



UNIVERSITY OF PÉCS

Faculty of Engineering and Information Technology

Breuer Marcell Doctoral School

DISSERTATION

## DEVELOPMENT OF SMALL HERITAGE TOWNS

Architectural revitalization of small heritage centers in South-East Europe

*A dissertation submitted to the Department of Breuer Marcell Doctoral School of Architecture in partial fulfillment of the requirements for the award of the degree of PhD in Architectural Engineering Programme of UNIVERSITY OF PECS / Faculty of Engineering and Information Technology*

By author: Damir Hadžić

Supervised by: Dr. Habil Tamás Molnár

December 2022, Pécs, Hungary

## **Preface:**

This dissertation has been realized during four-year studies in Pecs, Hungary, Marcel Breuer doctoral school of Architecture.

*During the studies I have conducted wide research of bibliographical, internet, library, statistical, social, cultural, historic, architectural, spatial, environmental, and economic data.*

Data is collected from various sources, primarily the work of researchers and professionals, studies consulted from institutions liaised with EU and Interreg projects in South-east Europe.

*There is a significant amount of data that has been publicly made available during COVID-19 pandemic period, that I had a privilege to have access to, to what I'm especially grateful. Vast majority of individuals, researchers and professionals was prepared to share their works and data in order to help creation of this work.*

*I would like to thank inhabitants of Lukomir, Mostar and Višegrad for their contribution to the studies with guides, interviews, and practices that they shared with me.*

My gratitude goes to all the staff and professors from the Faculty of Engineering and Information Technology, Marcel Breuer doctoral school of Architecture for their commitment to share knowledge and to support.

*A special thanks is reserved for my mentor Dr. Tamás Molnár for his guidance and assistance, and consultations that helped me shape this work.*

I would like also to thank my family for support, because without them this work could not be finished.

## Acknowledgements

*I would like to thank my supervisor Dr. Tamás Molnár for his support and partnership on the thesis, in formulating my wide research in the way that needs to be presented in the proper way. I had only good experience and only useful guidance during research work with my supervisor. Very useful suggestions and guidelines during all research work and thesis writing, as well as providing support above all friendly in nature and in the way of constant motivation to stay on the subject, to work efficiently, smarter, and precise. I can only be thankful for all constructive meetings, discussions, and suggestions that I have received. I consider that my work could be impossible to formulate and finish successfully without this true supervision and partnership between Dr. Tamás Molnár and myself.*

## Thesis funding

*My entire 4-year PhD study at University of Pécs, Faculty of Engineering and Information Technology, Marcel Breuer Doctoral School of Architecture is funded by the Stipendium Hungaricum Scholarship Programme<sup>1</sup>. It was launched in 2013 by the Hungarian Government with the aim of providing opportunities for foreign students to pursue their higher education studies in Hungary. I had a privilege and honor to be one form 5 international students from Bosnia and Herzegovina to attend this programme in 2017/2018 and to receive a 4-year scholarship that I'm personally very appreciative of.*

## Disclosure statement

*No potential conflict of interest was reported by the author in this work.*

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<sup>1</sup> <https://stipendiumhungaricum.hu/> – visit 4/26/2022

**Abstract:**

Small towns are important, a significant part of the population of Europe lives in them, they face considerable challenges in developing. Small heritage towns have enormous potentials, not necessarily and solely as a tourist attraction, but as a network of settlements and an important element of service to hinterland and the development of the region.

*Small towns play a significant role in providing social services to surrounding rural areas and are a very important part of developmental stability and the progress of the wider environment, they also contribute significantly to the development of local identities, resilience, and sense of belonging. Almost all of them are located in cultural historic and natural context and are consistent of protected cultural historic properties and natural areas. Protection of historic properties and built heritage in small heritage towns is a specific challenge for development and potential for improvement and reuse of buildings.*

Strong policies and strategies with regeneration action can provide equilibrium in protection of cultural historic and natural heritage with appropriate development. Improving the attractiveness and competences of small heritage towns within the same time supporting the authentic and resilient local community is the main goal.

*Focus is on development and authenticity showcase that is properly and adequately presented in the form of positive image. Negatives of this authenticity are discussed in the form of “recreational simulacra” and “replicas of landmarks” towns (also known as ethnic villages). Challenges of developing small heritage towns as enormous potentials is presented, as they play a significant role in providing social services to surrounding rural areas and are a very important part of developmental stability and the progress of the wider environment (hinterland).*

**Key words:**

Sustainable development, small Heritage towns, Historic centers, Adaptive reuse, Architectural revitalization, small towns in Southeast Europe

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## List of acronyms and abbreviations

AHP – analytic hierarchy process  
BiH – Bosnia and Herzegovina  
CBC – Cross border cooperation  
CCI – Cultural and Creative Industries  
CHwB – Cultural Heritage without Borders  
COE – Council of Europe  
CLD – Community Learning and Development  
CRO – Croatia  
DosHT – Development of small Heritage Towns  
ECOVAST - European Council for the Village and Small Town  
ERDF – European Regional Development Fund  
ETC – European Territorial Cooperation (Interreg)  
EU – European Union  
EUSF – European Union Solidarity Fund  
GDP – Gross domestic product  
ICCROM - International Centre for Preservation and Restoration of Cultural Property  
ICOMOS - International Council on Monuments and Sites  
INTERREG – or ETC better known as Interreg programme  
IPA - Instrument for Pre-Accession Assistance  
MCDA – Multi-criteria decision analysis (see MCDM – Multi -Criteria Decision-Making)  
MNE – Montenegro  
NVO – (see NGO - Nongovernmental organization)  
NGO – Nongovernmental organization  
NP – National park (or Natural park)  
SDGs – Sustainable Development Goals  
SEE – South-East Europe  
SHT – Small Heritage Towns  
SMEs – Small and medium-sized enterprises  
SMESTOs – Small and Medium- sized Towns  
SMSCs – Small and medium-sized cities  
SRB – Serbia  
UNESCO – United Nations Educational Scientific and Cultural Organization  
WBC – Western Balkans Countries

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# I. INTRODUCTION

## Thesis context

*European small heritage towns play a leading role in respect to local identity; almost all the towns have strong cultural - historic and natural connection and are full of protected listed heritage properties and areas. Protection of historic properties and built heritage in heritage towns is a specific challenge for development. This is also a potential for improvement and adaptation and reuse of buildings. Heritage and architecture-based development like the attraction of tourists and improvement of the cultural tourism industry is a specific goal. Orange economies<sup>2</sup> are a big part of this development.*

*Small heritage towns need to create strong policies and strategies with regeneration action that can provide equilibrium of protection of cultural historic and natural heritage with appropriate social and economic development. This must be realized in the way to improve the attractiveness and competence of small heritage towns within the same time supporting the authentic and resilient local community. Strategy of small heritage towns repair needs to respect the very core of specific conditions that are making (spirit of the place) genius loci of this specific place. The purpose of adaptive reuse is not to remake forms and historic elements, but to respect historic fabric and its values.*

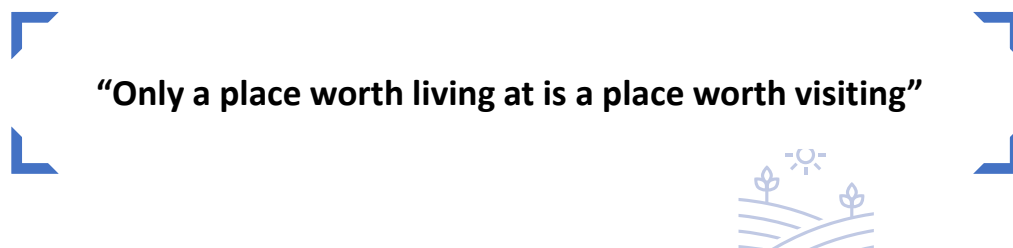
*Majority of European as well as SEE countries rely on the national budget as the main funding source for heritage protection, conservation, and maintenance. EU countries also benefit from EU funding, programmes and different policies that are funding cultural institutions on national, regional, and local level. Eventually when the project funding is over there is no maintenance and assurance that sustainability will be provided. Significant concerns are present about endurance of projects and their sustainable development. Fundamentally it is important to activate private resources and ensure private funding in small towns, only in this way results can be sustainable for local communities. Principle of sustainable development under EU 2020 a strategy for smart, sustainable, and inclusive growth clearly states that long term impact on development of the region can be ensured only using effective interventions.*

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<sup>2</sup> encompasses the immense wealth of talent, intellectual property, interconnectedness, and cultural heritage

## Strategic objective

*The aim and subject of the research is the analysis, elaboration, and production of guidelines (a methodology) of the effective (and sustainable) Development of small Heritage towns (DosHT). The Basis of the work is decided upon objective and impartial selection of small towns or rural areas with heritage potential (true and authentic heritage site, object, property or etc.) The development in this research will be analyzed in principle (Graph 1.)*



Graph 1. Principle "Only a place worth living at is a place worth visiting" by Author, [app.office.live.com/start/word](https://app.office.live.com/start/word)

*One of the focuses will be "development by event" and authenticity showcase that is properly and adequately presented (positive image). Negatives of this authenticity will be discussed in the form of "recreational simulacra" and "replicas of landmarks" towns (also known as ethnic villages). In addition to the description of selected examples of heritage towns, the research topic presents the challenges of developing small heritage towns as enormous potentials. Generally, concurrent theme on the European<sup>3</sup> level is the development of small towns, not necessarily and solely as a tourist potential, but as a network of settlements and an important element of the development of the region (connecting small centers to bigger ones, joining the hinterland). Small towns play a significant role in providing social services to surrounding rural areas and are a very important part of developmental stability and the progress of the wider environment. Small towns with heritage contribute significantly to the development of local identities. In small towns, a significant part of the population of the region and the state lives, and therefore they are very important. The work will primarily consider the "build architectural heritage" aspect of the small towns and its development potential in the form of built heritage and architecture.*

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<sup>3</sup> Development of small heritage towns (heritage of Bosnia and Herzegovina), Damir Hadžić, Heritage of the northeastern Bosnia number 10, Tuzla 2018, ISSN (online) 2232-7665, 25/11/2018 /published, <https://www.ceeol.com/search/article-detail?id=757176> – visit 4/26/2022

## Methodology

*Principal objective of the research is to identify good practices and examples and promotions that can be used and applied from different stakeholders. In the research I have used Quadruple Helix approach<sup>4</sup>, mixed method and collection method<sup>5</sup> using primary and secondary data. Research has been carried away mainly by online literature analysis of policies related to small and medium size towns from EU and SEE countries and identification of traditional, existing, and future measures to how can sustainable development be considered within the topic of heritage towns. Main aim is the collection of good practices on resilience and sustainable development of heritage towns. Focus is not only on collection of statistical data, but aim is also to collect qualitative information based on research within the cultural institutions and local community projects. Method of analysis of policy instruments related to heritage, strategies for development of SMESTOs, and ECOVAST strategy for rural Europe, as well as ex-post evaluation<sup>6</sup> of cultural heritage revitalization in historic centers. General aim is to evaluate heritage projects and their sustainable contribution to local cultural, environmental, social, and economic development. Data is collected through online bibliographical research, online research, scientific papers research, articles, reports, online magazines, books, and other relevant literature. Later in the study selected pilot projects are evaluated that are representing good and incorrect practices, challenges, threats, and lessons learned in heritage town development. Showcases used are mainly from EU and SEE countries but worldwide experiences (China, USA, and Canada) are also studied as representatives of different solutions to problems and challenges.*

*Considerable data is collected on the site, mainly in small heritage towns, small heritage centers and rural areas.*

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<sup>4</sup> The Quadruple Helix Model of innovation recognizes four major actors in the innovation system: science, policy, industry, and society

<sup>5</sup> A mixed methods study combines quantitative and qualitative data collection and analysis in one study

<sup>6</sup> A post evaluation report typically documents the failures and successes of a project

## II. DEVELOPMENT IN SMALL HERITAGE TOWNS

### Small Heritage towns definition

What is a small town? Definition of small town<sup>7</sup> include settlements with the population above 10,000 and below population of 30,000 qualify as *smaller* towns, town needs to provide a certain level of infrastructure/services/facilities in order to qualify as the town. Level of primary and secondary education, employment, administration, culture, and sports is necessary. Not all small towns will have this features, but they will have a large range of them in the town area. Towns must have and give service to rural hinterland and not have integration with other settlements. Historic town's population lower level is 10,000 and not all of them provide infrastructure/services/facilities that qualify them in conditions of today (outmigration). There is no upper limit between a "larger" town and a "smaller" town, but in general towns below a population of 30,000 qualify as smaller towns. (*Germany excluded*)

- **80% of the towns in Europe are below population of 50,000.**, 1,389 are in the category between 20,000 and 29,999. A further 3,191 are in the smallest town category – between 10,000 and 19,999, together making up 13.3% of the total population of Europe.
- **Nearly 243 million people** living in places where the population is less than 10,000, which will include many much smaller rural towns as well as villages and the countryside.
- This amounts to three times the size of Germany, the biggest country in Europe – a substantial proportion of **42% of the whole population of Europe.**
- **78 million (13%) people** living in 4,580 towns/cities with populations of less than 30,000.
- This is larger than the population of any country in Europe (except Germany)
- Numerous small towns across Europe are recognized as **exceptional examples of Culture**, architecture and history and included in the World Heritage List
- Small towns and their surrounding nearby landscapes **reflect a varied history of architecture** over the ages and are highly distinctive and together with their traditions and customs make a very considerable contribution to the "cultural heritage of Europe"
- They attract millions of visitors from all parts of the World.
  - Trogir in Croatia (population 11,00)
  - Provins in France (11,600)
  - Quedlinburg in Germany (28,000)
  - Corfu Town in Greece (28,000)
  - Valletta in Malta (7,800)
  - Sighisoara in Romania (26,000)
  - Banska Stiavnica (10,000), Levoca (14,500), Bardejov (30,000) in Slovakia.<sup>8</sup>

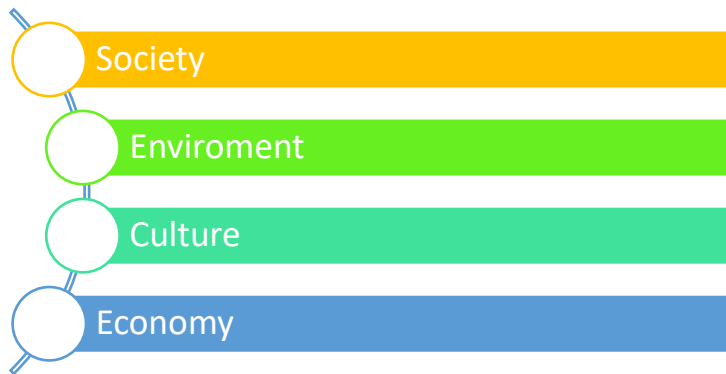
<sup>7</sup> A Position Paper by the European Council for the Village and Small Town (ECOVAST) October 2013

<sup>8</sup> Study of small towns - Their size and potential importance in Europe, Research by Valerie Carter, President of ECOVAST December 2011

## Sustainable development definition

The Sustainable development is overarching paradigm of the United Nations<sup>9</sup>. The concept of sustainable development was described by the 1987 *Brundtland Commission Report* as “Development that meets the **needs of the present, without compromising the ability of future generations, to meet their own needs.**”

*There are four dimensions (Graph 1a.) to sustainable development - which are intertwined, not separated.*



Graph 1a. Four dimensions to sustainable development, by Author, [app.office.live.com/start/word](http://app.office.live.com/start/word)

They are intertwined, not separate.

Sustainability is a paradigm for thinking about the future in which cultural, environmental, societal, and economic considerations are balanced in the pursuit of an improved quality of life. The Sustainable Development Goals (SDGs), known also as Global Goals, are adopted by the United Nations in 2015 as a universal call to action to end poverty, protect the planet, and ensure that by 2030 all people enjoy peace and prosperity.

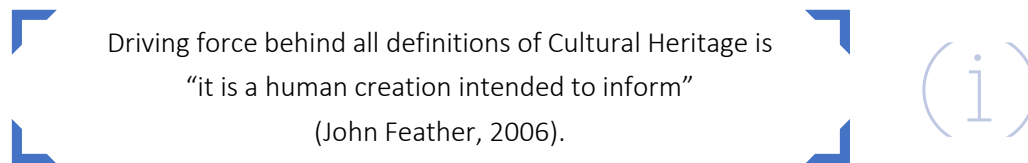
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<sup>9</sup> <https://en.unesco.org/themes/education-sustainable-development/what-is-esd/sd> – visit 4/26/2022



## What is cultural heritage and property?

**Cultural Heritage** (Graph 1c.) is an expression of the ways of living developed by a community and passed on from generation to generation, including customs, practices, places, objects, artistic expressions, and values. Cultural Heritage is often expressed as either Intangible or Tangible Cultural Heritage (ICOMOS, 2002).<sup>10</sup>



Graph 1c. Definitions CH by John Feather, by Author, [app.office.live.com/start/word](http://app.office.live.com/start/word)

**Cultural property** includes the physical, or "tangible" cultural heritage, such as artworks. These are generally split into two groups of *movable* and *immovable* heritage. Immovable heritage includes buildings (*which themselves may include installed art such as organs, stained glass windows, and frescos*), large industrial installations, residential projects or other historic places and monuments. Moveable heritage includes books, documents, moveable artworks, machines, clothing, and other artifacts, that are considered worthy of preservation for the future.

These include objects significant to the archaeology, architecture, science, or technology of a specified culture.<sup>11</sup>

*As part of human activity Cultural Heritage produces tangible representations of the value systems, beliefs, traditions, and lifestyles. As an essential part of culture as a whole, Cultural Heritage contains these visible and tangible traces from antiquity to the recent past. Cultural Heritage is a wide concept. We prefer to concentrate on the similarities between the various heritage sectors, instead of on their differences.*

<sup>10</sup> ICOMOS, *International Cultural Tourism Charter. Principles and Guidelines for Managing Tourism at Places of Cultural and Heritage Significance*. ICOMOS International Cultural Tourism Committee. 2002.

<sup>11</sup> Ann Marie Sullivan, *Cultural Heritage & New Media: A Future for the Past*, 15 J. MARSHALL REV. INTELL. PROP. L. 604 (2016) <https://repository.jmls.edu/cqi/viewcontent.cqi?article=1392&context=ripl> – visit 4/26/2022

**Cultural Heritage types** can be distinguished in:

- *Built Environment (Buildings, Townscapes, Archaeological remains)*
- *Natural Environment (Rural landscapes, Coasts and shorelines, Agricultural heritage)*
- *Artefacts (Books & Documents, Objects, Pictures)*

**Intangible cultural heritage** includes oral traditions, performing arts, social practices, rituals, festive events, knowledge, and practices concerning nature and the universe or the knowledge and skills to produce traditional crafts.<sup>12</sup>

**Natural heritage** is also an important part of a society's heritage, encompassing the countryside and natural environment, including *flora and fauna*, scientifically known as biodiversity, as well as geological elements (*including mineralogical, geomorphological, paleontological, etc.*), scientifically known as geodiversity. These kind of heritage sites often serve as an important component in a country's tourist industry, attracting many visitors from abroad as well as locally. Heritage can also include cultural landscapes (*natural features that may have cultural attributes*).<sup>13</sup>

## Challenges and threats to small heritage town sustainability and development

The challenges that small towns face are numerous, several major problems are including:

- *outmigration*
- *loss of employment*
- *general unemployment / loss of work*
- *loss of facilities/services*
- *new development*
- *out of town shopping services*
- *growth of traffic*
- *demand for parking*

Topic specific:

- *loss of traditional/historic buildings*
- *weak/undeveloped infrastructure*
- *poor public transport*

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<sup>12</sup> <https://ich.unesco.org/doc/src/01851-EN.pdf> – visit 4/26/2022

<sup>13</sup> <https://culturepolis.org/en/natural-heritage-environment/> – visit 4/26/2022

- *pressures on land and planning*
- *poor housing policies*

Development strategy needs to be based on a wide definition of actual small towns assets<sup>14</sup>. Vision and values of places are images of their inhabitants<sup>15</sup>, these places want to increase they economy and status by means of tourism and development need to get to main topics about:

- *We want to be famous by what?*
- *We are best at?*
- *When they say name of our town, they think about?*
- *We have this and this, how can we use it?*

In majority of European small towns historic core town architecture and heritage properties infrastructure are obvious development assets. Some of the less obvious but equally important assets included the adaptability and determination of local town residents, the towns with interesting history, local organizations, and the nearby protected nature and landscape. The process of identifying a small towns assets should take a broad view of what a town has to offer and employ creative ways to leverage that assets toward cultural, social, environmental, and economic gains.

## **Heritage and towns development - *development of small cities with heritage potential***

Heritage development today is focused on "*big cities and centers*" that are full of people and full of monuments that we consider "*more important*". In the culture of modern nomads, which we often call tourists, we see a source of income and profit for most culturally oriented cities. The revenue stream is created by tourism, the economy and other elements that we

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<sup>14</sup> SMALL TOWN DEVELOPMENT APPROACHES - UN-Habitat <https://unhabitat.org/sites/default/files/download-manager-files/Small%20Town%20Development%20Approaches.pdf> – visit 4/26/2022

<sup>15</sup> DEVELOPMENT BY EVENT (BRANDING FOR SMALL CITIES) Paper by Damir HADŽIĆ [https://www.academia.edu/44666814/DEVELOPMENT\\_BY\\_EVENT](https://www.academia.edu/44666814/DEVELOPMENT_BY_EVENT) – visit 4/26/2022

try to sell in a joint package with culture, heritage, vacation, visiting, attractions and shopping.

Big cities today are centers of common plan in all these areas, management plans include all the elements that can generate attraction and, above all, overnight stays in a particular area.

*Many of them have different offers for visitors, themed festivals, events, with different events and unique values that you simply must see and visit.*

Various heritage centers, small heritage towns and areas, absent from road infrastructure and outside major tourist destinations are often overlooked. Such centers and small towns usually offer different and generally pure/original heritage in accordance with isolation and areas away from the main roads. Heritage sources that can be found in small heritage cities are diverse, from basic to specific/specific types of heritage. Oral heritage, intangible heritage, traditional environment, sense of uniqueness, special features, arts and crafts are presented on the spot and a display of traditional lifestyles presented in their original form. *(Some are representations of living heritage such as open-air museums).*

The originality of this heritage and the way of presentation in terms of placement in a part of the environment is boundless, and it is about the promotion and use of common cultural values primarily for development. It is certain that the inclusion of these cultural values is an integral part of the program, and in the planning and development of rural centers, settlements, and rural areas. The target areas are rich in cultural values and tourist potential but have not been properly and fully investigated.

In places of high urban development, there is a kind of "*cultural overload*" and there is no proper setting and influence that is respected in areas with cultural landscapes where culture is embedded in the experience and visit. This opening of cultural values provides an opportunity to promote local identities, bridge the nearby large centers and create the rural periphery with attractive places to live, work, stay and of course have tourist visits. *Because only a place worth living, is a place worth visiting.*

Sources of support for this type of development can be found through the use of transnational action plans, to support joint conservation works and the use of mutual cultural values as a factor of development for a particular area and a good source for sustainable

tourism activities. This project is focused on activities that contribute to the development of endogenous (*internal*) potential and the creation of direct and indirect income as well as of course new jobs creation for the community itself.

The first goal is to achieve a better understanding of the goals and meaning of the instruments dealing with culture and heritage, and then to identify the cultural heritage itself that connects and provides the community with an opportunity to develop a quality product and create SDG growth. A special goal is to understand how to use all the cultural potential of a place and use it in the framework of development<sup>16</sup>. The target groups here are a number of participants coming from national, regional and local authorities to development agencies, universities, research and scientific institutions. Non-governmental organizations and cultural workers have a special place as the initial bearers of socially positive influences on local communities.

The work base for the works are places that carry common and European values of cultural and natural heritage, above all historical and cultural. Cultural corridors and natural heritage that are interconnected in all aspects of life. Performances on the path of sustainable urban development and culture, as well as the decentralization of large cities, are today a great imperative for further development, and this is especially emphasized in SEE transition countries. Like old wine, these heritage cities have long matured and are now ready for visitors to finally experience them.

But let's not forget that these cities are not just stone, walls and plaster. Their spirit is the people who make them alive and who warmly welcome you, enjoy and share with you their proud and diverse heritage. Most cities have grown over the past centuries, and some of them, have origins that go back much further. Some cities had their roots in ancient Illyrian traditions, or were founded by Romans or even Slavs, while others grew up in places of medieval squares - or in places on the banks of rivers where people simply suddenly began to live.

Examples of cities presented should be determined because of their unique character, achieved by a combination of architectural styles, often uniting many centuries, which gives

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<sup>16</sup> *The objective is to identify abstractions with a bottom-up approach: start by examining existing solutions and be able to generalize from them*

them - and their future visitors - a special sense of direct experience of the past. What makes these cities special is the careful way in which their historical features that can be presented - whether in the form of a visitor info center, marked promenades or tourist trails around the city or providing a specially adapted guide and tour. These cities have unique heritage resources and the potential to achieve tourism status and boost growth and development.

The principle of the pilot program would be to develop a number of towns with strong physical heritage that would represent the heritage of a country or area/region (municipality, canton).

This development (Table 1.) would have the double effect of helping to protect the built heritage itself and providing a powerful marketing tool for the tourism industry in these towns and the country as a whole.

### III. GOOD PRACTICES IN SMALL HERITAGE TOWNS

Development in certain cities includes the following:

- *Opening of preserved historical buildings or parts according to visitors,*
- *Restoration of destroyed and abandoned historical buildings or parts and opening to visitors,*
- *Development of numerous topics, including historical, architectural, natural, archaeological, literary, and religious links of individual points of interest,*
- *Organization of local festivals and events, based on tradition,*
- *Development of an integrated system of signs and information,*
- *Development of an integrated traffic management plan that includes mandatory parking for visitors and walking trails for tours, bicycle paths, trim paths, etc.*
- *Development and constant management of a visitor info-center,*
- *Other means and measures that prove useful during the methods of verification, measurement, and analysis of achievements,*

Central to the program is the development of a type of visitor center (*Info-center*). Such a center would provide a landmark (*focal point of interest*), and one place for gatherings and information center for the whole small town development project.

The government will invest in its program to support the similar activity in order to decentralize tourism, as and develop new methods and techniques for publishing/advertising the cultural industry using modern communication and information technology.

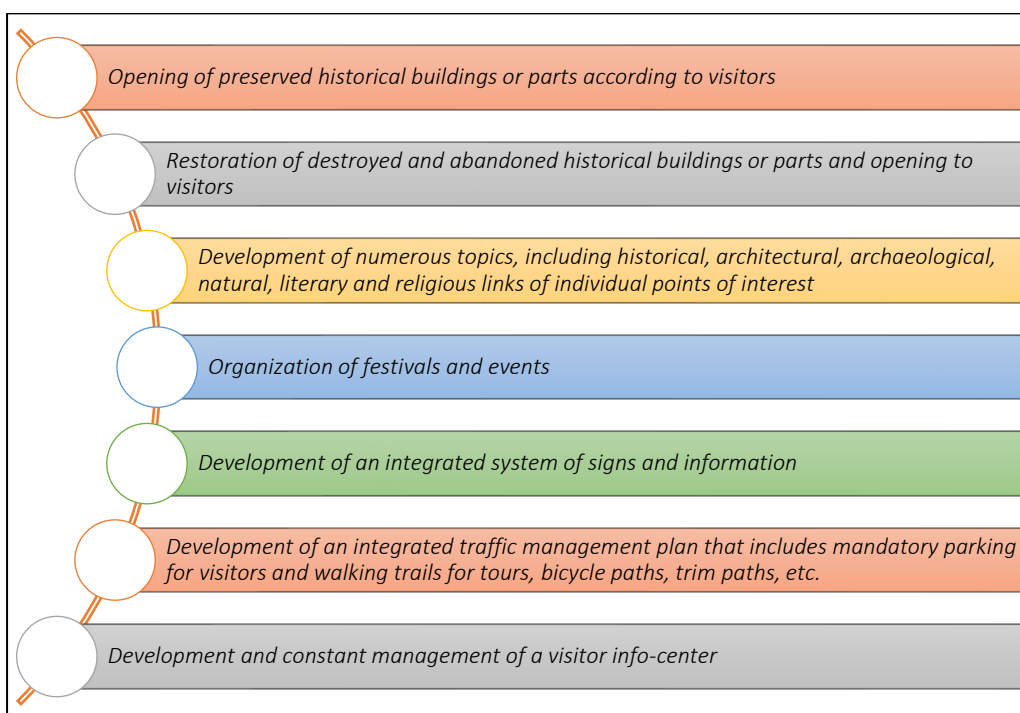


Table 1. Good practices in small heritage towns, by Author, [app.office.live.com/start/word](http://app.office.live.com/start/word)



## Research questions:

1. Are small heritage town valuable resources for scientific research?
2. *Are authentic characteristics of the small heritage towns that are well preserved and unique, representing an asset?*
3. Can we develop modalities for sustaining authentic values in small heritage towns?
4. *Does the historical character of small heritage towns provide inhabitants and visitors with connection to the past and sense of continuity?*
5. Small heritage towns are an important resource of safeguarding the “memory of the place” as well as human memory, and they are adding significant importance to human cultural identity and important educational role?
6. *Are small heritage towns a contributor to local development, and driver for cultural, social, economic, and environmental development of the region?*
7. Are small heritage towns contributing to entrepreneurship, services, and employment of local inhabitants?
8. *Are small heritage towns enhancing the connection of the local people with their heritage, a sense of pride and belonging, resilience, and contributing to the promotion of a local community, strengthening social and territorial cohesion?*
9. Are some of heritage towns features have a potential for registration of the heritage asset in national, international, world registry for their uniqueness?
10. *Are small heritage towns important, being in close connection with the nature and environment, as they are directly linked with landscape and natural surroundings?*

## IV. HERITAGE TOWNS SUSTAINABILITY

Architectural Intervention Methodology (Table 2.) has “only” 5 main goals to achieve in order to improve development and sustainability of small heritage towns:

1. Visibility of built heritage properties – Architectural / built structures  
*(Light, night view, views, perspective...)*
2. Approachability to heritage center, site, or town  
*(Road, means of transport...)*
3. Stay-ability to infrastructure of town, center, or site  
*(Parking, accommodation, food...)*
4. Enjoy-ability to any point of interest without distraction  
*(Attraction, event, fabric, structure, something to see and feel ...)*
5. Return-ability to specific interests of visitors  
*(Memory creation, recollection, remembrance, reminiscence...)*

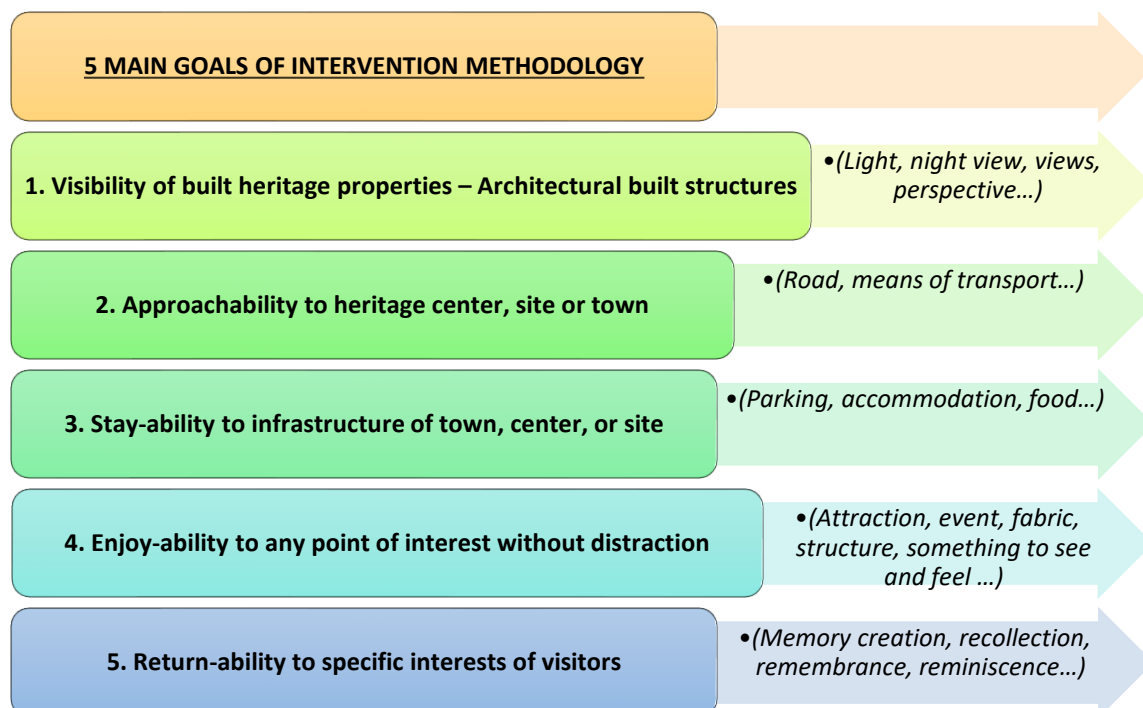


Table 2. 5 main goals to achieve in order to improve development, by Author, [app.office.live.com/start/word](http://app.office.live.com/start/word)

Following 5 main goals (Table 3.) to maintain development focus:

- 1. Maintenance of built structures and architectural properties,*
- 2. Sustainability ways for structure to be used and maintained,*
- 3. Reversibility as principle of new interventions if proved as inadequate solution,*
- 4. Refurbishment and adaptive Reuse in properties that are suitable to be adapted to new function,*
- 5. Projects in support of circular economy and sustainable architecture solutions,*

**5 main goals to maintain development focus:**

***1. Maintenance of built structures and architectural properties***

***2. Sustainability ways for structure to be used and maintained***

***3. Reversibility as principle of new interventions if proved as inadequate solution***

***4. Refurbishment and adaptive Reuse in properties that are suitable to be adapted to new function***

***5. Projects in support of circular economy and sustainable architecture solutions***

Table 3. 5 main goals to maintain development focus, by Author, [app.office.live.com/start/word](https://app.office.live.com/start/word)

## Principles of responding to specific heritage towns sustainability challenges

*In an attempt to provide some solutions to detected problems and challenges, bearing in mind that a list of solutions can never be completed the goal is to provide a starting point in possible principles that can provide appropriate work in given settings.*

*Every heritage site is specific and depending on its given context, the heritage site professional/manager needs to make a proposal that fits to the principle in specific context and specific situation.*

### Values assessed

Some of proposed values (Table 4.) in relation to sites and properties that are taken in consideration for the case study: *(from the doctoral report, 2019/2020 academic year 1<sup>st</sup> semester, January 2020)*<sup>17</sup>


<p><b>VALUES ASSESSED</b></p> 	<ul style="list-style-type: none"><li>• NATURE (landscape) VALUE</li><li>• HERITAGE (protection) VALUE</li><li>• MARKETING (branding) VALUE</li><li>• WOW (effect) VALUE</li><li>• SETTING (ambient) VALUE</li><li>• STORIES (oral, religious) VALUE</li><li>• TIME (span, historic) VALUE</li><li>• INVESTMENT (size) VALUE</li><li>• ARCHITECTURAL (art) VALUE</li><li>• AUTHENTICITY (in state)</li></ul>
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Table 4. Values assessed, by Author, [app.office.live.com/start/word](http://app.office.live.com/start/word)

<sup>17</sup> Initially the list consisted of 9 properties, including above mentioned there was a - Bosnian Pyramid in Visoko, Međugorje, Blagaj tekke and - Tombstone necropolis sites, during the work and evaluation is decided that these sites are not comparable due to very low or very high values that they presented.

## Cultural historic values

Burra Charter, International Council on Monuments and Sites (ICOMOS) 1979, ICOMOS Australia, 2013 can be applied to all types of places of cultural significance including natural, indigenous, and historic places with cultural-historic (Table 5.) values.

- 1.1.1. Place means site, area, land, landscape, building or other work, group of buildings or other works, and may include components, contents, spaces, and views.
- 1.1.2. Cultural significance means aesthetic, historic, scientific, social, or spiritual value for past, present or future generations. Cultural significance is embodied in the place itself, its fabric, setting, use, associations, meanings, records, related places, (Table 6.) and related objects. Places may have a range of values for different individuals or groups.

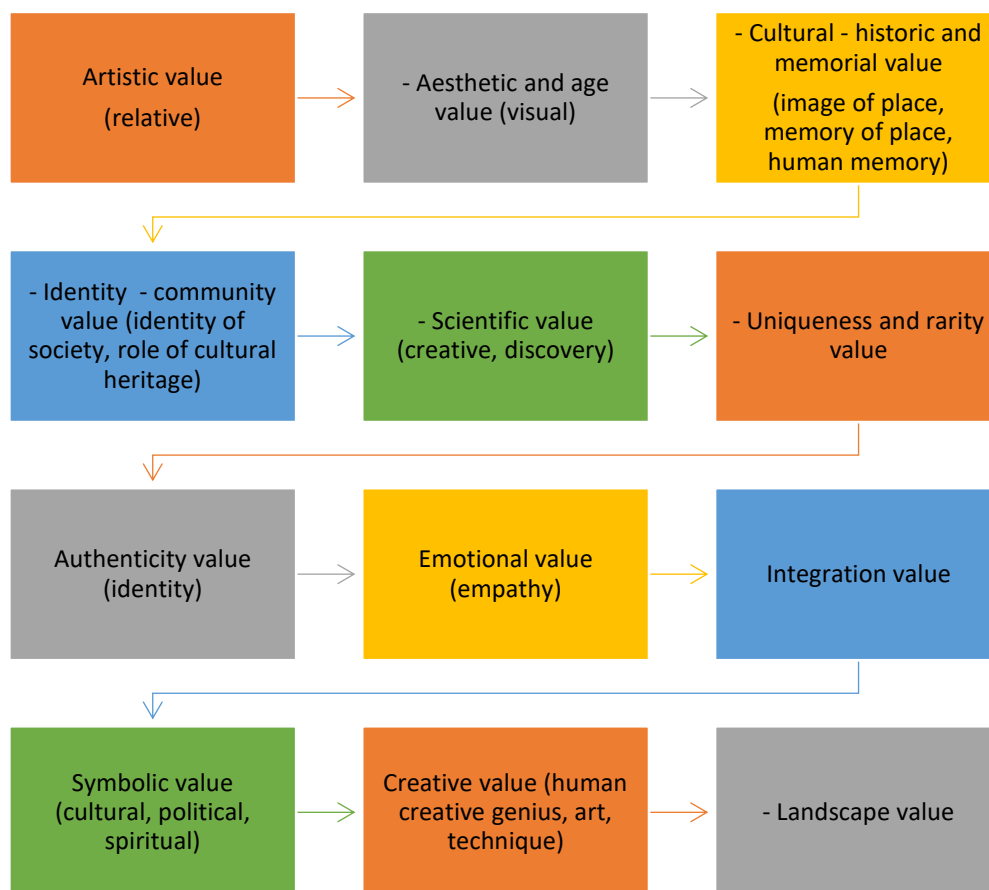


Table 5. Cultural – historic Values, by Author, [app.office.live.com/start/word](http://app.office.live.com/start/word)

The Burra Charter process, Articles 5-7, 12, 16, 6-13, 26, 14-28, 26-34

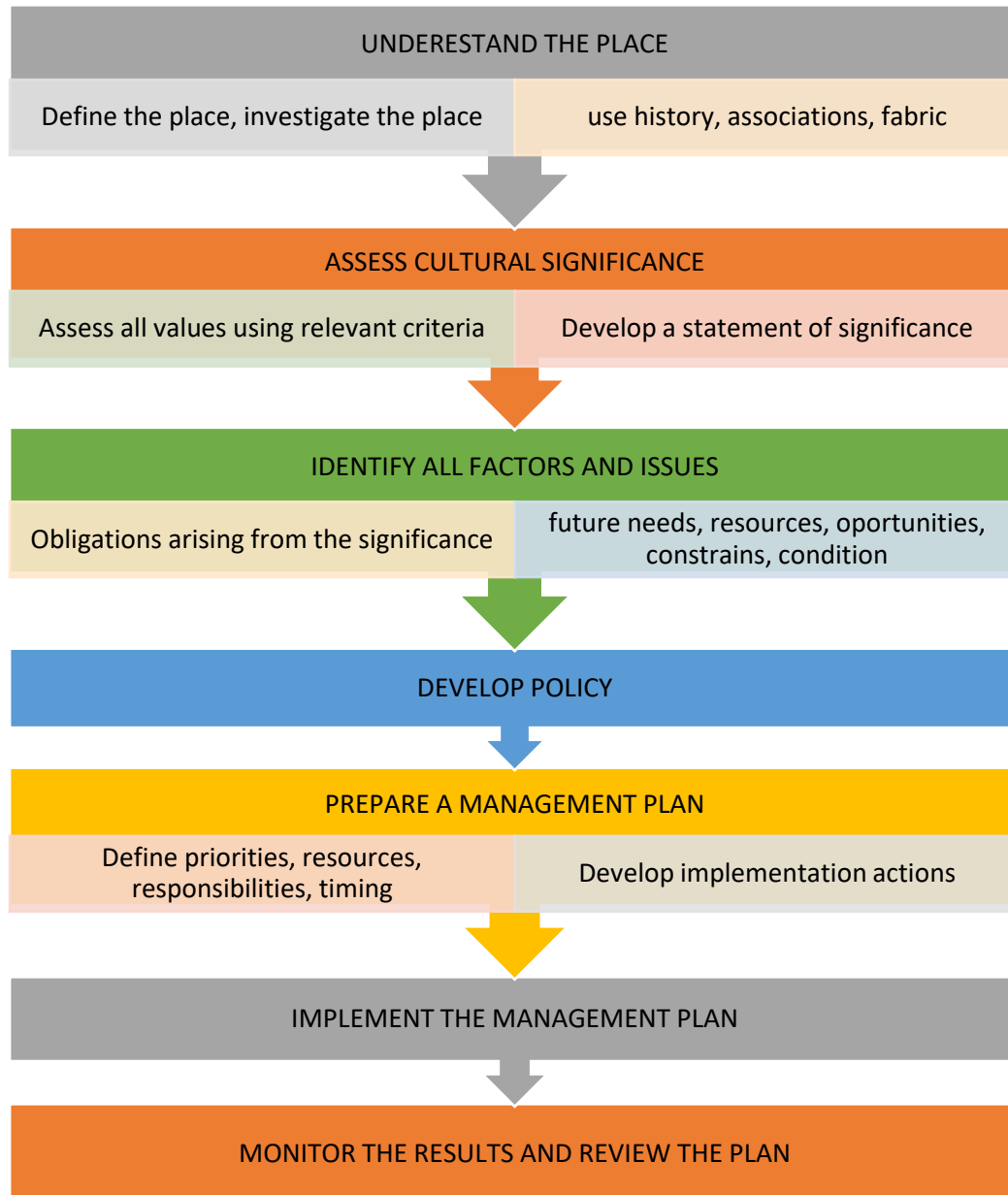


Table 6. Burra charter process, by Author, [app.office.live.com/start/word](http://app.office.live.com/start/word)

## Heritage values challenges

### 1. Architectural heritage maintenance

*Architectural Heritage maintenance is the first and foremost task in preservation of heritage properties. Lack of maintenance will lead to deterioration that will affect all other values. Heritage needs to be maintained in order to retain its values; loss of fabric or artistic value will lead to further decline in values and proper use of heritage property. Architectural conservation<sup>18</sup> means to conserve the valuable architectures or architectural values. Since the formation of architecture, its conservation and restoration have been considered as a principle.<sup>19</sup>*

### 2. (Over) Exploitation for tourism

*Even the goal for heritage properties is to be exploited and visited by tourists for its this can be also a challenge for local community if dealt I wrong way, if visitor management is overused local community can be ignored and deprived of its property rights and enjoyment and living standard in their community. (Modus vivendi and modus operandi). In the cases of mass tourism this can be the issue that needs to be dealt with visitor restrictions and limitations. In 2016, when UNESCO warned Dubrovnik that its World Heritage Status was at risk, it recommended the city restrict visitor numbers to 8,000 per day, arguing that when more than 8,000 visitors are inside the walls of the Old Town, 'tourist blight' becomes inevitable. <sup>20</sup> (HBO hit series of Game of Thrones has attracted large number of tourists to Dubrovnik)*

### 3. False or incorrect historical data presentation - Potemkin ethnic village

*False history is research poorly executed in relation to a particular property or heritage site, the result may be incorrect data related or can have an impact on educational and scientific value. It can also result in disappointment in users or visitors resulting in a significant impact*

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<sup>18</sup> Jokilehto J. History of architectural conservation. Routledge; 2007.

<sup>19</sup> <https://heritagesciencejournal.springeropen.com/articles/10.1186/s40494-020-00416-w> – visit 4/26/2022

<sup>20</sup> <https://www.responsibletravel.com/copy/overtourism-in-dubrovnik> – visit 4/26/2022

to economic value if underrated knowledge of a visitor or an expert. Experience is needed and proper research is advocated in understanding this challenge, today information is available on the simple smartphone and with a simple web search so mistakes in falsely interpreting historical data and facts can be brutally and seriously affected to guide or site manager. Incorrect data can briefly make interest in visitors but in the long term it can be categorized as a site of "lies" and in future returns disqualified as point of interest. Interesting can be a use of false history that is used in political<sup>21</sup> and manipulative processes by the current government in manipulation of data, in the number of victims or data in numbers that can be overestimated to ensure the purpose of the shock in visitors. e.g., late period in history, giving much older monument creation of monument, or giving shockingly high number of casualties in war or giving bigger value to low value properties. This kind of misuse of data is self-regulated by interested or supposing parties, like journalists or relatives of victims. The market itself will regulate this kind of misuses, also reviews of visitors and comments on social networks will deal hard with this kind of data misuses.

*"Leif Eriksson Day commemorates the Norse explorer believed to have led the first European expedition to North America. Nearly 500 years before the birth of Christopher Columbus, a band of European sailors left their homeland behind in search of a new world."*

*Example: Pyramids in Visoko, BIH, by Semir Osmanagić, Osmanagić claims that 12,000 years ago, early Europeans built "the greatest pyramidal complex" on earth, in Bosnia<sup>22</sup>*

#### **4. Heritage events and presentation of unauthentic – simulacra – heritage**

*Staging architectural heritage properties in purpose of economic gains or using them for increased tourist visits that can contribute to economic gain is used in countries of SEE. The phenomena of "Ethnic villages" can be found in Balkan states Croatia<sup>23</sup>, Bosnia and*

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<sup>21</sup> The term negationism (négationnisme) was first coined by the French historian Henry Rousso in his 1987 book *The Vichy Syndrome*

<sup>22</sup> <https://www.smithsonianmag.com/history/the-mystery-of-bosnias-ancient-pyramids-148990462/> – visit 4/26/2022

<sup>23</sup> Čiča, Z. i Mlinar, A. (2010). *Etno-sela između očuvanja identiteta i poduzetničkog trenda. Etnološka tribina*, 40 (33), 117-128. Preuzeto s <https://hrcak.srce.hr/63185> – visit 4/26/2022



Herzegovina and Serbia. “In Begovo village at Borak on the Nišićka plateau– where elements of Bosnian upland village houses are combined with elements of the way the Smurf Village<sup>24</sup> children’s playground is laid out and the decoration of its buildings there is a burial ground beside the mosque at the edge of the village, with a dozen authentic nišan gravestones, one of which is old, very large and extremely valuable.”

“It appears that copies, reinterpretations, and simulacra are the essence of architecture. Architecture historians showed that the buildings of the antiquity, medieval or classic times have been, and still are, an endless inspiration for architects. What interests us here is however the role tourism played in this reinvention, as a modern phenomenon which interferes with architecture. From its beginnings, in the industrial revolution, an era that heralded the rapid urbanization of Western Europe, the phenomenon of mass tourism inspired built environments that have a constitutive, and sometimes problematic, relationship with the architectural references from which they draw their inspiration”.<sup>25</sup>

Chinese replication<sup>26</sup> of the “UNESCO-recognized Austrian village of Hallstatt, initially planned for local use as offices and apartments in Guangzhou, now becoming a tourism attraction. The power and meaning of this copy were totally different for the Chinese seeing the original (as tourists) because for them the copy is the original. And the Austrians seeing the copy, which was done without notice or permission, produced a momentary uncanniness – they couldn’t believe their eyes – followed by pride and then by opportunism as a chance to attract tourists to the ‘real’ place.”

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<sup>24</sup> Hadzimuhamedovic, Amra. (2016). *humor, horror, and fiction: simulacra in Bosnian heritage*. 10.13140/RG.2.1.1324.3121.,

[https://www.academia.edu/31677802/Humor\\_horror\\_and\\_simulacra\\_in\\_modern\\_Bosnian\\_architecture\\_Amra\\_HM](https://www.academia.edu/31677802/Humor_horror_and_simulacra_in_modern_Bosnian_architecture_Amra_HM) – visit 4/26/2022

<sup>25</sup> Simulacra, architecture, tourism and the Uncanny, Nelson Graburn, Gravari-Barbas Maria & Staszak Jean-François (2019) *Journal of Tourism and Cultural Change*, 17:1, 1-12, DOI: 10.1080/14766825.2019.1560773, <https://www.tandfonline.com/doi/full/10.1080/14766825.2019.1560773> – visit 4/26/2022

<sup>26</sup> China inaugurates replica Alpine village, <https://www.spiegel.de/reise/aktuell/hallstatt-kopie-china-eroeffnet-nachbau-eines-oesterreichischen-dorfs-a-836618.html> – visit 4/26/2022

### **5. Uniqueness question**

*How to preserve the unique historical image of the architectural heritage today is difficult, while striving to produce sustainable use or adapt the property or give it adaptive reuse. Dilemma can be risen if different kind of pressures are in question. Social, economic, environmental, or cultural. Majority of cases is lack of funding that is forcing lack of maintenance or bad management of the property. Use of new affordable materials and crafts.*

### **6. Lost awareness of ownership**

*Inheritance as we know has a set of values mentioned however, it is of little value if its owners, the residents themselves, are not aware of its values. This in general means the extinction of the heritage property, even though it exists in the form of a building, there is no meaning to its sustainability if the community/inhabitants do not see its significance and value. Continuing education activities can be used to raise awareness and improve knowledge about the values of heritage. In order to ensure the sustainability of the heritage to be maintained as a lifelong learning process, it is recommended to raise awareness and continuously have educational activities from an early age and throughout the entire school period. In alienating heritage properties, one may experience that this heritage is not belonging to them, this can lead to destruction and disregard, that is undesirable at the identity base and sense of ownership.*

### **7. Local community and their connection with architectural heritage**

People and places are connected in multiple cases, towns and cities are in the main memory of our life and they remind us of our common heritage. Like beacons in our memory, they are connected with us, hometowns or places we visited or just pass through on holiday stay in our vision forever. We live visit and work in these places, and we consider them our own.

This is an added value when considering a community event, branding or a place to a marketing practice to the development of a destination. No matter is it a resident or a visitor

we have a special connection to a place an event, this event is a tool for good practice of “only a place worth living is a place worth visiting”.

Vision and values of places are images of their inhabitants, local community is a paramount stakeholder in all matters related to development and concurrent changes in small towns, as this connection is strong further development needs to be focused on the context and circumstances around local community needs, places are consistent of people, without that people those places will not be the same.

## Management challenges

### 1. Architectural Heritage management plan

*A process that involves clear goals and settings for heritage site is a Heritage management plan. Planning is management and its sustainability and the sustainability of investments in renovation and preservation in the future.*

*The purpose of developing a management plan is ultimately to achieve complete and coherent sustainable cultural, social, spatial, and environmental management of the heritage site in accordance with the needs and interests of citizens and society in the local community in which it is located.*

*Based on the situation analysis and needs analysis, the heritage management plan, together with the process of planning and adjusting the attitudes and wishes of different actors and considering different scenarios, also enables strengthening the knowledge and skills of stakeholders in planning and management.*

*When developing heritage management plan key principles to have in mind are as follows:*

- *Architectural heritage management plan needs to be oriented to achieve principles of sustainable development, economic and social prosperity and ensure the protection of cultural – historic heritage and environmental protection in the local community*

- *Architectural management plan needs to be in line with Integrated Approach and add to the realization of strategies local and regional development goals and to contribute the achievement of development goals on national and global level.*
- *Implementation of the Architectural heritage management plan needs to be effective, and to involve all stakeholders to participate in its development, key stakeholders are owners, managers, cultural, local, economy, civil and public sector representatives.*
- *Architectural management plans need to have support from investors, funders, and be able to receive funding from public to private sector.*
- *To ensure this, plan needs to be in continuity with development goals of local-community, and to secure prolonged management of the object in plan.*

## **2. Development of product**

- *When dealing with heritage properties in general, we don't realize the need for creation of a kind cultural product, a mascot, as they are used for marketplace, product in this case can make impact on positive promotion and memory of the specific town.*
- *Local symbols, images, signs, or any other information may make strong and powerful impact on the investor, visitor, children, teenagers, and others,*
- *Souvenirs, food, service, can enhance interpretation of the heritage, and also enhance potential economic gain for the local production,*
- *This dimension of product production and consummation can give additional dimension (Figure 1.) in interpretation of heritage site, (participation of multiple senses) culinary products; drinks from autochthonic origin are encouraged in enhancing community, educational and economic value.*



Figure 1. The Adrion 5 senses Brand (5 senses philosophy), web page screenshot, Source: <https://adrion5senses.eu/> – visit 4/26/2022

### 3. Marketing

- *In attracting visitors to sites Marketing can be used, “even a great brand needs investment and caring if it’s going to retain its relevance and vitality”<sup>27</sup>*
- *Without visitors’ heritage sites has no future, and use for its community to provide economic benefits, but marketing can be realized also without economic purposes, also to raise awareness and knowledge,*
- *What marketing method can be used in site depends on desires that are desirable to promote, it can be different in each individual site,*
- *In fulfilling marketing plan different agencies can be involved*

### 4. Interpretation

- *For every heritage site interpretation is needed, guide or visual –informative infrastructure is needed, if inappropriate or not existing it can result in lack of understanding of visited site,*
- *Presentation panels with unclear text, many historical facts, or too detailed description may fail to present the story properly*
- *Use of presentation media can be different, but appropriate towards heritage site, by doing it correctly they can substantially increase visitors experience to the site.*

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<sup>27</sup> Steve Jobs: 'To me, marketing is about values', Launch of Apple 'Think Differently' campaign 1997, California, USA, <https://speakola.com/corp/steve-jobs-marketing-think-differently-1997>, – visit 4/26/2022

## 5. Human resources

- *Good employers are important key of any conducted work, to ensure sustainable heritage property human potential needs to be involved, there is substantial difference in privately owned sites in comparison to public managed sites; the difference is evident in working hours and quality of presentation for the value of funds spent on visit.*
- *Publicly managed institutions sometimes disregard flexibility to visitors, don't open or maintain sites properly and on time, and in general show lack of enthusiasm in work and presenting to the visitors,*
- *Private sector can be engaged upon reservation, and can be contacted upon need for visit or guided tour, the price for the money is given, as in public sectors this is a rarity,*
- *Whenever possible Local community needs to be engaged in presentation of heritage site, this is often not the case,*
- *Local guide or manager has the knowledge and interest to present the site in best possible way, funds spent are used and circulated inside local community, the opportunity for local employment is present, and connection between local inhabitant and his heritage is evident,*

## 6. Evaluation

- *In order to evaluate effective and achieved results in getting results, outputs and goals, Evaluation is needed, the process of evaluation is necessary to realize mistakes and opportunities in management, and to improve or to correct the plans,*
- *Analysis of funds realized, resources spent, targets, and plans reached give us the information needed in future what can be corrected or improved,*
- *Evaluation of results is important in the case of use of funds or creation reports to the donator, possible investors to the sites use evaluation to make decisions about possible funding or investments in development of site.*

## Environmental challenges

Protection of natural heritage properties that is treasured by people, such as natural sceneries and landmarks can be considered as an essential contribution to human wellbeing. It would be hard to imagine our countries, cities, and landscapes without the familiar fragments of our past, a witness to connection through the passing of time, and the presence of nature, to inspire us with a deep sense of wonder and joy<sup>28</sup>.

- *Importance and respect for nature*

Respecting the natural (*Graph 1a.*) environment (*Natural Resources*) also ensures that local communities have adequate and significant resources to meet their wants and their needs. In preserving natural resources, including natural heritage sites that contain, some of the important land and water biodiversity, is noticeably an important contribution to environmental sustainability. Most of sites have developed over time through symbiotic adaptation between the nature and the people and demonstrate that they are existing in mutual biological and cultural diversities interact with and affect each other in complex ways in a living process.

It is argued that the World Heritage Convention “carries in itself the spirit and promise of sustainability in its insistence that culture and nature form a single, closed continuum of the planet’s resources, the integrated stewardship of which is essential to successful long-term sustainable development and indeed to the future of life on the Earth as we know it” (*Richard Engelhardt*).



*Graph 1a.* Quote ““Architects cannot teach nature anything.” Mark Twain” by Author, [app.office.live.com/start/word](http://app.office.live.com/start/word)

<sup>28</sup> <https://whc.unesco.org/en/sustainabledevelopment/> – visit 4/26/2022

- *Floods, Landslides, volcanic eruptions, earthquakes, and similar environmental challenges respond to dependence of sustainability, for the purpose of early warning systems smart monitoring techniques are used, in purpose of predictions and preventions of possible tragic damages.*
- *Pollution and Co2 emissions may affect heritage property, reduction of carbon emissions as well as cleaning procedures on surface of monument can be conducted,*
- *Smart technologies are important tools for documentation, presentation, preservation, and protection of heritage properties; they are important and key element in predicting and preventing disasters*
- *If the heritage site is in danger, natural aspects of threat need to be identified, technologies to prevent damage needs to be engaged, methods to record and preserve property needs to be executed,*
- *Use of renewable energy for maintenance, for efficient spending of resource and reduction of carbon emissions<sup>29</sup>,*

## Cultural challenges

### 1. Modernizations

- *As architectural heritage preservation mainly conducts conservation, preservation reconstruction and renovation, or keeps heritage property in authentic state using same or similar materials, craftsmanship and techniques. To adapt the use of heritage property to modern way of living, it can become challenging to implement some materials and equipment in present times when they are a current need.*
- *Majority of heritage properties and its use today is different from the use of that property had in past, change of function to new use can present a challenge.*
- *Appropriate use of building or object as it ensures its prolongation of life is fundamental, by functional use of the building we ensure that property gets used, maintained, and that a new use contributes to the new value of the property.*
- *Today, re-use of the building stock demands a modern way of living, specific problem can be to ensure to residents and users a sustainable and power saving condition.*

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<sup>29</sup> Carbon emissions means carbon dioxide (CO<sub>2</sub>) emitted when fossil fuels are burned in vehicles, buildings, industrial processes



- *Specific may be the use of air conditioner split system on building façade of heritage property, refitting of PVC windows, and change of glass to LOW-e glass, (double-insolated) as well as use of thermic insulation in steel frame buildings to ensure energy efficiency while conservation measures prevent this.*
- *Use of portable (indoor) air conditioners as well as internal set of windows (double window set)*
- *Digitalization of intangible cultural heritage is also changed as technology and digitalization of data collection improve, oral heritage, stories, tales, songs, dances, rituals are in danger on old sound and video carriers, today digitalized they can be stored to cloud technology and available to general public.*
- *It is necessary to keep managers educated, and to keep educational and in the trend with modern technologies.*

## **2. Public perception of heritage values**

- *Public perception of heritage values of utmost importance, as heritage properties contain numerous values they are not know to general public, and awareness needs to be raised. If heritage is not presented and known, there is no significance and means nothing.*
- *Perception of heritage is of most importance to the community, awareness rising, education, promotion and publication activities needs to be continuously conducted.*
- *Enhanced knowledge of heritage and sense of pride needs to be a part of learning, education activities need to be carried away in schools and these vales need to be promoted.*
- *Capitalization on knowledge, economic benefits, and values that local community uses, tourism, employment, sale of local products, accommodation rent, guided tours, enhances perception of heritage value in local community, and potential loss of heritage brings more value to perception,*

## **Economic challenges**

- *Economic challenges are one of main problems in relation to maintenance and repair of cultural heritage properties, monuments, and sites,*
- *There is no question that conservation practice of heritage property brings high and additional costs to owners and users, if carried away properly significant funds are needed,*

- *Specific materials that are not widely available, as well as traditional crafts to maintain property in authentic condition to be fitted for current use, are expensive*
- *Funding can be obtained, in forms of donation, loan, etc.*

### **1. Provided funding**

- *Public funding is common and frequently model of funding that cultural heritage relies on, as in general heritage property is in direct ownership or care of authorities, local, state, or regional,*
- *Public tenders are open and different bodies apply for the funding opportunities,*
- *Grants or donations are the main types of support in public funding*
- *EU funds, foundation grants, NVO, and private grants with participation in cost or loans can be also available, going from different levels and administrated over different sources,*
- *EU funds for restoration and revitalization of CH can be (ERDF, EUSF, IPA, CBC) European Structural and Investment Funds<sup>30</sup> for cultural heritage in SEE*
- *Sponsorship is also possible, they can be conditioned, donation can be in some percentage or in full, and usually they come from private companies, or private citizens, small donations can be collected also on the site, also membership and can be a source of income in the way of sponsorship and donation, for exchange of free access to museum or gallery,*
- *Crowd funding campaigns<sup>31</sup> to raise money from a large number of people can be used,*
- *Branding activities to specific heritage to be linked with the product can be a source of income, this kind of activities need to be respectful to the heritage and to be misused or in damage to the property or image of the heritage,*

### **2. Sale of goods and services to consumers**

- *Additional funding can be obtained over sale of products, like:*
  - *Souvenirs, Small models of monuments, 3D models,*
  - *Guidebooks, postcards, children puzzles, books*
  - *T-shirts, caps, clothing,*
  - *Mugs, calendars, pencils, key chains,*
  - *Other similar handcrafted goods<sup>32</sup>,*

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<sup>30</sup> *European regional development fund, European social fund, Cohesion fund, European agricultural fund for rural development, European maritime and fisheries fund.*

<sup>31</sup> *Jelinčić, D.A.; Šveb, M. Financial Sustainability of Cultural Heritage: A Review of Crowdfunding in Europe. J. Risk Financial Manag. 2021, 14, 101. <https://doi.org/10.3390/jrfm14030101> – visit 4/26/2022*

<sup>32</sup> *Heritage Tourism Dallen J. Timothy; Stephen W. Boyd. Pearson Education, 2003.*

- *Sale of imported goods (not related to heritage in question) not linked to the particular site needs to be fully avoided,*
- *Sale of local products is important for the local community if the case is that they are locally produced they bring additional value and significance,*

### **3. Food and Accommodation**

- *If heritage property contains and may offer food and accommodation, the visit and experience of visitor can be prolonged, by this contributing to sustainability of the site and increased source of funding,*
- *Location depending on accommodation can be in historic houses, camps, tents, glamping, historic hotels, revitalized houses, any appropriate and standardized kind of accommodation,*
- *Accommodations and food service may contribute to additional organization of events, gatherings, festivals, etc.*
- *Food and accommodation if locally produced bring additional value and significance, if not they need to be standardized and sanitary according to regulations,*
- *Food and accommodation service provide opportunity for additional employment and entrepreneurships,*

### **4. Events**

- *Organization of events<sup>33</sup> is additional and simulative form of market, event is temporary by its character, has a low investment factor, it is a great opportunity for promotion, can be off season, and be combined with conferences, educations, festivals, exhibitions, etc.*
- *Can be based on the base of history, tradition, interest, etc.*
- *Can target audience, concerts, festivals, fairs, etc.*
- *Entrance fees are usual source of income, but also rentals of equipment for sports or similar,*
- *Events can in large scale improve finances<sup>34</sup>*

### **5. Private hire/rentals**

- *Renting different equipment for sports, leisure, camping, boats, tents, climbing gear for nature parks for fees are usual source of income*

### **6. Interpretation**

- *Tour guides, personal, in printing form (flyer, brochure, maps), visual (3D projections, video material, movies, documentaries) or digital in the form of*

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<sup>33</sup> *Development by event (branding for small cities) Paper by Damir HADŽIĆ, [https://www.academia.edu/44666814/DEVELOPMENT\\_BY\\_EVENT](https://www.academia.edu/44666814/DEVELOPMENT_BY_EVENT), – visit 4/26/2022*

<sup>34</sup> *Heritage Tourism Dallen J. Timothy; Stephen W. Boyd. Pearson Education, 2003.*

*recordings (audio guide) can be additional source of funding, fees are usual source of income*

## **7. Entrance fees**

- *Entrance fees are by far most common source of direct funding, site depending can have discounts for local community, children, school visits, group visits, etc.*
- *Parking charge, eco taxes, etc. are usual source of income*

## **Social challenges**

- **Events** – *that are representing local traditions, gathering and customs are very popular, for tourists and local population; they can raise awareness, bring different economic benefits, as well contribute to social gathering, staging a heritage or traditional event based in tradition is mutually and multidimensional important, they need to be supported, maintained and conducted in continuous manner according to traditions, can strongly contribute to the social cohesion and enhancing the sense of identity, sense of belonging and pride of the place.*

- **Visitor control** – *overcrowding can contribute to social discomfort of local population, maximum number of visitors needs to be controlled and decided in communication with local community, limiting visitors is beneficial for heritage property, local community, and visitors themselves,*

- **Networking** - *cooperation of towns and sites need to be encouraged, by communicating and networking communities can benefit, in connecting sites, improving collaboration, exchanging experiences as well as raising regional and national funds for diversifying offer or improving their infrastructure, connecting sites, places, etc.*

- **Damage and looting** – *as legal frame exist damage and looting of sites, monuments and building's need to be prevented, using modern technologies and protection measures damage to cultural property can be prevented.* <sup>35</sup>

- **Relocation of monuments** – *(Bijambare site<sup>36</sup>) – As a rule, individual relocation of monuments from their sites is not allowed, bearing in mind the fact that they are moved from*

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<sup>35</sup> *Ukraine scrambles to protect artifacts and monuments from Russian attack*  
March 15, 2022, <https://www.npr.org/sections/pictureshow/2022/03/15/1086444607/ukraine-cultural-heritage-russia-war> – visit 4/26/2022

<sup>36</sup> *Challenges of heritage protection through the relocation of the headstone necropolis Mramorje in Donji Cevljanovici, and their relocation to the Bijambare site, Damir Hadžić, Heritage of the northeastern Bosnia number 12, 1-315, Tuzla 2020, ISSN 2232-7665.12 (online) / published, <https://www.ceeol.com/search/article-detail?id=925117> – visit 4/26/2022*

*their original ambient. But exceptions of course exist when there is a danger that these monuments will be destroyed or disappear. A similar thing happened in the works when the areas under the monuments are being used and flooded for water accumulations, as in the case of the construction of hydroelectric power plants, where it is possible, for the greater good, to lose this very important dimension of authenticity of the site. (Ex Situ preservation of historic monuments) – Losses that comes from relocation (Economical and social) are significant.*

## Political challenges

- Political manipulations to cultural heritage are completely undesirable, as often they are cases of missuses and manipulation from politicians in the aspect of political profit and impression of their daily political interest.
- Awareness raising campaigns must be organized to prevent this kind of missuses and malpractice,
- Creation of monuments to emphasize events in history and to missuses them is common in SEE, prevention of this missuses requires significant time and expert evaluation in order for “regime message” to be annulated, correct interpretation of history is the key source that should be used,
- Role of NGO’s is crucial, use of networking and participative approach is needed, knowledge of heritage as the part of history of a people is important to be safeguarded,

## Standardization challenges

- *Loss of uniqueness can happen in the case of standardization of cultural heritage property if adapted or reused in improper way, due to wish to standardize facility to modern use for services or accommodation,*
- *Loss of responsiveness can happen in case of accessing intangible cultural heritage if presented in improper way,*
- *Unsuited to some aspects of heritage properties standardization can degrade context and integrity of site,*
- *Suffocate creativity and response time, standardization may lead to death of creativity, that is necessary to conduct and improve Orange economies<sup>37</sup>,*
- *Creative and innovative, approaches in presentation of heritage can be beneficial and recommended, if standardized they can be silenced and lost*

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<sup>37</sup> *Orange Economy, also Creative Economy, is bringing together of sectors of the economy "with main purpose to produce or reproduce, promote, dissemination of marketing of goods, services and activities that have cultural, artistic or patrimonial content" <https://publications.iadb.org/en/orange-economy-infinite-opportunity> – visit 4/26/2022*

## Post COVID challenges - impact of Coronavirus

- The COVID-19 crisis has impacted every dimension of the cultural heritage value chain: from research to conservation and protection, and from outreach to training and education.<sup>38</sup>
- COVID-19 (or impact of Coronavirus) survey on heritage indicates “Four out of five respondents report lost business in the short term.”<sup>39</sup> It is noted that possible familiarity with video conferencing as well as use of social media could bring better results to ways of working in the future.
- Recovery campaigns are raised to promote tourism, primarily domestic tourism inside national borders due to closure over pandemic,
- Introversion of countries was evident, comfortable focusing on their inner thoughts, borders and ideas, rather than what's happening externally outside borders, due to limitations,
- The increased visits, and visitor satisfaction and behavioral intentions in nature-based tourism<sup>40</sup> during the COVID-19 pandemic are more than evident, during lockdown people apparently realized the value of nature, and its contribution to general health and wellbeing,
- COVID -19 Statistics:
  - 80% of UNESCO World Heritage properties closed (UNWTO 2020)
  - Rise in streaming and online services - digital consumption of “music, films, television and other art forms for entertainment, education and cultural enrichment” sought for (ILO 2020)
  - Boom in reading - “in the UK, fiction sales climbed by third and children’s educational titles went up 234%
  - Virtual travel opportunities (*augmented reality and other 4.0 technological developments*) increased<sup>41</sup>
- Words like “restarting tourism”, “digital shift”, “skills enhancement” appears, example of Faroe Islands - virtual exploration of the islands through the eyes of a local, using a new remote tourism tool, the virtual visitor can experience the Faroes’ via a mobile, tablet or PC – live, and have interaction with a local Faroese. <sup>42</sup>

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<sup>38</sup> COVID-19 & BEYOND, *Challenges and Opportunities for Cultural Heritage*, October 2020, [https://www.europanostra.org/wp-content/uploads/2020/10/20201014\\_COVID19\\_Consultation-Paper\\_EN.pdf](https://www.europanostra.org/wp-content/uploads/2020/10/20201014_COVID19_Consultation-Paper_EN.pdf) – visit 4/26/2022

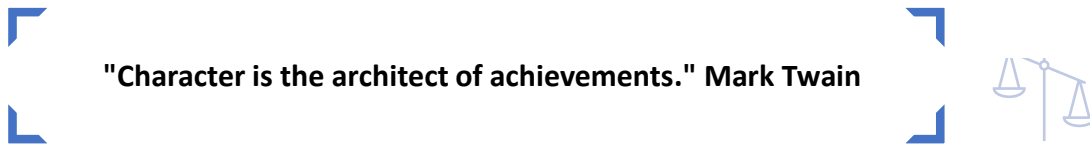
<sup>39</sup> <https://historicengland.org.uk/coronavirus/heritage-sector/survey/> – visit 4/26/2022

<sup>40</sup> <https://www.sciencedirect.com/science/article/pii/S2577444122000107> – visit 4/26/2022

<sup>41</sup> Corona Heritage: *Cultural Heritage Funding, Management and Sustainability in the Times of COVID-19*, Daniela Angelina Jelinčić, Institute for Development and International Relations, Croatia, October 2020

<sup>42</sup> Faroe islands - virtual exploration of the islands, <https://www.remote-tourism.com/> – visit 4/26/2022

- There was evident need for heritage, also a need to present it in new way, also a need to have this heritage on demand,



Graph 1b. Quote "Character is the architect of achievements." Mark Twain" by Author, [app.office.live.com/start/word](http://app.office.live.com/start/word)

## V. STUDY LIMITATIONS

### 1. Diversity of sample

- There are no universal recipes in approach to development of small heritage towns (DosHT), as no town is the same,
- there cannot be an attempt to standardize the guidelines to the single use or single method, integrated and multidisciplinary approach must be conducted, in every particular case,

### 2. Not all towns are the same

- With exemption of Austrian village of Hallstatt<sup>43</sup> in China, there is no similar or same entity,
- even a Chinese Hallstatt (*Graph 1b.*) has different climate and surroundings, that difference it from its original in Austria,

### 3. Need of individual evaluation

- For every project there can be a unique set of indicators that can be a show a level of evaluation,
- they are different and need to be assessed individually and in appropriate time after the specific intervention,

### 4. Need of multidisciplinary and individual approach

- Enabling a multidisciplinary and individual approach to the subject of intervention,
- Involving related professionals, scientist, and experts from different areas of expertise is an only example of an integrated approach to the subject of heritage in small towns,
- And a catalyst for a powerful ally in preserving the heritage, in this way development in a sustainable manner is confident.

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<sup>43</sup> Chinese replication of the "UNESCO-recognized Austrian village of Hallstatt"



## VI. CASE STUDIES AND PROJECTS

### Bosnia and Herzegovina

Bosnia and Herzegovina is a distinctly mountainous country with an average altitude of 693 meters, and mountain peaks over 2000 meters high. Only the amount of 8% of the territory is at an altitude of less than 150 m above sea level. The influence of the Mediterranean climate is felt in small areas south of the mountainous area, where the continental and mountain climate are most dominant. At first experience, this area is not so geographically interesting or attractive, but its past represents a far more complex internal and rich structure created by (*indigenous*) people who thought and lived Bosnia or this type of specific and authentic civilization. The Balkans<sup>44</sup>, where Bosnia is located, have been an unstable place for a long time, full of conflicts and changes for centuries. Even from prehistory, Bosnia has enclaves of habitus with the natural and geomorphological richness of the country.

### Universal wealth and communities

*The European cultural sphere has a civilization consisting of national civilizations, and Bosnia is a phenomenon in this, because its cultural existence is a space as in the whole of the Europe. It is an established continuous and lively dialogue between our own and Eurasian civilizations. In Bosnia, this continuous exchange has developed into a unique phenomenon of the emergence of structure, tradition and culture. The territorial position of the Bosnian cultural framework is within the scope of demographic trends and the mixture of Central European peoples, the Mediterranean and Asian continents with the Indigenous people is a space of confrontation and contact between different civilization. In the Paleolithic era, the specific Adriatic-Mediterranean, Pannonian, and inner Balkan culture created the first and initial area of life for several ethnic communities. Located in the Western Balkans, Bosnia and Herzegovina, is a South-Eastern European country that borders Serbia, Croatia, and Montenegro. The country has a population of declining number of 3.300.000 inhabitants. Sarajevo is the national capital and the largest city. Country Bosnia and Herzegovina that has gone far from the period of 1990's. It is today an EU potential candidate country and is now on a new growth model amid a period of, post war reconstructions<sup>45</sup>, numerous socio-political and ethnic slow growth factors, the global financial crisis and COVID-19 pandemic.*

*The economy in Bosnia and Herzegovina lacks competitiveness, for that reason the government launched a structural reforms program for 2019-2021 to boost private*

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<sup>44</sup> The Balkans are usually characterized as comprising Albania, Bosnia and Herzegovina, Bulgaria, Croatia, Kosovo, Montenegro, North Macedonia, Romania, Serbia, and Slovenia with all or part of each of those countries located within the peninsula.

<sup>45</sup> Post conflict reconstructions in Bosnia and Herzegovina, Damir Hadžić, Pollack Periodica Vol 13, issue 3, ISSN 1788-1994, <https://akjournals.com/view/journals/606/14/3/article-p21.xml> – visit 4/26/2022

investments and exports. The service sector contributes to 55% of GDP and more than half of total employment (52.3%). The Cultural and Creative Industries (CCI) sector is also influenced by all the factors that hinder the country's economic development and competitiveness. The policy context<sup>46</sup> for the CCIs and tourism sector is deeply rooted in the social, economic, cultural, environmental, and political changes and challenges of Bosnia and Herzegovina<sup>47</sup>.

Today, western Balkans states are a long way from where they were at the beginning of the decade. The Stabilization and Association process, which has just started in 2000, is almost completed as all the states have negotiated and signed the Stabilization and Association Agreements with the EU, the EU is negotiating visa liberalization agreements and all states are entitled to the new pre-accession financial assistance IPA, designed to address the strategic needs of the region. This progress, apart from the persistent efforts of the national governments and the EU administration, is also partly due to the visionary policy reports and recommendations of people and organizations working on the Balkans.<sup>48</sup>

## History

BiH represents a European country with one of the richest histories in the world, it has always been a place where many cultures meet, stay unchanged, or mixing become a brand-new culture unique and never seen before<sup>49</sup>. Bosnia and Herzegovina's cultural, natural, and historical treasure is very diverse, and gives you an opportunity to see all historical ages, from ancient history until the newest events, all over the country. A main mark of Bosnian and Herzegovinian history is that it has always been the product of many nations that have made up Bosnia and Herzegovina. Even today, Bosnia and Herzegovina have three official nations (Serbs, Bosniaks and Croats), three official languages (Serbian, Bosnian and Croatian) and three official religions (Orthodoxy, Islam, and Catholicism). These are the real riches of this country, and it makes it one of the most interesting but the least known of destinations. The people of land are the real richness, and some finds near Sarajevo prove that the territory of Bosnia and Herzegovina was populated even during the Stone Age. The leap from Neanderthal man in the middle Paleolithic, to the homo sapiens of the Late Paleolithic is signified by the first cave drawings of that period, some of which are found in Badanj Cave near Stolac in Herzegovina. This rare sample is dated at 12.000 BC and there have been similar finds in only three other locations: Spain, France, and Italy. Much of the fine pottery, arts and crafts of this age are on display in the National (land) Museum in Sarajevo. The ancient settlement of Butmir, presently a suburb south of Sarajevo at the base of Igman Mountain, can alone testify to the craftsmanship achieved in that territory by Neolithic man.

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<sup>46</sup> <https://www.worldbank.org/en/country/bosniaandherzegovina> – visit 4/26/2022

<sup>47</sup> [http://www.efsa.unsa.ba/ef/sites/default/files/c202.420e-catalogue\\_final202021.pdf](http://www.efsa.unsa.ba/ef/sites/default/files/c202.420e-catalogue_final202021.pdf)

<sup>48</sup> "The Enlargement of the EU to Balkans", Analytica, Macedonia, September 2008, <https://www.ceeol.com/search/gray-literature-detail?id=751918> – visit 4/26/2022

<sup>49</sup> Damir Hadžić, 2001, Interview with culture of BiH, [https://www.academia.edu/38513093/Interview\\_with\\_culture\\_of\\_BiH](https://www.academia.edu/38513093/Interview_with_culture_of_BiH) – visit 4/26/2022

*This unique Neolithic culture disappeared from Bosnia and Herzegovina without trace somewhere between the third and second millennia.*

*A great transformation swept crossways Bosnia and Herzegovina in a movement that began with the arrival of nomadic tribes from the Black Sea plains. With their arrival in the Balkans came a new Copper Age. This Neolithic period saw a parallel development of stone and metal. The use of metal became increasingly valued for weapon-making into the Bronze Age as well-armed tribes from west Pannonia expanded south and southeast towards the end of the second millennium. Wars became more frequent, and Bosnia became very popular for the sanctuary it provided with its deep, thick forests and rugged mountains that stayed the same even today. In the first few centuries of the first millennium in Bosnia and Herzegovina came tribes collectively called Illyrians. They stayed in this area for a few centuries and left many indications of their way of life. So, there are still a few archaeological sites that mark the Illyrian civilization in Bosnia and Herzegovina. Many of the Illyrian fortifications were expanded upon by the Romans and later by the Bosnian aristocracy and the Ottomans. New research, however, has uncovered a fascinating aspect of Illyria. Illyrian culture will forever remain an unknown, but one cannot deny the spiritual and cultural influence it has had, even almost two millennia after its vanishing. After several centuries of drastic social change in Europe, a mixture of cultures made their mark on present day Bosnia and Herzegovina. Churches from the late Roman period can be found, as their use was continued by the new settlements of Slavs.*

*With the fall of the western kingdom the new era in Bosnia and Herzegovina was largely conquered by the Slavs. From the 6<sup>th</sup> century onwards sizeable Slav migrations came from the east. The first recorded evidence of Bosnia and Herzegovina under the Slavs dates from the 10<sup>th</sup> century<sup>50</sup>. Several centuries later a Byzantine writer stated that "Bosnia is not a vassal state, but it is independent, the people lead their own life and rule themselves." Graveyards have become the most accurate source for study of the culture of this time. Archaeological digs in older necropolises have unearthed locally made jewelry and weapons from the Slav period. A unique aspect of this time was the development of skilled work with stone. This art would later surface in what is seen today as a national trademark of Bosnia and Herzegovina – the stećak (plural is stećci). These medieval tombstones were elaborately carved with drawings depicting aspects of Christian and pagan beliefs. Stećci date from 12<sup>th</sup> to the 16<sup>th</sup> centuries and can be found today in numerous locations all over Bosnia and Herzegovina. The tombstones are unique in world, and they mark early Slavic heritage. The spiritual culture that developed in medieval Bosnia was very similar to that of its Illyrian predecessors. There was a large degree of cultural resistance and fierce independence that resulted in a creative shape*

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<sup>50</sup> Bosnia & Herzegovina: The Bradt Travel Guide, By Tim Clancy, <https://books.google.ba/books?id=vWP1Ss-rrkMC> – visit 4/26/2022

of Christianity<sup>51</sup>. In a relatively in accessible and isolated area emerged what was to be one of the most unique forms of Christianity in medieval Europe, the Bosnian Church.

Ban Kulin is one of the most important persons in the whole history of Bosnia and Herzegovina. He was Bosnian king from 1180 to 1204, and the most important act that he did was his charter that he signed with Ragusa (present-day Dubrovnik). That charter is a real proof of the Bosnian existence. Unfortunately, like the majority of BiH heritage it was lost in numerous robberies of rich cultural heritage, but there are efforts to get this document back nowadays. It was made on 29<sup>th</sup> August 1189, and it is the oldest written document on Balkan Peninsula, and one of the oldest in Europe. Its big importance is that it was written in a kind of Bosnian letter named *Bosančica*, and in this charter Ban Kulin represents himself as “Bosnian king”. At the age of only 15 King Stephen Tvrtko inherited a country where his youth made it impossible to prove his political and military authority. The first 14 years of his “rule” were troublesome times but with the help of the Hungarian king he was able to assert his leadership, and in 1367 Tvrtko expanded the kingdom, making Bosnia the most powerful state in the western Balkans at the end of the 14<sup>th</sup> century.

Bosnia and Herzegovina is full of important monuments, from different eras as well as different cultures. Tombstones are the ones that are unique in the way that they are original; they have no transnational meaning like the majority of monuments. Bosnia and Herzegovina is a living gallery of the stone art of the middle ages. Over 60,000 *stećci* (tombstones) are dotted throughout the landscape with the one of most beautiful necropolises at Radimlja near Herzegovinian town of Stolac. Whether or not the mystery of the *stećci* is ever solved, they remain a special national symbol of Bosnia and Herzegovina. In the summer of 1463 the Turkish arm, after years of penetration into Bosnian territory, captured the Bosnian banate and the region around Sarajevo. These lands would be under firm Turkish control for the next four centuries. Herzegovina also succeeded in repelling the Turks for a time after 1463. Most of Bosnia and Herzegovina's present-day cities and towns were created during the Ottoman period.

A focus on building towns and constructing roads and bridges to connect these towns brought the whole country, for the first, into an urbanized sphere. Never before had any central administration effectively embarked on a vision of building a country. Islamic art and culture added a remarkable aspect to life in Bosnia and Herzegovina. The Orthodox church, and the introduction for a new Jewish community enjoyed growth and prosperity within the empire, unlike the often-brutal feudal systems seen elsewhere in Europe at that time. One of the most priceless books in the National (Land) Museum of Bosnia and Herzegovina is the Hebrew codex *Haggadah*. Several synagogues and temples were built. The Jews of Bosnia and Herzegovina, from an early stage after their arrival, played an important role in the cultural

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<sup>51</sup> Bosnia & Herzegovina: The Bradt Travel Guide, By Tim Clancy, <https://books.google.ba/books?id=vWP1Ss-rrkMC> – visit 4/26/2022

and religious life of the cities where they settled. Russia had declared war to the Ottoman Empire in 1877, and the earlier plans of the Austrians and Russians would soon become reality. By October 20, 1878, the total occupation of Bosnia and Herzegovina was complete. A new era under Austro-Hungarian rule began. The Austro-Hungarians wasted no time in establishing their rule. The Congress of Berlin in 1878 redrew the map of Balkans, already established by Russian interest in the San Stefano Treaty earlier that year; and approved the Austro-Hungarian occupation of Bosnia and Herzegovina. When the occupation army arrived in Bosnia and Herzegovina the struggle had already begun for national identity among the three groups: Orthodox (Serb), Catholic (Croat) and Islamic (Muslim).

National identity issues were strong in Europe of that time. The most visible changes under Austro-Hungarian occupation occurred in everyday life where more styles of European architecture, cuisine, behavior were introduced. Sarajevo actually had a tram even before Vienna<sup>52</sup> did. In 1910 an assassination attempt on Emperor Franz Joseph was organized for his visit. In the same year the governor of Bosnia and Herzegovina, was shot, and on June 28, 1914, a young nationalist shot the Prince Ferdinand and his wife on the Sarajevo streets. This event sparked end of Austro-Hungarian rule in Bosnia and Herzegovina, but also led to the large political disagreements between the great powers that led the first battles of World War I. One of the things that mark BiH and Sarajevo in the eyes of the world. At that time Bosnia and Herzegovina entered the kingdom with a severely depleted population, a depressed social and economic atmosphere, and strained religious and ethnic relations after 40 years of Austro-Hungarian rule. Many argue that during this period, the only reason was the constitution. Serb side wanted a centralized state, but the other side (Bosnia and Herzegovina, Croatia, and Slovenia) wanted a decentralist state with autonomy of all states inside the Kingdom of SHS (Serbs, Croat, and Slovenians). Later, the Serbian King renamed this country into "Yugoslavia".

Tito Josip Broz is the leader of partisan confrontation in communist Yugoslavia, he was either an evil communist dictator or a negotiation socialist visionary, but the majority of people still love him even today. At the end of World War II, Yugoslavia, like much of Europe, was a horrible mess. By the mid-fifties, religious life in Yugoslavia had improved, with new laws that allowed freedom of religion, although the state was mandated with directing and controlling these institutions. Massive changes to the infrastructure, particularly road systems, opened Bosnia and Herzegovina for the first time. The National Roads Launch of 1968 aimed at connecting every town in the country with asphalt roads. Almost a thousand schools and libraries were built. The library programme was largely funded by Nobel Prize winner Ivo Andrić, for his book about Bridge on Drina, a beautiful bridge that is today on WH list together

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<sup>52</sup> Sarajevo had street lighting before Vienna, as Austro Hungarians had doubts about the safety of electricity and considered it wiser to first test it in their colonies. The first electric tram had two doors and could accommodate 24 passengers.

with bridge in Mostar. The university system was expanded from Sarajevo to Banja Luka, Tuzla, Mostar, Zenica and other major cities in Bosnia and Herzegovina.

Communism in this country was something different than in other parts of Europe, maybe because of Tito character or because here everything is different. For the average person in Bosnia and Herzegovina, life was very good. People had comfortable lifestyles, jobs, and were free to travel and work abroad. Sarajevo in 1984 had XIV Olympic Games. There were a record number of competitors, journalists, and visitors, these is a great time for Bosnia and Herzegovina. After the death of Tito in 1980, Bosnia and Herzegovina continued to enjoy relative prosperity. By the mid-1980s, the economic situation in Yugoslavia began to deteriorate. In 1987 inflation rose 120% and by the next year that rate had doubled. In 1989 strikes against the local party leaders in Vojvodina and Montenegro set the stage for the new leader of the Communists Milošević. Talk of independence increased in Slovenia, Croatia and Bosnia and Herzegovina in 1990, and at 14<sup>th</sup> Congress of the league of Communists of Yugoslavia president Milošević, backed by the Yugoslav People's Army (JNA), issued a warning that republics seeking independence would face a dramatic border change.

As in Slovenia and Croatia, a referendum for independence was held in March 1992. The Bosnian Croats and Muslims voted in favor, while the majority of the Serbian population refused the vote process. Of Bosnia and Herzegovina's population 65% called for independence and, despite threats, Bosnia and Herzegovina declared independence. On April 6, 1992, the EU and the UN documented Bosnia and Herzegovina as an independent state<sup>53</sup>. On the same day the JNA and paramilitary forces attacked the capital of Sarajevo. Tens of thousands of Sarajevans<sup>54</sup> of all ethnic group took to the streets to protest in front of barricades. In less than a year Yugoslavia saw three of its six republics separate. Independence for Bosnia and Herzegovina was greeted with a genocide that had not been seen on European soil since the killing of the Jews in World War II. These territories also included large swathes of the Krajina, Slavonia in Croatia and all of Bosnia and Herzegovina. By the end of 1992 over 70% of Bosnia and Herzegovina was occupied, and over a million of people had fled the country. Approximately 10,000 civilians, including 1,500 children, were murdered in the capital of Sarajevo alone, newspaper *Oslobođenje*, (what in translation means Freedom press), did not miss a single day of print despite the lack of paper and supplies. Culture and cultural life did not die during these hard conflict times, it flourished in the most defiant form of nonaggressive confrontation. A Dayton Peace contract was signed on 21st November 1995 in Dayton, Ohio.<sup>55</sup>

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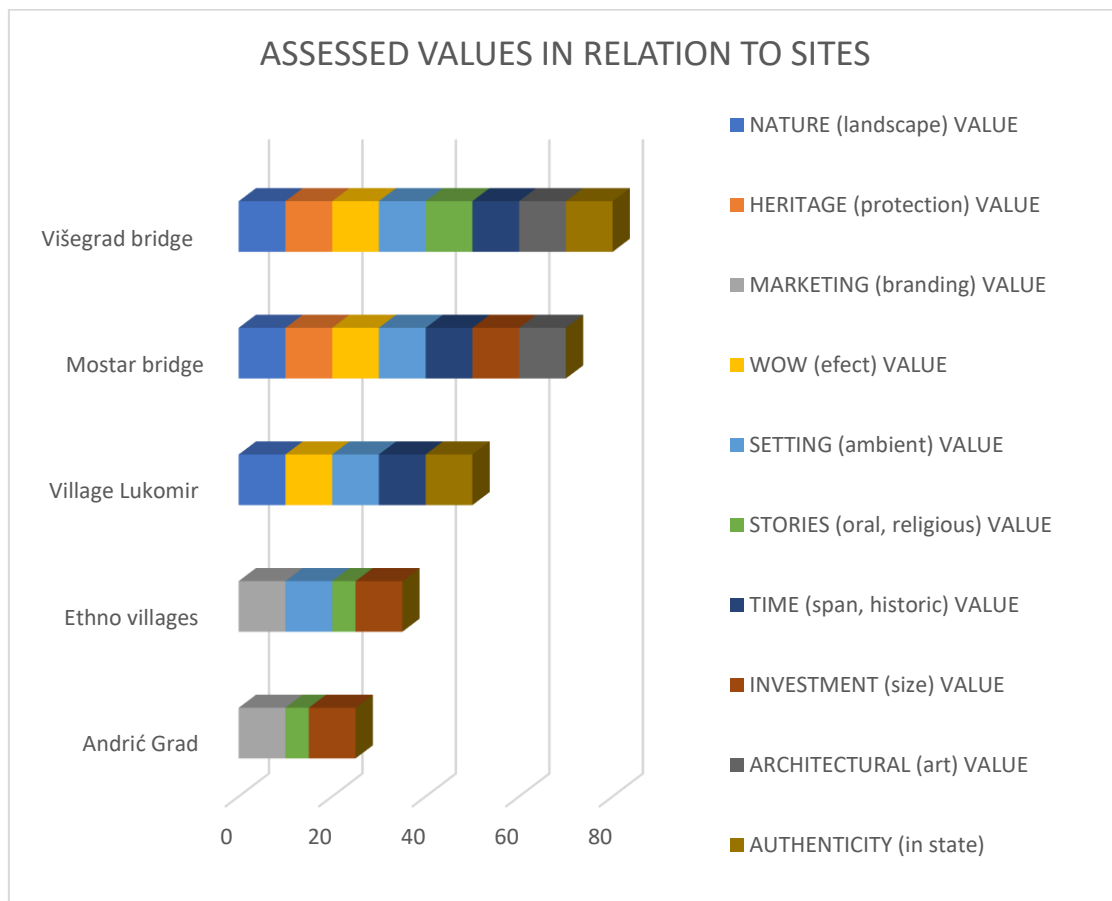
<sup>53</sup> <https://www.theguardian.com/world/2022/apr/06/bosnia-freedom-born-in-violence-archive-1992> – visit 4/26/2022

<sup>54</sup> [https://en.wikipedia.org/wiki/Siege\\_of\\_Sarajevo](https://en.wikipedia.org/wiki/Siege_of_Sarajevo) – visit 4/26/2022

<sup>55</sup> <https://www.britannica.com/event/Dayton-Accords> – visit 4/26/2022

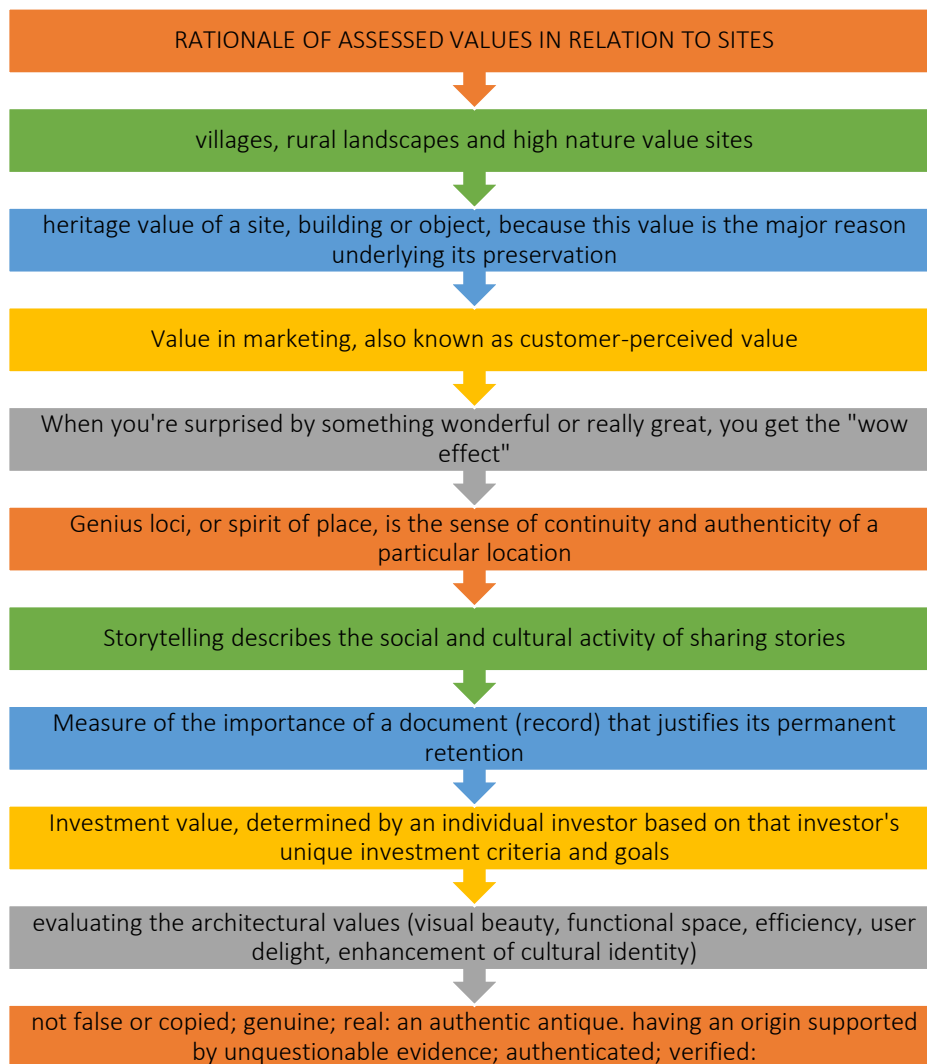
## PROJECTS

Some of proposed values (Graph 2a.) in relation to sites and properties (Graph 2.) that are taken in consideration for the case study: (from the doctoral report, 2019/2020 academic year 1st semester, January 2020)<sup>56</sup>



Graph 2. Assessed values in relation to sites by Author, [app.office.live.com/start/word](http://app.office.live.com/start/word)

<sup>56</sup> Initially the list consisted of 9 properties, including above mentioned there was a - Bosnian Pyramid in Visoko, - Međugorje, - Blagaj tekke and - Tombstone necropolis sites, during the work and evaluation is decided that these sites are not comparable due to very low or very high values that they presented.



Graph 2a. Rationale of assessed values in relation to sites by Author, [app.office.live.com/start/word](http://app.office.live.com/start/word)



## **1. Lukomir village – distortions of intimate scale measure**

*Lukomir - the last Bosnian village is a village on the southern slopes of the Bjelašnica mountain. This highest populated place (Figure 2.) in Bosnia and Herzegovina and the only settlement above 1,300 meters is located at 1,495 meters above sea level. The village belongs to the municipality of Konjic, and it can be reached from two directions - from Konjic and Sarajevo. It is about 30 kilometers away from Konjic, while Lukomir is 45 kilometers away from Sarajevo. The drive from the center of Sarajevo to Lukomir, the road that leads through Babin dol on Bjelašnica, takes about an hour and a half. Most of the road is paved, and the last 11 kilometers is a winding macadam road that leads first through bare karst landscapes, and then through landscapes with flower meadows. The village can be reached on foot via two hiking trails, which start from the village Umoljani on Bjelašnica. Lukomir is like a living ethno museum, where the customs of nomadic tribes are practiced and the traditional way (Figure 2a.) of life of the Dinaric mountaineers is lived. It is an important part of the historical, cultural, architectural and ecological heritage of BiH, and stećak tombstones scattered throughout the village say that the settlement was there in the 14th and 15th centuries. Village of Lukomir is a symbol of cultural, historic, architectural and ambient heritage of Bosnia and Herzegovina, it is a highly precious testimony and proof of creativity of its inhabitants, taking into consideration that village of this kind have almost disappeared, and never to be rebuilt again. Harmony and coordination of architecture and nature in Lukomir are distributed, by the changes in existing buildings and extensions, replacement of authentic roof covering and construction of new houses with extensive use of concrete that are most common unsuitable interventions in the village.*

*The village is unique in its stone houses covered with oak, fir and beech. The houses have a square base with a fireplace in the middle, and small windows are placed on the stone walls. During the construction of the homes, the tenants adapted to the specifics of the terrain and the harsh mountain climate.*



Figure 2. Lukomir – The last Bosnian village, Konjic municipality, in Bosnia and Herzegovina

Drone video screenshot, Source [https://www.youtube.com/watch?v=K\\_c9Ks9NoVo](https://www.youtube.com/watch?v=K_c9Ks9NoVo) – visit 4/26/2022



Figure 2a. Lukomir – The last Bosnian village, Konjic municipality, in Bosnia and Herzegovina,

Drone video screenshot, Source [https://www.youtube.com/watch?v=K\\_c9Ks9NoVo](https://www.youtube.com/watch?v=K_c9Ks9NoVo) – visit 4/26/2022

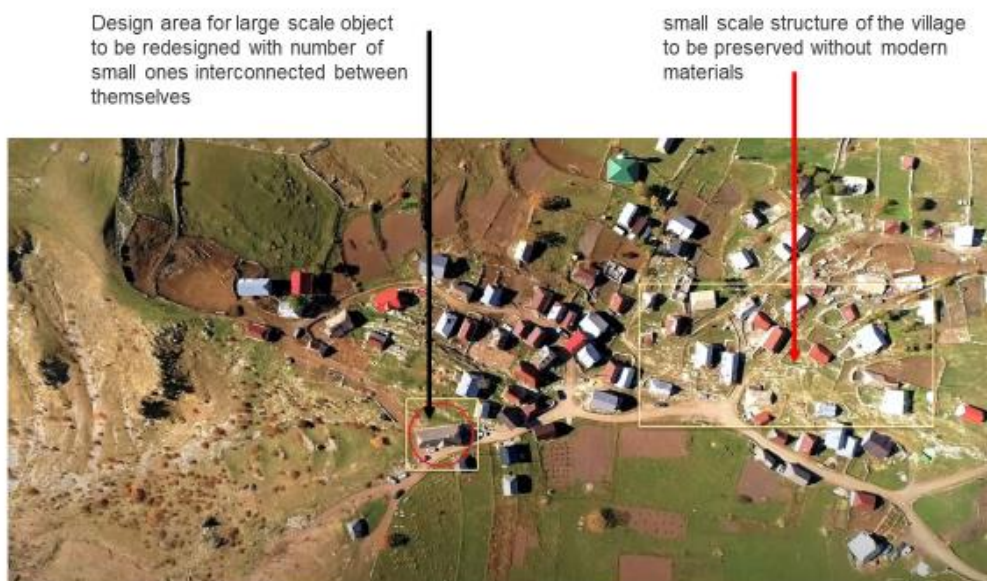
People have been living in Lukomir seasonally for several years. From May to October, the villagers are engaged in agriculture and livestock, and in winter they descend from the mountain, because then the village cannot be approached due to several meters of snow. Out of 50 houses in the village, 21 are inhabited in summer, and in nice weather, up to 4,000 sheep grazes on the pastures around Lukomir, which are kept at night in stone

fences surrounded by pens. The village has the entire necessary infrastructure - telephone, electricity, water and sewage. It has its own cemetery, and back in 1969 the locals built a mosque which was renovated in 2014. From the lookout point above the village, the view reaches the crown of the Visočica mountain, which descends into the 800-meter-deep canyon of the Rakitnica river, the deepest in Europe after the Tara canyon.<sup>57</sup>

### Survey of Lukomir site and preliminary design of visitors' center



Figure 3. Photo by Author, Lukomir, FBiH, BiH



<sup>57</sup> Tara River Gorge, is the largest and deepest canyon in Europe, which is located in Montenegro, and in Bosnia and Herzegovina



Figure 4. Screenshot by Author, google maps, Lukomir, FBiH, BiH

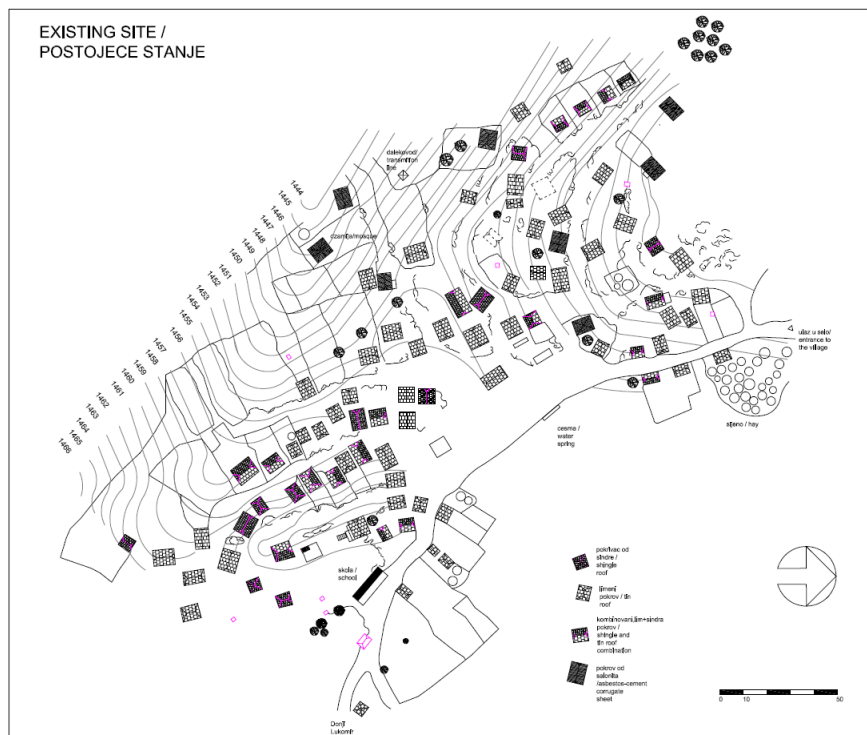


Figure 5. Existing site, drawing by group of Authors, web.autocad.com, Lukomir, FBiH, BiH



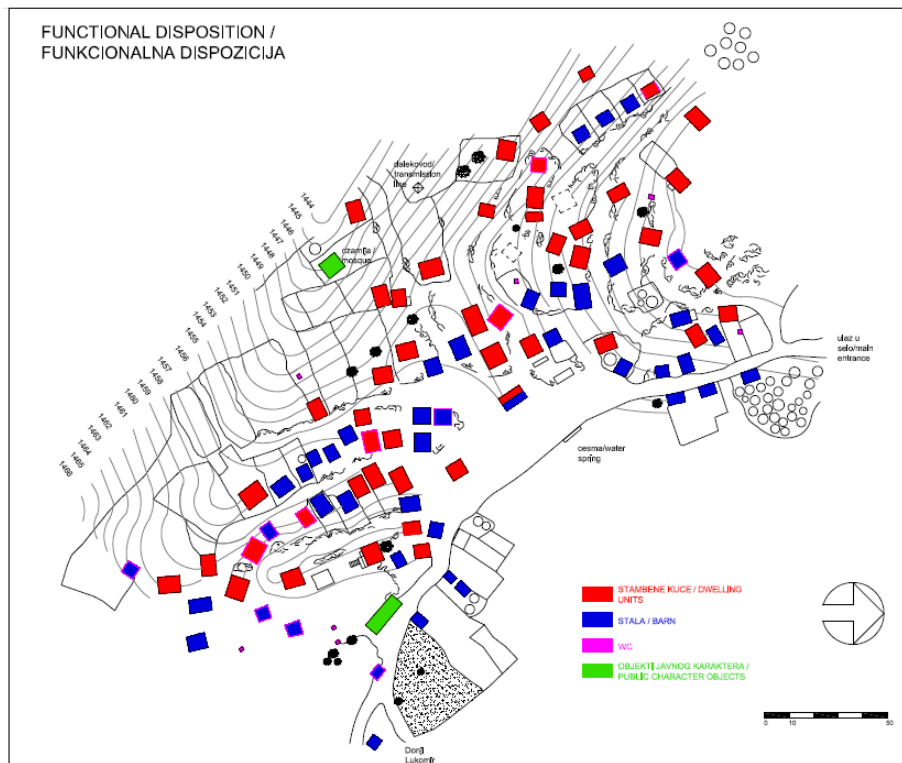


Figure 7. Disposition of function drawing by group of Authors, web.autocad.com, Lukomir

Origins of development of “Bosnian” mountain house have been influenced by cultural, historic, economic, social, and natural factors (geomorphological influence, climate, and vegetation) specific natural factors have imposed the use of not very wide scale of materials and have influenced the development of certain type of the mountain house and its shape of the roof. Roofs (Figure 11.) are very steep and traditionally covered with handmade shingle (*šimla*), in groups they represent highly valuable Ambiental units. For the past few years damaged parts of roofs *have* been replaced with sheet metal roof covers that are not authentic.

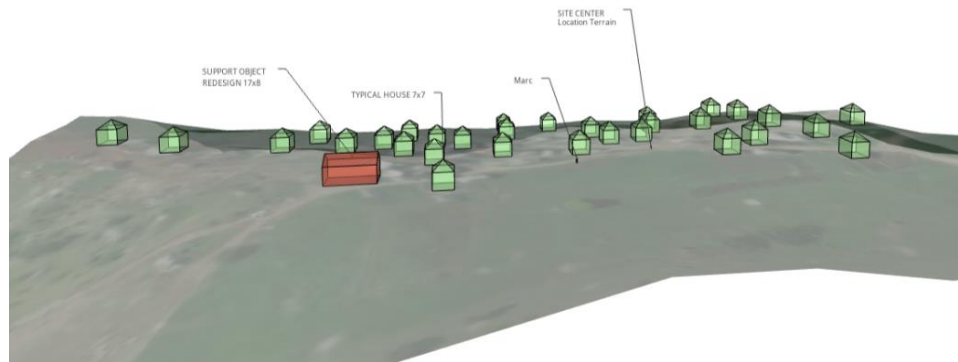


Figure 8. Lukomir model with support object distinction, Visualization by Author, app.sketchup.com, Lukomir

### Condition of object

One of the houses in the village that has been singled out as a typical Lukomir house it covers around 40 m<sup>2</sup>, it has a rectangular base, and its roof is covered with shingles. Outer walls are made of stone, partition walls are made of mud plaster and planks. Inside there is an entrance room, two rooms, and food storage. In the revitalization proposal, focus is made on the exterior of the house, as this is primarily concerned with preservation of (Figure 6.) values. Certain interventions need to be made in the interior of the house, sewage and water is brought into the house, and modern bathrooms will be build.

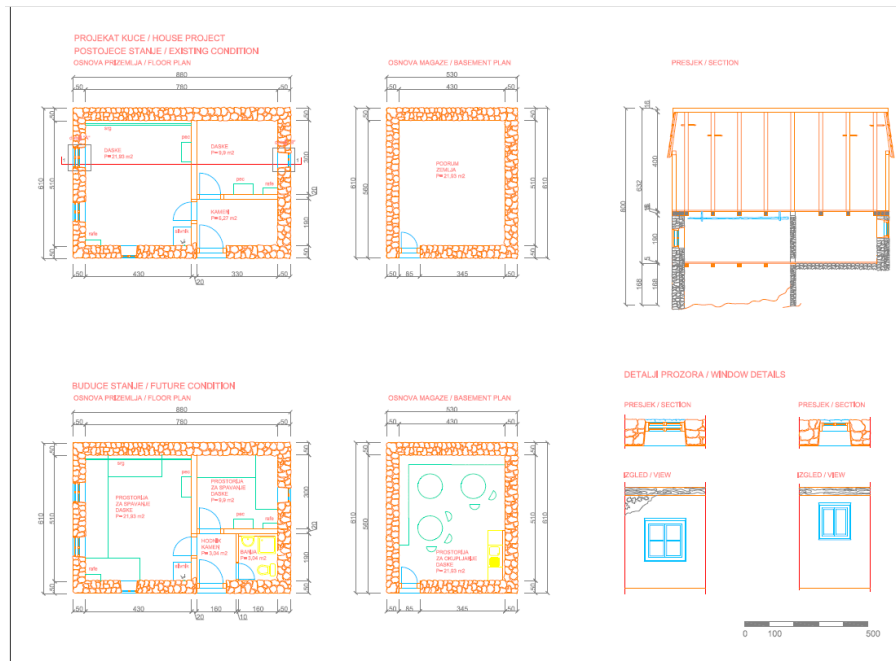


Figure 9. Condition of object, Drawing by Author, web.autocad.com, Lukomir

## School project

By its dimensions and appearance, the existing school building in the village distributes (Figure 7.) the ambient values of the village, walls are made of concrete and roof covering is cement sheet. During 1992 – 1995 the school building was damaged, although not in use, the building doesn't hold any architectural and historic values. New building is also out of scale (Figure 8.) and in shape that is not contributing to the ambient. Project of the new school should be an example of how all new construction works in the village should be done. It is designed resembling the existing houses (Figure 9.), in harmony with the ambient but with advantages (Figure 12.) of modern life. Besides traditional materials, modern materials are also used, without disturbing the exterior or interior ambient of the (Figure 10.) school. New building is supposed to have a multifunctional character, with sanitary, sleeping and storage, accompanied with flexible wooden furniture.



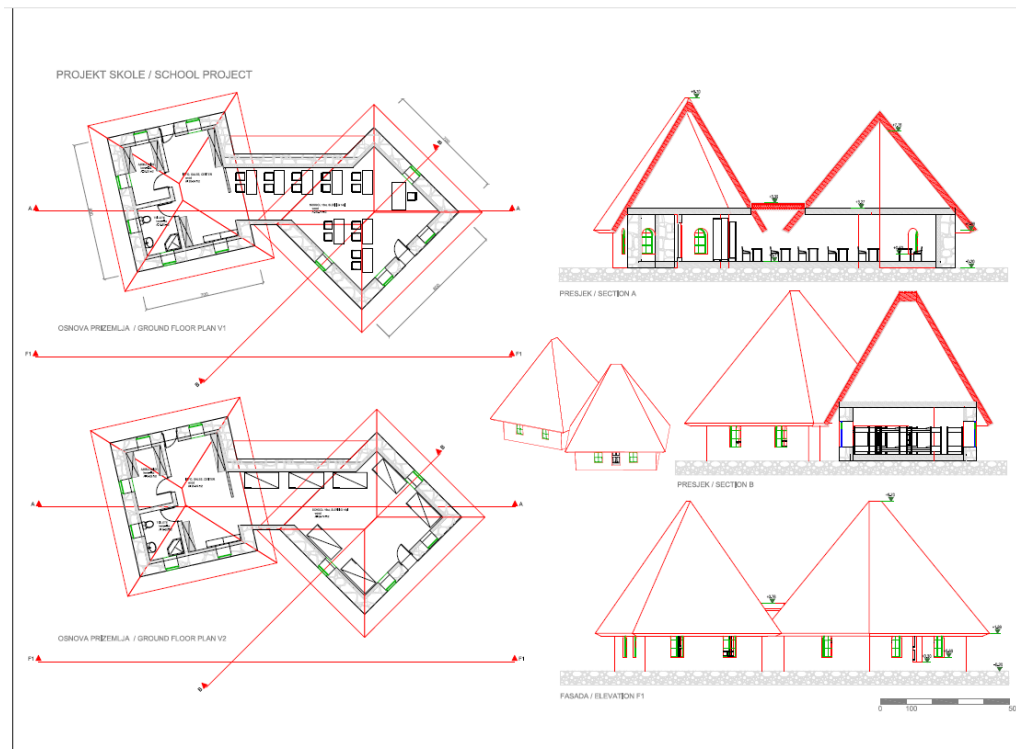


Figure 10. School project, Drawing by Author, web.autocad.com, Lukomir

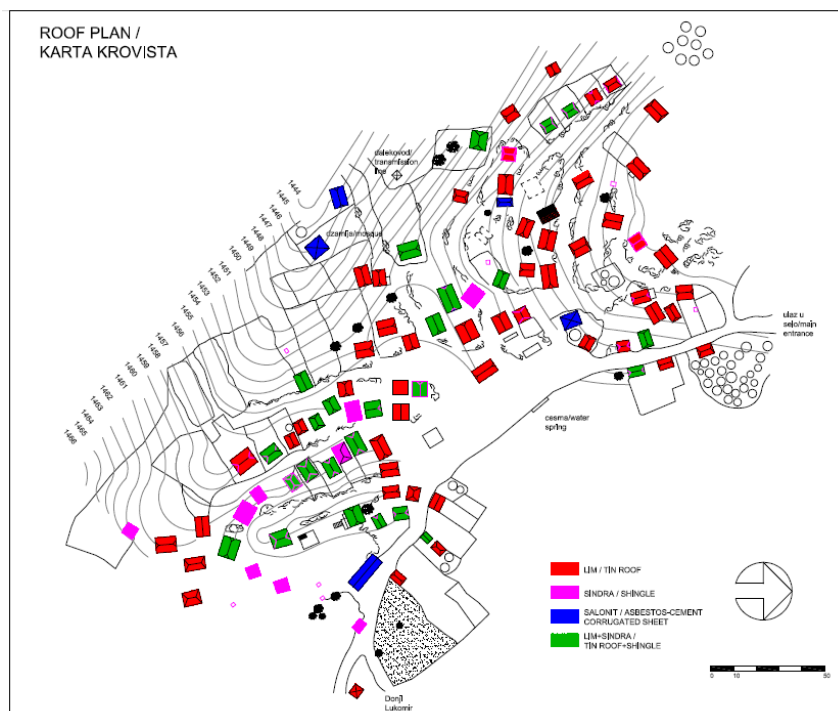


Figure 11. Roof plan drawing by group of Authors, web.autocad.com, Lukomir



Figure 12. Future site, drawing by group of Authors, web.autocad.com, Lukomir

### 2 objects combined – first option

Preliminary design - permanent ambulance, toilet and village visitors - info, sales center - with school or with 14 sleeping places

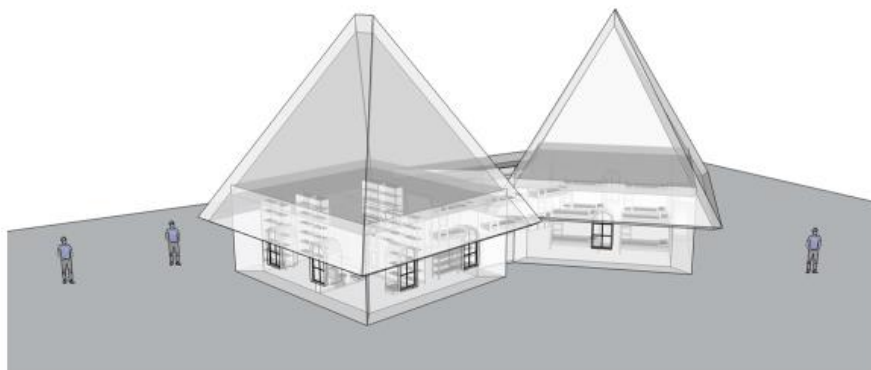


Figure 13. 2 objects combined, option 1, Visualization by Author, app.sketchup.com, Lukomir

**3 objects combined – second option**  
(if more space is needed)

Preliminary design - permanent ambulance, toilet and village visitors - info, sales center - with school or with 14 sleeping places

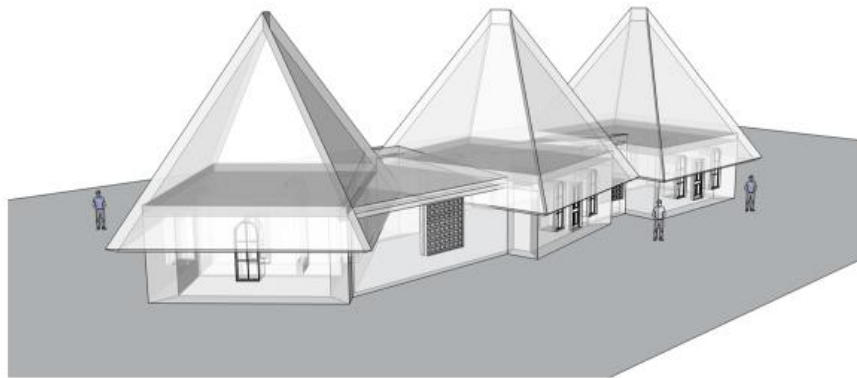


Figure 14. 3 objects combined, option 2 Visualization by Author, app.sketchup.com, Lukomir



Figure 15. NLB promotional campaign, Photo by Author, Village Lukomir by Agency CoolTour, project #OkvirPomoći2020, <https://cooltour.ba/home/oasis-of-peace-lukomir-village/> – visit 4/26/2022

### Lukomir village protection measures / recommendations

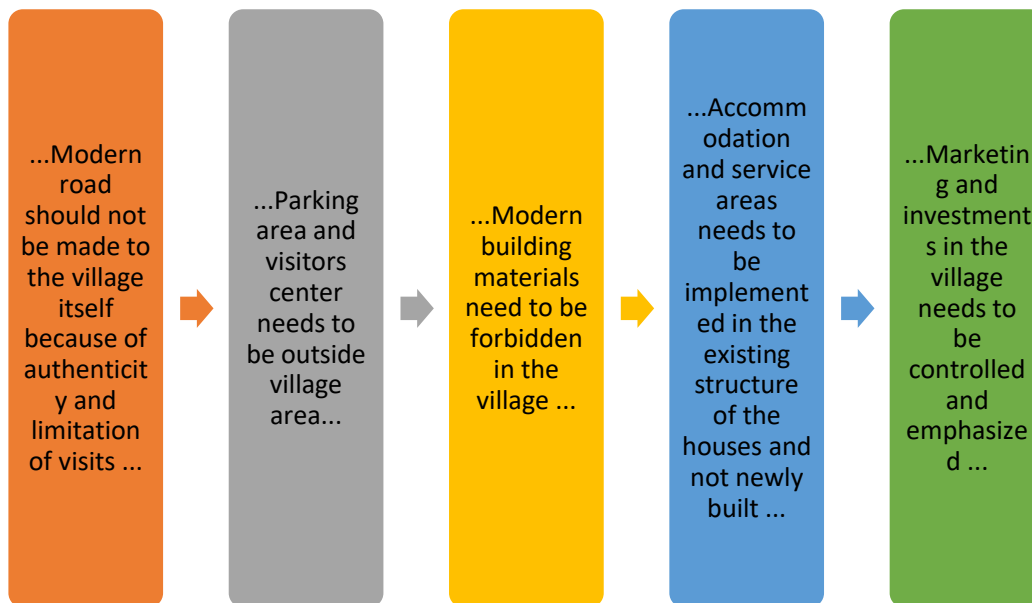


Table 7. Lukomir village protection measures by Author, [app.office.live.com/start/word](http://app.office.live.com/start/word)

### Lukomir village concluding sentences:

- investment in transportation vehicles, 4x4 or similar, is a better solution to remote authentic rural settlements, where infrastructure is not desired in form of newly built road, or asphalted parking places, and protection measures established, modern additions are not permitted in the village and village area
- maintenance of cultural property is a necessity in case of development and improvement of living condition for the inhabitants and the potential visitors. Improper architectural interventions need to be removed or redesigned in, and from historic core
- promotion of authentic values from institutions needs to be a priority, rising awareness about cultural heritage values is essential in order to preserve this asset, promotion of real and authentic values needs to be presented to wide public in order to be protected from simulacrum and unauthentic influence.

## 2. Ethnic village phenomena – question of unauthentic heritage

The last 10 years in numerous Balkan countries, (Bosnia and Herzegovina, Croatia, Serbia, Montenegro) there is a growing trend of interventions that is noticeable in rural areas by establishing kind of ethno-villages for the forms of tourism by presenting the traditional architecture and utility items preindustrial everyday life.<sup>58</sup>

In general, it is a case shaping traditional village setting (unsuccessfully) by relocating buildings on empty private plots or on the revitalization of already existing but abandoned and neglected parts of the settlements. At the same time, with the presentation of traditional architecture, they are also numerous exhibited objects of traditional culture from everyday life and ways of doing business. Here, as in the mentioned examples, the fact that the ethno-village trend is a consequence and indicator of one another trend, the rapid loss of traditional architecture and the decline of life in these old residential and commercial buildings. At the same time, it is a way to find new forms of tourism product by offering one's own cultural heritage as a successful and conveniently packaged tourist product in incredibly just one stop place.

There are two main elements that characterize the phenomenon of ethno-village:

- Sale of personal identity
- Private entrepreneurship selling multiple attractions in one stop shop

This new forms of business with the tourist offer of one's own cultural heritage as a tourist product, in general there is a family property with the restaurant, offering picnic place in nature, "traditionally prepared food", traditional workshop, souvenir shop, accommodation facilities of different kind (houses, rooms, apartments, etc.)

Main types of ethno-villages recognized

- Revitalized in-situ
- Reconstructed<sup>59</sup>
- Staged

The in-situ revitalization there is a praised and valuable attempt to restore authentic setting and buildings to realize commercial effects. The reconstructions had an attempt to create the ethno-village by relocating traditional buildings as faithfully as possible and to give the rural ambience, typology of courtyards and architecture. The staging has a cooperation of entrepreneurship and misrepresentation using the term "ethno" as a cultural branding of unauthentic product. Obvious comparison to the Staged ethno-village

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<sup>58</sup> Čiča, Z. and Mlinar, A. (2010). Ethno-villages between identity preservation and entrepreneurial trend. *Ethnological Tribune*, 40 (33), 117-128. Retrieved from <https://hrcak.srce.hr/63185> – visit 4/26/2022

<sup>59</sup> <https://www.skansen.se/en/welcome-to-skansen> – visit 4/26/2022



type is a Walter Elias Disney's "Disneyland" (building a theme park) is a perfect model of all the entangled orders of simulation. To begin with it is a play of illusions and phantasms: pirates, the frontier, future world, etc. This imaginary world is supposed to be what makes the operation successful.<sup>60</sup> (The simulacrum is never that which conceals the truth--it is the truth which conceals that there is none.)

This is not only about the inadequate presentation of the traditional life of the area completely adapted to the private entrepreneurial idea, the owners of ethno-villages in their offer of activities offer and conduct education of domestic and foreign tourists and school children, this calls on experts to consider this phenomenon and the possibilities for professional interventions of the authorities to prevent them from doing so.

Disorted image and representation of heritage is influencing the observer itself, in the way the visitor is deceived for a true experience of presenting indigenous and authentic heritage. Authentic sites also suffer from a lack of visitors, which ultimately feels negative on visitors' revenues, tickets, and taxes.

Complex - Ethno-village Stanišići (Figure 16.) as main and biggest example in Bosnia and Herzegovina. This "ethnic village" (ethno-village sounds a lot less compromising than an ethnic village). The benefactor of this village, Boris Stanišić brought together Serbian farmhouses from throughout Bosnia (mainly from Nišići plateau, Ilijaš and Vareš, Burgule village, Bosnia and Herzegovina over to Bijeljina) to build this idealized village, including a Greek restaurant and a hotel Pirg in a retro "Balkan" style. Ethno village Stanišići was founded in 2003 thanks to Boris Stanišić inspiration.

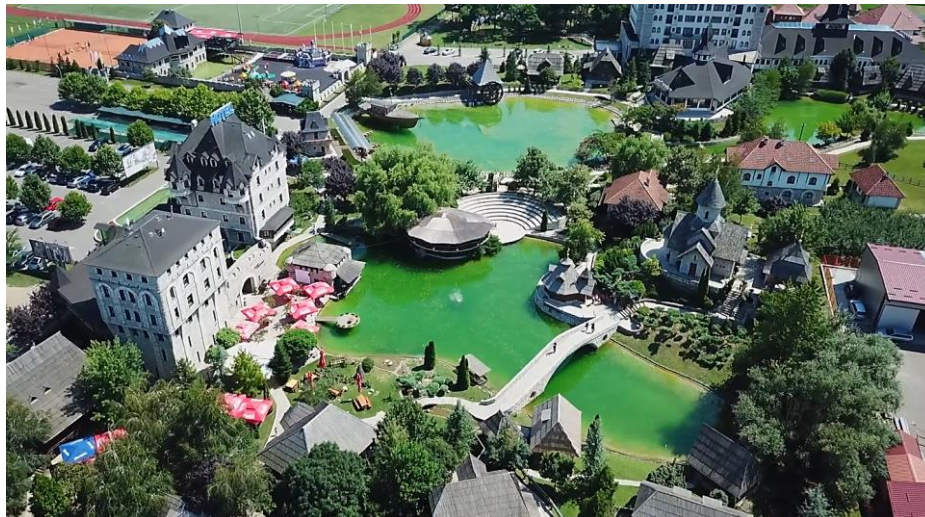


Figure 16. Ethno selo "Stanišići" Bijeljina, RS, BiH, Drone video screenshot,

Source: <https://www.youtube.com/watch?v=ERq5HqBLfDM> – visit 4/26/2022

<sup>60</sup> *Simulacra and Simulations*, Jean Baudrillard, ed. Mark Poster (Stanford; Stanford University Press, 1988), pp.166-184. [https://web.stanford.edu/class/history34q/readings/Baudrillard/Baudrillard\\_Simulacra.html](https://web.stanford.edu/class/history34q/readings/Baudrillard/Baudrillard_Simulacra.html) – visit 4/26/2022

Complex - Ethno Village Stanišići has two authentic watermills<sup>61</sup> where wheat and corn are milled. One was built in 1937 and brought from the village Brgule. The cottage of Milan Stanišić from Vareš village Brgule was also built in between two world wars, in 1929. The house where His Grace Bishop of Scandinavia Dositej grew up and it is his sister's house. I was given the house and as so many other houses I prevented it from crumbling and total disappearing, because they were abandoned. "The house was in Rosulje village (Olovo municipality) I moved the house in 2009."

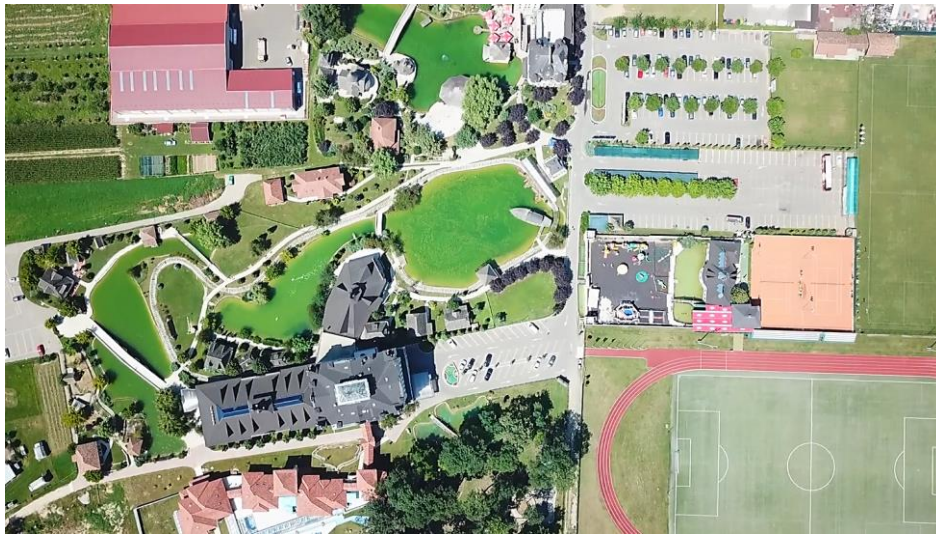


Figure 17. Ethno selo "Stanišići" Bijeljina, RS, BiH, Drone video screenshot,

Source: <https://www.youtube.com/watch?v=ERq5HqBLfDM> – visit 4/26/2022

Spiritual unit takes us back even deeper into the past and it is made up of replicas from different Orthodox places. It is connected with the secular unit by a big stone bridge which is a replica of Kozja Ćuprija in Sarajevo. Crossing this bridge, you come to the Christening room which is built according to a small church on Alaska. In the heart of this unit is Saint father Nicholas monastery (a replica of Kumanice monastery what is Nemanici's foundation) where the relic fragments of Emperor Uros and Saint father Nikolai are found. There is also a reliquary with holy relics of Saint Nicholas. Next to the monastery is a monastery house which represents remarkable example of medieval construction.

Ethno village Stanišići was founded in 2003 thanks to Boris Stanišić's inspiration. He started with land area of 3.000 m<sup>2</sup> and today (Figure 17.) in spread in 150.000 m<sup>2</sup>, and as promotional video declares it will spread more area of 20.000 m<sup>2</sup>.

<sup>61</sup> <http://www.etno-selo.com/en/vodenica> – visit 4/26/2022

### **Ethnic village's recommendation measures / recommendations**

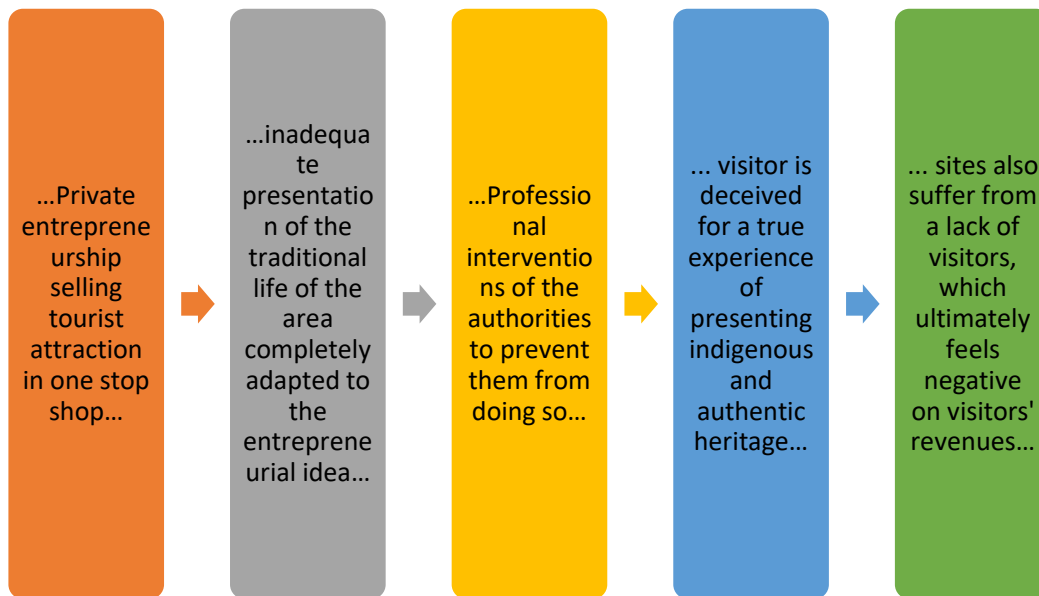


Table 8. Ethnic village's recommendation measures by Author, [app.office.live.com/start/word](http://app.office.live.com/start/word)

### **Ethnic village concluding sentences:**

- Degradation of historic centers is mainly carried by private entrepreneurs with “their individual” vision of heritage interpretation, main concern is new construction within historic core and creation of new artificial values, mock-towns, “ethno” centers, villages and simulacra heritage.
- Staging heritage properties and presenting unauthentic properties bring significant consequences in public perception of cultural heritage and presented values, its being lost in the process.
- Private entrepreneurship is using strong marketing for promotion of “ethno” branding in order to gain economic benefits on “their distorted” image of the culture, and in this process, they are introducing simulacrum heritage to the public, while authentic sites are neglected. In order to properly address to public this ethno-village phenomenon, raising of awareness is necessary from the professionals and institutions.



### 3. Andrić-grad – architectural connection between authentic and simulacra site

*Andrićgrad is a construction project imagined and realized by film director Emir Kusturica, located in historic center of Višegrad (Figure 18.) in Republika Srpska, Bosnia and Herzegovina. The name of the “town” is dedicated to Yugoslavian novelist and famous Nobel Prize (writer who won the Nobel Prize in Literature in 1961, his writings are dealt mainly with life in his native Bosnia under Ottoman rule.) winner Ivo Andrić. Ivan Andrić was born in the village of Dolac, near Travnik, on 9 October 1892, having lived in Višegrad from an early age, Andrić came to cherish town of Višegrad, calling it "real home".*

*The years Andrić spent in Višegrad, though it was a small provincial town (or kasaba), Višegrad proved to be an enduring source of inspiration for Andrić. It was a multi-ethnic and multi-confessional town, the predominant groups being Serbs (Orthodox Christians) and Bosniaks (Muslims). From an early age, Andrić closely observed the customs of the local people in Višegrad. These customs, and the particularities of life in eastern Bosnia, would later be detailed in many of his works. Andrić made his first friends in Višegrad, playing with them along the Drina River and the town's famous Mehmed Paša Sokolović Bridge.*



Figure 18. Andrić-grad, Višegrad BiH, Drone video screenshot,

Source: <https://www.youtube.com/watch?v=HUdwkF-rxI> – visit 4/26/2022

*The Bridge on the Drina (Figure 19.) is a historical novel by the Yugoslav writer Ivo Andrić. It revolves around the Mehmed Paša Sokolović Bridge in Višegrad, which spans the Drina River and stands as a silent witness to history from its construction by the Ottomans in the mid-16<sup>th</sup> century until its partial destruction during World War I. The story spans about four centuries and covers the Ottoman and Austro-Hungarian occupations of the region,*

with a particular emphasis on the lives, destinies, and relations of the local inhabitants, especially Serbs and Bosnian Muslims.

In 1961, Andrić was awarded the Nobel Prize in Literature and his works became subject to international recognition. *The Bridge on the Drina* remains Andrić best known work. The Serbian filmmaker Emir Kusturica is planning a cinematic adaption of the novel, for which he has constructed a mock-town named after Andrić not far from the bridge, which was reconstructed after World War I and has been declared a World Heritage Site by UNESCO.

#### Survey of Višegrad site and conceptual design of former Andrićgrad center



Figure 19. Survey of Višegrad site, Photo by Janko Sam, Trace of Soul 2016,

Andrić-grad with Višegrad bridge, Source: Trace of Soul 2016 JankoSam, CC BY-SA 4.0

<<https://creativecommons.org/licenses/by-sa/4.0/>>, via Wikimedia Commons – visit 4/26/2022

Construction of Andrić-grad, also known as Kamengrad ("Stonetown") started on 28 June 2011, and was officially opened on 28 June 2014, on Vidovdan.

Andrić-grad is located 22 kilometers from Kusturica's first mock-town town, Drvengrad, in Serbia. Küstendorf (Küstendorf is a word play on German "dorf" (village) and Kusturica's nickname, "Kusta". Also, "Küste" is German for coast.) also known as Drvengrad ("Timber Town") and Mećavnik, is a traditional village (Figure 20.) that the Serbian film director Emir Kusturica built for his film *Life Is a Miracle* from 2003 to 2004. It is located near the village of Mokra Gora in western Serbia, in the administrative area of Užice.

By his statement: "I lost my city [Sarajevo] during the war. That is why I wished to build my own village. It bears a German name: Küstendorf. I will organize seminars there, for people who want to learn how to make cinema, concerts, ceramics, painting. It is the place where I will live and where some people will be able to come from time to time. There will be of course some other inhabitants who will work. I dream of an open place with cultural diversity which sets up against globalization."



Figure 20. Mokra Gora – (Küstendorf) Drvengrad, Užice, southwestern Serbia, Drone video screenshot, Source: <https://www.youtube.com/watch?v=j6M-IRObEC8> – visit 4/26/2022



### Andrić-grad or Kamengrad project

*Andrić-grad or Kamengrad is a part of the city, a cultural center and a kind of ethno-village, located at the location of Ušće at the confluence of the rivers Drina and Rzav in Višegrad, whose creator is the director, Emir Kusturica. It was opened to visitors on July 5, 2012.*



Figure 21. Kamengrad project, Source:

<https://web.archive.org/web/20120118070734/http://kamengrad.info:80/> – visit 4/26/2022

[https://web.archive.org/web/20120118070734im\\_/http://kamengrad.info/Kamengrad.jpg](https://web.archive.org/web/20120118070734im_/http://kamengrad.info/Kamengrad.jpg) – visit 4/26/2022

*Kamengrad is a promotional project (Figure 21.) of the Government of Republic of Srpska. According to President of Srpska Milorad Dodik's announcement, in addition to the Government of the Republika Srpska, the financing of the project will include the Municipality of Višegrad, which is financed from the budget of the Republika Srpska, as well as Emir Kusturica. Elektroprivreda Republike Srpske and Srpske šume will be involved in the realization of the project. The idea for the project<sup>62</sup> came from a conversation between Milorad Dodik and Emir Kusturica on November 30, 2009 in Banja Luka, which meant that Kamengrad in Visegrad would be a version of Drvengrad in Mokra Gora, and its tourist attraction and "synonymous with Serbian culture and art". Drvengrad is about 22 km away from Višegrad. The conceptual concept of Kamengrad is the idea of Emir Kusturica.*

<sup>62</sup> Public opinion in development is disregarded, and general interest and awareness of public is low, benefits to public are substituted for the benefit of private entrepreneurship or individuals



Figure 22. Andrić-grad, Višegrad BiH, Drone video screenshot,

Source: <https://www.youtube.com/watch?v=BQN2fy3JQ5M> – visit 4/26/2022

Kamengrad will cover 14,000 m<sup>2</sup>, or 1.75 hectares, at the Ušće location, which is located at the confluence of the Drina and Rzav rivers along the coast in Višegrad. The project itself will cost between 10 and 12.5 million EUR. According to the project, there will be more than 50 stone houses around Kamengrad, a central church, a theater, and a market, as well as shops, taverns, and a marina for the landing of vessels on the Drina. The buildings will be built of modern material and lined with stone from abandoned houses in Herzegovina, so that Kamengrad will look (Figure 22.) like Trebinje. The Kamengrad project was presented on February 28, 2011, in Visegrad. The beginning of works on the construction of Kamengrad was marked on Vidovdan 2011, and Kamengrad is planned to be the main location for the shooting of the feature film "On the Drina Bridge", which will be financed by Republika Srpska and directed by Emir Kusturica.

### **The Mehmed-pasha Sokolović Bridge**

(The Old Bridge in Višegrad) is located in Višegrad near the border between Republika Srpska and Serbia and is one of the most monumental works of architecture (Figure 23.) that was created in the period from the 15th to the 19th century in Bosnia and Herzegovina. The Mehmed-pasha Sokolović Bridge is a national monument of Bosnia and Herzegovina.



Figure 23. Mehmed-pasha Sokolović Bridge in Višegrad, Bosnia and Herzegovina, Drone video screenshot, Source <https://www.youtube.com/watch?v=IS7UAmrxcNs> – visit 4/26/2022

### Višegrad site

#### Survey of Višegrad site and conceptual design of former Andrićgrad center

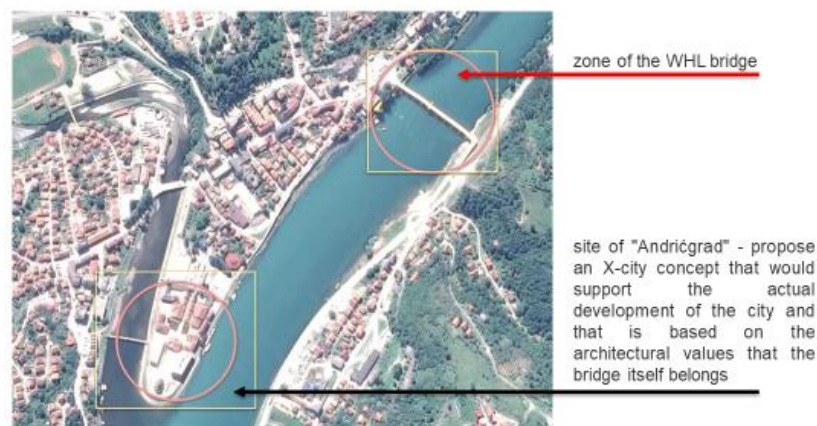


Figure 24. Survey of Višegrad site and conceptual design of center, Screenshot, google maps, Višegrad, RS, BiH

The bridge was built in the period from 1571 to 1577, at the place where the road connected Bosnia with Constantinople above the river Drina (the so-called "Constantinople Road"). The construction of the bridge was entrusted to the greatest Turkish builder, Kodža Mimar Sinan, a court architect, and the supreme builder of the Empire, one of the greatest architects in the world. It is the endowment of Mehmed-pasha Sokolović, Grand Vizier of three sultans (1565—1579) - Suleiman the Magnificent, Selim II and Murat III.

This bridge is known to have been repaired around 1664, then 1875, 1911 and 1939, and 1940. During the withdrawal of the Austrians from Višegrad in 1914, one window was destroyed, and the following year, the Serbian army destroyed another while leaving Višegrad. This condition of the bridge was maintained until 1939, when it was brought



into proper condition. From 1915 to 1939, an iron structure stood on the destroyed part of the bridge, through which traffic took place. During the withdrawal of the Germans in October 1943, and that part was destroyed, there is a photograph from 1943 which shows the destroyed bridge. The middle of the bridge, called the gate-sofa, was widened, and soon became a popular meeting place for people from Višegrad and the surrounding area. Ivo Andrić's novel "On the Drina Bridge", for which the writer also won the Nobel Prize, and which has been translated into numerous world languages, is based on the history of this bridge. Throughout the history of the bridge, the novel also presented the history of the entire region, and many important events are related to the bridge.

The Turkish International Co-operation and Development Agency (TIKA) provided 3.5 million EUR for the restoration of the Mehmed Paša Sokolović Bridge. Representatives of TIKA, the BiH Commission for Co-operation with UNESCO, the Republika Srpska Cultural Ministry and the Višegrad municipality (Figure 25.) signed an agreement to renovate the bridge on 19 April 2010. The bridge received UNESCO World Heritage Listing in 2007.<sup>63</sup> (The location of Andrić-grad is outside of extended buffer zone of Bridge)

## Terrain model

### Višegrad model with support object distinction

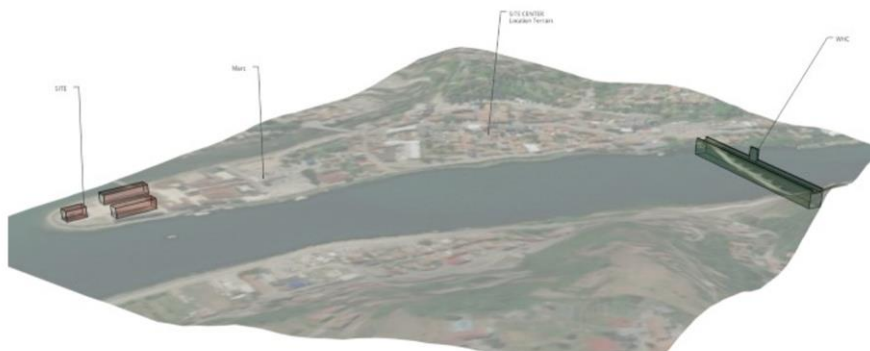


Figure 25. Terrain model 1, Višegrad model support object, Visualization by Author, app.sketchup.com, Višegrad, Rs, BiH

<sup>63</sup> <https://whc.unesco.org/en/list/1260/> – visit 4/26/2022



Figure 26. Terrain model 2, Višegrad model support object, Visualization by Author, app.sketchup.com, Višegrad, Rs, BiH

### A visit to Andrić-grad

Visitor enters a world with many alleys and different epochs that opens to the visitors. It is like a stone coexistence of Byzantine, Ottoman, Neoclassical and Habsburg architecture and style. A renaissance square also found a place in the city. "Because of the Ottomans, we were deprived of the renaissance," is one of the official tour guide comments<sup>64</sup>, "but now we are willing to bring that era back to Andrić-grad." A huge mosaic at the entrance to the cinema shows Emir Kusturica with his political ally and financier President of RS Milorad Dodik, pulling a rope together to one side, speaking out against an invisible adversary. Critics of this project call Andrić-grad "Disneyland on the Drina"<sup>65</sup>. As the creators of Andrić-grad are more faced with the charges that they are writing the history of the region on their own way.

### A visit to Višegrad

In the visit to Višegrad experienced and educated tourist is faced with dilemma about the actual decision to what style or period of history he is found at. In first instance is confusing to distinguish the synchronization and mix of styles that are visible to the visitor. The image of Andrić-grad is dominating the city atmosphere and it is likely to be perceived as the main and the only touristic attraction of entire Višegrad. This statement is not far from the truth as the monumental bridge of Mehmed Paša Sokolović perceives a single most important and disconnected heritage property in the town. As it seems the possible problem is that the Višegrad with Andrić-grad is not a presentation heritage town. More likely this is the town with an important and connected heritage site/monument, distinctively and well disconnected from its authentic heritage context in that undoubtedly existed in historic times.

In present time this connection is lost, and it is artificially attempted to be merged with Andrić-grad. This connection apparently did not work or functioned even today. As artificial

<sup>64</sup> Hikmet Karičić, *Andrić grad: Hijacking Memories*, Working Paper Series No. 9 June, 2016

<sup>65</sup> <https://www.dw.com/bs/srpski-nacionalisti-izgradili-andri%C4%87grad/a-17651455> – visit 4/26/2022



creation without viable (Figure 24.) context, as mock-town or ethno-village based on the distinguished novelist that spent only a part of his life in Višegrad by attending the high school, and by this writing the novel about historic bridge did not have a good base to create authentic experience of the visit, as it is vision of the film maker and apparently a scenery created for the movie and kind of "Potemkin village"<sup>66</sup> justification. As Potemkin village is any construction (literal or figurative) whose sole purpose is to provide an external façade to a country that is doing poorly, making people believe that the country is progressing better.

This simulacra site is not articulated, and the main question is how to articulate a new value, that will help and make change in touristic content and architectural appearance of Andrić-grad. Apparent solution is to make a transformation of Andrić-grad to only valuable cultural-historic and natural elements that nearby attractions have to offer, that is Drina River (natural/landscape heritage) and Mehmed Paša Sokolović bridge (architectural/historic heritage). Significance and value of WHC bridge historical timeline and connection with touristic center of Andrić-grad deprived of its fictional, self-presenting vanity and political connotations (Figure 26.) of the mock-town. In the Andrić-grad, visitors impact has significant tendency of decline over the past years, as it is perceived one time attraction by the tourists.

Possible transformation of Andrić-grad to university and students center, and place of studying history, ottoman bridge building (from the 16th until the 19th century), as well hydrography and river studies of Drina River. Also, a possible plan to create image of what Ottoman Višegrad could be as the Andrić himself described in the novel, a complete support to the historical timeline of the bridge but facing the current political situation in Višegrad this is not a likely scenario.

### Andrić-grad transformation measures / recommendations

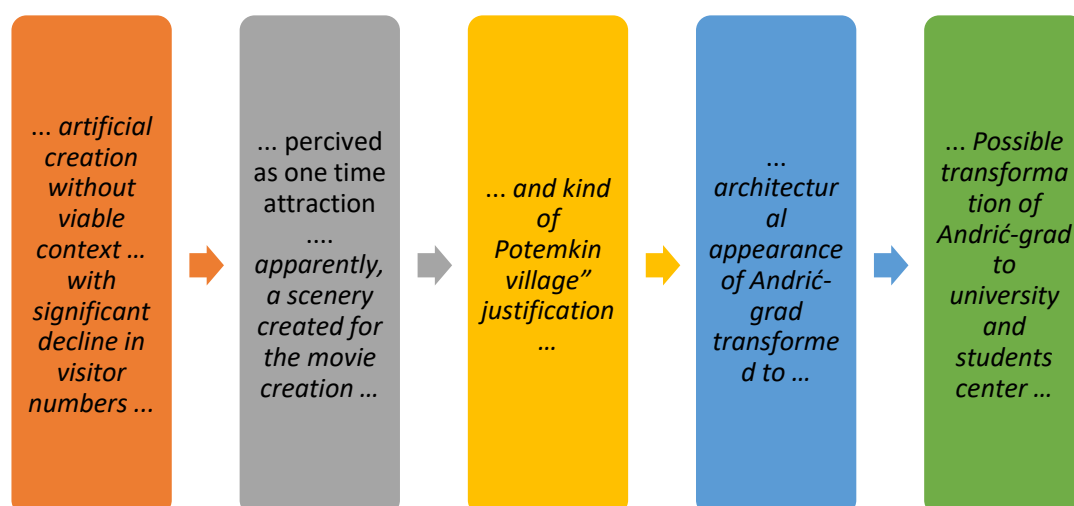


Table 9. Andrić-grad transformation recommendation, by Author, [app.office.live.com/start/word](http://app.office.live.com/start/word)

<sup>66</sup> [https://en.wikipedia.org/wiki/Potemkin\\_village](https://en.wikipedia.org/wiki/Potemkin_village) – visit 4/26/2022

**Andrić-grad concluding sentences:**

- For political purposes presentation of heritage is distorted, as well as public funds are spent, doubling the mentioned effects later in time when unauthentic property is used and visited. By this process authentic heritage is marginalized, neglected and in danger of being forgotten, by doing this the real values are disregarded and in threat to become entirely obsolete.
- Community involvement is an imperative in process of sustainable development, community needs to pursue relevant authorities to produce plans and improve development, to pursue straight route in improving *modus vivendi* and *modus operandi*.
- Appropriate architectural interventions that can increase long-term sustainability and development of small heritage towns (DosHT) with appropriate projects need to be implemented.

The municipality of Višegrad has a large potential for tourism development (Mostar and Višegrad comparison chart, appendix 1.) and for combination tourist attractions of the bridge with other offers:

- narrow-gauge railway,
- Dobrun monastery,
- church and mosque in the village of Mehmed-pasha Sokolović,
- spa tourism,
- hunting and fishing tourism,
- Rural and eco-tourism, etc.

The aspect of tourism development is elaborated in the Management plan.<sup>67</sup>

"Tourist activities related to bridges are the revenue generator for this area. Analyzing available data from others tourist places in Bosnia and Herzegovina in relation to the recorded number of tourists in one year and having in the form of tourist space in Višegrad, as well as other activities and preparatory work to be done.

Management plan predicts about 20,000 visitors in the first years, as well as a gradual increase in that number, which will keep at the figure of 30,000 to 40,000 visitors in years. This will be a significant incentive for local and regional economy."

"Existing potentials of the municipality imply the possibility of tourism development offers intended for various parts of the market:

- cultural and historical heritage of the municipality, especially Višegrad Bridge and house where he spent his childhood conducted by Nobel Prize winner Ivo Andrić, are important prerequisites for the development of culture tourism,

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<sup>67</sup> Report on the management plan for the Mehmed pasha Sokolović bridge by Mirela Mulalić Handan, [https://www.academia.edu/35299730/IZVJE%C5%A0TAJ\\_O\\_PLANU\\_UPRAVLJANJA\\_MOSTOM\\_MEHMED\\_PA%C5%A0E\\_SOKOLOVI%C4%86A\\_REPORT\\_ON\\_THE\\_MANAGEMENT\\_PLAN\\_FOR\\_THE\\_MEHMED\\_PASHA\\_SOKOLOVI%C4%86\\_BRIDGE](https://www.academia.edu/35299730/IZVJE%C5%A0TAJ_O_PLANU_UPRAVLJANJA_MOSTOM_MEHMED_PA%C5%A0E_SOKOLOVI%C4%86A_REPORT_ON_THE_MANAGEMENT_PLAN_FOR_THE_MEHMED_PASHA_SOKOLOVI%C4%86_BRIDGE) – visit 4/26/2022

- Dobrun Monastery with a collection of icons and accompanying elements of sacral architecture is another potential for tourism development and visitors interested in sacred places,
- spa services,
- various activities related to eco-tourism,
- outdoor facilities, tours of intact areas nature, the study of endemic plants world,
- hunting, fishing, and rafting,
- contents and activities in art colonies,
- literary meetings dedicated to the life and work of Ivo Andrić,
- additional activities that can be organized in the middle of the tourist season, and relating to history of the bridge
- Performances, meetings, services which would revive the bridge and its surroundings.

To revive economic potential and individual economic systems, tourism should be seen as a source of income for companies, entrepreneurs, and the municipality when it comes to starting certain capacities. In that sense, there would be an increase in tourism. The visit meant an increase in revenue and business for recreation center (spa), Višegrad hotel, generating revenue for a museum that could form in the space of Ivo Andrić's house, income from accommodation in the konak of the monastery (which ends), as and revenues from all accompanying content, from the use of services local shops, restaurants and service shops, to the possibility of selling souvenirs and products that are related to the cultural content that Višegrad offers.

According to research data and results, revenues from tourism (which are in Bosnia and Herzegovina statistics shown only as revenues from hotels and restaurants and relate to accommodation and food) provoke multiplier effects in the amount of 1.20 to 1.64, depending on the quality and scope of the accompanying content. The Management Plan<sup>68</sup> states that the goal is creating tourist facilities and improving accommodation capacity to help attract and secure accommodation of tourists and visitors in accordance with the standards tourist offers, based on the provisions of the World tourism organizations and projects are defined to achieve this goal.

- Višegrad, Vardište (SRB) and Mokra Gora (SRB) region – Architectural heritage, rural and adventure sports events  
(CBC sites, networking of towns and regions)

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<sup>68</sup> MANAGEMENT PLAN, Nomination of the Properties for Inscription on the World Heritage List Mehmed pasha Sokolović Bridge in Višegrad Bosnia and Herzegovina, [http://old.kons.gov.ba/main.php?id\\_struct=229&lang=1](http://old.kons.gov.ba/main.php?id_struct=229&lang=1) – visit 4/26/2022

- Eastern Bosnia connection with Montenegro, here 3 countries are using the same resources in different kind of tourism, water rafting on Tara River etc. Starting in Montenegro, then in Serbia, and ending in Bosnia & Herzegovina. (Maglić - Sutjeska NP - Tara River rafting - Višegrad - Tara NP (MNE))
- Narrow gauge railroad Visegrad – Vardište – Mokra Gora is one of the most attractive routes of the old railways in Europe. Also, there is an idea project Gondola from Perućac to Mitrovac (SRB) and in that way we complete the ring around the Drina River, gondola to Perućac (SRB), then by boat to Andićgrad (Bosnia)

#### 4. Old Bridge Area of the Old City of Mostar - symbolic power and meaning

Developed in 15<sup>th</sup> century Mostar was a town on border of Ottoman Empire. Austro-Hungarian period in Mostar was short, in 19<sup>th</sup> century and did not change character of old Turkish houses and Old Bridge (Figure 27.) that is designed by architect Mimar<sup>69</sup> Sinan. In November 1993 Old bridge and historic town of Mostar were destroyed. In period that come after Mostar Bridge was rebuilt as well as the Old Town restored.

- Reconstruction of the bridge

The Old Bridge has been its major monument. At the moment, however, after the destruction in the 1990s, the site has lost much of its old (original) fabric. It is currently still in the process of reconstruction; however, a major part of this effort is already realized, most spectacularly in the case of the Old Bridge. There has also been considerable contribution from the international community to this process, including UNESCO, the World Bank, and the European Union, in addition to the support provided by individual countries<sup>70</sup>

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<sup>69</sup> Mimar Sinan also known as Koca Mi'mâr Sinân Âğâ, was the chief Ottoman architect and civil engineer

<sup>70</sup> Mostar (Bosnia and Herzegovina) No 946 rev – UNESCO, <https://whc.unesco.org/document/154662> – visit 4/26/2022



Figure 27. Mostar Old Bridge Area of the Old City of Mostar, Photo by Mark Ahsmann - Own work, CC BY-SA 3.0,

Source: <https://commons.wikimedia.org/w/index.php?curid=30270198> – visit 4/26/2022

- *Tourism*

*Historic Mostar is protected by the 1985 Law on the Protection and Use of the Cultural, Historical, and Natural Heritage of Bosnia and Herzegovina; it has always been a touristic town that attracted visitors from Adriatic coastline to regions of central Bosnia inland areas. Being one of Bosnia and Herzegovina most beautiful cities, it is a top attraction in the Balkans. Mostar is taking touristic flow from the Dubrovnik (CRO), Međugorje that can be prolonged to Trebinje and Herceg Novi (MNE).*

- *Red bull Cliff Diving event*

*Historic Stari Most (Old Bridge in Mostar) once again welcome the world's best cliff divers in August for the sixth season in a row the Red Bull Cliff Diving World Series will touch down in beautiful Bosnia & Herzegovina, where the cliff diving (Figure 28.) elite will once again display their skills from up to 27m off the historic Stari Most. Going back to the 17<sup>th</sup> century, competitive bridge diving has been a tradition for many years in Mostar, and today the cliff divers come back to the historic single span stone bridge. (Annual diving contest has held on to the Bridge for over 400 years)<sup>71</sup>*

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<sup>71</sup> <https://www.dailysabah.com/life/2018/07/30/bosnians-keep-up-tradition-with-high-dive-plunge-off-mostar-bridge> – visit 4/26/2022





Figure 28. Red bull Cliff Diving event, A DC-6 flies over the Old Bridge at the Red Bull Cliff Diving World Series stop in Mostar, Bosnia and Herzegovina, on August 28, 2021. Photo by: © Dean Trembl/Red Bull Content Pool Source: [https://img.redbull.com/images/w\\_3000/q\\_auto,f\\_auto/redbullcom/2021/8/28/fr1xfvovtqmtxcuhw3li/red-bull-cliff-diving-dc-6-fly-over-mostar-final](https://img.redbull.com/images/w_3000/q_auto,f_auto/redbullcom/2021/8/28/fr1xfvovtqmtxcuhw3li/red-bull-cliff-diving-dc-6-fly-over-mostar-final) – visit 4/26/2022

- *Inscription*<sup>72</sup>

*The reconstructed Old Bridge and Old City of Mostar is a symbol of reconciliation, international co-operation and of the coexistence of diverse cultural, ethnic and religious communities.<sup>73</sup> With the “renaissance” of the Old Bridge and its surroundings, the symbolic power and meaning of the City of Mostar - as an exceptional and universal symbol of coexistence of communities from diverse cultural, ethnic and religious backgrounds - has been reinforced and strengthened, underlining the unlimited efforts of human solidarity for peace and powerful cooperation in the face of overwhelming catastrophes.*

- *Dubrovnik (CRO), Međugorje and Mostar, Stolac, (Zavala Monastery, Vjetrenica cave) Trebinje, Herceg Novi (MNE) region – event gastronomic /vine/ health and religious events - (Networking of towns and sites, CBC as a good example, influencing other sites, diversifying offer, 'Pour' the potential of Dubrovnik on neighborhoods)*
  - *Cruise ships are another cause of over tourism in Dubrovnik (CRO), with thousands of tourists each day. In 2017, the city received 742,000 passengers*

<sup>72</sup> <https://whc.unesco.org/en/list/946/> – visit 4/26/2022

<sup>73</sup> Old Bridge Area of the Old City of Mostar (UNESCO/NHK) <https://www.youtube.com/watch?v=g9wtpfJekIU> – visit 4/26/2022

on 538 ships, because of this it drives out local people from their city. In Dubrovnik today, just 1,500 people live in the Old Town. HBO series *Game of Thrones* has attracted tourists to Dubrovnik and enlarged total visitor numbers to travel smart and to bypass this over tourism in Dubrovnik the potential of intense cooperation with towns and municipalities from territory of Bosnia and Herzegovina, Croatia, and Montenegro. Growing cooperation between local communities is getting strong for the higher purpose, so the boundaries (Figure 29.) are becoming less of the obstacle for the tourist flows.

- There is an increase in offer, ranging from the food, vine, health, and religious tourism (pilgrimage to Medjugorje, Marian apparitions<sup>74</sup>) with strong Natural tourism offer in the Natural preserve park Hutovo blato and Vjetrenica cave.
- The meet of three cultures around Trebinje, Stolac and Čapljina - three types of religion and culture: Catholic, Orthodox, and Islamic. So, a diverse gastronomic, cultural, natural, and sociological offer is present

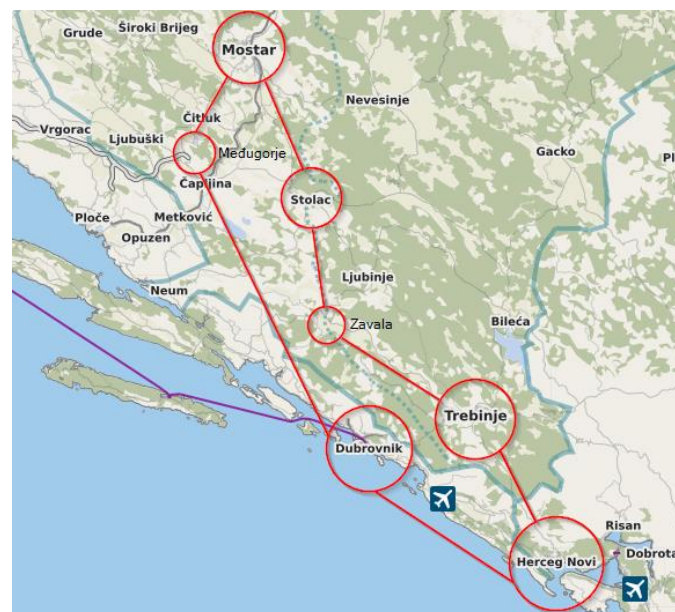


Figure 29. Dubrovnik-Mostar-Herceg Novi area, Screenshot edited by Author, openstreetmap,  
Source: <https://www.openstreetmap.org/#map=10/42.9393/18.0203&layers=0> – visit 4/26/2022

<sup>74</sup> Pope authorizes pilgrimages to Medjugorje, May 2019, Massimiliano Menichetti - Vatican City,  
<https://www.vaticannews.va/en/pope/news/2019-05/pope-authorizes-pilgrimages-to-medjugorje.html> – visit 4/26/2022

## VII. EVALUATION OF HERITAGE TOWNS SUSTAINABILITY

- **Financing**  
*Planned and insured financing of SHT needs to be obtained from different sources of users and private or public resources,*
- **Architecture**  
*Architecture layers and styles need to be respected, in creation of new objects, imagination or individual desires are not acceptable, using method of contrast or integration in existing good results may be achieved*
- **Preservation**  
*By involvement of professionals' preservation of heritage in planning and works of is ensured*
- **Management**  
*Integrated approach in management that is involving stakeholders from all connected levels and professions is mandatory, decision makers, authorities, owners, users and government need to be involved in order to project makes success.*
- **Education**  
*Raising awareness about values and cultural heritage is a constant activity, improved knowledge about and education may be beneficial to all parties involved.*
- **Technologies**  
*New technologies need to be used, towns and cities becoming "smart" are only way of being sustainable*
- **Adaptive use**  
*Redevelopment of heritage properties is ensuring a future viability, when possible and suitable innovative approach for sustainable and adaptive reuse of the buildings is recommended (Annex 2.)*
- **Community**  
*Local community involvement in the project is strongly encouraged, by introducing goals and raising knowledge about their cultural heritage and exchange of experiences, between local authority and inhabitants a potential can be created,*
- **Environment**  
*Nature is integral part of all sustainable actions; integration of environmental policies in project is suggested,*
- **Project planning**  
*It is a group of documents that are defining control, progress, and execution of the project. It includes a risk management consideration, communication, and resources. It is defining scope, timeline, and cost of project. Project managers are in charge to ensure that the plans are strong and on time.*
- **Pilot project**



The pilot project is an initial small-scale implementation that is used to prove the viability of a project idea. This could involve either the exploration of a novel new approach or idea or the application of a standard approach recommended by outside parties, but which is new to the organization.

Lessons learnt from pilot projects inform us about various steps and issues that are relevant for possible related problems. They also inform us about implementation strategy in the small scale that can later be fixed in real scale project. In defining pilot areas is necessary to obtain similar conditions and circumstances that will happen in real scale.

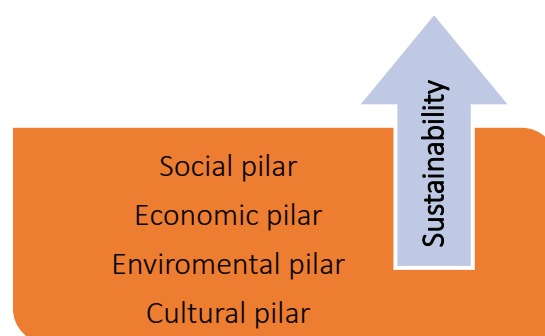
To start a pilot project is important to Define clear goals, decide on duration of project, implement testing group, develop a First plan, Collect the Results and Deal with the challenges raised from the project.

- **Project evaluation**

It is a systematic and objective task of a going or a finished project, primary aim is to find and relevantly measure levels of accomplishments of the project objective. To what extent effectiveness is developed, how efficient it was, and what impact and sustainable results it provided. Evaluation is giving us lessons learned from decision making process, in regard to stakeholders, investors, as well as all range of partners involved. It is crucial part to investors and to managing authority.

### The sustainable development's pillars (heritage conservation and sustainable development)

- Cultural heritage plays a crucial role in the creation of a sustainable city as a vital non-renewable resource of cities, a catalyst (Graph 3.) for social cohesion, as an identity and creativity element, as an economic attractor for tourism revenues and as a mitigation factor for climate change.<sup>75</sup>



Graph 3. Sustainable development's pillars, by Author, [app.office.live.com/start/word](http://app.office.live.com/start/word)

<sup>75</sup>UNESCO. 2014. Culture for Sustainable Development: Sustainable Cities, available at: <http://www.unesco.org/new/en/culture/themes/culture-and-development/the-future-we-wantthe-role-of-culture/sustainable-cities/> – visit 4/26/2022

## Valorization of SHT

- *For the purpose of development of small heritage towns (DosHT) valorization study the values and valorization, set of criteria and indicators are closely defined (Graph 5.) to be used in multi-criteria decision analysis (MCDA) and evaluation values of targeted projects and results achieved, for the purpose of sustainable revitalization and valorization of small heritage towns.*
- *Evaluation indicators (Table 10.) are taken from corresponding literature.<sup>76</sup> Some of them are proposed from specific projects or based on information gained at site visits or experience linked with specific sites that are found generically in small towns or its purpose.<sup>77</sup>*
- *It is evident that objects can only be considered as cultural heritage properties if they are in possession of certain values, heritage values. These values (Graph 4.) are known to us due its progress of creation from Ruskin's "Use and Architecture values" (1849) and Riegel's "Age, Use, Commemorative, Art and Newness values" (1903) to ICOMOS values in recent years.*

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<sup>76</sup> *Enhancement of Small Towns in Inland Areas. A Novel Indicators Dataset to Evaluate Sustainable Plans*, Nesticò, A.; Fiore, P.; D'Andria, E., *Sustainability* 2020, 12, 6359. <https://doi.org/10.3390/su12166359> – visit 4/26/2022

<sup>77</sup> *Lukomir site, Višegrad site, Ethno village Stanišići, Mostar site*

Valorization of small heritage towns is based on 4 components of already known 17 Sustainable Development Goals (SDGs) or Global Goals with:				
1	Social			
2	Economic			
3	Environmental			
4	Cultural criteria ( Historic and architectural )			
Cultural criteria are evaluated through Historic and architectural aspects of small heritage towns (SDG 11 or Global Goal 11), historical and architectural criterion in small heritage towns is divided by three level of indicators:				
<b>Historic and architectural Cultural criteria</b>				
Criteria	Sub criteria	Indicator	Sub indicator	
<b>1. Town wider area</b>	Landscape and environmental uniqueness and integration	Uniqueness of historical-cultural landscape*	* - indicated by literature	
		Fragility of historical-cultural landscape*		
		Designation of rural areas*		
		Importance of rural areas*		
		Protected areas*		
		Settlement dispersion*		
		Landscape value*		
		Distorted landscape (brown fields)*		
		Infrastructures of the landscape (proposed)		Architectural paths
				Archeological sites
				Industrial sites
				Religious routes
				Sports paths
		Gastronomic routes		
		Animal or wildlife paths		
<b>2. Town historic core</b>	Historic core visibility	Historic preservation and integration*	* - indicated by literature	
		Fragility of the historical-cultural characteristics*		
		Significance (outstanding universal value)*		
		Landscape perceived quality*		
		Landscape value*		
		Panoramic sites*		
		Parking*		
		Visual interference - presence of buildings out of scale (proposed)		
	Historic core context	Respect to the pre-existing historic fabric (proposed)		
		Perceived landscape quality around housing areas*		
		Urban settlements morphology (proposed)		
		Urban core structures (proposed)		streets
				buildings
			open spaces public or nature	
			green areas	
		Relationship between town and context (proposed)		
	Relations between elements of historic core	Integral preservation between core and elements of town (proposed)		
		Accessibility of contents (proposed)		
		Heritage public space and green space (proposed)		
		Public space*	* - indicated by literature	
Recreational space*				
Number of reconstruction projects*				
Urban pedestrian space*				
Value of nature parks and gardens - public (proposed)				
Revitalization of historic – architectural space (proposed)				
<b>3. Town historic properties (buildings and monuments)</b>	Relations between historic properties and historic core	Preservation state of historic buildings *	* - indicated by literature	
		Preservation of historic town plan - integrated with community plan*		
		Historic fabric*		
	State of preservation and use of historic properties	Preservation of individual properties*		
		Use of historic-architectural heritage (commercial or living)*		
		View of historic – architectural heritage (visibility, night illumination) (proposed)		
		State of preservation of heritage properties (proposed)		
	Number of adapted and reused buildings (proposed)			

Table 10. Valorization of small heritage towns, based on 4 components of 17 SDGs, based on Nesticò, A., Fiore, P. & D’Andria, E. (2020). Enhancement of Small Towns in Inland Areas. A Novel Indicators Dataset to Evaluate Sustainable Plans. Sustainability, 12, 6359., by Author, [app.office.live.com/start/excel](http://app.office.live.com/start/excel)

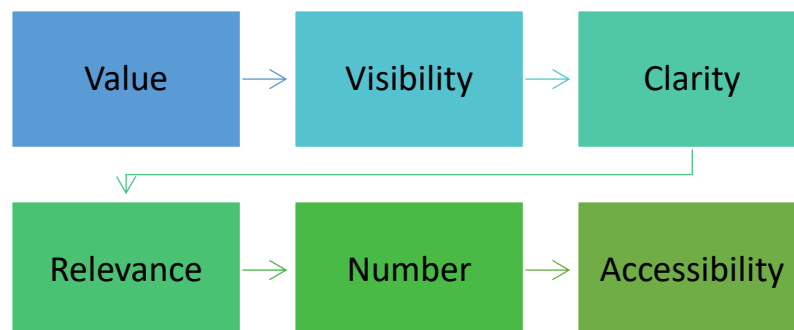
Thematic area related to valorization of small heritage towns



Graph 4. Thematic area related to valorization SHT by Author, [app.office.live.com/start/word](http://app.office.live.com/start/word)

Principle of method in formulation of indicators is:

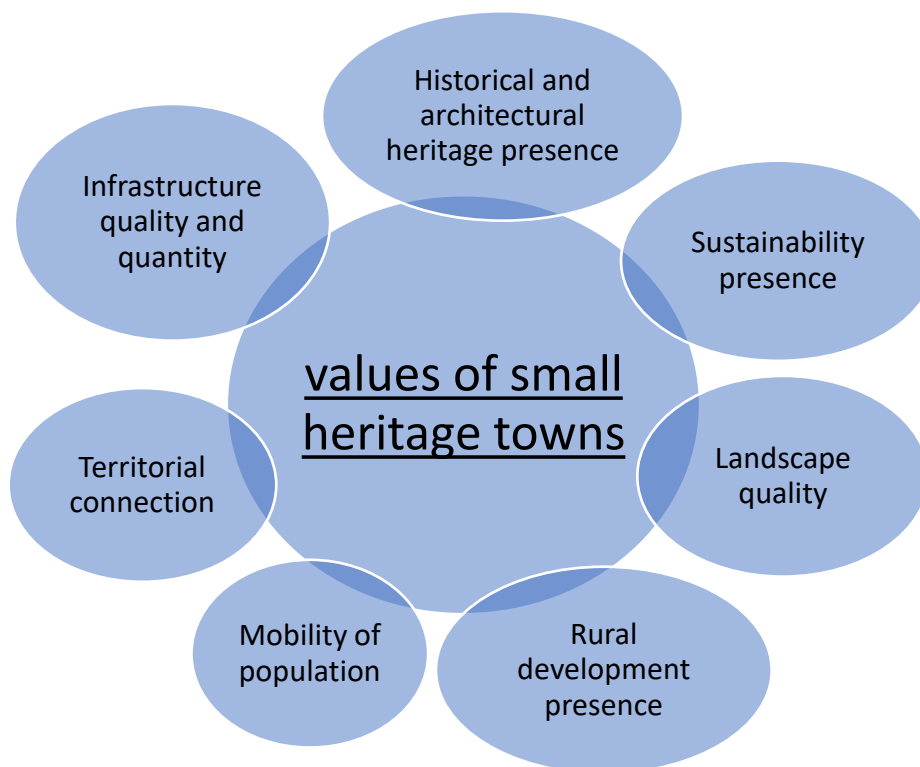
- Value,
- Visibility,
- Clarity,
- Relevance,
- Number, and
- Accessibility



Graph 5. Principle of method in formulation of indicators, by Author, [app.office.live.com/start/word](http://app.office.live.com/start/word)

Global thematic areas that are directly connected to values (*Graph 6.*) of small heritage towns:

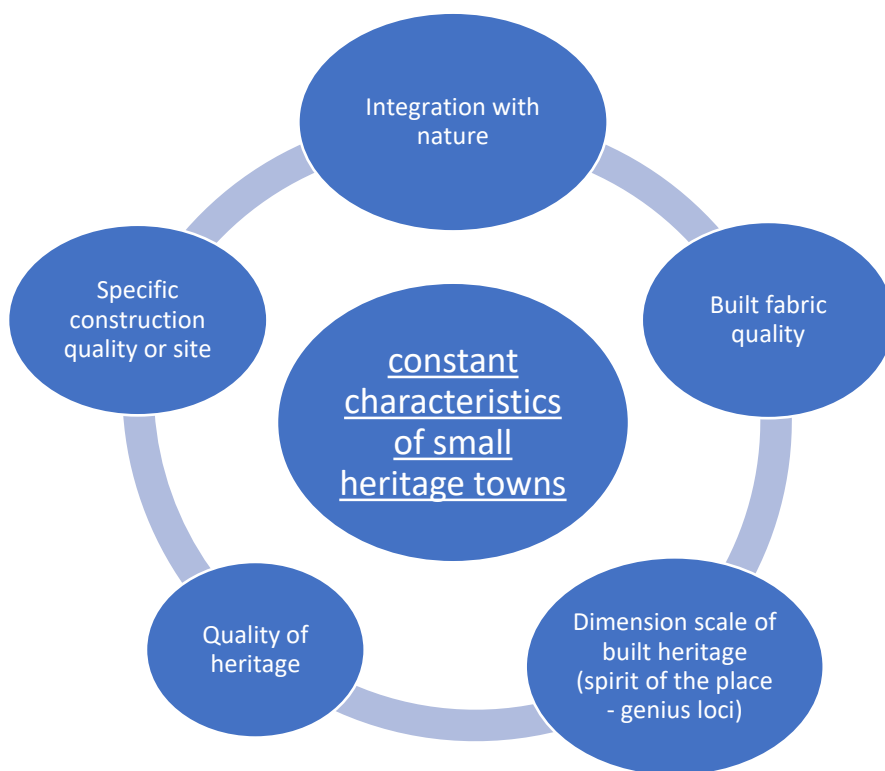
- Historical and architectural heritage presence
- Sustainability presence
- Landscape quality
- Rural development presence
- Mobility of population
- Territorial connection
- Infrastructure quality and quantity



Graph 6. Values of SHT, by Author, [app.office.live.com/start/word](http://app.office.live.com/start/word)

Identification of unchanging (*Graph 7.*) and constant characteristics of small heritage towns that are present or absent as its strengths and weaknesses:

- Integration with nature
- Built fabric quality
- Dimension scale of built heritage (spirit of the place - genius loci)
- Quality of heritage
- Specific construction quality or site



Graph 7. Constant characteristics of SHT by Author, [app.office.live.com/start/word](http://app.office.live.com/start/word)

## VIII. FINDINGS AND CONCLUSION

### – Findings

- Small heritage towns face a wide range of issues and difficulties and preserving and showcasing their priceless architectural and historic heritage is one factor that can help them develop more quickly (as is evident in the Lukomir village school project, where distortions of intimate scale measure are present). Additionally, small towns are struggling to keep up with the modern times. They are unresponsive to efforts to spur development and halt the deterioration of the various problems they face. [In this regard, the need for alternative approaches that would complement sustainable development policies becomes evident. The role of smaller towns in preserving their heritage is exemplified by the work at the Lukomir village school project.](#)
- Local governments fail to halt adequate "investor demands" and to prevent further insufficient actions in the creation of new and unauthentic creations (exemplified in the case of complex - Ethno-village Stanišići) that are in conflict with tradition, resulting in simulacra. The town of Višegrad, with its imagination creation of Andrić-grad complex, is another clear example, where institutional support for development is weak, focusing primarily on fulfilling the wishes of random investors and individuals without respecting protection measures and failing to follow development plans. [In practice, it is clear and possible to determine that local governments have made only limited efforts to establish partnerships for sustainable development with central government bodies and non-governmental organizations.](#)
- Due to negligence and misinterpretation of the historical past, the creation of out-of-scale measures and out-of-style compounds and facilities is a constant occurrence, and it is supported by local governments. The town's relationship to the national and historic monument of Višegrad bridge is disregarded, so the monument is disengaged from the town core (not an integral part) and unaddressed by similar heritage properties of that period. [As a result, through various contributing factors and conditions, the cultural heritage of the area is being replaced by oversized facilities with little regard to quality and historic atmosphere.](#)
- The combination of public indifference and the government's leniency toward investors - results in fantastic and imagined creations (simulacrum). Public opinion is overlooked in development (as in the idea for the project of Andrić-grad, which came from a dialogue between two stakeholders without the involvement of the public), and general public participation and consciousness are low. Benefits to the public are replaced for the advantage of private entrepreneurship (or for political gain), and therefore development is sustained and, in the end, stopped. [As a result, the historic fabric of Višegrad has been severely and permanently altered because it has become a simulacrum of its former self.](#)

- Financial development models may also include in kind philanthropy, to get as many inhabitants as possible involved in joint philanthropy, to work the way to establish a joint community founding, (cultural events found in tradition and revived in contemporary days, exemplified by the Red Bull cliff diving competition in Mostar, where an annual diving tournament has historically held on to the Bridge for over 400 years, can meaningfully support development) acceleration for building and the establishment of a joint community. [It would certainly offer a constructive opportunity for the town to reflect upon its own development, its past and future, and on its cultural heritage.](#)

## – Conclusions

### ARCHITECTURE

**Statement 1:** Small heritage towns struggle to preserve their cultural heritage properties and they experience slow development growth. In order for this process to be established, a correlation between the various stakeholders, including the local community, public representatives, owners, institutions, investors, and the nongovernmental sector, must be ensured. [This is further confirmed by the role of heritage tourism and community involvement in the preservation process.](#) (see reference 14.)

**Conclusion 1:** If the quality of life for the locals and potential tourists is to be improved, cultural property maintenance is essential. The interior and historic core should be free of improper architectural interventions that have been made. [Because only limited examples of a town's own history can be preserved within the core, it is essential that cultural property outside of the area also receives attention.](#)

**Conclusion 2:** Since we know that impacts related to material cultural heritage account for a sizeable portion of the overall services economy, renovation of heritage towns must be viewed as an investment. (exemplified in the redesign project in the village of Lukomir) [Every existing architectural intervention should be reconsidered within the context of a broader, objective heritage interpretation that demonstrates both historical and contemporary significance.](#)

**Conclusion 3:** The small heritage town's development needs to prioritize culture as the fourth pillar of sustainable development, and architectural-historic standards must be incorporated into development plans and strategies. It is possible to carry out a wide range of activities to promote development without running the risk of denying future generations their right to their cultural heritage. [The cultural and architectural heritage needs to be considered an important asset for the future development of small towns in Bosnia and Herzegovina and region.](#)



**Conclusion 4:** The problems in underdeveloped small towns cannot be solved by architecture alone; other fields such as sustainable development, promotion, environmental protection, transportation infrastructure, event planning, etc. must be involved ([as a follow-up to this conclusion](#)) [How to develop small town must be in accordance with the development and prosperity of the country, while our concern should be the preservation of local culture.](#)

## DEGRADATION

**Statement 2:** Small heritage towns face degradation and underutilized potential and are unable to withstand to the test of time; community demands are not met to their full potential. Adequate approaches to integrating small heritage towns in modern times have failed from local to national authorities, despite the fact that the development for residents is of the utmost importance. [Small heritage towns are facing a huge decline in population numbers, and an image with negative connotations, and it's still too early to know how small heritage towns will be seen and promoted in years to come.](#) (see reference 13.)

**Conclusion 5:** Community participation is essential in the process of sustainable development; the community must pursue appropriate authorities to produce strategies and improve development, as well as to pursue a straight path in improving modus vivendi and modus operandi. In order to succeed, inspiring local communities must learn how to create and sustain momentum in development (CLD). (As in case of Andrić-grad, where the project is carried out without the participation of the general public. [The residents' participation in the project is crucial; without their commitment, the overall success of the project is compromised](#)) [The community must not only want the project to happen but must also want to take an active part in its construction.](#)

## SIMULACRUM

**Statement 3:** Private enterprise is utilizing aggressive marketing to promote "ethno" branding in order to profit economically from "their distorted" perception of the culture (as in the case of the complex-Ethno-village Stanišići), [and in the process, they are educating the public about simulacrum heritage while ignoring authentic sites.](#) (see reference 23.)

**Conclusion 6:** Increasing awareness among professionals and institutions is essential if this ethno-village phenomenon is to be properly addressed within the general public. Learnings from private entrepreneurship must be used to develop a strategy (like advertising and promotion efforts) that underscores genuine and historic locations with native context and stronghold heritage. For authentic and real heritage sites to once again be used and benefited by the public, the public awareness is essential. [In conclusion ethno-villages have no place in modern and sustainable development because this kind tourism does not serve the general public and thus undermines values of the local communities.](#)

## AUTHENTICITY

**Statement 4:** Private entrepreneurs with "their personal" vision of heritage interpretation are primarily responsible for the degradation of historic centers; their main concern is the creation of new artificial values, mock-towns, "ethno" centers, villages, and simulacra heritage. The public's view of culture and heritage and displayed values suffers as a result of staging heritage properties and trying to present unauthentic properties. For political reasons, the presentation of heritage is frequently altered, and public funds are ended up spending without public involvement (as in the case of Andrić-grad), doubling the impacts pointed out earlier when unauthentic property is utilized and visited. [This process marginalizes, disregards, and threatens to forget authentic heritage; by doing so, authentic \(architectural-historic\) values are overlooked and threatened.](#) (see reference 16.)

**Conclusion 7:** Promotion of authentic values from institutions must be prioritized; raising awareness about genuine cultural heritage principles is critical in order to preserve this resource; and promotion of real and authentic values must be introduced to a broad public in order to be protected from simulacrum and unauthentic influence. (promotional campaign, Lukomir Village) [to the contrary, authentic values are neglected, overlooked and disregarded within the total cycle of exposure to modern Architecture, whereby it is represented as developing and found in processes, development models and interventions.](#)

## NATURE

**Statement 5:** The importance of nature and the environment in small towns must be emphasized and maintained in all elements, as natural heritage is an integral part of the heritage town setting and surroundings (hinterland). It is also recommended as a development strategy to promote the use of outdoor recreation to attract new investment and generate employment by assisting small and medium enterprises. [The nature and the environment must be considered in each action that you make.](#) (see reference 15.)

**Conclusion 8:** During the COVID-19 crisis, the role of environment was obvious; human isolation and visits to natural wonders within domestic country borders were used extensively, and the importance of the natural surroundings was emphasized as never before. (During the COVID-19 global epidemic and confinement, people recognized the significance of environment and its contribution to their overall health and well-being.)

**Conclusion 9:** As the circular economy makes an effort to minimize negative environmental impacts, small town development must adapt to the Cradle-to-Cradle principle in architecture. The construction sector will play a critical role in assisting EU countries in meeting their commitment to be carbon neutral by 2050; reusing and recycling historic buildings will be essential to accomplishing this goal and ensuring sustainable development. [The circular economy includes design, production and distribution models.](#)

## DEVELOPMENT

**Statement 6:** To provide exceptional living conditions for residents while also creating a balance for tourists to relate to, the concept of "Only a place worth living in is a place worth visiting" is used. [Only a place worth living in is a place worth visiting enables tourists to gain knowledge about the local traditions and become more "intentional" visitors.](#) (see reference 25.)

**Conclusion 10:** In order to ensure accessibility and mobility of goods and services, traffic, and people, investment in infrastructure is critical. In the case of Lukomir village, investment in transportation vehicles for tourists, 4x4 or similar, is a better alternative to rural villages, where infrastructure road connection is not advised to be built as part of the protection measures that are defined. [With this approach less funds are spent, and greater effect is accomplished, as well protection measures are respected.](#)

**Conclusion 11:** Different methods for development can be used. Short-term or long-term development can be aided by the organization of various events. (short-term is exemplified in the case off Red Bull's cliff diving competition in Mostar). Residential development (long-term) can aid in the growth of DosHT if it doesn't conflict with the established heritage protection measures. Even a heritage property illumination installation can aid in development by ensuring the historic building is visible at night (for an extended period of time). Development and expansion are not always mutually exclusive in DosHT (such as in the case of Andrić-grad, where the impact of visitors has a significant tendency off decline because it is viewed as a one-time attraction), and in some circumstances, overdevelopment or overgrowth cannot be permitted. [Finding techniques that will permit development in a reasonable and controlled quantity is necessary.](#)

**Conclusion 12:** It is necessary to implement appropriate architectural interventions that can boost long-term sustainability and development of small heritage towns with appropriate projects. For every action, appropriate means and indicators must be developed in order to ascertain the achieved results (instance: a school building in Lukomir that has been refitted to look like the neighborhood's existing homes). [Best practices must be implemented to create sustainable development programs \(including renewable energy projects and recycling infrastructure\) in places like Lukomir.](#)

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<https://historicengland.org.uk/content/docs/research/valuing-carbon-pre-1919-residential-buildings/> – visit 4/26/2022



## X. Annex 1. Comparison chart 2021

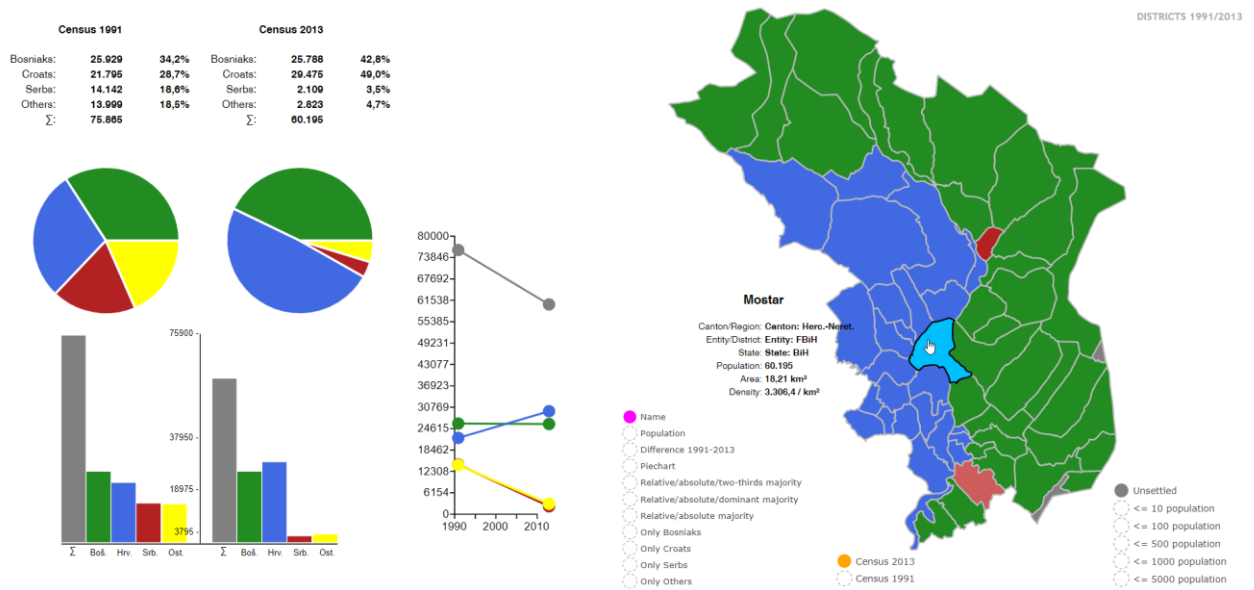
Annex 1. Mostar and Višegrad comparison chart based on analysis in 2021

MOSTAR	COMPARISON	VIŠEGRAD
60 m (200 ft)	ELEVATION	389 m (1,276 ft)
60,195.00	POPULATION	5,379.00
18,21 km <sup>2</sup>	AREA	1,175 km <sup>2</sup>
3.306.4/km <sup>2</sup>	DENSITY	3.079.7/km <sup>2</sup>
YES	WHC	YES
YES	RIVER	YES
YES	BRIDGE	YES
YES	STRONG CULTURAL HERITAGE	YES
YES	STRONG NATURAL HERITAGE	YES
YES	STRONG CULTURAL TRADITION	YES
YES	STRONG HERITAGE RESILIENCE	YES
YES	<i>STRONG CULTURAL TOURISM</i>	NO
YES	<i>ANOTHER CULTURAL CENTER IN CONNECTION</i>	NO
YES	<i>STRONG TOURIST FLOWS</i>	NO
YES	<i>ADEQUATLY PRESENTED HERITAGE</i>	NO
NO / YES	<i>CITY TAX / CONSIDERATION</i>	NO / NO
NO	AUTHENTIC HERITAGE COMPETITION	YES
YES	MUNICIPALITY / CITY STRATEGY	YES
YES	MANAGEMENT PLAN	YES

Table 1. Mostar – Višegrad, comparison chart, analysis by the author

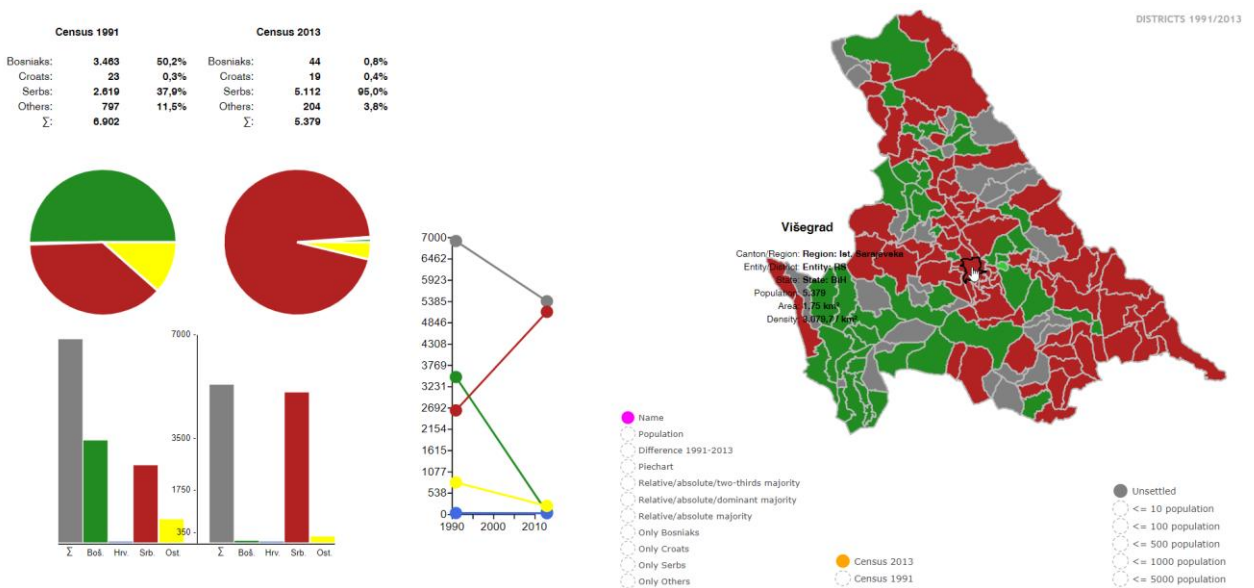


Mostar and Višegrad, 1992 – 2013 population comparison chart



Mostar - districts, census 1992 – 2013 population comparison chart Source:

<http://www.statistika.ba/?show=12&id=11410> – visit 4/26/2022

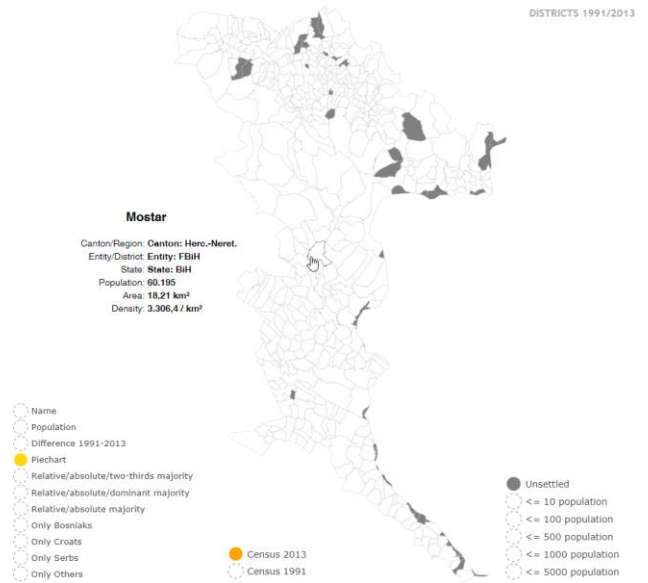
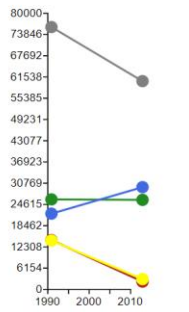
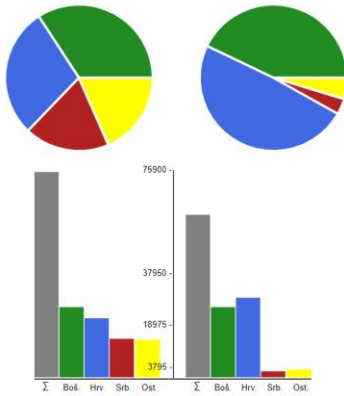


Višegrad - districts, census 1992 – 2013 population comparison chart Source:

<http://www.statistika.ba/?show=12&id=20087> – visit 4/26/2022

Mostar and Višegrad, 1992 – 2013 population comparison Pie chart

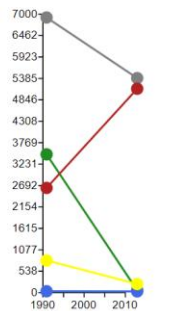
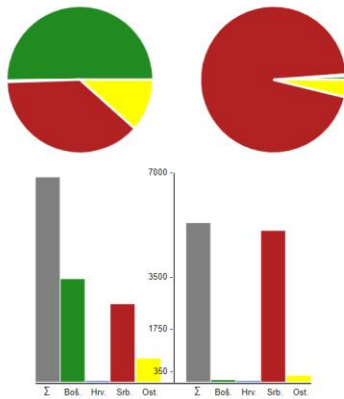
Census 1991			Census 2013		
Bosniaks:	25.929	34,20%	Bosniaks:	25.788	42,80%
Croats:	21.795	28,70%	Croats:	29.475	49,00%
Serbs:	14.142	18,60%	Serbs:	2.109	3,50%
Others:	13.999	18,50%	Others:	2.823	4,70%
Σ:	75.865		Σ:	60.195	



Mostar - districts, census 1992 – 2013 population comparison Pie chart Source:

<http://www.statistika.ba/?show=12&id=11410> – visit 4/26/2022

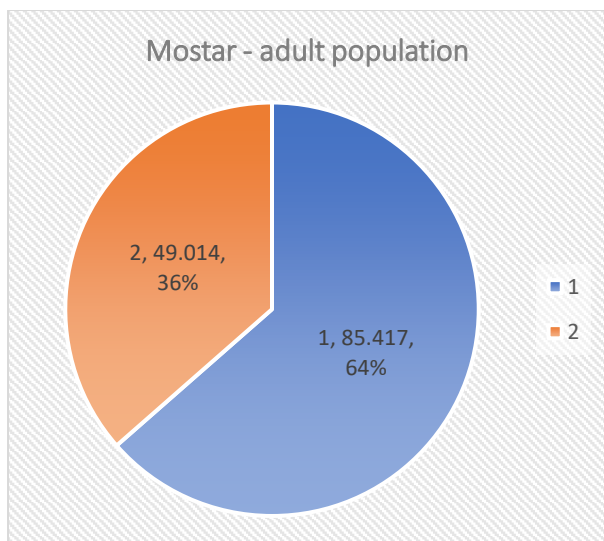
Census 1991			Census 2013		
Bosniaks:	3.463	50,20%	Bosniaks:	44	0,80%
Croats:	23	0,30%	Croats:	19	0,40%
Serbs:	2.619	37,90%	Serbs:	5.112	95,00%
Others:	797	11,50%	Others:	204	3,80%
Σ:	6.902		Σ:	5.379	



Višegrad - districts, census 1992 – 2013 population comparison Pie chart Source:

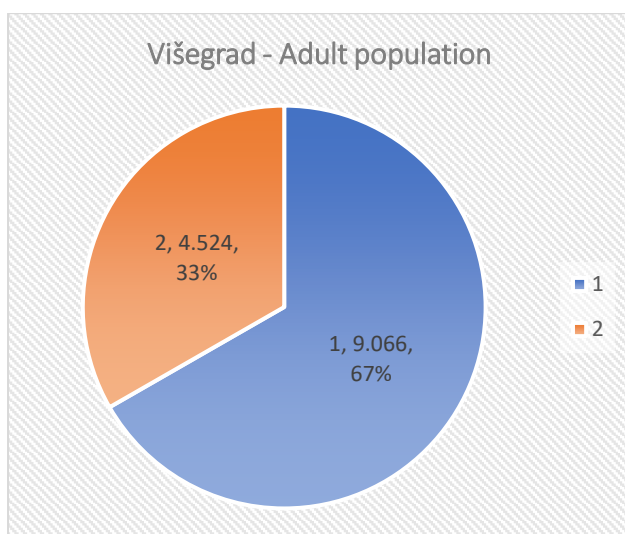
<http://www.statistika.ba/?show=12&id=20087> – visit 4/26/2022

Mostar and Višegrad district - adult population comparison chart



Mostar city - districts, adult population comparison chart

Source: <http://www.statistika.ba/?show=12&id=11410> – visit 4/26/2022



Višegrad city - districts, adult population comparison chart

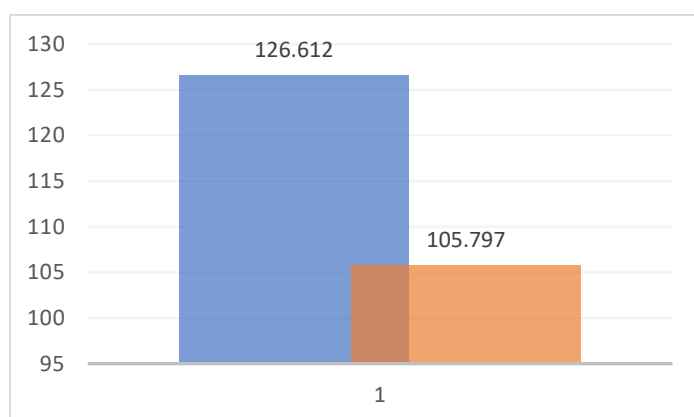
Source: <http://www.statistika.ba/?show=12&id=20087> – visit 4/26/2022

#	District name	u/r	Total	Average age	0-4	05-09	10-14	15-19	20-24	25-29	30-34	35-39	40-44	45-49	50-54	55-59	60-64	65-69	70-74	75-79	80-84	85+	Adult population
11410	Σ		105.8	39.9	5.34	4.889	5.48	7.79	6.87	7.78	7.76	7.11	6.77	7.5	8.23	7.69	6.39	4.39	4.49	3.89	2.29	1.15	85.417
166090	Mostar	u	60.195	40.2	3	2.629	2.91	4.43	3.89	4.46	4.61	4.04	3.74	4.1	4.67	4.56	3.75	2.59	2.59	2.25	1.33	634	49.014
20087	Σ		10.668	44.6	344	426	488	586	555	669	664	612	627	741	886	919	956	605	575	555	322	138	9.066
203009	Višegrad	u	5.379	42.5	178	211	278	318	300	388	375	349	330	410	443	468	427	263	266	197	119	59	4.524

Table 2. Mostar and Višegrad district - adult population comparison

## Mostar - 1992 – 2013 population comparison # 11410

	1991	2013
<b>Name</b>	Mostar	Grad Mostar
<b>Total population</b>	126.612	105.797
<b>Bosniaks</b>	44.037 (34,8 %)	46.752 (44,2 %)
<b>Croats</b>	42.907 (33,9 %)	51.216 (48,4 %)
<b>Serbs</b>	23.779 (18,8 %)	4.421 (4,2 %)
<b>Others</b>	15.889 (12,5 %)	3.408 (3,2 %)
<b>Površina ukupno</b>	1.165,63 km <sup>2</sup>	1.165,63 km <sup>2</sup>
<b>Površina naselja po etničkoj većini</b>		
bošnjačka većina	484,11 km <sup>2</sup> (41,5 %)	769,13 km <sup>2</sup> (66,0 %)
hrvatska većina	438,86 km <sup>2</sup> (37,6 %)	373,81 km <sup>2</sup> (32,1 %)
srpska većina	241,10 km <sup>2</sup> (20,7 %)	17,72 km <sup>2</sup> (1,5 %)
ostala većina	0,00 km <sup>2</sup> (0,0 %)	0,00 km <sup>2</sup> (0,0 %)
nenaseljeno	1,56 km <sup>2</sup> (0,1 %)	4,97 km <sup>2</sup> (0,4 %)
<b>Gradska (urbana) / seoska (ruralna) naselja</b>	1 urbana naselja / 59 ruralna naselja	
<b>Urban district</b>	75.865 (59,9 %)	60.195 (56,9 %)
<b>Other districts</b>	50.747 (40,1 %)	45.602 (43,1 %)
<b>Average age</b>	0,0	39,9
Prosječna starost urabano stanovništvo	0,0	40,2
Prosječna starost ruralno stanovništvo	0,0	39,4
Growth of population	13 (od 60) naselja	
Fall of population	46 (od 60) naselja	
Rast urbanog stanovništva	0 (od 1) naselja	
Pad urbanog stanovništva	1 (od 1) naselja	
Rast ruralnog stanovništva	13 (od 59) naselja	
Pad ruralnog stanovništva	45 (od 59) naselja	
<b>Gustoća stanovništva</b>	108,6 /km <sup>2</sup>	90,8 /km <sup>2</sup>
Gustoća urbanog stanovništva	4.167,1 /km <sup>2</sup>	3.306,4 /km <sup>2</sup>
Gustoća ruralnog stanovništva	44,2 /km <sup>2</sup>	39,7 /km <sup>2</sup>
<b>Districts: total</b>	60	60

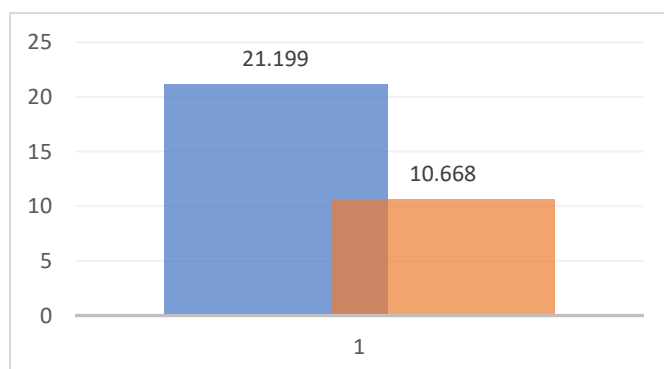


Mostar - city, census 1992 – 2013 population comparison chart

Source: <http://www.statistika.ba/?show=12&id=11410> – visit 4/26/2022

## Višegrad - 1992 – 2013 population comparison # 20087

	1991	2013
<b>Name</b>	Višegrad	Višegrad
<b>Total population</b>	21.199	10.668
<b>Bosniaks</b>	13.471 (63,5 %)	1.043 (9,8 %)
<b>Croats</b>	32 (0,2 %)	33 (0,3 %)
<b>Serbs</b>	6.743 (31,8 %)	9.338 (87,5 %)
<b>Others</b>	953 (4,5 %)	254 (2,4 %)
<b>Površina ukupno</b>	449,06 km <sup>2</sup>	449,06 km <sup>2</sup>
<b>Površina naselja po etničkoj većini</b>		
bošnjačka većina	235,81 km <sup>2</sup> (52,5 %)	141,03 km <sup>2</sup> (31,4 %)
hrvatska većina	0,00 km <sup>2</sup> (0,0 %)	0,00 km <sup>2</sup> (0,0 %)
srpska većina	210,51 km <sup>2</sup> (46,9 %)	235,98 km <sup>2</sup> (52,6 %)
ostala većina	0,00 km <sup>2</sup> (0,0 %)	0,00 km <sup>2</sup> (0,0 %)
nenaseljeno	2,74 km <sup>2</sup> (0,6 %)	72,04 km <sup>2</sup> (16,0 %)
<b>Gradska (urbana) / seoska (ruralna) naselja</b>	1 urbana naselja / 162 ruralna naselja	
<b>Urban district</b>	6.902 (32,6 %)	5.379 (50,4 %)
<b>Other districts</b>	14.297 (67,4 %)	5.289 (49,6 %)
<b>Average age</b>	0,0	44,6
Prosječna starost urabano stanovništvo	0,0	42,5
Prosječna starost ruralno stanovništvo	0,0	46,7
<b>Growth of population</b>	6 (od 163) naselja	
<b>Fall of population</b>	153 (od 163) naselja	
<b>Rast urbanog stanovništva</b>	0 (od 1) naselja	
<b>Pad urbanog stanovništva</b>	1 (od 1) naselja	
<b>Rast ruralnog stanovništva</b>	6 (od 162) naselja	
<b>Pad ruralnog stanovništva</b>	152 (od 162) naselja	
<b>Gustoća stanovništva</b>	47,2 /km <sup>2</sup>	23,8 /km <sup>2</sup>
Gustoća urbanog stanovništva	3.951,7 /km <sup>2</sup>	3.079,7 /km <sup>2</sup>
Gustoća ruralnog stanovništva	32,0 /km <sup>2</sup>	11,8 /km <sup>2</sup>
<b>Districts: total</b>	163	163



Višegrad - city, census 1992 – 2013 population comparison chart

Source: <http://www.statistika.ba/?show=12&id=20087> – visit 4/26/2022

## Annex 2. SWOT analysis in developing events

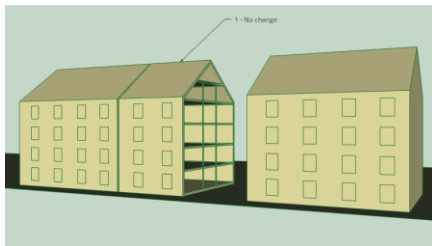
<b>Strengths</b>	
1.	Cultural, monumental, and historical heritage
2.	Natural preconditions
3.	Medieval or other traditions
4.	Well-developed and differentiated offering
5.	Brand creation
6.	Location connection
7.	Intangible musical/oral heritage under institutional protection
8.	Gastronomy offer
9.	Long tradition in tourism
10.	Good employees
11.	Help of volunteers and enthusiasts
12.	The bond between heritage, tradition, and tourism
13.	Indigenous services/facilities
<b>Weaknesses</b>	
1.	Poor cooperation and lack of interest among stakeholders
2.	Poor focus on target segment
3.	Lack of an integrated product
4.	Failure to connect with other elements of the possible extended offer
5.	Insufficient financial resources
6.	Inadequate involvement on part of residents
7.	Focus only on seasonal tourism
8.	Poor connections with other important destinations
9.	Poor strategic event management
10.	Overcrowding
<b>Opportunities</b>	
1.	Growing awareness of historical heritage and traditions
2.	Desire of tourists to learn about cultural and historical heritage
3.	Diversification of motivations for tourist arrivals
4.	Recognition of cultural, creative, and event tourism
5.	Entry of partner groups/possible investors
6.	Connecting with other events
<b>Threats</b>	
1.	Activities of competitors
2.	Failure to recognize new tourist preferences
3.	Adverse macroeconomic effects
4.	Dependence on weather conditions
5.	Institutional and administrative conditions
6.	Legislative regulations that fail to foster small and mid-size entrepreneurship

Table 3. SWOT analysis in developing events, source: Developing events to reposition tourist destinations, Author: Christian Stipanović, <https://www.cceol.com/search/article-detail?id=696653> – visit 4/26/2022

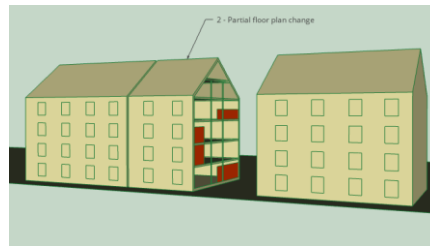
## Annex 3. Interventions in town

*Structural interventions in town historic core based on evaluation procedure*

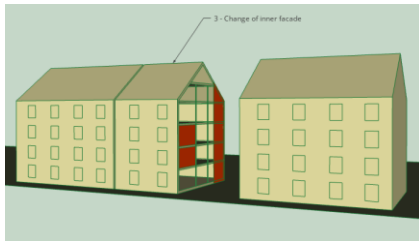
*Based on the The Görlitz Model: Urban Transformation Matrix. An evaluation system for developing the inner-city building stock].*



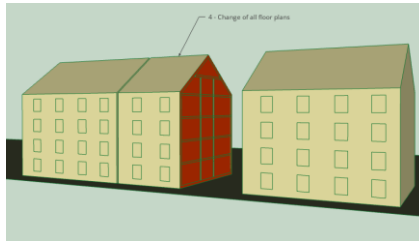
1. No change



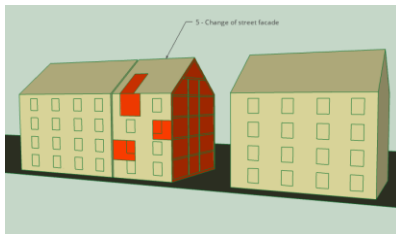
2. Partial floor plan change



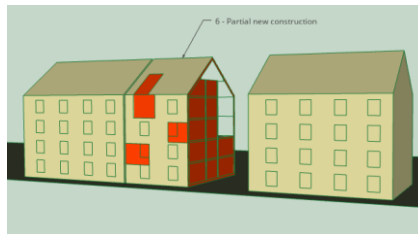
3. Change of inner façade



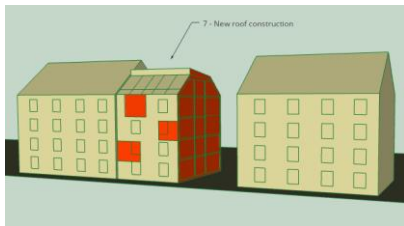
4. Change of floor plans



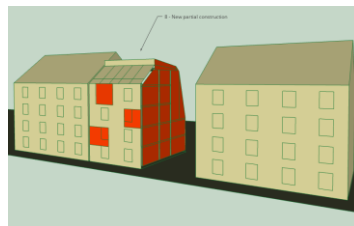
5. Change of street façade



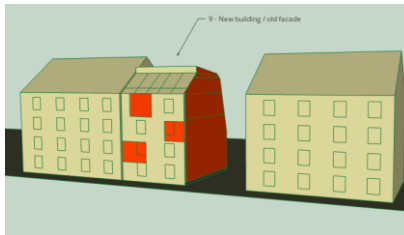
6. Partial new construction



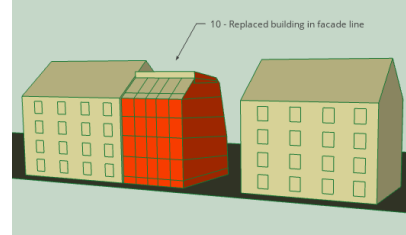
7. New roof construction



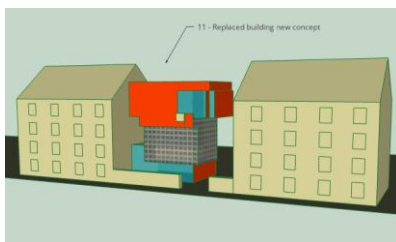
8. New partial construction



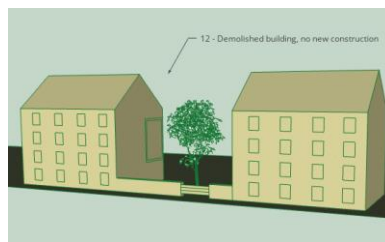
9. New building / old façade



10. Replaced building in façade line



11. Replaced building new concept



12. Demolished building, no new construction

Figure 30. Structural interventions in town historic core, Visualization by Author, *app.sketchup.com*, based on Unpublished presentation as draft resolution for the city council of the city of Görlitz, 4 May 2016, <http://docplayer.org/133096228-Goerlitzer-modell-stadtumbau-matrix.html> – visit 4/26/2022