

Sharing the Future of Cultural Heritage

“Synergies between Heritage, Tourism and Digital Culture”

Day 2 - Wednesday, 11th April 2018
9.00am – 16.30pm

Hotel Dubrovnik Palace 5*
Dubrovnik, Croatia

“No culture can live if it attempts to be exclusive”

— Mahatma Gandhi

8 - 9:00 REGISTRATION

SESSION III SYNERGIES BETWEEN HERITAGE, TOURISM & DIGITAL CULTURE

CHAIR:

MALCOLM BORG

PANEL:

NICOLAIE MOLDOVAN, IULIAN
VISANU, RUDOLF ZUNKE, SENADA
DEMIROVIĆ HABIBIJA, DOBRILA
VLAHOVIĆ, ALEXEY MIKHAYLOV,
GERARD DUCLOS, LIRJETE AVDIU-
VEJSA

9.00 Conservation, Restoration, Functional
Reconversion and Valorisation of the Largest
Fortress in Romania – Alba Iulia
*How Alba Iulia Citadel, the largest one from
Romania and Central-South Eastern Europe
changed our destiny as a city.*

NICOLAIE MOLDOVAN, City Manager
Alba Iulia
Romania (ALZIAR)

9.20 Restoration Techniques at the Potlogi Palace
and the Royal Court, Targoviste Municipality,
Dambovia County – A Comparative Study
*As part of European community, Romania owns
probably the most unknown and neglected
monuments, architectural sites and ensembles.*

IULIAN VISANU, Chief Architect
Dambovia County Council
Romania (ALZIAR)

9.40 Le rôle du patrimoine dans la revitalisation des
économiques des territoires ruraux, l'exemple
de Lectoure Il s'agit d'une présentation des cas
pratique de la Ville dont il est Maire depuis 2000.
Il interviendra sur le rôle du patrimoine dans la

GERARD DUCLOS, Mayor of Lectoure
Sites & Cites remarquables de France
Bordeaux

City of Dubrovnik – HUPG - Sites & Cites

www.dubrovnik.hr – www.hupg-povijesnihgradovi.com - <http://www.sites-cites.fr/>

revitalisation de la Ville (restauration du patrimoine, revitalisation urbaine, tourisme patrimonial...) et sur les outils et leviers qui ont été élaborés afin de mettre en œuvre une politique volontariste de protection et de valorisation des patrimoines.

10.00

UNESCO World Heritage Site "Historic Centre of Vienna": In the tension between preservation and development. On the brink of deletions

The centre of Vienna embodies a unique urban monument. The historic centre of Vienna was included in the UNESCO World Heritage List in 2001. In July 2017 the historic centre of Vienna was declared endangered by the World Heritage Committee ("World Heritage List of Danger", called the Red List)...

RUDOLF ZUNKE, Coordinator
UNESCO WHS "Historic Centre of Vienna"
Austria

10.20

Platform for Architecture, Heritage, Dialogue and Art: Case Study Mostar

Arts and culture today are developed in parallel with the rapid and sudden changes in cultural and artistic infrastructure, organization of artistic creativity and symbolic communication. Big investments in the creative sector, encouraging sustainable entrepreneurship in culture and art, and a high level of expertise are becoming imperatives of survival of culture and art in the world.

SENADA DEMIROVIĆ HABIBIJA
Architect
Mostar
Bosnia & Herzegovina

10.40

Bamberg: Community Development and Tourism within the Framework of the Market Gardner's District

In 1993, the Town of Bamberg was inscribed in the UNESCO World Heritage List due to its exemplary nature as a central European town with a basically early medieval plan and many surviving ecclesiastical and secular buildings of the medieval period.

DIANA BÜTTNER, Project Manager
UNESCO City of Bamberg,
Germany

11.00

COFFEE BREAK

11.20

Ancient Necropolis in Budva (Hellenistic and Roman): System of Protection and Potential for Cultural and Tourist Valorization

One of the most significant archaeological sites in Montenegro is the Ancient necropolis in Budva (Hellenistic and Roman)... The main purpose of this work is to underline the multiple importance of Ancient necropolis of Budva that, besides visible

DOBRILA VLAHOVIĆ, Conservator-restorer
Ministry of Culture, Montenegro
LUCIJA DJURASKOVIĆ, Art Historian
PI Museums & Galleries of Budva
DUŠAN MEDIN, Archaeologist
PI Museums & Galleries of Budva

cultural, historical and scientific values, also possesses the economic potential that has not been valorised enough.

11.40

Groups of Monuments, Protection and Management Historic Center of St. Petersburg and Related

The preservation of historic cities is one of the most difficult missions, which demands to find balance between conservation and development. Heritage sites are facing the same threats of an increasing development pressure, which has a negative impact on the visual integrity of the cities. In this context we would like to present the world heritage site “The historic centre of St.Petersburg and the related groups of monuments”, its history and experience in preservation.

**ALEXEY MIKHAYLOV, Deputy Chairman
VICTORIA PUSHKINA, Head of Sector
Government of St. Petersburg
Russia**

12:00

The Civic Tarraco Project: Citizen Participation in Tarragona *The Archaeological Complex of Tarraco was added to the list of UNESCO World Heritage sites in 2000... Tarragona as a living Mediterranean city, forms part of this reality, of this dialectic in which the different types of heritages are linked, coexist and interrelate with the life of a city in development in the 21st century... In view of this situation and the need for improved civic governance, in which the opinions, feelings and proposals of citizens must be taken into account as part of the logical and necessary process of empowerment, the CivicTarraco project has been activated...*

**BEGONA FLORIA ESEBERRI
Deputy Mayor
Tarragona City Council
Prof. GUSTAVO CUADRADO MOYA
Rovira i Virgili University , Tarragona
Spain**

12.20

Old City Ulqin – The Analysis of Developments since the mid-20th Century: An Ancillary Approach to Retrieve the Authenticity *Old City of Ulqin (nowadays Kalaja of Ulqin) as one of the most specific fortified cities in the Adriatic coast constitutes an Archaeological and Architectural Heritage Site whose roots lead us back over 2500 years into Illyrian classical antiquity when its highest urbanization was achieved.*

**LIRJETE AVDIU-VEJSA, Architect.Design
Albanian-American Cultural Foundation
AACF – New York
USA**

12.40

PANEL DISCUSSION, Q & A

13.00-14.00

BUFFET LUNCH

SESSION IV SYNERGIES BETWEEN HERITAGE, TOURISM & DIGITAL CULTURE

CHAIR:

PANEL:

DIANA BÜTTNER, MATTHIAS RIPP, IVA
CAREVIĆ-PEKOVIĆ, GORANA BARIŠIĆ
BAČELIĆ, ANTE MEKINIĆ, ZORAN
MIHANOVIĆ

14.00

Lazareti – the Creative Quarter of Dubrovnik *The “Lazareti Project - the Creative District of Dubrovnik” is a direct response to many of the problems identified in the research launched during the drafting of a Management Plan. First and foremost, it will allow the dispersion of tourists into spaces that have not been attractive to tourists so far.*

IVA CAREVIĆ-PEKOVIĆ, Director
Institute for the Restoration of Dubrovnik
Dubrovnik
Croatia

GORANA BARIŠIĆ BAČELIĆ, Director
Šibenik Fortress of Culture
Šibenik, Croatia

14.20

Sustainable management of fortification heritage in Šibenik *Over the last few years, Šibenik has become a best practice example in using EU funds for the restoration of its cultural and historical heritage. Two fortresses in Šibenik (St. Michael's; Barone) have been successfully revitalized, and the third one (St. John's) is currently undergoing the same process. The management of these historical monuments has been entrusted to the newly-established Public cultural institution Fortress of Culture Šibenik.*

14.40

EX.PO AUS – The Extension of Potentiality of Adriatic Unesco Sites *The EX.PO AUS project represents a cooperative cross-border network between existing and aspiring UNESCO sites in the Adriatic area. The results led to the creation of a joint long-term strategy for sustainable valorization of the sites, using managerial, technological and energy levels. The project involved cooperation between public and private sectors in the development and exchange of high-quality technical and managerial competencies.*

BISERKA SIMATOVIĆ, Project Manager
City of Dubrovnik
Croatia

15.00

Poljica – from an ancient republic to a tourist destination *The title provides insight into the past, present and the tourist potential of the Poljica region...*

Poljica is an area of an exceptional tourist potential, almost a large open museum whose "exhibits" are preserved tangible and intangible cultural goods, and 'curators' are the people of Poljica who live out their heritage by offering the visitors their most valuable asset – genuine hospitality and their age-old way of life.

ANTE MEKINIĆ, President
Prof. Dr. ZORAN MIHANOVIĆ
Vice President
NGO Poljica Alliance

15.20

PANEL DISCUSSION, Q & A

15.30

OPEN DEBATE
CERTIFICATE AWARD CEREMONY

16.00

CLOSING REMARKS
DEPARTURE OF DELEGATES