate/Microgeographies.org)
- 12:00 LOCAL COMMUNITY ATTITUDES TOWARDS ARCHAEOLOGICAL TOURISM DEVELOPMENT: THE CASE OF THE ARCHAEOLOGICAL SITE OF TILURIUM, CROATIA  
Lidija Petrić, Željana Perić (Faculty of Economics, Business and Tourism, University of Split)
- 12:20 INTERPRETING THE HERITAGE OF XANTHOS BETWEEN ABSENCE AND PRESENCE  
Evinç Doğan (Akdeniz University, Antalya)
- 12:40 SLOW AND SUSTAINABLE: CITTA SLOW  
Mehmetcan Soyloğlu (Eastern Mediterranean University, Famagusta, Cyprus)
- 13:00 DISCUSSION

### POSTER

THE CONSCIOUSNESS OF ARCHAEOLOGY: AN ASSESSMENT OF THE BARRIERS TO SUSTAINABLE HERITAGE IN CONFLICT ZONES  
Brodhie Molloy (University of Nottingham)

## THE NEANDERTAL TRAIL: A NASCENT CULTURAL ROUTE

VENUE: Gallery AMZ

DAY: Wednesday, 8 May

TIME: 11:00 – 13:00

THEME: Cultural routes

FORMAT: Regular session

ORGANISERS: Ivor Janković (Institute for Anthropological Research) – Ivor Karavanić (University of Zagreb) – Sanjin Mihelić (Archaeological Museum in Zagreb)

Thirty millennia of oblivion separates us from the moment when modern man last gazed into the living face of a Neandertal, and the long lost knowledge that this extinct relative of ours had ever existed was rediscovered mere century and a half ago. While our ancestors are more or less directly responsible for the Neandertals' demise from history, the task to save them from being forgotten lies with contemporary generations. The leading role in unveiling the Neandertal's secrets is reserved for archaeologists, anthropologists and other scholars but, like in many similar cases, the results of their research are meant to be used as the foundation for presenting and introducing Neandertal man and his material and spiritual culture to a much wider public.

This is the idea behind the project entitled The Neandertal Trail, an archaeological route aimed at unifying and evaluating in terms of cultural tourism the archaeological heritage pertaining to Neandertal man. The starting point of the session is the convenors' presentation of their experience with various aspects of valorization of Neandertal heritage sites in Croatia on the one hand, and relationships and issues with different stakeholders on the other.

The session aims at bringing together professionals and practitioners with experience and interest in valorizing Neandertal heritage from Europe and beyond—both from academia and from tourism sector, as well as from other stakeholder groups—with a view to establish a forum for discussing the potential creation of a transnational cultural route dedicated to the Neandertals.

### PRESENTATIONS

- 11:00 THE NEANDERTAL TRAIL: DEVELOPING A CULTURAL ROUTE  
Ivor Janković (Institute for Anthropological Research)
- 11:20 PRESENTING A NEANDERTAL SITE TO THE PUBLIC: A MUJINA CAVE STORY  
Ivor Karavanić (University of Zagreb)
- 11:40 PROTECTING AND PRESERVING A NEANDERTAL CAVE SITE: AN APPEAL TO SAVE VINDIJA CAVE  
Jadranka Mauch Lenardić, Ljerka Marjanac (Croatian Academy of Sciences and Arts) – Jelena Pavleković (Public Institution for Management of Protected Natural Values of the Varaždin County) – Kruno Jurgec (Donja Voća Municipality) – Ivor Karavanić (University of Zagreb) – Ivor Janković (Institute for Anthropological Research, Zagreb) – Sanjin Mihelić (Archaeological Museum in Zagreb)
- 12:00 ICE AGE EUROPE AND THE KRAPINA NEANDERTAL MUSEUM – GENERATOR OF CULTURAL TOURISM  
Jurica Sabol (Museum of Krapina Neandertals)
- 12:00 NEANDERTALS AT VETERNICA CAVE: INTEGRATING NEW SCIENTIFIC RESULTS WITH THE EXISTING VISITOR PROGRAMME  
Marko Banda (University of Zagreb)
- 12:20 DISCUSSION

## CROSSING BORDERS: CHALLENGES OF TRANSNATIONAL MANAGEMENT OF WORLD HERITAGE IN RELATION TO TOURISM

VENUE: Gallery AMZ

DAY: Wednesday, 8 May

TIME: 14:00 – 16:00

THEME: Tourism and archaeological heritage management in protected areas, world heritage sites and national parks

FORMAT: Regular session

ORGANISERS: Cynthia Dunning (ArchaeoConcept)

The Prehistoric Pile-Dwellings around the Alps, the Stecci Medieval Tombstone Graveyards, or the Stone Circles of Senegambia, just to name some of the archaeological transboundary UNESCO World Heritage Serial Properties, are extremely challenging when it comes to site management. Not only do the managers have to cope with the matters of the sites themselves, they also have to consider different national management methods, ways of thinking and developing of the manifold archaeological sites forming a whole between different countries. If you consider tourism, a number of questions appear which necessitate answers, or at least reflexions allowing setting a path for future actions. Different languages, political frontiers, diverse management systems seem to be the most evident obstacles, but the interest for the sites themselves offer possibilities to bypass them. Tourism may be the instrument to do so.

The papers of this session will bring up the challenges of this particular type of sites and offer examples of good practice.

### PRESENTATIONS

- 14:00 EXCAVATE A WORLD HERITAGE SITE? SERIAL PROPERTIES WITH A SERIES OF SOLUTIONS  
Ana Brancelj (EDYTEM Laboratory, University Savoie Mont Blanc)
- 14:20 UNESCO SITE MANAGEMENT WITH TOURISM SECTOR IN MIND  
Dejan Veranič (JZ Krajinski park Ljubljansko barje)
- 14:40 STEĆCI – MEDIAEVAL TOMBSTONES: MANAGEMENT PLAN (CROATIA)  
Zoran Wiewegh (Croatian Ministry of Culture)
- 15:00 STRANDZHA MOUNTAIN: ONE SITE, TWO COUNTRIES, HUNDREDS OF DOLMENS  
Milena Lozanova (University of Architecture, Civil Engineering and Geodesy, Sofia)
- 15:20 ROMAN ROADS PROJECT – CONNECTING OF MODERN STATES  
Snežana Golubović (Institute of Archaeology Belgrade)
- 15:40 MAKING THE INVISIBLE VISIBLE – THE INTERNATIONAL PROJECT 'VirtualArch – VISUALIZE TO VALORIZE'  
Jiri Unger (Institute of Archaeology, Czech Academy of Science, Prague) – Rina Dože-Marinić (City of Zadar)
- 16:00 DISCUSSION

## JOURNEY TO THE BEGINNINGS: DEVELOPING SUSTAINABLE ARTS-BASED HERITAGE TOURISM

VENUE: Gallery AMZ

DAY: Wednesday, 8 May

TIME: 16:30 – 18:30

THEME: Sustainable development, archaeology and tourism

FORMAT: Regular session

ORGANISERS: Joanna Sofaer (University of Southampton) – Barna Petrányi (Pro Progressione, Hungary)

This session addresses the challenges and benefits of developing novel, sustainable, cross-sectoral interventions designed to boost heritage tourism by reaching new audiences through the case study of the EU-funded Culture Europe Project 'Journey to the Beginnings'.

Journey to the Beginnings is a collaborative project involving prehistoric cultural heritage sites, museums, contemporary arts and new technologies to promote and enhance public appreciation of prehistoric cultural heritage along the River Danube. The project uses cultural heritage as a source of inspiration for contemporary arts and new technologies to develop a new interpretive infrastructure for four key archaeological sites, their associated museums and archaeological parks: the Bronze Age tell at Százhalombatta and the Matrica Museum, Hungary; the Eneolithic site of Vučedol and the Vučedol Culture Museum, Croatia; the Mesolithic site of Lepenski Vir and Lepenski Vir Museum, Serbia; Bronze Age sites at Gârla Mare and Iron Gates Regional Museum, Romania. Cross-sectoral collaboration between archaeologists, museum professionals, cultural heritage managers, tourist professionals, IT experts and contemporary artists (a theatre director, novelist, composer and set designer) is resulting in live game-based performances and an augmented and mixed reality application. The latter aims at using technology to provide a sustainable interpretive infrastructure that will develop the visitor experience. Research on the relationship between archaeology and arts practice is carried out throughout the project process in order to develop best practice in this area and explore its potential for tourist engagement with heritage.

Contributions to the session come from a range of project stakeholders, thereby providing a range of complementary perspectives on sustainable arts-based heritage tourism.

### PRESENTATIONS

- 16:30 JOURNEY TO THE BEGINNINGS:  
CREATING NARRATIVES FOR FOUR PREHISTORIC SITES ALONG THE DANUBE  
WITH THE TOOL OF CONTEMPORARY ART AND NEW TECHNOLOGIES  
Barna Petrányi (Pro Progressione, Hungary)
- 16:50 CONVERSATIONS BETWEEN ARCHAEOLOGY AND ARTS PRACTICE IN JOURNEY TO THE BEGINNINGS  
Joanna Sofaer (University of Southampton)
- 17:10 HERITAGE SOUND IN CONTEMPORARY ART:  
THE MUSIC CONTEXT OF THE JOURNEY TO THE BEGINNINGS PROJECT  
Ljubomir Nikolić (Journey to the Beginnings)
- 17:30 ARCHAEOLOGY – CULTURE – TOURISM. MISSING THE CHAIN LINK  
Vladimir Nojković (Lepenski vir - Archaeological site and tourist area)
- 17:50 WHY, WHAT AND HOW TO EVALUATE? ON THE EVALUATION AND MONITORING PROCESS  
USED IN THE JOURNEY TO THE BEGINNINGS PROJECT  
Zsuzsa Berecz (KÖME - Association of Cultural Heritage Managers)
- 18:10 DISCUSSION



## ILLYRIA ROUTE: HOW HISTORY AND ARCHAEOLOGY CAN UNITE PEOPLE AND COUNTRIES

VENUE: AMZ Great hall

DAY: Thursday, 9 May

TIME: 8:30 – 10:30

THEME: Cultural routes

FORMAT: Regular session

ORGANISERS: Damir Murković (Croatian Community of Trieste) – Maša Sakara Sučević (Koper Regional Museum) – Morana Vuković (Archaeological Museum Zadar)

A line, an imaginary journey, for now, that ideally connects countries and people from Trieste to Macedonia across Slovenia, Croatia, Bosnia Herzegovina, Montenegro and Serbia: this is the deepest meaning of the 'Illyria Route', an ongoing project for the creation of a European Cultural Route that holds the themes of the history of pre-Roman peoples in a territory that for a long time has been vaguely called 'Illyria', and that can lead to a sustainable tourism development.

Born from a workshop in 2017 organized in Trieste by the Croatian Community and ACCOA entitled 'Illyria-Illyricum: mythical space, historic space. Possible future European Cultural Route from the Karst to Dalmatia', the project has immediately received favorable opinions from a number of partners in Italy, Slovenia, Croatia and Bosnia and Herzegovina, ranging from cultural institutions to local governments to civil society—all of them sharing the common understanding of how ancient history can become a denominator for a tourism development of the area different from the mass summer tourism.

Creating an ad hoc session on the theme 'Illyria Route' might be the best way to combine in a unique discussion the themes of the Conference such as the smart use of archaeology and archaeological heritage to create a conscious tourism able to bring economic and social development in some areas that today suffer of a deep competitive disadvantage.

## PRESENTATIONS

- 08:30 CULTURAL ROUTES, ILLYRIA AND LOCAL DEVELOPMENT  
Valerio Fratelli (Croatian Community of Trieste)
- 08:50 NICHE TOURISM IS ALWAYS A GREAT IDEA: POTENTIALITY OF THE ILLYRIA ROUTE  
Jacek Makowski (Croatian Community of Trieste)
- 09:10 RESPONSIBLE CONSERVATION, MANAGEMENT AND PRESENTATION OF NATURAL AND CULTURAL HERITAGE AS A CHALLENGE OF SUSTAINABLE DESTINATIONS  
Astrid Prašnikar (Municipality of Komen, Slovenia)
- 09:30 THE ROLE OF 'CASTELLIERI' IN THE ILLYRIA ROUTE PROJECT  
Maša Sakara Sučević (Koper Regional Museum)
- 09:50 THE SOUTH-EAST VELEBIT MOUNTAIN: LINE OF SEPARATION OR COMMUNICATION?  
Morana Vuković (Archaeological Museum Zadar)
- 10:10 LIBURNIAN MARITIME ROUTES AND THEIR POLITICAL, ECONOMIC AND STRATEGIC IMPORTANCE  
Zrinka Serventi (Department of History, University of Zadar)
- 10:30 DISCUSSION

## ARCHAEOLOGICAL PARKS IN PROTECTED AREAS AND NATIONAL PARKS: PERSPECTIVES AND THEIR SIGNIFICANCE FOR DEVELOPMENT OF CULTURAL TOURISM

VENUE: AMZ Great hall

DAY: Thursday, 9 May

TIME: 11:00 – 13:00

THEME: Tourism and archaeological heritage management in protected areas, world heritage sites and national parks

FORMAT: Regular session

ORGANISERS: Joško Zaninović (Krka National Park)

This session explores the role, character and development of archaeological parks in protected areas such as national parks. Contributions are invited from both archaeologists and park managers communicating good practices and pitfalls of this relationship.

## PRESENTATIONS

- 11:00 BURNUM ARCHAEOLOGICAL PARK IN THE KRKA NATIONAL PARK  
Nenad Cambi, Miroslav Glavičić, Željko Miletić (University of Zadar) – Joško Zaninović (Krka National Park)
- 11:20 CULTURAL HERITAGE OPPORTUNITIES AND THREATS IN THE KORNATI NATIONAL PARK, NORTHERN DALMATIA  
Zrinka Brkan Klarin, Tomislav Fabijanić, Irena Radić Rossi (University of Zadar) – Jasna Zmaić (Tu i sad d.o.o.)
- 11:40 LANDSCAPE ARCHAEOLOGY IN PAKLENICA NATIONAL PARK AND VELEBIT NATURE PARK – BASIS FOR INVENTORY, VALORISATION AND PROTECTION OF CULTURAL HERITAGE  
Martina Dubolnić Glavan (Croatian Academy of Sciences and Arts, The Institute for Historical Sciences in Zadar)
- 12:00 DISSEMINATION OF IDEAS AND EXAMPLES OF GOOD PRACTICES BETWEEN THE ARCHAEOLOGICAL PARK EMONA, LJUBLJANA, AND THE CELEIA ANTIQUA ARCHAEOLOGICAL PARK  
Mateja Ravnik (Institute for the Protection of Cultural Heritage of Slovenia, Regional Office Celje) – Bernarda Županek (Museum and galleries of Ljubljana - City Museum of Ljubljana), Jure Krajšek (Celje Regional Museum) – Danijela Brišnik (Institute for the Protection of Cultural Heritage of Slovenia, Regional Office Celje)
- 12:20 THE CREATION OF ARCHAEOLOGICAL PARK 'TYAGIN' IN NATIONAL PARK 'LOW DNIEPER': THE SIGNIFICANCE FOR DEVELOPMENT OF CULTURAL TOURISM  
Svitlana Biliaieva (Institute of archaeology of NAN of Ukraine)
- 12:40 CULTURAL HERITAGE IN PAPUK NATURE PARK  
Marijana Lukačević, Goran Radonić (Public Institution Papuk Nature Park)
- 13:00 ARCHAEOLOGICAL LANDSCAPE IN THE SUSTAINABLE DEVELOPMENT OF CULTURAL AND SPORT TOURISM – THE EXAMPLE OF RAŽANAC MUNICIPALITY NEAR ZADAR (poster with a short presentation)  
Josip Miočić, Ana Jordan Knežević (University of Zadar)
- 13:05 DISCUSSION

### THE ICOMOS CULTURAL TOURISM CHARTER RENEWAL: IMPLICATIONS FOR ARCHAEOLOGICAL SITE MANAGEMENT AND SUSTAINABILITY

VENUE: AMZ Great hall

DAY: Thursday, 9 May

TIME: 14:00 – 16:00

THEME: Heritage in tourism destination management

FORMAT: Workshop

ORGANISERS: Fergus T. Maclaren (ICOMOS International Cultural Tourism Committee)

The ICOMOS Cultural Tourism Charter represents the guiding principles and foundation for ICOMOS Scientific Committees, including ICAHM, to apply and improve destination development and management approaches within their individual disciplines. Due to the sensitivity of many of these sites, however, there are a number of issues to be considered at destinations, including: presentation, interpretation, infrastructure, partnerships and controls to manage potential human impacts and traffic. There are also broader considerations that affect archaeological sites that the proposed changes to the Charter are trying to address at a high level such as overtourism, indigenous rights and the 2030 Sustainable Development Goals, sustainability. Hence, where tourism has become a key concern for archaeological sites interested in attracting visitors for education, constituency building and revenue expansion purposes, the Charter renewal represents the opportunity for it to become more relevant to outlining how tourism can be both a positive factor for cultural heritage resources and venues, while also serving the sustainability needs of the community that live in and/or around it.

The intended approach of the workshop is to present the Charter and its current operational context; identify the proposed changes being made within the Charter and show how these may affect the archaeological community and individual types of sites; and gather input from workshop attendees on their ideas and perspectives that could contribute to improving tourism development and visitor management at these sites. The recommendations and proposed changes from the workshop will then be consolidated into a brief report for distribution to session attendees and included as part of the Sense and Sensibility post-event documentation.

#### WORKSHOP WITH INTRODUCTORY PRESENTATIONS

14:00 THE ICOMOS CULTURAL TOURISM CHARTER RENEWAL:  
IMPLICATIONS FOR ARCHAEOLOGICAL SITE MANAGEMENT AND SUSTAINABILITY  
Fergus T. Maclaren (ICOMOS International Cultural Tourism Committee)

14:20 DISCUSSION

### APPROACHES AND CHALLENGES IN DEVELOPMENT AND SUSTAINABLE MANAGEMENT OF CULTURAL ROUTES

VENUE: AMZ Great hall

DAY: Thursday, 9 May

TIME: 16:30 – 18:30

THEME: Cultural routes

FORMAT: Workshop

ORGANISERS: Marta Rakvin (Archaeological Museum in Zagreb) – Vlasta Klarić (Ministry of Tourism, Republic of Croatia) – Ksenija Keča (International University Libertas) – Marko Trupković (Žumberak-Samoborsko Gorje Nature Park)

Among the many ways of cultural heritage presentations, cultural routes are one of the best forms in which the in situ cultural heritage sites can be introduced to the public.

A walk through the past, while immersed in the landscape where cultural and natural heritage are often integrated, allows the audience and cultural consumers to uniquely experience the subject presented.

On the other hand, in the processes of developing and managing the routes the specific set of issues arise. These range from issues concerning preservation and protection of the heritage presented, multidisciplinary research and cooperation, understanding of contemporary visitors and trends in travel and tourism, and issues concerning touristic exposure of the sites to the mundane, including the responsible management of the routes. Another important issue that should be addressed is their role in the local community, providing social sustainability and new visibility of neglected areas.

The objective of this workshop is to bring together those involved in the development of cultural routes and its management on all levels from experts to stakeholders. The aim is to discuss different approaches in management of cultural routes, but also to share common problems, challenges and examples of good practices through all of the stages from the idea to make a cultural route to its execution and management.

#### WORKSHOP

16:30 INTRODUCTORY LECTURE:  
WHO WILL CUT THE GRASS? FORESEEING AND DEALING WITH THE ISSUES OF SUSTAINABLE  
MANAGEMENT DURING THE PROCESSES OF CULTURAL ROUTE DEVELOPMENT:  
'IN THE FOOTSTEPS OF THE WARRIORS: EARLY IRON AGE IN THE POŽEGA VALLEY'  
CULTURAL ROUTE CASE STUDY  
Jacqueline Balen, Marta Rakvin (Archaeological Museum in Zagreb) – Hrvoje Potrebec (University of Zagreb)

16:40 CHALLENGES ON 'THE TRAIL OF THE PRINCES'  
Marko Trupković (Žumberak-Samoborsko Gorje Nature Park)

16:50 THE AMAZING MOUNTAINS PROJECT (GORENJSKA, SLOVENIA)  
Janja Železnikar (Inter-municipal Museum Kamnik, Upper Sava Museum Jesenice)  
– Saša Mesec (Slovenian Alpine Museum)

- 17:00 **ARCHAEOLOGICAL SEA-SALT EXPLOITATION EVIDENCE ON NORTH-WESTERN IBERIA: CONTRIBUTIONS TO A NEW ARCHAEOLOGICAL TOURISTIC ITINERARY**  
Anna Bettencourt (University of Minho) – Hugo Sampaio (Politecnic Institute of Cávado and Ave) – Pedro Simoes (University of Minho)
- 17:10 **POTENTIATING ARCHAEOLOGICAL TOURISM IN THE VIANA DO CASTELO LITTORAL UNESCO-ASPIRING GEOPARK**  
Hugo Sampaio (Politecnic Institute of Cávado and Ave) – Anna Bettencourt (University of Minho) – Susana Sousa (Politecnic Institute of Cávado and Ave) – Ricardo Carvalhido (Viana do Castelo Littoral Geopark)
- 17:20 **SECRETS OF TONGA**  
James Wakefield (Australia)
- 17:30 **THE PHOENICIANS' CULTURAL ROUTE**  
Vlasta Klarić (Ministry of Tourism, Republic of Croatia) – Ksenija Keča (International University Libertas)
- 17:40 **TOURISM VALORISATION OF ARCHAEOLOGICAL RESEARCH**  
Maja Jakobović Vukušić, Ivona Odvorčić Kahaneč (Požega and Slavonia County Tourist Board)
- 17:50 **SACRAL HERITAGE OF THE ISLAND OF BRAČ: CULTURAL TOURISM ITINERARIES**  
Vedran Barbarić (University of Split) – Lino Ursić (Split and Dalmatia County Tourist Board)
- 18:00 **VIA SALARIA – THE ULTIMATE CULTURAL ROUTE**  
David Bloch (Salt Archive)
- 18:10 **DISCUSSION**

### FRIEND OR FOE: RECONSTRUCTIONS AS A MEANS OF SITE INTERPRETATION

VENUE: Gallery AMZ

DAY: Thursday, 9 May

TIME: 8:30 – 10:30

THEME: Tourism and archaeological heritage management in protected areas, world heritage sites and national parks

FORMAT: Roundtable

ORGANISER: Peter Kienzle (LVR-Archaeological Park at Xanten)

Confronted with a changing society and a changing perception of our day-to-day environment, site interpretation needs to discuss its ways to communicate with the visitors at archaeological sites. New media present an almost perfect virtual reality and perfect images become a common feature in our daily life. However, it becomes increasingly difficult to distinguish the “real” from the “false”.

Within these processes, physical reconstructions at archaeological sites seem to be outdated and old-fashioned. From the very beginning in the 19th century, physical reconstructions at archaeological sites were hailed by some and condemned by others. While seen positively in the Charter of Athens (1931), they were rejected in the Charter of Venice (1964) and finally accepted - under particular circumstances - in the Charter of Lausanne (1990). Disregarding the scholarly discussions, visitors seem to appreciate the advantages of physical reconstructions. Walking into rooms, touching material surfaces, hearing the sound of feet walking on floors or smelling the smoke of wood-fire results in a rich perception of the surrounding with a wide range of senses.

This contribution explores the advantages and disadvantages of physical reconstructions and – in particular – the difficulty to understand the processes of reception by the visitor. While scholars know about the deficiencies of the reconstruction works, the visitor experiences a complete and perfect built reconstruction. Is the message intended by the scholar transmitted properly and is it well received by the visitor? Which role plays the visitor's preexisting knowledge of the past? Is it possible to communicate simplifications and limits of knowledge in reconstructions? Architects, architectural historians, archaeologists and museum specialists are invited to report on their experiences with reconstructions at archaeological sites.

### ROUNDTABLE WITH INTRODUCTORY PRESENTATIONS

- 08:30 **RECONSTRUCTIONS AT THE ARCHAEOLOGICAL PARK AT XANTEN – A TALE OF 40 YEARS**  
Peter Kienzle (LVR-Archaeological Park at Xanten)
- 08:50 **ROCK ART CAVE AND REPLICA: WHAT KIND OF HERITAGE EXPERIENCE?**  
Mélanie Duval, Christophe Gauchon, Charlotte Malgat (EDYTEM Laboratory, University Savoie Mont Blanc)
- 09:10 **IDEAL RECONSTRUCTION OF ROMAN ARCHAEOLOGICAL SITE DRENJE-LADUČ**  
(poster with a short presentation)  
Silvija Limani, Mirjana Biljan (Brdovec Museum)
- 09:20 **PHYSICAL RECONSTRUCTION OF ARCHITECTURAL SITES AND TYPOLOGY OF STONEMWORK: CERTAIN EXAMPLES OF FAILED PROJECTS IN THE NORTH PONTIC REGION**  
(poster with a short presentation)  
Tatiana Oleynik (Institute of Archaeology of the Russian Academy of Sciences)
- 09:30 **DISCUSSION**



### INTERPRETATION AND PRESENTATION OF ARCHAEOLOGICAL SITES WITHIN THE FRAMEWORK OF THE LEGISLATION

VENUE: Gallery AMZ  
 DAY: Thursday, 9 May  
 TIME: 14:00 – 16:00  
 THEME: Sustainable development, archaeology and tourism  
 FORMAT: Roundtable  
 ORGANISERS: Dora Kušan Špalj (Archaeological Museum in Zagreb)

This theme will explore in what form the interpretation and presentation of archaeological sites are represented in the laws and legislation in different countries (within the framework of tourism and the protection of cultural heritage). It would be interesting to compare the practice of institutional management (type of organisation, owner of the organisation, type of management etc.) of presented archaeological sites and how their establishment is regulated.

Is there any definition of the terms connected with presentation of the sites (archaeological park, archaeological open air museum, archaeological zone, etc) in legislation of different countries?

The topic will be contribution in collecting data based on information and experience of different countries. The data obtained may be useful in the countries that do not have fully elaborated legislation and regulations relating to presentation and interpretation of archaeological sites, but also assistance to institutions that are in the process of establishing new archaeological parks (how to find the most suitable organisational form).

The plan is to prepare questionnaires that the participants of the conference would fill in and then the topic could be discussed on a "round table". The idea is to publish collected information and results in order to be useful for further development of this theme in various countries.

#### ROUNDTABLE WITH INTRODUCTORY PRESENTATIONS

- |       |  |
|-------|--|
| 14:00 | INSTITUTIONAL MANAGEMENT OF THE PRESENTED ARCHAEOLOGICAL SITES IN CROATIA<br>Dora Kušan Špalj (Archaeological Museum in Zagreb)  |
| 14:20 | THE LEGAL FRAMEWORK FOR ARCHAEOLOGICAL RECONSTRUCTIONS AND DEVELOPMENT OF ARCHAEOLOGICAL TOURISM IN POLAND<br>Michał Pawleta (Institute of Archaeology, Adam Mickiewicz University in Poznań)  |
| 14:40 | PROTECTION AND PRESENTATION OF ARCHAEOLOGICAL SITES AND AREAS WITHIN THE FRAMEWORK OF THE CROATIAN LEGISLATION<br>Tatjana Lolić (Ministry of Culture, Republic of Croatia)   |
| 15:00 | APPROACH TO THE CONCEPT OF ARCHAEOLOGICAL PARKS IN SPAIN AND ITS CHARACTERIZATION AS AN ARCHAEOLOGICAL TOURIST PRODUCT<br>Victoria Delgado (Escuela Universitaria de Turismo de Tenerife) – Elena Pérez (Universidad Europea de Canarias) – Esther Chávez (Universidad de La Laguna) – Cecilia Medina (Universidad Intercultural Maya de Quintana Roo, Mexico) |
| 15:20 | DISCUSSION   |

### MONEY MAKES THE WORLD GO ROUND: ARCHAEOLOGICAL TOURISM, ALTERNATIVE FUNDING AND SUSTAINABILITY OF PROJECTS IN ARCHAEOLOGY

VENUE: Gallery AMZ  
 DAY: Thursday, 9 May  
 TIME: 16:30 – 18:30  
 THEME: Sustainable development, archaeology and tourism  
 FORMAT: Regular session  
 ORGANISERS: Filip Franković (University of Heidelberg) – Ozren Domiter (Archaeological Museum in Zagreb)

Funding problems are a challenge for most archaeological projects, since they are still predominantly funded by public resources and regarded more as a charity donation than as an investment. This is a result of the fact that archaeological projects are rarely prioritized and often regarded as unsustainable. As a result, archaeologists are seeking alternative funding models which would offer more lucrative funding opportunities. However, the opening up of the discipline towards new resources is a two-way street, which also requires archaeological projects to consider new markets and target groups. While such a change may lead to the development of sustainability, it also necessitates a step away from the traditional operating model and towards a more marketable and consumer-oriented experience. Therefore, archaeological tourism might be a stepping stone towards sustainability of archaeological projects.

The turn towards sustainability and the subsequent commercialization of archaeology often invokes criticism. If archaeology is understood as a discipline in the service of society, should it continue to evade commodification as much as possible? In what ways can archaeology open up to the general public as a consumer experience and at what charge, if any? How does the exclusivity of the discipline contribute to its (un)sustainability? Can archaeological tourism be used for the development of sustainable models? The relationship between archaeological tourism and archaeological projects is yet to be determined in order to balance financial needs and avoid excessive commercialization.

To address this challenge, we would like to open the discussion on four topics applicable to various activities in archaeology:

- 1) Role of archaeological tourism in the development of sustainable archaeological projects
- 2) Archaeological tourism as an alternative funding model: risks and benefits
- 3) Benefits of archaeological tourism for local stakeholders
- 4) Commodification of archaeology: advantages and disadvantages

#### PRESENTATIONS

- |       |   |
|-------|---|
| 16:30 | MONEY MAKES THE WORLD GO ROUND – INTRODUCTORY PRESENTATION<br>Filip Franković (University of Heidelberg)  |
| 16:50 | TEAMBUILDING, VOLUNTEERING AND CORPORATE SOCIAL RESPONSIBILITY: HOW CAN PRIVATE COMPANIES SUSTAIN ARCHAEOLOGICAL PROJECTS?<br>Ana Popović (Faculty of Humanities and Social Sciences, University of Zagreb) |
| 17:10 | BYZANTINE TEMPLE 'VESELOJE' IN THE AREA OF OLYMPIC BUILDINGS: PROSPECTS FOR PRESERVATION AND MUSEUMIFICATION<br>Roman Mimokhod – Olga Zagorodnia (Institute of Archaeology, Russian Academy of Science)     |
| 17:30 | GLOBAL MARKETS AND HERITAGE SUSTAINABILITY: TRADE-OFF BETWEEN CUSTOMER EXPECTATIONS AND HERITAGE PRESERVATION<br>Ines Dužević (Faculty of Economics & Business, University of Zagreb)                       |
| 17:50 | COST-BENEFIT ANALYSIS OF INVESTMENTS IN ARCHAEOLOGICAL SITES<br>Maja Hranilović – Vlasta Čolak (Ecorys, Zagreb)   |
| 18:10 | DISCUSSION  |



Annemarie Willems  
Margaret Gowen Larsen  
Co-chairs of the EAA Community  
on Integrating Management  
of Archaeological Heritage and Tourism



This important conference aligns very closely with the work of the EAA Community on Integrating the Management of Archaeological Heritage and Tourism. We are honoured and delighted to have had the opportunity to be organising partners with the Archaeological Museum in Zagreb and Interreg Danube Transnational Programme 2014-2020. We are also delighted we will be working closely on this occasion with the ICOMOS International Scientific Committees on Archaeological Heritage Management (ICAHM) and Cultural Tourism (ICTC).

The work of our community aligns very closely with the aims of the conference. It seeks to analyse current theoretical and practical issues from across the cultural heritage tourism stakeholder spectrum and opening the door to a variety of practitioner experiences and perspectives.

The EAA Community's aims are to:

- 1) facilitate dialogue between archaeologists and tourism specialists and establish a common vocabulary.
- 2) establish partnerships with specialists working in similar issues (other relevant EAA Working parties, UNESCO, ICOMOS, EAC)
- 3) advocate archaeological representation in heritage decision-making concerning interpretation and help archaeologists to tell their stories considering the social, economic and political environment.
- 4) develop strategies for managing archaeological heritage for tourism, considering the risks and opportunities of archaeological tourism.
- 5) invite participation and input from all stakeholders, including archaeologists, tourism specialists, local communities and other civic partners on these topics.
- 6) promote and encourage research on archaeological tourism.
- 7) propose and work on the development of practical instruments necessary to fulfill the above-mentioned aims

Our Community's ultimate ambitions are to prepare a set of European guidelines for archaeological tourism in Europe and beyond and to create and sustain a dedicated information sharing platform while providing a dynamic and active multidisciplinary professional network.

For more information about the Community and to join, please visit our EAA Community page on the EAA website: <https://bit.ly/2vi61y6>

John Peterson  
President of ICAHM



The International Scientific Committee on Archaeological Heritage Management (ICAHM) is pleased to be a partner for the Sense and Sustainability Conference. ICAHM advises ICOMOS and the World Heritage Committee on matters that pertain to all aspects of the management of archaeological sites and landscapes. These include formulating and propagating standards and best practices for both archaeological research and cultural resource management.

This important and timely meeting touches upon a theme that ICAHM is very concerned with and aligns closely with the 'Salalah Guidelines for the Management of Public Archaeological Sites' that were drafted by ICAHM and adopted by the 19th ICOMOS General Assembly in New Delhi, India, in 2017. The purpose of these guidelines is to establish a sustainable management framework and system for archaeological sites that are, or are likely to become, open to the public.

ICAHM was established in 1990 to advise the World Heritage Committee on management of archaeological heritage. Following the mandate of the World Heritage Convention, ICAHM is concerned not only with World Heritage inscribed and eligible sites, but with all archaeological sites, landscapes, and related resources around the world. ICAHM collaborates with international, national, regional, and local organizations that pursue related goals. ICAHM is unique among them in its focus on the development and propagation of effective and efficient international cultural resource management standards and practices.

The functions of ICAHM are as follows:

- to establish, promulgate, and encourage adherence to high standards and best practices;
- to develop and enhance a network of professional archaeologists and archaeological site managers for the purpose of transmitting theoretical and practical skills and encouraging high standards and best practices;
- to organize conferences and workshops, to produce publications, websites, and other mechanisms utilizing a variety of media to promulgate high standards and best practice;
- to provide the best qualified ICAHM Expert Members for desk audits and site visits to archaeological sites that have been nominated for inscription on the World Heritage List;
- to provide the best qualified ICAHM Expert Members for monitoring of condition of archaeological sites that are inscribed on the World Heritage List;
- to encourage the nomination of appropriate archaeological sites to the World Heritage List, and to assist in nominations by contributing to comparative studies, giving advice about the preparation of nomination dossiers, management plans or other relevant steps.

ICAHM will sponsor a session during this conference 'Is Tourism Destroying World Heritage?' chaired by our member Dr. William Megarry. This session will explore the intersection between tourism and sustainability – both of individual sites and of World Heritage in general.

For more information about ICAHM and to join, please visit the ICAHM website: <http://icahm.icomos.org/>

I wish all the participants a fruitful conference!



SpringerBriefs in Archaeological Heritage Management  
Subseries of SpringerBriefs in Archaeology

Series Editors:  
D.C. Comer, H. Silverman, F. Lüth, S. Makuvaza

SpringerBriefs in Archaeological Heritage Management, published in conjunction with ICAHM, (the International Committee on Archaeological Heritage Management, a scientific arm of UNESCO), addresses critical contemporary problems and illustrates exemplary work in archaeological heritage management in countries around the globe. The series takes a broad view of the concepts of archaeology, heritage, and management in accordance with ICAHM's mandate itself. Contributing authors see archaeological heritage management as a dynamic interface between professional practice, scholarly investigation, and the public sphere. The titles in this series are grounded, practical, applied, theoretically engaged, and problem-solving. The book series is concerned with:

- archaeological sites (from caves to buildings to historic districts to entire landscapes) ranging in age from the most ancient human history through the industrial era;
- heritage, understood as not just the sites themselves but also stakeholders who inevitably constitute diverse and multiscale sectors of society (such as peasant farmers, local townspeople, religious organizations, tourism companies, national developers, transnational investors, international agencies);
- management that transcends mere adherence to formulaic conventions, instead comprising site protection and sustainability enabled through the democratic use of heritage, including cultural tourism;
- site museums, interpretative centers, and museum exhibitions as these relate to the promotion of an ethos of site stewardship and public interpretation.

Title selection:

S. Kaner  
*Okinoshima: The Universal Value of Japan's Sacred Heritage*  
a World Heritage Nomination

M. Nagaoka  
*Cultural Landscape Management at Borobudur, Indonesia*

M. Demas, N. Agnew, J. Fan  
*Strategies for Sustainable Tourism at the Mogao Grottoes of Dunhuang, China*

Douglas C. Comer  
*Tourism and Archaeological Heritage Management at Petra: Driver to Development or Destruction?*

Also published with Springer:  
Douglas C Comer, Annemarie Willems (Eds.)  
*Feasible Management of Archaeological Heritage Sites Open to Tourism*

More information: <http://icahm.icomos.org/publications/> or <https://www.springer.com/series/10187>



Fergus T. Maclaren  
President, ICOMOS International Cultural Tourism Committee



Tourism currently represents 10% of the world's gross domestic product, and supports one in ten jobs, according to the United Nations World Tourism Organization (UNWTO). These are significant figures from an economic development standpoint; but the related annual global growth in tourism, which most recently stood at 7% in 2017, is also having significant impacts on destinations themselves. Archaeological sites by their very nature are sensitive to physical contact and climate change effects, and why it is important to manage the access, flow and steadily increasing number of tourists. The Sense and Sustainability conference represents an important opportunity to dialogue with professionals and academics on tourism planning, development and management at archaeological sites and cultural routes, and the important initiatives underway to enable these venues to become more resilient and encourage benefits to local communities. Hence, I would like to extend my commendations to the Zagreb Archaeological Museum and its Director, Sanjin Mihelić, for sponsoring and developing this conference on the significant, timely discussion on issues related to archaeology and tourism that we will gladly share with our ICTC and ICOMOS colleagues.

The ICOMOS International Cultural Tourism Committee (ICTC) is a specialist International Scientific Committee of ICOMOS – the International Council on Monuments and Sites. The ICTC represents a global network of cultural heritage, conservation and tourism professionals & academics. The Committee's focus is on collaborative research; and the development and promotion of policy directions and best practice in integrated planning, conservation and cultural heritage management at tourism destinations especially, but not exclusively UNESCO World Heritage sites. We play a pivotal role in research, providing a platform for cutting-edge transversal thinking, developing policy directions and providing advice and expertise at local national and international levels including multilateral agencies UNESCO, UNWTO and IUCN.

Best wishes for a successful event.

Web site: <http://icomos-ictc.org/>

MATICA HRVATSKA

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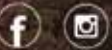


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