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STUDIA UNIVERSITATIS HEREDITATI

Znanstvena revija za raziskave in teorijo kulturne dediščine

Letnik 5, številka 1, 2017

Studia universitatis hereditati je humanistična znanstvena revija za raziskave in teorijo kulturne dediščine z mednarodnim uredniškim odborom. Objavlja znanstvene in strokovne članke s širšega področja kulturne dediščine (arheologija, arhitektura, etnologija, jezikoslovje, literarna, kulturna, glasbena, intelektualna, religijska, vojaška zgodovina, zgodovina idej itn.) in pregledne članke ter recenzije tako domačih kot tujih monografij z omenjenih področij. Revija izhaja dvakrat letno. Izdajata jo *Fakulteta za humanistične študije (Oddelek za arheologijo in dediščino)* in *Založba Univerze na Primorskem*.

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Uvodnik

Zrinka Mileusnić

V pričujoči tematski številki revije *Studia Universitatis Hereditati* (letnik 5, številka 1, 2017) smo si zastavili številna vprašanja, povezana s kulturno dediščino in kulturnim turizmom. Takrat smo se spraševali, kakšno je stanje na področju povezovanja med varovanjem in promocijo kulturne dediščine in turizma. Zanimalo nas je, kako medsebojno sodelujeta, kako delujeta in kako se nadgrajujeta, kje so pasti in ovire ter kako jih lahko premostimo in tvorno sodelujemo, predvsem v dobro in v interesu javnosti.

S prvo številko petega letnika revije smo poslegli nekoliko globlje in smo na obeh področjih poskušali raziskati bolj specifične teme. Prispevki, ki jih tokrat predstavljamo, se nanašajo na podvodno dediščino in njeno promocijo na področju turizma, kakor tudi na turistične produkte, ki temeljijo na podvodni dediščini. Zato smo tematsko številko naslovili **PODVODNA DEDIŠČINA IN TURIZEM**.

Podvodna kulturna dediščina ponuja izjemne možnosti na različnih področjih. Najbolj dostopna in poznana je strokovnjakom, ki jo raziskujejo z namenom razvoja znanosti o človeški preteklosti, kot tudi z namenom izobraževanja javnosti. Žal pa je, zaradi specifičnega okolja, za preostali del javnosti velikokrat skrita in posledično nedostopna, kar v veliki meri vpliva tudi na nizko ozaveščenost o njenem pomenu. Večkrat so podatki o podvodni kulturni dediščini (delno) dostopni le v muzejskih ustanovah, medtem, ko njeno spoznavanje na terenu ponu-

ja dodatne vsebine rekreativnim dejavnostim, predvsem potapljaškim programom, obogatitev obstoječih ali razvoj novih produktov kulturnega turizma, doživljajsko izkušnjo in navsezadnje tudi vpliv na izboljšanje trajnostnega razvoja posameznih destinacij.

Z zbranimi razpravami smo poskušali osvetliti vrsto omenjenih možnosti, ki jih ponuja podvodna kulturna dediščina. Prispevki obravnavajo več vidikov podvodne kulturne dediščine kot so: mednarodni in nacionalni zakonski okvirji, razvojne in varstvene možnosti in strategije, različni vidiki promocije, vključevanje podvodne dediščine v produkte kulturnega turizma, trženje kulturne dediščine, analize ciljne publike in potencialnih uporabnikov produktov, ki vključujejo podvodno kulturno dediščino in primeri že obstoječih dobrih praks. Skozi našete teme so predstavljeni tudi obstoječe in morebitne ovire ter predlogi za njihovo reševanje.

Večina objavljenih prispevkov je bila predstavljena širši javnosti na mednarodni konferenci v Kopru s katero se je zaključil mednarodni projekt ATAS – Ancient traps of Adriatic Sea/Antične pasti jadranskega morja. Projekt je bil financiran s strani EASME (*Executive Agency for Small and Medium-sized Enterprises of the European Commission*) v okviru programa *Implementation of the European Maritime and Fisheries Fund Work 2015* na temo *Thematic tourist routes on underwater cultural heritage*. Izvajali so ga sodelavci Inštituta za arheologijo in dediščino Fakultete za humansitične študije Univer-

ze na Primorskem, kot upravljavci Arheološkega parka Simonov zaliv v izoli in pridruženi člani UNESCO UNITWIN mreže za podvodno dediščino. Z objavo prispevkov želimo javnosti omogočiti vpogled v sedanje stanje in možnosti ter olajšati delovanje na področju ozaveščanja javnosti o pomenu podvodne kulturne dediščine z njeno integracijo v ponudbo kulturnega turizma.

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Editorial

Zrinka Mileusnić

In this thematic issue of *Studia Universitatis Hereditati* (year 5, Nr. 1, 2017), we are raising a number of issues related to cultural heritage and cultural tourism. When these discussions were taking place, we were wondering what was the situation in the field of combining the protection and promotion of cultural heritage and tourism. We were interested in how they interact with each other, how they work and grow, what are the possible traps and obstacles and how to overcome them in creative cooperation, especially for the benefit and interest of the public.

In the first issue of year 5 we are reaching deep into both areas, researching specific themes. The contributions are related to underwater heritage and its promotion in the field of tourism, as well as heritage-based tourist products. This is why this theme issue is titled UNDERWATER HERITAGE AND TOURISM.

Underwater cultural heritage offers a tremendous potential. It is most accessible to experts exploring it with the intent to further scientific research of human past as well as educate the public. Unfortunately, it often remains hidden and inaccessible for the broader public due to its specific location, the result of which is its absence from common knowledge. Information about it is often available only in museums, while its exploration *in situ* offers additional contents to recreational activities, particularly diving programmes, enriching the existing or developing new products of cultural tourism, experiential experience, and ultimately positively impacting

the sustainable development of individual destinations.

With the collected papers we tried to highlight the numerous possibilities offered by the underwater cultural heritage. The contributions address several aspects of the underwater cultural heritage, such as: international and national legal frameworks, development and protection options and strategies, various aspects of promotion, integration of underwater heritage into cultural tourism products, marketing of cultural heritage, analysis of target audience and potential users of products, which include the underwater cultural heritage and the examples of the existing good practices. Through these topics, the existing and potential obstacles and proposals for solving them are presented.

Most published articles were originally presented at the international conference in Kopar, which concluded the international project ATAS - Ancient Traps of the Adriatic Sea. The project was co-financed by EASME (*Executive Agency for Small and Medium-sized Enterprises of the European Commission*) within the framework of *Implementation of the European Maritime and Fisheries Fund Work 2015* on the theme of *Thematic touristic routes on underwater cultural heritage*. It was carried out by the staff of the Institute of Archaeology and Heritage at the Faculty of Humanities of the University of Primorska, the associated member of the UNESCO UNITWIN Network for Underwater Heritage, which manages the Simonov zal-

iv Archaeological Park in Izola. By publishing these contributions, we wish to give the interested public an insight into the current situation and possibilities as well as facilitate the work in the field of public awareness on the importance of underwater cultural heritage with its integration into the offer of cultural tourism.

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Project AS – an example of comprehensive heritage promotion

Project AS and the site

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Alenka Tomaž, University of Primorska, Faculty of Humanities

Članek predstavlja splošne informacije o arheološkem najdišču, projektnih zahtevah, izvedbi projekta in rezultatih, ki so omogočili takojšnje vidne učinke na področju varstva, ohranjanja in dostopnosti arheoloških ostalin rimske vile ter dolgoročne nadgradnje na področju edukacije, promocije in ozaveščanja o pomenu kulturne dediščine kakor tudi diverzifikacije produktov na področju kulturnega turizma. *Ključne besede:* kulturna dediščina, promocija dediščine, norveški mehanizem, arheološki park, Simonov zaliv, podvodni arheološki park

This paper presents general information of the archaeological site, project requirements, execution of the project as well as results, enabling immediate and long term enhancement in the fields of protection, conservation and accessibility of archaeological remains as well as long-term upgrading in the fields of education, promotion and raising awareness on the importance of cultural heritage as well as in diversification of cultural tourism products.

Keywords: cultural heritage, promotion of heritage, EGP grants, archaeological park, bay of St. Simon, underwater archaeological park

The University of Primorska secured a grant as a leading partner from the EGP 2009-2014 tender, section B – Cultural Heritage. Having started in February 2015, the project “AS – Archaeology for all. Revival of the Archaeological park Simonov zaliv” (slov. AS – Arheologija za vse. Oživljanje arheološkega parka Simonov zaliv) finished in January 2017.¹

The tender placed special emphasis on the cooperation and partnership between institutions from Slovenia and institutions from donor states. The leading partner, the Institute for Archaeology and Heritage of the Faculty of

Humanities of the University of Primorska^{2*} as the manager of the Simonov zaliv archaeological site, thus teamed-up with Gagarin ltd. from Iceland and three other Slovenian partners – the Municipality of Izola, Arhej ltd. and the Institute of Diving and Underwater Activities – IPPA Piran. The Institute also attracted several other members of the University of Primorska into the project.

Among the objectives listed in the tender segment targeting at cultural heritage was “to preserve and restore cultural monuments, accessible to the general public and contributing to the local and regional development, augmenting tourist offer and boosting the recognisability of

¹ Lazar, Irena. “Short description of the project and project collaborators.” in Lazar, Irena (ed.). Project AS. Archaeology for all. Revival of the Archaeological park Simonov zaliv. Project Manual, Koper: Založba Univerze na Primorskem, 2016, 8-10.

² *At the time of applying for the grant, the Institute was officially named Institute for Mediterranean Heritage ZRS UP; Jan. 1st 2016 it was renamed Institute for Archaeology and Heritage FHS UP under the head Assist. Prof. Alenka Tomaž PhD.

the local or regional environment". Another objective was to contribute to the knowledge about the meaning of preserving cultural heritage, about its development potential and the particularities of its preservation and restoration. Only owners or managers of cultural monuments were eligible for application in the segment of cultural heritage. Project results required at least one renovated or restored cultural monument, a unit of cultural heritage, which must hold the status of the "monument of national significance"; the monument must be under work during the course of the project, during which the leading partner should allocate at least 5% of funds for the "soft" activities, i.e. better accessibility of cultural heritage (e.g. attractive programmes for vulnerable groups and the young population).

By securing suitable financing, the investor and partners, involved in the AS project, made a number of steps necessary for establishing a modern archaeological park (including the underwater part of the site), meaning:

- restoration, conservation and protection of the Simonov zaliv archaeological site with the presentation of the monument as a whole, i.e. the living quarters of the Roman maritime villa as well as the now submerged adjacent port, which also means the need to establish the first underwater archaeological park in Slovenia;
- increasing and improving the accessibility of the monument, the condition for which is its integrated presentation and properly updated of equipment, needed for its interpretation (mainly by establishing a modern interpretation centre), as well as a public programme for the visitors with special needs and underwater tours of the port, and, last but not least, a tour guide app;
- education and training in the field of archaeological didactics and enhancing public awareness on the meaning of archaeological heritage with the aid of a public programme of experimental archaeology;

- planning tourist itineraries connecting archaeological sites of the Slovene coast, thus enhancing the appeal of this particular area in the segment of archaeological tourism.

The Simonov zaliv archaeological site is proclaimed a monument of national significance (heritage ID 195).³ Despite the fact that it is an example of best preserved archaeological remains of a Roman maritime villa with an adjacent port, it was so far insufficiently presented or accessible.⁴ The remains of the villa were exposed to negative climate influences as well as ground-water and the tides of the sea that were particularly damaging to the archaeological remains. Some materials have been exposed to an open air, which causes their natural decay.⁵ Long-term project results encompassed:

- the presentation of the archaeological site of Simonov zaliv;
- the establishing of the first underwater archaeological trail in Slovenia;
- the establishing of a modern interpretation centre in the archaeological park;
- the increased tourist offer with the aid of itineraries with cultural contents;
- the increased accessibility for visitors with disabilities, ensuring properly customized contents and activities.

3 Stokin, Marko, Katharina Zanier. "Simonov zaliv." *Vestnik*, 23, Zavod za varstvo kulturne dediščine Slovenije, Ljubljana, 2011, 24; Groh, Stefan, Sedlmayer, Helga. "Otium cum dignitate et negotium trans mare. La villa marittima di San Simone (Simonov zaliv) in Istria (Slovenia)." *Ante Quem*, Bologna, 2017, 56.

4 Mileusnić, Zrinka, "The Project AS and archaeology as a cultural tourism." in Lazar, Irena (ed.). *Project AS. Archaeology for all. Revival of the Archaeological park Simonov zaliv. Project Manual*, Koper: Založba Univerze na Primorskem, 2016, 16-17.

5 Kikelj Lesar, Martina. "Development of the conservation and restoration methodology for mosaics in Slovenia, 2010-2015." in Lazar, Irena (ed.). *Project AS. Archaeology for all. Revival of the Archaeological park Simonov zaliv. Project Manual*, Koper: Založba Univerze na Primorskem, 2016, 46-60; Lazar, Irena, Tomaž, Alenka. "Presentation of the project AS and its objectives." in Lux, Judita (ur.), Kikelj, Martina L. (ur.), Kramar, Sabina (ur.). *Zaščita in vzdrževanje mozaikov in situ / Protection and maintenance of mosaics in situ*. Ljubljana: Institute for the Protection of Cultural Heritage of Slovenia 2018.

The project produced a plan of architectural and landscape arrangement of the park with several phases and periods to be finished. With the mosaics and the architectural remains of the Roman villa restored, the monument is protected and presented. Having undergone a conservation process, the mosaics and walls are protected under special canvas structures, enabling visitors to visit the mosaics and architectural remains, which were inaccessible thus far. This way, the archaeological heritage is protected, preserved and accessible for future generations, which is closely related to the architectural and landscape arrangement of the archaeological park. Phase one resulted in highlight the appropriate presentation and better access to the monument, creating grounds for the building of the visitors' centre, which will remain open for a longer period through the year. The underwater part of the site with stone remains of the Roman port is also presented: this is, in fact, the first underwater archaeological trail in Slovenia.

Comprehensive heritage promotion

All project co-workers were intensively involved in the work dedicated to informing and notifying the public about the activities in the archaeological park, as well as in performing educational activities about the meaning of archaeological heritage and its potential in the field of sustainable development and cultural tourism.⁶ But it is of huge importance that the education and awareness on the importance of the cultural and natural heritage starts in the early childhood. Only by offering education and early engagement in the local milieu and community can we raise the young as conscious and responsible visitors and tourists in contact with heritage. That is why so-called "soft" activities for better accessibility of cultural heritage have been developed with attractive programmes for vulnerable groups and the young population.

⁶ Mileusnić, Zrinka. "Cultural tourism and cultural tourists – basic concepts." in Lazar, Irena (ed.). Project AS. Archaeology for all. Revival of the Archaeological park Simonov zaliv. Project Manual, Koper: Založba Univerze na Primorskem, 2016, 106.

Interpretation centre for visitors

The interpretation centre and its programme of interpreting activities enable a better way of presenting archaeological heritage and is a good foundation for cultural tours.⁷ An especially important feature of modern interpretation is an interactive exhibition with digital solutions for conveying information to the public and to the visitors of the archaeological site of Simonov zaliv. The centre presents the Roman villa with the adjacent port, the surroundings of Izola and the cliffs, a fascinating geological phenomenon – in all, a variety of natural and cultural heritage features of the area. Contents are presented on a Tangible Map Interface (TMI), an interactive map solution, which allows multiple users to simultaneously explore and understand various topics. The solution is multi-user and very easy and fun to use, allowing visitors to engage fully in the story told; by picking a topic with a puck and placing it on a station (projected podium), and information appears on the projected map. By turning the pucks, users navigate within space and time exploring life in a Roman seaside villa.

Program and contents for visitors with special needs

Certain groups of people, who endure different shortcomings in their development, need special attention in their involvement in the society. One of the greatest values of the modern society should therefore be the care for inclusion and social cohesiveness, which contributes to the quality of life of all its members.⁸

Activities for people with special needs were planned in the collaboration with the Faculty of Education (University of Primorska), so that they meet the multi-sensorial needs of the

⁷ Ravnik, Mateja, Plestenjak, Ana. "Visitor interpretation center – exhibition topics." in Lazar, Irena (ed.). Project AS. Archaeology for all. Revival of the Archaeological park Simonov zaliv. Project Manual, Koper: Založba Univerze na Primorskem, 2016, 118.

⁸ Kiswarday, Vanja Riccarda, Kermauner, Aksinja, Drljić, Karmen. "Archaeology for all – Accessibility of cultural heritage for persons with special needs." in Lazar, Irena (ed.). Project AS. Archaeology for all. Revival of the Archaeological park Simonov zaliv. Project Manual, Koper: Založba Univerze na Primorskem, 2016, 131.

people with diverse shortcomings. A stimulating programme addressed the sensorial abilities (to smell, to feel and to taste the ancient times) of the young and the adult visitors. Several workshops were held on the subject of individual sensorial abilities (e.g. smell – spices, perfumes, produce; feel – ceramics, glass, stone, mosaic and wool). Through the programme, visitors of all ages are acquainted with the ancient man's everyday life by way of objects. Guided tours in the park were designed for persons with special needs, with audio guides (in several languages), ground plan charts for orientation, texts in braille and enlarged texts and maps.

Diving and the underwater trail on the site of the Roman port

Establishing an underwater archaeological trail was a pioneering activity not only in Slovenia but even wider. Measuring almost 8000 m², the port of Simonov zaliv is one of the largest in western Istria, second only to that of Fažana in Croatia.⁹ The port has three parts, built from massive sandstone blocks: the coastal wall for protection against erosion, the pier and a long jetty, which protected the port against strong winds.

A special program of underwater tours has been designed, which also provides free rental of diving equipment; it is open for public according to a predetermined schedule as guided dives for beginners and intermediate divers in the form of recognition dives ("Discovery Dive"), available to visitors without prior knowledge of diving. Dives are conducted by licensed instructors and properly secured and ensured.

An underwater trail was set up around one of the key feature of the port namely the long breakwater once built to protect the port. The underwater trail is composed of several stops marked with different object labelled and described on a board map on land and on laminated maps for divers. The trail allows underwa-

ter sightseeing of the preserved structures of the port following a predetermined itinerary, which was established by using landmark points.

Heritage trails

By connecting the concepts of "culture" and "tourism" a new concept called »cultural tourism« has been created which comprises tourism services with a strong focus on cultural content and culture, which extends the awareness of its existence through tourism and its offer.

International charter on cultural tourism from 1999 considered tourism as a valuable factor in the protection and conservation of natural and cultural heritage, which can comprise the economic elements of the heritage and use them by raising funds, educating the community and influencing the market policy. It is also an integral part of many national and regional economies, as it is important for development.¹⁰

Within the frame of project "AS" new heritage trails have been designed for cyclists and hikers, along which they can discover the rich cultural and natural heritage of the area.¹¹ We have designed several cycling and hiking trails, one around Izola and its surroundings, one along the archaeological sites on the coast and its hinterland – and a sea itinerary following the ancient maritime trail along the archaeological sites on Slovenian coast. The itinerary "The Sea Trail along the Roman Villas" connects the Roman sites situated directly on the coast or beneath the sea surface. Sailing from one landmark of Roman settlement to another, from the very south (Seča) to Viližan in Izola, visitors witness the ancient world from the maritime perspective, which is a tourist and educational novelty in Slovenia. Visiting the sea trail is adapted to one-day

9 Karinja, Snježana, Čerče, Peter. "The Roman Port at the St. Simon's Bay, Izola. The 1994 rescue excavations," in Proceedings of the 13th Annual Meeting of the European Association of Archaeologists (Zadar, 18.–23. September 2007), Session: Underwater Archaeology, Zagreb, 2008, 196–200.

10 Mileusnić, Zrinka. "Cultural tourism and cultural tourists – basic concepts," in Lazar, Irena (ed.), Project AS. Archaeology for all. Revival of the Archaeological park Simonov zaliv. Project Manual, Koper: Založba Univerze na Primorskem, 2016, 104–108.

11 Lazar, Irena, Ravnik, Mateja, Šmid, Katarina. "New contents for the visitors and tourists – heritage trails," in Lazar, Irena (ed.), Project AS. Archaeology for all. Revival of the Archaeological park Simonov zaliv. Project Manual, Koper: Založba Univerze na Primorskem, 2016, 166–175.

or half-a-day trips to ancient heritage and seeing the Simonov zaliv archaeological park.

With the production of these itineraries, we diversified the (cultural) tourist offer on the coast and in the hinterland, which will, hopefully, prolong the tourist season in the future from early spring to late autumn and contribute to the general knowledge about the meaning of heritage and its active experience. These activities will diversify a growth of cultural tourism products in the area and also spread the general knowledge about the coast and the way of life along the sea, whose economic impact has been vastly recognized in the ancient times.

Program and contents for collaboration with schools, kindergartens and universities

Aiming at the early start of education and building awareness about the meaning of cultural heritage to create a responsible visitor and tourist, our teaching workshops programme has been developing since 2009.¹²

Learning about the past and archaeological discoveries still holds a special and mysterious charm for the younger generation. During the summer season workshops on various topics are conducted in the park on a weekly basis, whereas outside the season, they are organised for closed groups upon previous arrangement. Apart from group-oriented guided tours and workshops, additional curriculum-related classes are also organised, as well as cultural field days and research days, designed for elementary schools, high schools and youth research camps. We have also prepared six educational kits, suitable for learning about material culture of Roman period. By way of replicas, games and drawings schoolchildren and persons with special needs come into direct contact with a variety of topics about the everyday life in antiquity. The most curious can benefit from two “archaeological boxes”, designed as a model of an archaeological site with stratification which enables the young

generation to experience how to work at the archaeological site and to get a glimpse on how to do excavation with the modern methods of archaeological work.

Last but not least, an immensely important part of the education process at the Faculty of Humanities UP – particularly in heritage-related programmes – is students’ practical work and expert field experience.¹³ The activities related to the ongoing work at the site of the Roman villa at Simonov zaliv, are an excellent opportunity for joining the research with the teaching activities. Archaeology, heritage, history, museology, conservation and cultural tourism are but some of the contents, in which students from Slovenia or abroad are involved during the course of their study process, either in form of practical work, projects, workshops or summer schools.

Local community

The Municipality of Izola made great effort in the last few years to develop its tourism potential. Once a small fishing town, it is now emerging as an interesting tourist destination. For this purpose, the municipality supports and finances numerous projects in the field of cultural heritage. Since there are no museums or similar institutions in Izola dedicated to the moveable heritage, the Simonov zaliv archaeological park and its activities is seen as an opportunity for further development of cultural tourism and its offer. The public programme in the park is conducted also in cooperation with public institutions in the municipality of Izola, among them the City Library of Izola, the tourist office TIC Izola, the Knowledge Exchange (Borza znanja), the Izola High School of Tourism etc.

Training for volunteers within the project AS gave the members of the local community a possibility to get a better understanding of the monument, its characteristics and meaning, thus creating conditions for their active participation in its preservation, presentation and popularisation. Apart from the already listed goals, the

¹² Lazar, Irena. “Izobraževanje na področju kulturne dediščine: Fakulteta za humanistične študije Univerze na Primorskem.” *Studia universitatis hereditatis*, 2013, letn. 1, št. 1/2, 123-139.

¹³ Lazar, Irena, Mileusić, Zrinka. “Heritage education and students’ training – case study Faculty of Humanities University of Primorska.” *Museologica Brunnensia*, 2018, št. 7/1, forthcoming.

purpose of educational courses for tourist guides as well as organised interdisciplinary meetings on the subject of cultural tourism was to initiate a more intensive dialogue between different disciplines, acting in the field of heritage and tourism. Establishing this dialogue means laying the foundations for a better development of the cultural tourism, which is in sync with the Strategy of developing and marketing cultural tourism in Slovenia.¹⁴

Research of the ancient complex in the bay of Simonov zaliv has an almost century-long track record. Until the 1980's, information about the Simonov zaliv archaeological remains was only processed by heritage experts or scientists in the field of archaeology. The period from the 1980's onwards was marked by several attempts at diverse activities in the field of research as well as restoration, and the site has been proclaimed the monument of national significance. And later on an archaeological park as a part of site management politics has been established subsequently. These activities served as a basis for proper management and preservation of the monument, as stipulated by the Venice¹⁵ and Lausanne document¹⁶ and their directives for the preservation and restoration of monument areas and for preserving and managing archaeological heritage.

The project AS was developed on excellent foundations combined with the directives and the development concept of the park manager. The archaeological park now meets the requirements of the International Charter on the Conservation and Management of Archaeological Heritage¹⁷ and the Document on the interpe-

tation and presentation of cultural heritage areas, meeting the standards stipulated in the seven principles in the areas of access and understanding, information resources, emphasis on the surroundings and context, maintaining the authenticity, sustainable design, integration of various factors as well as research, training and evaluation.¹⁸

The educational and promotional activities relating to meaning of archaeological heritage and its potential in the field of sustainable development and cultural tourism are being fully implemented also after the conclusion of the project.

Povzetek

Projekt »AS - Arheologija za vse. Oživljanje arheološkega parka Simonov zaliv«, je eden največjih projektov s področja ohranjanja in restavriranja arheološke dediščine v Sloveniji, realiziran v zadnjih nekaj letih. Univerza na Primorskem kot vodilni partner projekta in kot upravljalca arheološkega najdišča Simonov zaliv je uspela pridobiti potrebna sredstva preko razpisa EGP 2009-2014 in k realizaciji projekta privabiti skupino visoko motiviranih projektnih partnerjev. Projekt je bil namenjen različnim dejavnostim, ki so omogočile zahtevane pogoje za vzpostavitev sodobnega arheološkega parka na arheološkem najdišču v Simonovem zalivu, ki se ponaša z najbolje ohranjenimi arheološkimi ostalinami rimske vile maritime. V članku predstavljamo splošne informacije o arheološkem najdišču, projektnih zahtevah, izvedbi projekta in rezultatih, ki so omogočili takojšnje vidne učinke na področju varstva, ohranjanja in dostopnosti arheoloških ostalin rimske vile ter dolgoročne nadgradnje na področju edukacije, promocije in ozaveščanja o pomenu kulturne dediščine kakor tudi diverzifikacije produktov na področju kulturnega turizma.

Summary

Project "AS – Archaeology for all. Revival of the Archaeological park Simonov zaliv" (slov. AS – Arheologi-

narodne listine ICOMOS, editor: Jovo Grobovšek, (Ljubljana: združenje ICOMOS/SI, 1990), 45-50.

18 ICOMOS. "Listina o interpretaciji in predstavitvi območij kulturne dediščine." Doktrina 2: Mednarodne listine in dokumenti ICOMOS, uredil: Jovo Grobovšek, (Ljubljana: Združenje ICOMOS/SI, 2008), 45-53.

14 Strategija razvoja in trženja kulturnega turizma 2009-2013, Slovenska turistična organizacija, Poslovne publikacije, Maribor, 2009.

15 ICOMOS, »Mednarodna listina o ohranjanju in obnovi spomenikov in spomeniških območij (Beneška Listina)« in Doktrina 1: Mednarodne listine ICOMOS, ed. Jovo Grobovšek (Ljubljana: združenje ICOMOS/SI, 1999), 25-28.

16 ICOMOS, »Mednarodna listina o ohranjanju in upravljanju arheološke dediščine (Lausanska listina)« in Doktrina 1: Mednarodne listine ICOMOS, ed. Jovo Grobovšek (Ljubljana: združenje ICOMOS/SI, 1999), 45-50.

17 ICOMOS, »Mednarodna listina o ohranjanju in upravljanju arheološke dediščine (Lausanska listina)« in Doktrina 1: Med-

ja za vse. Oživljanje arheološkega parka Simonov zaliv) is one of the largest implemented projects concerning preservation and restoration of archaeological heritage in Slovenia in recent years. University of Primorska as a lead partner in the project as well as manager of the Simonov zaliv archaeological site managed to acquire necessary funds through EGP 2009-2014 tender as well as gather a group of highly motivated project partners to execute the project. The project aimed at different activities to meet all necessary requirements for establishing a modern archaeological park at the archaeological site in Simonov zaliv with one of the best preserved archaeological remains of a Roman villa maritima. This paper presents general information of the archaeological site, project requirements, execution of the project as well as results, enabling immediate and long term enhancement in the fields of protection, conservation and accessibility of archaeological remains as well as long-term upgrading in the fields of education, promotion and raising awareness on the importance of cultural heritage as well as in diversification of cultural tourism products.

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- ICOMOS, »Mednarodna listina o ohranjanju in upravljanju arheološke dediščine (Lausannska listina)« in Doktrina 1: Mednarodne listine ICOMOS, ed. Jovo Grobovšek (Ljubljana: združenje ICOMOS/SI, 1999), 45-50.
- ICOMOS. "Listina o interpretaciji in predstavitvi območij kulturne dediščine." Doktrina 2: Mednarodne listine in dokumenti ICOMOS, uredil: Jovo Grobovšek, (Ljubljana: Združenje ICOMOS/SI, 2008), 45-53.
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Dokument Europa Nostra o kulturnem turizmu "Encouragement of Cultural Tourism and the Mitigation of its Effects". 2007.

The ICOMOS Charter on Cultural routes, 2008 (Listina o kulturnih poteh) http://www.international.icomos.org/charters/culturalroutes_e.pdf

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Project ATAS – Ancient traps of the Adriatic Sea Objectives, obstacles and results with focus on the cultural and heritage tourism

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Projekt ATAS – Antične pasti jadranskega morja je rezultat sodelovanja štirih različnih projektnih partnerjev iz Hrvaške, Črne gore in Slovenije. Glavni cilj projekta je bil vzpostaviti mrežo standardiziranih turističnih produktov s poudarkom na podvodni dediščini Jadrana. V prispevku predstavljamo glavne cilje in rezultate projekta, vendar tudi opozarjamo na potencialne ovire z vidika kulturnega in dediščinskega turizma.

Ključne besede: podvodna dediščina, kulturni turizem, potapljaški turizem, promocija dediščine

Project ATAS – Ancient Traps of Adriatic Sea is the result of collaboration of four different project partners from Croatia, Montenegro and Slovenia. The main objective of the project was to establish a network of standardised tourist products with focus on underwater heritage of Adriatic. This paper presents the main project objectives and results, but also reminds of the potential obstacles from the perspective of the cultural and heritage tourism.

Keywords: underwater heritage, cultural tourism, diving tourism, promotion of heritage

Introduction

Project ATAS (Ancient traps of the Adriatic Sea) is the result of partnership and common goals of four different partner institutions from three eastern Adriatic countries – Slovenia, Croatia and Montenegro, forming a public-private consortium. Under the coordination of the lead partner City of Mali Lošinj (Croatia), partners DF agencija d.o.o. za fotografiju i zastupanje u fotografiji (Croatia), University of Primorska (Slovenia) and Hidromont engineering (Montenegro), have collaborated on the creation and the design of a multifaceted project proposal that has been rewarded the grant for its implementation through the EASME (Executive Agency for Small and Medium-sized Enterprises of the European Commission) programme *Implementation of the Eu-*

ropean Maritime and Fisheries Fund Work 2015 and the specific action *Thematic tourist routes on underwater cultural heritage*¹.

The main goal of the project consortium was to establish a common online platform with a set of standardised tourist products as the basis for creation of a network of similar Adriatic destinations with specific tourist products. The main objective of the creation of such a platform was to enable SMEs and other institutions to ease the promotion and visibility of similar small scale tourist products for the specific target audience, that could not be achieved by individual approach and without networking. Specific goal was to create tourist products for divers with the focus on the underwater heritage with additional objectives of creating a cultural trail to increase the overall visibility of underwater heritage and

¹ <https://ec.europa.eu/easme/en/ancient-traps-adriatic-sea>

raise awareness of its preservation, of enhancing diversification in tourism offer, improving competitiveness of destinations, extending the season and ensuring greater sustainability for SMEs in the form of longer term employment.

Network of destinations, along with above mentioned promotion goals of tourist products, had an objective of raising awareness of European underwater heritage and creating synergies provoking more interest and reinforcing this specific cultural heritage as motive for travel, resulting with the creation of the product that comprised different types of tourism – diving and cultural tourism while creating a starting point, or initial cultural route, for the potential development of several cultural routes.

Goals, obstacles and results

For the implementation of the project partners have chosen four main destinations connected with their main activities: Mali Lošinj (Island of Lošinj, Croatia), Luka Prvić (Island of Prvić, Croatia), Izola (Slovenia) and Budva (Montenegro). The initial idea was developed by the partner in Prvić Luka (Croatia) who is involved in the swimming tourism network and is offering standardised products all over the world.² The goal was to use the know-how and apply it to another type of tourism – diving tourism.

At all destinations diving tourism offer already exists through the activities of licensed diving clubs and in the form of different kind of diving activities, mainly focused on the leisure divers. That is why the product needed a specific subject or additional attractive content to make it different and recognisable. It was decided to include the underwater cultural heritage, based on the rapid increase of demand in production and consumption of heritage attractions in the frame of European cultural tourism.³

At all chosen locations or in their vicinity, there are different underwater sites. Some of these sites are already exploited in the form of cultural

tourism but are still not well recognizable at European tourism market. In order to raise the identity of the future cultural-diving tourist products, the specific underwater heritage was chosen to be included – the underwater heritage of the Roman period. This choice was based on the fact that the lead partner – the City of Mali Lošinj has already been building its recognition on the European tourist market by promoting the underwater heritage Apoxyomen, a bronze statue of a Greek athlete that sunk in the Roman period in the vicinity of the island.⁴ In order to promote it in the best possible way and make it accessible to the greatest number of visitors, the city built a contemporary museum, presenting a broader story about the heritage while displaying only the original statue as the only exhibit.

This experience added another element to the product – the need of combining the underwater heritage *in situ* (accessible only by diving) with the obligatory visit to the museum, and thus enabling the comprehensive experience and understanding of underwater heritage.⁵ This idea was in line with several international documents⁶ dealing with the promotion of cul-

4 Zrinka Ettinger Starčič, *Underwater archaeological sites of the Lošinj Archipelago* (Mali Lošinj, 2013).

5 SOURCE 2 <http://www.unesco.org/new/en/culture/themes/underwater-cultural-heritage/2001-convention/> (1.5.2017); SOURCE 3 Manual for Activities directed at Underwater Cultural Heritage. Eds. Thijs J. Maarleveld, Ulrike Guérin, Barbara Egger. UNESCO publications (2013). <http://www.unesco.org/new/en/culture/themes/underwater-cultural-heritage/publications-resources/publications/> (1.5.2017).

6 Zrinka Mileusnić, »Cultural tourism and cultural tourists – basic concepts.« in Lazar, Irena (ed.). *Project AS. Archaeology for all. Revival of the Archaeological park Simonov zaliv. Project Manual* (Koper: Založba Univerze na Primorskem, 2016), 104-108; ICOMOS, »Mednarodna listina o kulturnem turizmu« in Doktrina 1: Mednarodne listine ICOMOS, ed. Jovo Grobovšek (Ljubljana: združenje ICOMOS/SI, 1999), 61-67; ICOMOS. »Listina o interpretaciji in predstavitvi območij kulturne dediščine.« Doktrina 2: Mednarodne listine in dokumenti ICOMOS, uredil: Jovo Grobovšek, (Ljubljana: Združenje ICOMOS/SI, 2008), 45-53; ICOMOS, »Mednarodna listina o ohranjanju in upravljanju arheološke dediščine (Lausanska listina)« in Doktrina 1: Mednarodne listine ICOMOS, ed. Jovo Grobovšek (Ljubljana: združenje ICOMOS/SI, 1999), 45-50; SOURCE 2 <http://www.unesco.org/new/en/culture/themes/underwater-cultural-heritage/2001-convention/> (1.5.2017); SOURCE 3 Manual for Activities directed at Underwater Cultural Heritage. Eds. Thijs J. Maarleveld, Ulrike Guérin, Barbara Egger. UNESCO (2013); Role of Museums in Education and Cultural Tourism Development: Policy Brief. UNESCO (2012), Kyev; Ted

2 SOURCE 6: <http://www.swimtrek.com/>

3 Greg Richards, »Production and consumption of European Cultural Tourism.« *Annals of Tourism Research* 23/2 (1996): 261-283.

tural heritage and the necessity of the active integration of museums in the field of cultural tourism.

Creating the idea of uniting several destinations in one promotional platform and combining diving and specific cultural heritage seemed as an ideal setting for creation of new tourist products at the beginning. Two of destinations have archeological parks suitable for tourists and amateur divers. Museums are also present in all destinations or in their vicinity, as well as historical background. Also, all destinations are located in growing tourism region of Adriatic and are in proximity to major European markets for scuba tourism like Germany and Austria. The destination in Slovenia included the Archaeological park in the Simon's bay in Izola. At this specific destination many of the previous activities have included building contents and infrastructure for the promotion of the Roman maritime villa and its surrounding area. These included the underwater archaeological park, interpretational centre and biking and hiking heritage trails in the surrounding area. The inclusion of the site in the promotional platform, international networking with similar destinations and creation of the specific tourist products in collaboration with local SME's was a logical next step in its development.⁷ Besides the already mentioned underwater heritage, the island of Lošinj has

also an existing underwater historical park,⁸ as well as many other underwater sites with a great potential for their promotion and inclusion in the cultural tourism products.⁹ However, several problems have arisen in locations in island of Prvić in Croatia and in Montenegro.

The island of Prvić has no underwater heritage sites in the exact vicinity. This problem was solved by creating the list of existing archaeological sites, published at the site of Croatian Ministry of Culture and mentioned in the publications.¹⁰ Also, a Municipal museum in Biograd na moru was included in the package.¹¹ For a final selection of sites, local diving clubs were consulted. The problem that arose was the existence of a protective measure that includes a yearly concession for the diving clubs and diving at these sites. Although the measure has the main goal to enhance the collaboration in protection, monitoring and promotion of the underwater heritage, the local diving clubs interpreted the measure as financially non attractive, so they rather than paying for it decide not to dive at the protected sites. On the other hand the measure is limited in number so it often happens that foreign diving clubs pay for it but do not dive at these locations. Since these problem can not be solved with a single project and are to be solved on the national level, in the frame of the project financi-

7 Silberg, »Cultural tourism and business opportunities for museums and heritage sites«, *Tourism Management* 16/5 (1995): 361-365.
Lazar, Irena, (ed.), *Project AS. Archaeology for all. Revival of the Archaeological park Simonov zaliv. Project Manual* (Koper: Založba Univerze na Primorskem, 2016); Irena Lazar, »Short description of the project and project collaborators.« In Lazar, Irena (ed.), *Project AS. Archaeology for all. Revival of the Archaeological park Simonov zaliv. Project Manual*, Koper (Založba Univerze na Primorskem, 2016): 8-15; Irena Lazar, Mateja Ravnik, Katarina Šmid, »New contents for the visitors and tourists – heritage trails«, in Lazar, Irena (ed.), *Project AS. Archaeology for all. Revival of the Archaeological park Simonov zaliv. Project Manual* (Koper: Založba Univerze na Primorskem, 2016), 166-183; Irena Lazar, Zrinka Mileusnić, »Projekt AS in arheologija kot kulturni turizem.« *Studia Universitatis Hereditatis* 3/1 (2015), 75-85; Zrinka Mileusnić, »Cultural tourism and cultural tourists – basic concepts.« In Lazar, Irena (ed.), *Project AS. Archaeology for all. Revival of the Archaeological park Simonov zaliv. Project Manual* (Koper: Založba Univerze na Primorskem, 2016), 104-108; Zrinka Mileusnić, »The Project AS and archaeology as a cultural tourism.« In Lazar, Irena (ed.), *Project AS. Archaeology for all. Revival of the Archaeological park Simonov zaliv. Project Manual* (Koper: Založba Univerze na Primorskem, 2016), 16-17.

8 The underwater historical park presents different attractions from different historical periods but it is arising questions about the authenticity. Since it has been created as a tourist product with a goal of presenting island's heritage in an attractive way, it serves its purpose well and the authenticity will not be a subject of further discussion in this paper.

9 Zrinka Ettinger Starčić, *Underwater archaeological sites*; Radmila Matejčić and Marijan Orlić, *Rezultati prve faze hidroarheoloških istraživanja u cresko-lošinjским vodama. Arheološka istraživanja na otocima Cresu i Lošnju. Znanstveni skup, Mali Lošinj, 11.-13. listopada 1979* (Zagreb: Hrvatsko arheološko društvo, 1982), 161-169; Marijan Orlić, *Podmorsko arheološko nalazište Ilovik. Arheološka istraživanja na otocima Cresu i Lošnju. Znanstveni skup, Mali Lošinj, 11.-13. listopada 1979* (Zagreb: Hrvatsko arheološko društvo, 1982), 153-159; Irena Radić Rossi (ed.), *Archeologia subacque in Croazia. Studi e ricerche* (Venezia: Memorie Mediterranee, 2006).

10 SOURCE 5 Registar kulturnih dobara, Ministarstvo kulture Republike Hrvatske <http://www.min-kulture.hr/default.aspx?id=31>; Radić Rossi, Irena ed. *Archeologia subacque in Croazia. Studi e ricerche*. Venezia: Memorie Mediterranee, 2006.

11 In the Municipal museum of Biograd remains of a trade ship from the 16th century, sunken in the vicinity are displayed.

al means were allocated for the purchase of these concessions for the destination. For this reason diving locations also included the sites that this measure does not apply to.

The case of Montenegro has pointed towards different problems. Although the underwater archaeology of its coast is not thoroughly researched,¹² there are sites of Bigovica and Maljevik that are attractive enough to be included in the tourist product. However, the legislative frame of protection of underwater heritage in Montenegro is not strong enough to protect the heritage sites from looting, and even illicit trade of looted finds. Therefore, in the frame of the project, a special communication and information protocol had to be established to protect the providers of the diving-cultural tourist products from being recognized as illegal visitors and potential threat for heritage. Fortunately, a project partnership included collaborators already being familiar with the situation and also collaborating with institutions for the protection of law and order.

Upon solving afore mentioned problems, a new cultural trail has been designed, uniting destinations along the eastern Adriatic coast: Izola, Mali Lošinj, Prvić and Budva. Although the cultural trails are expected to connect the existing historical trails, the creation of new ones is allowed in such cases as in this project, when they enable the promotion of the heritage¹³ and ensure the sustainability for the local community, based on the cultural tourism.

Partner consortium continued the work on the project and developed a variety of activities like networking, educational workshops, market research in order to conceptualize, develop and promote new tourism product. All these goals are in line with an ICOMOS International

Charter for Cultural Tourism,¹⁴ including three main and interdependent elements – tourists, heritage and local population. However, we must point out some other obstacles that were overcome during the project.

Local community was addressed through different educational activities and media promotion in order to get acquainted with the project and to consider collaboration. Educational workshops and several individual contacts were implemented in all destinations. However, the response from the local community was slow and weak but once the local community was reached they have helped in the process of promotion, as was noticed by the interest for the inclusion in the platform from destinations and providers that were not included in the project.

When considering tourists, and especially in the field of cultural tourism, there is a basic rule that a tourist has to have a positive experience. The problems begin when we start targeting tourists. At the beginning of the project, the main idea was that new products will attract the so called cultural tourists, that are highly motivated, but also have other positive characteristics, all connected with the financial side of the sustainability of the tourism market,¹⁵ in our case of the local community. A specific product, combining heritage with diving, had to involve a different kind of tourists – diving tourists. Analyses of their characteristics have shown that diving tourists only in part share similar characteristics with cultural tourists. That is why a compromise had to be made before packaging by including a large but not very specific type of tourists – mostly families, instead of typical diving or typical cultural tourists.

This has impacted a final stage of packaging. Since products had to be appealing to a quite large group with not necessarily similar interests, new contents had to be added to products. We have decided to overcome this problem

12 The most complete overview is published in Karović, Gordana. »Povodna arheološka nalazišta crnogorskog podmorja.« Godišnjak Pomorskog muzeja u Kotoru LV-LVI (2008): 425-451.

13 ICOMOS. »Listina o kulturnih poteh.« Doktrina 2: Mednarodne listine in dokumenti ICOMOS, uredil: Jovo Grobovšek, (Ljubljana: Združenje ICOMOS/SI, 2008), 29-44.

14 ICOMOS. »Mednarodna listina o kulturnem turizmu« in Doktrina 1: Mednarodne listine ICOMOS, ed. Jovo Grobovšek (Ljubljana: združenje ICOMOS/SI, 1999), 61-67.

15 Ted Silberberg. »Cultural tourism and business opportunities«, 363.

by creating at least two packages per destination, for both experienced and non experienced divers. Besides, all the packages had to include diving in heritage sites, visits to museums but also diving in attractive natural sites or they had to offer specific themathic contents to integrate all contents, such as underwater photography or similar.

Conclusion

International charter on cultural tourism from considered tourism as a valuable factor in the protection and conservation of natural and cultural heritage, which can comprise the economic elements of the heritage and use them by raising funds, educating the community and influencing the market policy. It is also an integral part of many national and regional economies, as it is important for development.¹⁶

By connecting the concepts of »underwater heritage« and »tourism«, project ATAS managed to create a platform for the promotion of new products was created, which comprises tourism and leisure services with a strong focus on cultural and natural content and culture, that extends the awareness of its existence through tourism and its offer.¹⁷ On the other side, it created an international network of different institutions with a goal of a broader promotion of involved destinations. On the local level it enabled the creation of synergies within the cultural and tourism sector, with a focus on the SME thus enabling them to widen their offer, extend the season and have a more sustainable results.

Povzetek

Projekt ATAS – Antične pasti jadranskega morja je rezultat sodelovanja štirih različnih projektnih partnerjev iz Hrvaške, Črne gore in Slovenije. Partnerstvo je vključevalo različne profile, kot so lokalna uprava, univerza, hotel in potapljaški klub, z dvema glavnima podizvajalcema, enim s področja vodenja projektov in drugim s področja maketinga. Glavni cilj projekta je bil vzpostavi

viti mrežo standardiziranih turističnih produktov s podarkom na podvodni dediščini Jadrana. Vzpostavljena je bila mreža novih turističnih produktov, ki bodo trženi prek skupne platforme, s ciljem lažje promocije in doseganja večjega števila potencialnih uporabnikov. Poleg tega sta bila projektna cilja tudi diverzifikacija lokalne turistične ponudbe in podaljšanje turistične sezone. Oblikovanje turističnih proizvodov na podlagi potapljaškega turizma je bilo nadgrajeno s celovito promocijo podvodne dediščine. Ta cilj je obsegal tako arheološko dediščino in situ kot tudi promocijo in predstavitev premične dediščine iz podvodnih najdišč, ki so prikazani v muzejih ali drugih institucijah. V prispevku predstavljamo glavne cilje in rezultate projekta, vendar tudi opozarjamo na potencialne ovire z vidika kulturnega in dediščinskega turizma.

Summary

Project ATAS – Ancient Traps of Adriatic Sea is the result of collaboration of four different project partners from Croatia, Montenegro and Slovenia. Partnership included different profiles, such as local government, university, hotel and a diving club with two main subcontractors, one from the field of project management and the other from the field of marketing. The main objective of the project was to establish a network of standardised tourist products with focus on underwater heritage of Adriatic. The network of new tourist products, marketed through the common platform, was created to facilitate the promotion and to reach greater number of potential users. The other aim of the project was diversification of the local tourist offer and the extension of the tourist season. The formation of tourism products based on the diving tourism was upgraded by the comprehensive promotion of underwater heritage. This objective comprised both archaeological heritage in situ, as well as the promotion and presentation of the movable heritage from underwater sites displayed in museums or other institutions. This paper presents the main project objectives and results, but also reminds of the potential obstacles from the perspective of the cultural and heritage tourism.

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hereditati

The accessibility, use, fruition and enrichment of immobile cultural heritage

A review of legislation in Slovenia, Croatia and Italy

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Prispevek predstavlja temeljne razlike v poudarkih varstva kulturne dediščine v Sloveniji, na Hrvaškem in v Italiji. Pomembne razlike se kažejo že v ustavah omenjenih držav, pri čemer je v Sloveniji poudarjen koncept ohranjanja kulturne dediščine, medtem ko se na Hrvaškem koncept ohranjanja kulturne dediščine neposredno povezuje z njeno uporabo, v Italiji pa z njeno obogatitvijo.

Ključne besede: kulturna dediščina, zakonodaja, dostopnost, raba, premična/nepremična dediščina

There are some basic discrepancies between the heritage legislatures of Slovenia, Croatia and Italy. There are important differences in the very constitutional documents; in Slovenia, the concept of preserving cultural heritage is stressed, while Croatia relates the concept of preservation of cultural heritage directly to its use, in Italy, this concept is related to the enrichment of cultural heritage.

Keywords: cultural heritage, legislature, accessibility, fruition, mobile/immobile cultural heritage

Introduction

There are some basic discrepancies between the heritage legislatures of Slovenia, Croatia and Italy. There are important differences in the constitutional documents; in Slovenia, the concept of preserving cultural heritage is stressed (Constitution of Republic of Slovenia, Article 5: the state is responsible for the “conservation of natural resources and cultural heritage”; Article 73: “everyone is obliged by the law to preserve natural landmarks and cultural monuments. The state and local communities take care of natural and cultural heritage.”), while Croatia relates the concept of preservation of cultural heritage directly to its use (cf. Article 2 and 52 of the Constitution of the Republic of Croatia); in Italy, this concept is related to the enrichment of cultural heritage (cf. Article 117 of the Constitution of the Republic of Italy). There are substantial differences in the rights

and responsibilities regarding the ensured accessibility, use, fruition and enrichment of cultural heritage, exhibited in the legislature documents and related financial mechanisms of the states in question. In this respect, clear directions are of crucial importance particularly in the field of archaeological heritage, which rarely has features facilitating its direct use, understanding and fruition. General guidelines are specified in several international contracts and documents, particularly the *Council of Europe Framework Convention on the Value of Cultural Heritage for Society*, the Lausanne document (*The ICOMOS Charter for the Protection and Management of the Archaeological Heritage*), the *ICOMOS Charter on Cultural Routes* and the *ICOMOS Charter for the Interpretation and Presentation of Cultural Heritage Sites*.

We survey the legislature of the above-mentioned countries, particularly the fields, relevant to the conditions for the fruition of immobile

cultural heritage. The articles were selected according to broader terms, such as the ownership of cultural heritage, mandatory maintenance, accessibility, terms of use, possibility of fruition, enrichment, management, financing and means for the implementation of measures for the protection, maintenance and enrichment of cultural heritage. Based on the general guidelines, specified in the Constitution of the Republic of Slovenia (Articles 5 and 73), the principles related to the accessibility, use, fruition and enrichment of immobile cultural heritage are defined in the Cultural Heritage Protection Act (Slov. "Zakon o varstvu kulturne dediščine" – ZVKD-1 with amendments¹). In Croatia, basic regulations regarding the accessibility and use of cultural heritage is specified in the Act on the protection and preservation of cultural goods (Zakon o zaštiti i očuvanju kulturnih dobara). In Italy, the area is regulated by the "Cultural Heritage and Landscape Code" (Codice dei beni culturali e del paesaggio²). We aim to point towards certain deficiencies in the legislature, due to which several consequences occur – perhaps most notably, that the ZVKD-1 does not imply any mechanisms for securing public budget funds for the financing of investments into the cultural heritage.

Legislature

Slovenia

Based on the guidelines of the Constitution of the Republic of Slovenia (Articles 5 and 73), the provisions regarding the accessibility, use, fruition and enrichment of immovable cultural heritage are defined in the Cultural Heritage Protection Act (ZVKD-1 and amendments).

Ownership

In practice it has been shown that ownership of immovable cultural heritage is decisive in securing accessibility and possibilities of fruition, since in accordance with Article 54 of ZVKD-

1, monuments must be accessible to the public in proportion to the capacities of the owner or landowner. Otherwise, the possibility of exercising the pre-emption right and, exceptionally, expropriation is envisaged, in both cases by the authority that proclaimed the monument,

Based on Article 62 of the ZVKD-1, the state, the province or the municipality, have and can exercise pre-emptive right on monuments.

The state has a pre-emptive right on monuments of national importance and on immovable property in the influential area of a real monument of national importance, if so determined in the proclamation act.

The province or municipality that has declared the monument has a pre-emptive right on monuments of local importance; on real estate in influential areas of a monument of local importance, if so determined in the decree; in case of unused pre-emptive right of the state, as well as on a monument of national importance and on real estate in the influential area of a real monument of national importance (if so determined in the decree) located within the territory of that province or municipality.

A pre-emptive beneficiary may transfer pre-emptive rights to a third party if it improves conservation and public availability thereby ensuring such use, which is consistent with the social significance of the monument.

The pre-emptive right is excluded if the owner sells a thing from the first or second paragraph of this article to his/her spouse, relative or relative in a linear, adoptive or adoptive parenthood, adopted or adopted person or a public body whose founder is a state, province or municipality.

According to Article 63 of the ZVKD-1, property rights on real estate can be withdrawn against compensation or compensation in kind; expropriation is permissible if a monument or its protected values are endangered and if their preservation cannot be achieved otherwise. Interference with the right to property ownership must be proportionate to the public benefits that result in expropriation. The expropriation

¹ Cf. Jelka Pirkovič and Borut Šantej, *Pravno varstvo nepremične kulturne dediščine v Sloveniji* (Ljubljana: ZVKDS, 2012).

² Cf. Maria Alessandra Sandulli, ed., *Codice dei beni culturali e del paesaggio* (Milano: Giuffrè Editore, 2012).

for monuments of national importance is proposed by the Government and for monuments of local importance the competent authority of the province or municipality that declared the monument. The expropriation must be carried out in the manner and in accordance with the procedure prescribed in the act governing the expropriation and restriction of the property right in the spatial planning, that is, in the main, in accordance with Articles 92–114 of the Spatial Planning Act.

In the event that inspectors carry out inspection measures that remain unpaid by taxpayers, the state, province or municipality that proclaimed the monument obtains a legal mortgage on the property that was the subject of the measure (Article 42 of the ZVKD-1).

Special provisions also apply to small or movable archaeological finds which are transferred after processing to the care of state and authorized museums, where their accessibility guaranteed is in principle. According to Articles 6, 26, 53 and 135 of the ZVKD-1, the owner of movable archaeological remains, which are legally determined to be heritage, is the state. Disposal of archaeological finds that have been unlawfully excavated or otherwise illegally obtained from archaeological sites in the territory of the Republic of Slovenia or have been legally excavated and illegally retained is prohibited. A monument owned by the state, province or municipality that is an archaeological find or archaeological site or is insured under special regulations or international treaties to which the Republic of Slovenia is party may not be disposed of (Article 6 ZVKD-1).

Maintenance

According to Article 38 of the ZVKD-1, owners must protect their monuments in proportion to their abilities. The Institute for the Protection of Cultural Heritage may, by decision, order owners to implement part or all of the implementation of certain measures for the implementation of the protection in proportion to the abilities of the owner, taking into account the benefits

and benefits of the inheritance. The ability of the owner and the benefits and benefits referred to in this Article shall be assessed in the context of taxable property or taxable income. In the event of an unjustified failure to comply with this decision, the Office may itself carry out or organize measures of protection, requiring the owner to reimburse the proportionate part of the costs. In order to reimburse costs, the state, province or municipality that financed measures of protection has the right to claim a legal action against the owner. In doing so, the owner cannot list the burdens due to the increased security costs arising from the abandonment of security and regular maintenance.

If, during inspection, the inspector in charge of heritage finds that due to improper maintenance, handling or use of a monument or national treasure, or due to the omission of due care, there is risk of damage, they may prohibit such conduct or use and order to ensure protection (Article 117 of the ZVKD-1). If the inspector finds that there is an imminent danger of damage or damage to the immovable monument or national wealth has already occurred, they shall determine the measures and the time limit within which such risk or damage must be eliminated. If the inspected party fails to take appropriate measures, they will order that works be carried out at the expense of the taxpayer (Article 116 of the ZVKD-1).

Inspection measures are carried out at the expense of the taxable person in case of unauthorized interventions into registered heritage. If a taxpayer does not reimburse the funds for the implementation of the measure, the state, province or municipality that proclaimed the monument acquires a legal mortgage on the real estate subject to this measure (Article 42 of the ZVKD-1).

If a non-maintained monument or object threatens the property, health and life of people, traffic, adjacent objects or its surroundings, building inspection measures may also be in place (see Building Construction Act).

Accessibility

For certain monuments, the act in the proclamation determines the obligation of public accessibility of the monument (Article 13 ZVKD-1). According to Article 54 of the ZVKD-1, monuments must be accessible to the public in proportion to the capacities of the owner or proprietor. If it is not possible in other ways to ensure the accessibility of the monument in accordance with the decree, the immovable property right may be withdrawn against compensation or compensation in kind according to Article 63 (see above).

The owner or proprietor of the monument must always allow the authorized person of the Institute for the Protection of Cultural Heritage to document and research the monument, after prior notice to the owner or landowner, also on enclosed land and in buildings, except in residential areas. If the owner or other person does not allow this, the authorized person has the right to carry out these activities with the assistance of the police (Article 55 of the ZVKD-1).

According to Article 58 of ZVKD-1, "immovable monuments are marked in order to improve public access. Labelling is carried out when this is not contrary to the benefits of protection and other public benefits"; in the event of an armed attack monuments are also marked based on ratified treaties (the Hague Convention). Regulations on the marking of stationary cultural monuments stipulate that each monument be marked with a monument's name in order to be better recognized. The designation of the monument is a signboard on the facade of a monument or a similar suitable place (vertical "marker element A"), a lower level monument (horizontal "marker element B") is marked with a floor board, in an exceptional case the board, upgraded with additional information ("marking element C"), but this type of marking usually does not replace the first two marking elements, mainly complementing them when the monument is not clearly recognizable (cultural landscape, archaeological site). Exceptionally, no particular archaeological or other monuments are designated, where the act of proclamation

so provides, and this is necessary because of the manner of protecting the monument or its parts. All the signs on the board are in Slovene.

In the areas of municipalities where Italian and Hungarian are also used as the official languages, the inscriptions should be in these languages as well, but they should not be more pronounced than the inscriptions in Slovene. In addition, the inscriptions can also be in English. They are formally subordinate to official languages in Slovenia.

An additional mandatory element for cultural monuments is the sign of the Convention for the Protection of Cultural Property in the Event of Armed Conflict.

The UNESCO-listed monuments and monuments of European significance shall be marked in accordance with international acts determining their status.

The graphic elements of the labelling, the implementation and the quality of graphic elements and the standards for the complete implementation of the labelling of stationary cultural monuments of national and local importance are given in the Handbook for the Marking of Stationary Cultural Monuments.³

Management

The owner or proprietor must ensure the management of the monument in accordance with the act of proclamation directly or by entrusting it to a manager. The manager must have all the monuments and all the monumental areas protected under the international treaties to which the Republic of Slovenia is party. The proclamation act can also be foreseen by the controller for other areas. The authority issuing the act on the proclamation of the monument area can manage the site on its own; for this purpose they must establish a public institution or entrust the monument management to a public institution established for the purpose of managing monuments and sites, or entrust the management to a natural person or a legal person under the law govern-

³ Ministry of Culture, *Priloga k Zakonu o varstvu kulturne dediščine* (Ljubljana: Ministry of culture RS, 2010).

ing public-private partnership. The management of the monument and the monument area is carried out on the basis of a management plan (Article 59 of the ZVKD-1).

“If the manager finances the restoration and maintenance with their own resources and assumes other burdens of risk, the authority which issued the act, concludes a concession contract with the manager for a period commensurate with the financial inputs and the manager’s risks.” (paragraph 6 of the article 59 ZVKD-1).

Management plan is a document defining the strategic and implementation guidelines for the overall preservation of the monument or site and the way in which its protection is implemented. A management plan should be adopted for all monuments and sites with a manager. According to the law, the management plan is prepared by the manager with the expert assistance of the institution and is adopted by the body that adopted the act on the proclamation of the monument, that is, the government or the ministry responsible, as a monument of national importance and the representative body of the province or municipality for a monument of local importance.

The management plan must contain the following: an overview of cultural values that should be specifically preserved and developed, a vision of protection and development, strategic and implementation objectives of management, provisions relating to the management structure and measures for protection against natural and other disasters, an action plan with a financial framework, in particular to ensure accessibility and management of the visit, indicators and the manner of monitoring implementation, and a deadline for the validity of the plan, the manner of updating and changing the plan.

In the case of joint management of several territorial or content-related monuments, a single management plan may be adopted for all monuments” (Paragraph 4 of Article 60 of the ZVKD-1).

If the site coincides with an area protected under the regulations on nature conserva-

tion, the management plan shall be adopted in agreement with the ministry responsible for the preservation of nature. In its preparation, the organization responsible for nature conservation participates. (Paragraph 5 of Article 60 of the ZVKD-1).

The management plan for the area of a single monument and nature protection is adopted by the government on the proposal of both ministers (in the fields of culture and nature). The government also appoints an area manager. The operator must be professionally qualified in both areas. The minister may conclude a contract with the manager of the single insurance area to transfer a part of the public tasks referred to in Article 84 of the ZVKD-1 with the exception of public authorizations (Article 61) to the manager.

Among the tasks of the ZVKDS is to cooperate with the managers of monuments in the preparation of proposals for the management plan (Article 84 of ZVKD-1).

Finance

In accordance with ZVKD-1, funds are provided in the budget of the Republic of Slovenia to cover the costs of preliminary research under Article 34, costs for co-financing the programs for reconstruction of monuments on the basis of Article 35, compensation costs under Article 39, investments of public funds on the basis of Article 40 and costs for the exercise of a pre-emptive right on the basis of Article 62 of this Act.⁴ According to Article 63, the government may consider monuments of national importance, but the competent authority of the province or municipality for monuments of local importance suggests expropriation against compensation or compensation in kind (see above).

Furthermore, ZVKD-1 provides for special mechanisms for financing protection measures in the context of compensatory and compensatory measures. According to Article 31, it is envisaged that the minister responsible for culture

⁴ See also Zala Koželj, *Financiranje kulturne dediščine v izbranih evropskih državah* (Ljubljana: MA thesis, University of Ljubljana, 2013), 53–54.

may issue a cultural consent permit allowing the survey and removal of a monument or registered immovable heritage other than an archaeological site, even subject to the imposition of a compensatory measure, which may include the payment of an amount or the financing or the implementation of measures for the preservation or revitalization of another monument of comparable significance. In accordance with Article 115, the inspector may, in the event of unauthorized interventions in archaeological remains, heritage or monuments, determine the implementation of alternative measures for the public benefit carried out within the framework of the public service of protection (in the case of unauthorized interference in archaeological remains, the implementation of the measure of protection of the archaeological site of comparable significance in the case of unauthorized interference in a registered heritage or monument, the intervention is carried out to preserve or revitalize a registered heritage or monument of comparable significance).

In accordance with the Act on the Provision of Funds for Certain Emergency Programs of the Republic of Slovenia in Culture,⁵ the budget of the Ministry responsible for culture provides funds for the gradual implementation of the program for the most endangered and of the highest quality cultural heritage facilities.⁶ The annual financial plan is prepared by the ministry responsible for culture, as a rule on the basis of a public tender or a public call. Individual projects are financed entirely from the state budget in cases of ownership or the founding of the state. Other projects are co-financed from the state budget in the amount of 50% of the value, unless otherwise specified in the program or project. In the event of a change of purpose or disposal of an object co-financed from

the state budget, the state's input in real value is returned to the state budget.

Other pieces of Slovenian legislature may come to some extent in order to provide funds for the implementation of cultural activities and measures of revitalization in areas of cultural heritage, e.g. the Act Regulating the Realisation of the Public Interest in the Field of Culture (ZUJIK). Public interest for culture is realized by the state and local communities independently or they are set up for the implementation of individual tasks by public funds or a public agency (Article 22 ZUJIK, cf. the Resolution on the National Program for Culture 2014-2017). The state and local communities provide public means to public funds and public agencies in accordance with regulations in the field of public funds, public agencies and public finance regulations for indirect budget users (Article 23 ZUJIK; cf. the Public Fund of the Republic of Slovenia for Cultural activities).

When it is necessary in the public interest to provide public cultural goods in a permanent and undisturbed fashion, it is provided directly by the state or the local community, or by establishing a public institution in the field of culture (Article 26 ZUJIK). Public funds for the financing of public institutions are provided by their founders or co-founders. Furthermore, public institutions are financed from non-public sources (Article 31 ZUJIK).

The ministry responsible for culture, finances cultural programs and projects in the public interest for culture on the basis of ZUJIK.

Direct calls to public institutions, public funds and public agencies in the field of culture are used to finance operations that are in accordance with Articles 23 and 31 of ZUJIK. Public calls are used in cases where it is possible to clearly define the artistic, cultural and political criteria that must be met by a public cultural program or a cultural project for financing from public funds.

Public tenders are used in cases where it is possible to determine in advance the criteria for evaluating and evaluating proposals for cultur-

⁵ The new Law on the provision of funds for certain urgent programs of the Republic of Slovenia in culture is under consideration: https://www.dz-rs.si/wps/portal/Home/deloDZ/zakonodaja/izbranZakonAkt?uid=600C2D140917130AC12582270053150D&db=pre_zak&mandat=VII (date of access: 1.5.2018).

⁶ Koželj, *Financiranje kulturne dediščine*, 54-56.

al projects or programs, and those projects evaluated higher.

A public cultural program is cultural activity that, in terms of content and scope, is complete and carried out by a cultural performer whose founder is not the state or a local community; its operation is in the public interest to the extent that it is funded by the state or the local community in a comparable way as a public institution (Article 56 ZUJIK). The state or local community shall enter into a contract with a public cultural program contractor on the basis of a public tender or a public call. Normally, the contract is concluded for several years (Article 57 of ZUJIK).

In addition, financial synergies for the provision of funds are also theoretically possible for cultural heritage through donations in the field of tax legislation.

Pursuant to Article 142 of the Personal Income Tax Act, residents may require that up to 0.5% of assessed personal income tax be allocated for the financing of political parties and representative trade unions and for the financing of generally useful purposes, among them cultural ones.⁷ According to special regulations, beneficiaries of grants are set up to carry out those activities as non-profit activities and to whom, pursuant to a special law, they have been granted a special status or it was determined that their activity is in the public interest for the purpose of performing this activity. V skladu z 2. členom Uredbe o namenitvi dela dohodnine za donacije za upravičence se ne štejejo rezidenti pravne osebe, ki so jih ustanovile ali katerih člani so pravne osebe javnega prava. On the proposal of the minister responsible for finance, the Government determines the list of beneficiaries annually, which is published in the Official Gazette of the Republic of Slovenia. The taxpayer may at any time submit a request for the allocation to the tax authority.

Pursuant to Article 59 of the Corporate Income Tax Act, a taxable person who is a legal entity of domestic and foreign law resident in the

Republic of Slovenia or a company or association of persons, including a civil-law company under foreign law, without legal personality (Article 3) may claim a reduction in the tax base for the amount of payments in financial means and in kind for various purposes, including cultural ones, for payments to residents of Slovenia and residents of the EU and EEA Member States, established under the special regulations for the performance of those activities, as of non-profit activities up to an amount equal to 0.3% of the taxable income of the taxable person's taxable period, but not exceeding the amount of the tax base of the tax period. The taxpayer may apply an additional reduction in the tax base up to an amount corresponding to 0.2% of the taxable income of the taxable person's taxable period, the amount of cash and in-kind payments for cultural purposes and for such payments to voluntary associations established for the protection against natural and other disasters, acting in public interest for these purposes, but up to the amount of the tax base.⁸

Moderate financial benefits for the implementation of activities in the field of the protection and preservation of cultural heritage also arise from the Value Added Tax Act, on the basis of which cultural services are directly linked to goods, including those carried out by public institutions and others, from states of a recognized cultural institution exempt from value added tax (Article 42, paragraph 13); the cultural services provided for in Article 69 of the Rules on the Implementation of the Value Added Tax Act also provide for the protection of cultural heritage. These services are exempted from VAT on the basis of prior notification, even if they are provided by subjects with the status of a society acting in the public interest in the field of culture or other persons with acquired status of activity in the public interest in the field of culture, provided certain conditions are met.

Pursuant the Inheritance and Gift Tax Act, such a tax is deductible if it is a gift or an inheritance that has the status of a cultural mon-

⁷ Koželj, *Financiranje kulturne dediščine*, 60.

⁸ Koželj, *Financiranje kulturne dediščine*, 59-60.

ument, provided that the donated or inherited cultural monument is not disposed of before the expiration of 10 years, that a cultural monument is accessible to the public or that it is intended for the implementation of cultural activities (Article 10). Under the Property Tax Act, the transfer of immovable property that has the status of a cultural monument is also exempt from tax, provided that the cultural monument is accessible to the public or is intended for the implementation of cultural activities.⁹ In both cases, however, it is not required that funds that have not been paid for the tax are invested in the preservation and maintenance of the monument, so the benefits for the monuments are at least partly questionable.

Croatia

Basic acts on accessibility in fruition of cultural heritage are covered by the Act on the protection and preservation of cultural goods (*Zakon o zaštiti i očuvanju kulturnih dobara*).

Ownership

In the Republic of Croatia, possible expropriation of cultural heritage is in the interest of the state (Article 41 of the Act on the protection and preservation of cultural goods), if there is risk of damage or destruction of heritage, and the owner does not have the opportunity or interest to ensure the implementation of all measures of protection and conservation, a way to ensure the carrying out of archaeological research and excavations or the implementation of technical protection measures on cultural goods, unless it is possible to guarantee the accessibility of cultural heritage to the public. Expropriation may be complete or partial. Preparatory works and temporary seizure may be carried out in order to expropriate the cultural heritage, in accordance with the regulations on expropriation. The expropriation procedure is initiated on the proposal of the competent authority. The expropriation of cultural heritage is carried out in the manner prescribed by the Law on Expropriation and Set-

tlement of Compensation (*Zakon o izvlaštenju i određivanju naknade*).

When public funds are invested in the protection and preservation of the immovable cultural heritage, property right is created on this property for the benefit of the investor (Article 42 of the Act on the protection and preservation of cultural goods).

The owner intending to sell the cultural heritage must initially offer it to the Republic of Croatia, the county, the City of Zagreb, the city or municipality of the area in which the cultural heritage is located (Article 37 of the Act on the protection and preservation of cultural goods).

Much like in Slovenia, archaeological movable finds are property of the state (Article 19 of the Act on the protection and preservation of cultural goods).

Maintenance

The competent authority prepares documentation for the protection and preservation of cultural heritage and continuously monitors its state; at least once every five years, it produces a report on the state of heritage. The Minister of Culture prescribes the forms of the report on the state of affairs and the procedure for determining the state of cultural goods (Articles 51-53 of the Act on the protection and preservation of cultural goods).

Pursuant to Article 20 of the Act on the protection and preservation of cultural goods, the owner of cultural heritage must treat it with due respect and, above all, protect and regularly maintain it, implement measures of protection, immediately report any changes in cultural heritage, injuries or destruction, and the disappearance to competent authorities, authorize professional and scientific research, technical and other recording, as well as the implementation of technical protection measures and make the public accessible.

By issuing any decision, the competent body defines measures for the protection of cultural heritage. If the owner fails to implement the measures specified within a certain time limit,

⁹ Koželj, *Financiranje kulturne dediščine*, 58.

this measure will be carried out by the competent body at the expense of the owner.

The costs of preserving and maintaining cultural heritage and technical protection measures are borne by the owner. If maintenance of cultural heritage or the restoration, conservation or implementation of technical protection measures require extraordinary costs beyond regular maintenance costs and the revenue or other benefits of the owner, they have the right to apply for compensation for extraordinary expenses. Extraordinary costs are decided by the Ministry of Culture and the funds are provided in the state budget (Article 22 of the Act on the protection and preservation of cultural goods).

If the owner fails to act in accordance with the law thereby endangering cultural heritage, the mayor of Zagreb or the mayor of the area in which the cultural heritage is located, may, by a decision of the competent authority, determine the appointment of the temporary custodian of that heritage. The temporary guardian is obliged to implement the protection measures laid down by the competent authority on the account and the cost of the owner. The compensation for the work of the temporary guardian, as well as the cost of the implemented measures, must be settled by the owner (Article 32 of the Law on Ownership and Other Real Rights and Article 31 of the Act on the protection and preservation of cultural goods).

Accessibility

The owner of certain cultural heritage must allow its accessibility to the public (Article 20 of the Act on the protection and preservation of cultural goods).

In Croatia, a disc-shaped plate is envisaged for marking immovable cultural heritage and facilities in which collections of cultural goods are located. The way, the place of marking, as well as removing the label, insofar as the heritage loses its cultural heritage, is determined by the competent conservatory department of the Ministry of Culture (cf. *Pravilnik o označavanju nepokret-*

nih kulturnih dobara i objekata u kojima su smještene zbirke kulturnih dobara).

Fruition

The competent authority (i.e the regional conservation department of the Ministry of Culture) decides on the purpose and method of using the immovable or movable cultural heritage, based on the previously obtained opinion of the mayor of Zagreb, mayor or municipal mayor. In order to change the purpose of cultural heritage, the owner is obliged to obtain prior approval from the competent authority (Article 34 of the Act on the protection and preservation of cultural goods). Legal entities and natural persons cannot start performing an economic activity in a space that is located within a stationary cultural heritage or a protected cultural and historical whole without the prior approval of the competent authority.

Article 43 of the Act on the protection and preservation of cultural goods regulates concessions for the use of immovable cultural heritage in public ownership for commercial purposes in accordance with the Law on Concessions. The concession is issued on the basis of a public bid. For the cultural heritage owned by the Republic of Croatia, the procedure is carried out by the Ministry of Culture, the heritage owned by the county, the City of Zagreb, and the cities and municipalities by their competent bodies. The concession is issued for a certain period, but not longer than for 99 years. The Decree on the concession also contains measures for the protection and preservation of cultural heritage, as prescribed by the competent authority, and the ways in which they are carried out by the concessionaire. The concession is paid for the benefit of the state budget or budget mayor, Zagreb, towns or municipalities according to the ownership of the cultural heritage.

Furthermore, according to Article 114, for all natural and legal persons who carry out an economic activity in immovable cultural heritage, the payment of a contribution, known as

the monumental annuity, is envisaged (see below: Financing).

Management

Pursuant to Article 96 of the Act on the protection and preservation of cultural goods, the Republic of Croatia, the City of Zagreb, the towns and municipalities may establish institutes for the management of cultural heritage and the implementation of protection and conservation measures or entrust this task to another legal person. Funds and foundations can be created to preserve the cultural heritage.

Finance

In accordance with the Act on the protection and preservation of cultural goods (Articles 22 and 108), the owner or proprietor of cultural heritage, even if they are not the user, provides the means for its maintenance and maintenance.

Article 109 of the Act on the protection and preservation of cultural goods also provides that funds for the protection and preservation of cultural heritage shall be guaranteed: a) from the state budget; b) from the county budget or the City of Zagreb, towns or municipalities, namely the preventive heritage and cultural heritage located in the county, the City of Zagreb, towns or municipalities, and in its entirety for the heritage of local importance under Article 17 of this Act; c) grants, compensation for concessions, records and funds; d) other sources.

The protection and preservation of the cultural heritage owned by the Republic of Croatia is financed from the state budget funds, as are the implementation of the national program for the protection and preservation of cultural heritage, extraordinary costs of maintaining cultural heritage, urgent measures of protection and conservation and compensation to owners due to the restriction of ownership rights.

National budget provides finance for projects of protection, conservation, restoration, presentation and maintenance of cultural heritage, in practice financed through calls from the Ministry of Culture. The sources are: a) a fixed

amount of the state budget, b) 40% of all funds collected by the system of monument annuity, c) long-term loans for long-term reconstruction projects with a special social goal.

Funds from the regional and local self-government budget are used for the protection and preservation of the cultural heritage in their possession, for emergency measures, for the heritage of local importance, as well as for co-financing the national protection program.

For units of local and regional government, funding sources are: a) municipal, city and county budgets; b) 60% of the total amount of the annulment fee collected in the area of the local self-government unit. This resource is exploited by those cities and municipalities in which there are protected entities, and the cumulative resources must be invested in the cultural heritage.

Article 114 specifically regulates budget revenues based on the use of cultural property as a direct and indirect monumental rent.¹⁰ Supervision over the payment of monument rent is made by the tax administration.

The statutory annuity is obligatory for natural and legal persons for the purposes of collecting the funds necessary for the protection and preservation of cultural heritage or for the implementation of the national program for the protection of cultural heritage, the amount of which is prescribed by decrees of cities and municipalities. This is compensation paid by economic operators for the pursuit of economic activities in, on or from a cultural heritage. There is therefore a dual system for determining the monument annuity. Monument rent is mandatory for natural and legal persons taxable on income or profit, but performing an economic activity in immovable cultural heritage, which is protected individually or in the area of the cultural and historical whole. Indirect monument rent is mandatory for natural and legal persons provided they perform the activities prescribed, regardless of the area or space in which this activity is performed (Article 114.2 of the Act

¹⁰ Cf. Jadran Antolović, *Spomenička renta: od teorije do hrvatske prakse / Monument annuity: from theory to croatian practice* (Zagreb: Ministarstvo kulture Republike Hrvatske, 2006).

on the protection and preservation of cultural goods Act on the protection and preservation of cultural goods). It is thus collected on two bases: on the basis of the square meter of the space used and on the basis of 0.05% of the income of individual economic activities. Funds annually amount to over 200 million kuna.¹¹

Italy

In Italy protection of cultural heritage is regulated by the “Cultural Heritage and Landscape Code” (*Codice dei beni culturali e del paesaggio*¹²).

Ownership

Movable and immovable cultural heritage found underground or in the sea is owned by the state (Article 91).

Pursuant to Articles 53 and 54 of the “Cultural Heritage and Landscape Code”, certain categories of publicly owned heritage comprise a cultural state property (*demanio culturale*) and are inalienable, that is, real estate and areas of archaeological interest, real estate proclaimed monuments of national importance, collections of museums and galleries and libraries, as well as other cultural heritage of the deceased author, older than 50 years, until it was possibly confirmed in the process of verifying the cultural interest (for the procedure of checking the cultural interest, see Article 12).

The Ministry and regional and local self-governments have a pre-emptive right to entitle cultural heritage, even if the inheritance has been disposed of without payment or for the exchange (Article 60).

The Ministry may perform expropriation of cultural heritage in the public interest and against payment (Article 95), as well as the expropriation of surrounding facilities and areas for the needs of the renovation of monuments, the provision of views and a decent environment, and the improvement of the possibilities

of enjoyment and accessibility (Article 96). The Ministry may also perform expropriation of real estate for carrying out interventions of archaeological interest (Article 97).

Maintenance

Public and private owners and holders of cultural heritage are obliged to ensure the preservation of this heritage (Article 31); according to the legal definition, conservation consists of research, prevention, maintenance and conservation-restorative interventions (Article 30). The consent of the competent body of the Ministry of Culture (or *Soprintendenza*), which defines the required conditions of intervention for the purpose of granting a tax deduction (Article 31), must be obtained for all conservation operations. The Ministry may co-finance such operations in the amount of half the cost incurred – or even in full amount, if interventions of special importance are implemented on cultural heritage in public use (Article 35).

The Ministry (*Soprintendenza*) may also require owners to implement measures for the preservation of cultural heritage within a specified time limit or directly implement them at the expense of the owner; if the interventions are particularly important or are implemented on cultural heritage in public use, the ministry may finance them partially or in full (Articles 32-34).

The Ministry takes care of the needs of maintaining state-owned cultural heritage, even if it is used by other administrations or entities (Article 39). Conservation and restoration on cultural heritage owned by regional and local self-governments are, in principle, regulated on the basis of previous programming agreements (Article 40).

Accessibility

Publicly-owned cultural heritage is intended for public use and enjoyment by the company, in accordance with the needs of protection and institutional use (Article 2).

For the immovable cultural heritage in private ownership, which was the subject of conser-

¹¹ Maja Oven, Katharina Zanier, Ivica Pleština, Josip Višnjić and Vesna Bradamante, Poročilo o primerjavi zakonodaje in konservatorske prakse varstva kulturne dediščine v Sloveniji in Hrvaški (Ljubljana - Zagreb: unpublished report ZVKDS - HRZ, 2015), 42.

¹² Maria Alessandra Sandulli, ed., *Codice dei beni culturali e del paesaggio*.

vation and restoration interventions, partially or completely financed by the Ministry, it is necessary to provide public access in the manner specified in the agreement concluded between the ministry and the owner upon the approval of the contribution Articles 34 and 35.

The cultural heritage in private ownership, which was declared extremely important by the decision of the Ministry, must also be accessible to the public: the method is coordinated by the owner and the supervisory conservator (*soprintendente*) (Article 104).

Use

Ministry, regional and local self-governments can allocate the cultural heritage with their disposal to the application against payment of a fee (Article 106).

Fruition

The "Cultural Heritage and Landscape Code" defines "cultural institutions" and "cultural spaces" intended for enjoying cultural heritage, such as museums, libraries, archives, archaeological sites and archaeological parks and monument complexes. The Code therefore contains the official definition of archaeological park, which is "an area marked by important archaeological remains with a coexistence of historical, landscape or environmental importance and which is regulated as an open-air museum" (Article 101).

In the framework of the mentioned "institutions and cultural spaces", the state, regional and local self-governments and all other public institutions are obliged to ensure access to and enjoyment of cultural heritage (Article 102).

Enrichment

Enrichment of cultural heritage means the implementation of activities aimed at promoting knowledge of cultural heritage and ensuring the best conditions for public use of heritage and enjoyment of it in accordance with its protection (Article 6). Cultural heritage enrichment activities form the foundation and stable organization of resources, structures and networks, or the dis-

position of professional capabilities, financial and technical resources. Within the enrichment activities, private entities can participate and can be launched on a public or private initiative; enriching cultural heritage on a private initiative is a socially beneficial activity (Article 111).

The state, regional and local self-governments ensure the enrichment of cultural heritage in the mentioned "institutions and cultural spaces". To this end, the state, through the ministry, regional and local self-government, concludes agreements at the regional level for the purpose of harmonization and timing of enrichment activities, under which agreements private entities may also participate. Agreements may, with the consent of the interested parties, also concern the cultural heritage of private ownership. However, public entities may make special arrangements with cultural societies active in the promotion of cultural heritage knowledge (Article 112).

The private property and cultural heritage enrichment activities and structures can be used on a private initiative by public support from the state, regional and local self-governments (Article 113).

The Ministry, regional and local self-governments, together with universities, define uniform quality enrichment standards and regularly update them; and the ministry adopts them by decree. Entities that manage enrichment activities are obliged to respect accepted quality standards (Article 114).

Management

Heritage enrichment activities on a public initiative can be managed directly or indirectly. Direct management can be undertaken by internal organizational structures with appropriate professional, organizational, financial and administrative capabilities.

Indirect management: a) institutions, foundations, societies, consortia, companies or other entities established by public administrations, holders of cultural heritage, take over the management of these activities through direct award;

or b) management is granted to third parties through a public tender. It is also possible to include both management methods. A service contract is concluded that defines quality levels and powers of direction and control. The allocation of management of enrichment activities may relate to the allocation for the use of the cultural heritage itself, which is the object of enrichment (Article 115).

Additional services for visitors (publishing and sale of publications, information and animation for children, guided tours, catering, exhibitions and events, promotional activities, etc.) may be managed in “institutions and cultural spaces” (Article 117).

Finance

As already mentioned (see: Maintenance), the Ministry may co-finance interventions of preservation of cultural heritage in private ownership, in part or in full, if interventions are of special importance and are implemented on cultural heritage in public use (Articles 34 and 35).

Otherwise, the Ministry may make contributions to cover the costs of loans for conservation measures that the owners of cultural heritage have decided to carry out, which is also the case for conservation and restorative interventions on buildings of contemporary architecture, whose artistic value was recognized by the competent supervisory conservator (*soprintendente*) (Article 37).

It should be noted that contributions from Articles 35 and 37 have been suspended in 2012-2015 for the purposes of balancing public finances.

The “Cultural Heritage and Landscape Code” (Article 110) defines income on the basis of entrance fees to state-owned “institutions and premises of culture” (and on the basis of additional services for visitors) as budget revenues for carrying out interventions for their conservation and for implementation expropriation and purchase of cultural heritage, including on the basis of a pre-emptive right. Receipts from entrance fees to institutions and premises owned by oth-

er public entities (and on the basis of additional services for visitors) are intended to increase and enrich the cultural heritage.

Article 120 of the “Cultural Heritage and Landscape Code” envisages the sponsorship of cultural heritage, that is, any form of contribution by a private entity to carry out activities in the field of the protection and enrichment of cultural heritage in order to promote their own name, brand, image, activity or product. Such promotion must be in accordance with the artistic and historical characteristics, the appearance and dignity of the cultural heritage, which must be defined in the sponsorship contract.

Further agreements with banking foundations, which are socially useful goals in the field of art and cultural heritage according to the statute, are foreseen for the purpose of coordinating interventions for the enrichment of cultural heritage and the allocation of related financial burdens (Article 121).

Discussion and conclusions

Comparing legislatures regarding the accessibility, use and possible fruition of immobile cultural heritage in Slovenia, Croatia and Italy reveals considerable differences, addressed in this chapter in relation to conditions, particular to the archaeological heritage.

Ownership is of particular importance for the public use of the cultural heritage. This is particularly true of immobile archaeological heritage, whose preservation in situ is characteristically in conflict with the functional use of land by its owners: it can easily happen that an owner of a property with an archaeological monument, destined to be preserved in situ, is imposed with restrictions regarding its use; on the contrary, preservation of architectural heritage does not hinder the use of land property.

In all three countries, disowning property owners (in reasonable cases) or exercising the right of pre-emption is a foreseeable measure – in Croatia and Italy, disowning applies to the procedures of archaeological research as well. In Italy, disowning the owners of objects and areas

located in the near vicinity of cultural heritage applies as well, if required for the needs of landscaping. This was critically reviewed,¹³ since the purpose of landscaping does not require permanent ownership but only temporary occupation (*occupazione*) against compensation for the time of landscaping procedures; however, such instrument is not implied in the “Cultural Heritage and Landscape Code” – but it is in the case of archaeological research (Article 88).

In all three countries, mobile archaeological finds are state property according to the law. In Italy, this extends to the immobile archaeological heritage; according to Italian legislature, (archaeological) goods under the ground are exempted from ownership rights. In practice, in Italy, too, access to these remains is ensured in the disownment and pre-emption act.

In Italy, the procedure of keeping record of cultural heritage is also different in regards to its ownership. In the case of public ownership, cultural heritage is automatically any cultural good of a deceased author, which is older than 50 years. The ministry can conduct surveys of cultural interest – prompted by the owners themselves; if no such interest is established, a cultural good is exempted from the protection regime (Cultural Heritage and Landscape Code, Article 12). Real estate and objects in private ownership are required to be proclaimed objects of cultural interest, which needs to be established according to its special meaning (cf. Articles 10 and 12). For this particular reason, cultural heritage is mainly in public property in Italy.

The responsibility of maintenance of the monuments by their owners is reduced according to their capabilities in the Slovenian legislature; no such proportional share is expressed in either Italian or Croatian legislature, which tasks the owners with equal responsibilities in the preservation of cultural heritage in their ownership. In order to make these responsibilities bearable, considerable subsidies are availa-

ble in both countries. Furthermore, in Italy, cultural heritage whose renovation has been funded by the ministry must be at least partially accessible to public, which reflects the concept of a *quid pro quo* – public use for public funds.

It seems particularly beneficial, that in Croatia the state of cultural heritage is surveyed at least once every five years, for which a special form is available (Articles 51 through 53 of the Cultural Heritage Protection and Preservation Law – *Zakona o zaštiti i očuvanju kulturnih dobara*), which would be a good idea in Slovenia as well, monitoring is an immensely important aspect of preventive action and integral preservation of heritage; regular maintenance would greatly reduce the costs of heritage maintenance.

As in the case of maintenance, public accessibility also relates to the owner's capabilities in Slovenia – provided it is implied in the promulgation act. It is only mandatory to allow access to authorized personnel of the Institute for the Protection of Cultural Heritage of Slovenia (ZVKDS) for the purposes of documenting and research. It is also mandatory to tag the monument in a prescribed manner, provided it is not contrary to the benefits of protection.¹⁴

There is no such concept of relative owners' responsibility regarding access in Croatian legislature, according to which all owners of cultural heritage must allow its public accessibility. Just like in Slovenia, a unified tagging system is devised (*Pravilnik o označavanju nepokretnih kulturnih dobara i objekata u kojima su smještene zbirke kulturnih dobara*).

Italian legislature exhibits important differences regarding access: only publicly owned cultural heritage is intended for public use, while the public accessibility of privately owned cultural heritage must be based on either its special meaning or the public funds used for its renovation. This difference relates to the instrument of disownment of cultural heritage, which is used particularly for the purpose of public accessibility.

¹³ Gabriele Torelli, “L’acquisizione sanante nel codice dei beni culturali e del paesaggio,” *Aedon Rivista di arti e diritto on line* 2 (2016), <http://www.aedon.mulino.it/archivio/2016/2/torelli.htm> (date of access: 1.5.2018).

¹⁴ Ministry of Culture, *Priručnik za označavanje nepremičnih kulturnih spomenikov* (Ljubljana: Ministry of culture RS, 2010).

According to the definition in the ZVKD-1 (Article 3), the use of cultural heritage means “perpetual or temporary activity, conducted in heritage, by it or in any other relation to it, influencing it in the process or using its cultural value and social meaning.” Furthermore, Article 4.4 prohibits the use of a monument’s image or name for commercial purposes without the consent of the owner, who is entitled to proportionate compensation. Provisions in the paragraph IV.2 (the Use) apply to mobile heritage, too. It follows, that there is no special legal framework in Slovenia, which regulates this particular issue, apart from specific regulations regarding the use of monuments, as stipulated in the protection regimes.

This particular set of issues is very meticulously addressed in Croatia, where the use of heritage or the change of its purpose for the purpose of commercial activities within an object of immobile cultural heritage requires a special approval of the conservation department of the Ministry of culture; conducting commercial activities in an object of immobile cultural heritage is subject to special taxation. Similarly, there is a procedure of issuing concessions for the use of publicly owned immobile cultural heritage for the purposes of commercial exploitation against concession fee – yet this is still fairly limited.¹⁵ One such case of a concession was issued to diving centres with the exclusive rights to conduct underwater tours of archaeological sites along the Adriatic coast (Cavtat, Mljet, Žirje, Pag, Rab, Umag), named “Underwater Museums” (Podmorski muzeji).¹⁶ It appears that in this case a fairly demanding activity of promoting knowledge about cultural heritage was provided in a most efficient way, because the concession fees represent a budget income, while the contractors took it upon themselves to conduct the activities in an efficient and high-quality manner with regards to the preservation of heritage, as defined in the concession contract.

15 Cf. the list of local concessions for cultural heritage: <http://servisi.fina.hr/regkone/trazi.do> (date of access: 1.5.2018).

16 Rukavina T., Muzej u dubokom plavetnilu, 2009: <http://www.min-kulture.hr/default.aspx?id=4998> (date of access: 1.5.2018).

In Italy, too, concession fees for the use of cultural heritage are defined in the legislature; the fee is divided between the state and the local authorities; this practice is fairly well established in the case of temporary use, such as in instances of public events etc.

Places of fruition of cultural heritage are defined; apart from museums and other institutions, related to mobile cultural heritage, the definition implies archaeological areas, archaeological parks and other monument complexes. There is also an official definition of an archaeological park, which is not available in Slovenia, meaning that the term applies to archaeological sites without distinction, even if archaeological remains are only minimally presented. The Italian official definition says an archaeological park is an area arranged as an open air museum, meaning that it offers visitors certain ways of enhancing knowledge about heritage.

Activities of promoting knowledge about heritage and providing the best conditions for the public use of heritage and its fruition (both of which fall within the definition of enriched heritage) are especially addressed in the Italian legislation, highlighting the importance of establishing stable networks, structures and resources, to which end agreements are concluded on the regional level to ensure sustained and coordinated action by all interested parties. The latter may be public legal entities or private entities; the enriched cultural heritage may be publicly or even privately owned, funding may also be public or private. It seems equally important that the Italian legislation provided for the process of defining norms and quality standards for the performance of activities of heritage enrichment.

It follows that in Italy, only activities of heritage enrichment and not entire objects of heritage per se become subject to management; heritage preservation may be the responsibility of its owner, but it can also be simultaneously allocated to a manager. It is clearly enough, such a method of assigning the management of individual segments of heritage allows the retention

of its most sensitive section, i.e. the activities of preservation of cultural heritage, in the hands of the owner or holder, as well as differentiation of professional qualification requirements of a manager with regard to the tasks assigned.

Furthermore, the Italian legislature meticulously defines procedures of allocating management. The internal structures of a heritage holder can directly manage this heritage in a twofold manner: holders of cultural heritage can set up a legal entity, which is directly allocated the management of heritage, or a heritage manager can be selected through a public tender. The practice of legal entities in the form of large consortia or foundations has proven particularly successful, where the financial burden of the new entity is split into a larger number of founders and heritage holders, while the management of such a combined group proved to be more coordinated. An example at hand is e.g. the "Aquilaia Foundation" (Fondazione Aquileia), established for the purpose of enrichment activities in the area of Aquileia, under the Regional Act (Legge Regionale 18/2006,¹⁷ based on the Article 115 of the Codice dei beni culturali e del paesaggio) by the Ministry of Culture, the region of Friuli Venezia Giulia, the municipality of Aquileia, the province of Udine and the Gorizia archbishopric, which all co-finance the foundation.

In Croatia and Slovenia, the law provides that owners may entrust the management of heritage to another legal entity, while the selection process and the allocation is not defined in detail. However, the ZVKD-1 provides that "in accordance with the act declaring a site, the body which issued the act may directly manage the monument site, setting up for that purpose a public institution, or entrusting the management of a public to an institution established for the purpose of managing monuments and sites, or entrusting the management to a natural or legal person under the law governing public-private partnership" (paragraph 3 of Article 59). This is clearly contrary to the provision that

the owners chose who may be entrusted with the management, since the body that issued the act is not necessarily the owner. We clearly need guidelines in the managers' selection process as well as in determining how to fund heritage management – and in the provision of quality standards. Major deficiencies were recorded e.g. in the management of the open air archaeological sites, which were comprehensively surveyed.¹⁸

Quote: "In Slovenia we recorded 44 locations, where a number of shortcomings in the field of management were identified. The most evident is lack of basic maintenance and the consequential decay of the heritage, and, last but not least, the absence of interpretative contents, which would increase their availability in the broadest sense of the word."¹⁹ (Breznik 2014, 106).

This brings us to the basic question, relevant for the ensuring of public access to cultural heritage and its fruition: the funding. In this respect, the movable and immovable cultural heritage is highly differentiated: in the case of national and authorized museums, intended for the fruition of cultural heritage, the funding is clearly regulated (ZUJIK). However, in the case of immovable cultural heritage the state budget provides for the implementation of specific measures for the protection and restoration²⁰ – no doubt a prerequisite for any kind of fruition of cultural heritage –, but the enrichment activities are essentially neglected. In general, the absence of mechanisms which could provide the financial resources is a problem, since they could create revenues in the state budget,²¹ from which it would be possible to finance the planned pub-

¹⁸ Cf. Andreja Breznik, *Upravljanje arheološkega parka v RS* (Ljubljana: Doctoral Dissertation University of Ljubljana, 2012).

¹⁹ Andreja Breznik, "Vrednotenje arheoloških najdišč za upravljanje v obliki turističnega kompleksa arheološki park," *Studia universitatis hereditati* 2, no. 1-2 (2014): 106.

²⁰ Koželj, *Financiranje kulturne dediščine*, 54–56.

²¹ It was expected to collect certain assets by unprecedented sale of state-owned monuments or monuments owned by municipalities (Article 6 ZVKD-1), or in the context of countervailing (Article 31 ZVKD-1) and alternative measures (Article 115 ZVKD-1), or through compensation for devaluation (Article 41), all of which cases involve emergency situations associated with at least partial loss of cultural heritage, and cannot, therefore, constitute a basic me-

¹⁷ <http://www.fondazioneaquileia.it/repository/download/lr18-2006.pdf> (date of access: 1.5.2018).

lic investments in cultural heritage. This reflects the general belief that the cultural heritage cannot be autonomously financed, thus automatically constituting little more than a burden.

The Codice dei beni culturali e del paesaggio (Article 110) defines the benefits from entrance fees (and services for visitors) into the state-owned 'institutions and places of culture' as budgetary revenue for the implementation of their conservation and the expropriation or purchasing of cultural heritage, including on the basis of pre-emption rights. Earnings from admission fees (and services for visitors) to institutions and facilities owned by other public entities are intended to increase and enrich the cultural heritage. Article 120 of the Codice dei beni culturali e del paesaggio provides sponsorship of cultural heritage, i.e. any form of contribution by a private entity to carry out activities in the field of protection and enrichment of the cultural heritage in order to promote their own name, trademark, image, activities or products. Such promotion must be in accordance with the artistic and historic properties, appearance and dignity of cultural heritage, which must be defined in the contract of sponsorship. In Croatia, a most successful system of public funding was devised, not so much through concessions for the use of publicly owned cultural heritage as via monument rent.²² In Italy, budgetary revenue is revenue arising from the sale of tickets and additional services for visitors in museums and other public spaces of culture, such as archaeological parks and monumental complexes. In Slovenia, the entrance fees to museums do cover a small part of the operating costs of museums, so it would be wise to ask ourselves whether it could be possible to establish a more efficient system. As for the case of archaeological sites with

exhibited archaeological remains (archaeological "parks"), entrance is mostly free. Of course the concept of making entrance available to low income groups is not reproachable, but

chanism for ensuring the revenue from which it could be possible to finance relevant public investments.

22. Jadran Antolović, *Spomenička renta*.

the question is whether such a system is sustainable in the long term, not to mention other paid services, which could generate the – as yet – virtually non-existent revenue.

Clearly enough, the tourism sector benefits from the cultural heritage and its protection the most; cultural and natural landscapes are by definition the core of touristic offer in a certain area.²³ This is why an implementation of a monument rent of a sort would be logical – similarly as royalties are charged for the play of music in bars and restaurants. This would also formally reflect the exhibited economic importance of immovable cultural heritage for the development tourism, whereas state budget would benefit greatly in the field of cultural sector, which could provide an adequate financial basis for the investing of public funds into cultural heritage.

Povzetek

Prispevek predstavlja temeljne razlike v poudarkih varstva kulturne dediščine v Sloveniji, na Hrvaškem in v Italiji. Pomembne razlike se kažejo že v ustavah omenjenih držav, pri čemer je v Sloveniji poudarjen koncept ohranjanja kulturne dediščine, medtem ko se na Hrvaškem koncept ohranjanja kulturne dediščine neposredno povezuje z njeno uporabo, v Italiji pa z njeno obogatitvijo.

Bistvene razlike v določanju pravic in odgovornosti na področju zagotavljanja dostopnosti, uporabe, uživanja in obogatitve kulturne dediščine se izražajo tudi v področnih zakonodajnih dokumentih in s temi povezanih finančnih mehanizmi teh držav. Jasne usmeritve so bistvenega pomena prav na področju arheološke dediščine, saj ima ta redkokdaj takšne lastnosti, ki bi lahko neposredno omogočile njeno uporabo, razumevanje in uživanje. Splošno veljavne smernice za to področje so podane v različnih mednarodnih pogodbah in listinah. Predstavitev je namenjena prikazu določenih pomanjkljivosti na naši zakonodajni ravni, zaradi katerih nastajajo znatne posledice v praksi. Najbolj očitna je, da v samem Zakonu o varstvu kulturne dediščine niso predvideni mehanizmi za zagotavljanje državnih proračun-

23. Janez Planina, "Primarna in sekundarna turistična ponudba ter njune posebnosti," *Turistični vestnik* 4 (1966): 161–164.

skih prihodkov za financiranje sicer na več načinov predvidenega vlaganja javnih sredstev v kulturno dediščino.

Summary

There are some basic discrepancies between the heritage legislatures of Slovenia, Croatia and Italy. There are important differences in the very constitutional documents; in Slovenia, the concept of preserving cultural heritage is stressed, while Croatia relates the concept of preservation of cultural heritage directly to its use, in Italy, this concept is related to the enrichment of cultural heritage. There are substantial differences in the rights and responsibilities regarding the ensured accessibility, use, fruition and enrichment of cultural heritage, exhibited in the legislature documents and related financial mechanisms of the states in question. In this respect, clear directions are of crucial importance particularly in the field of archaeological heritage, which rarely has exhibits features facilitating its direct use, understanding and fruition. General guidelines are specified in several international charters and documents. We aim to point towards certain deficiencies in the legislature, due to which several consequences occur – perhaps most notably, that the ZVKD does not imply any mechanisms for securing public budget funds for the financing of investments into the cultural heritage.

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Apoxyomenos

– underwater cultural heritage and museum in the service of the local community and tourism

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Pred sedemnajstimi leti je bil na morskem dnu nedaleč od Lošinja odkrit bronast kip mladega atleta, imenovan Apoxyomenos. Kip je takoj po odkritju presegel lasten kulturni in umetniški pomen ter postal predmet razprav o dediščini in potrebi po njenem ohranjanju. Ta lepa in do najmanjše podrobnosti izdelana redka podvodna najdba je Hrvaško uvrstila na zemljevid svetovne dediščine; tudi večje države, kjer se nahajajo najpomembnejša muzejska središča na svetu, ne premorejo tako izjemnega predmeta.

Ključne besede: Apoxyomenos, muzej, lokalna skupnost, kulturni turizem

Seventeen years ago, a bronze statue of a young athlete was discovered on the seabed near the island of Lošinj. It was named Apoxyomenos. Immediately after it was discovered, the statue exceeded its cultural and artistic importance and incited deliberations about heritage and the need to preserve it. The beauty and portrayal of details of this unique and very rare artistic underwater find has put Croatia on the world heritage map. There are nations much bigger than Croatia, and world famous museum centres, that cannot boast an artefact as sensational as this one.

Keywords: Apoxyomenos, museum, local community, cultural tourism

The Adriatic is a marginal sea of the Mediterranean. In the past, it used to be described as its largest bay, the *Most Important Sea* or even the *Great Sea*¹. The northern Adriatic as a whole and, particularly, the islands of Cres and Lošinj, are places of many mythological events, which are seen as the main strategic points of maritime trade routes. Because of the amber trade, they are associated with the name of the Electrides, or Amber Islands, while the name of the Apsyrtides refers to the voyage of the Argonauts and the tragic destiny of Apsyrtus, son of King Aeetes of Colchis. The earliest forms of the name of the island have been

preserved in works by Hellenic and Latin writers (Pseudo-Scylax, Pseudo-Skymnus, Apollonius of Rhodes, Strabo, Pliny)².

Since ancient times, the islands of Cres and Lošinj, with the surrounding islands and reefs, have been an unavoidable element of the navigation route leading through the northern Adriatic. This is partially caused by the indented coastline and numerous protected and sheltered bays, but the main reason is the method of navigation. Through history, navigation boils down to human instinct and the power of perception, respectively to the orientation toward points on the mainland. The main problem of sailors at sea was to determine the position and direction of

¹ Mithad Kozličić, *Historijska geografija istočnog Jadrana u starom vijeku* (Split: Književni krug, 1990), 48-52; Martina Blečić Kavur, *Povezanost perspective. Osor u kulturnim kontaktima mladog željeznog doba/A Coherence of perspective. Osor in cultural contacts during the Late Iron Age* (Koper: Založba Univerze na Primorskem, 2015), 11.

² Marin Zaninović, »Apsorus i Crexa na Jadranskom putu«. *Senjski zbornik: prilozi za geografiju, etnologiju, gospodarstvo, povijest i kulturu* 32/1 (2005), 5; Zrinka Ettinger Starčić, *Underwater archaeological sites of the Lošinj Archipelago* (Mali Lošinj, 2013), 18.

movement on the high seas, so they sailed mostly sticking to the coast, from one cape to another. The most important element in the art of navigation was the wind, as the main driving force and direction determiner³.

The sea off the islands of Cres and Lošinj and the surrounding islands abounds with diverse archaeological material and is a source of rich and precious cultural heritage. The systematic archaeological reconnaissance has identified more than 20 archaeological sites containing numerous and diverse movable archaeological finds and immovable material such as architectural remains and shipwrecks, datable to the periods ranging from the classical antiquity and the modern era⁴.

Numerous archaeological discoveries have established that the islands of Lošinj and Cres have been important elements in navigation routes throughout history. The discoveries also confirm the continuity of traffic between the Croatian and Italian coasts and the high standard of living in this region.

In 1996, a Belgian tourist, René Wouters, discovered a bronze statue of a young athlete on the seabed in the vicinity of the islet of Vele Orjule near by island of Lošinj. The finding of the statue was reported to the Ministry of Culture of the Republic of Croatia in the autumn of 1998 and it was raised from the sea, in 1999. It was named Apoxyomenos. Most ancient bronzes did not survive Antiquity, since the bronze of the statues was later melted to make dishes, weapons, tools and coins. This statue thus provides us with a rare and precious insight into a little-known art. Apoxyomenos represents a unique finding in the Adriatic, and also in the world. Its integrity and beauty of design distinguish the statue from other finds as a work of art of exceptional quality. It was made in Greece in the 2nd or 1st century BC. The enthusiasm of the archaeologist and art historians was caused by the fact that the statue has been entirely preserved, with only the little finger of the left hand missing, and part of the

original bronze plinth was still attached to the sole of its right foot.

Immediately after the statue was discovered, its extraordinary cultural and artistic importance incited more general discussion about cultural heritage and the need to preserve it. The beauty and portrayal of details of this unique artistic underwater find have put Croatia and the island of Lošinj on the world heritage map. There are nations much bigger than Croatia, and world-famous museum centres, which cannot boast an artefact as sensational as this one.

In contrast to the situation in Croatia, in many places of the world cultural tourism makes up a very important portion of the activities on offer to the tourist and contributes significantly to the economy. In Croatian tourism as such, and in island tourism in particular, what is offered is still based primarily on sea and sunshine, and only occasionally also includes cultural heritage, which is abundant in Croatia.

In Croatian tourism, especially at the local level, museums are not appreciated at all. During organized tours of towns, tourist guides sometimes just mention that there is a museum here somewhere, but they never take people to visit it, not even when those museums host exceptionally important national or international exhibitions! What is the reason? Despite being locals, tourist workers have no awareness of heritage and its value. But the situation cannot be blamed on tourist workers only. The need to present cultural and archaeological heritage in a more attractive fashion has existed in Croatia for quite some time. Museums are crying out for exhibitions which depart from the usual structure and offer their visitors a multimedia approach. Museum collections present a rare creative and informative potential which will attract visitors if presented in a professional and attractive way, in line with the expectations of today's travellers.

However, we have to be aware that not all cultural products can attract the attention of visitors in the same way; nor do they all have the same value as tourist products. For tourism, the perception of a cultural property as precious is

3 Ettinger Starčić, *Underwater archaeological sites*, 18.

4 Ettinger Starčić, *Underwater archaeological sites*, 20-50.

sometimes more important than its objective value, and here the marketing can play a key role. Although it is clear that the excellence of a cultural property will probably lead to its positive perception, it is important to estimate whether the presentation of the cultural property is perceived as a special event, an unforgettable or pleasant experience.

The promotion of cultural values should primarily target the local population, which should become fully aware of the richness of their cultural heritage. Cultural heritage and a museum, as its main promoter, play a very important role in the development of a local community's specific identity, and without it, one destination can hardly be distinguished from other similar localities. On the island of Lošinj, the most important part of the local cultural heritage is underwater archaeological finds and sites, used to create specific experiences and to attract visitors and place this destination on the market. An unforgettable experience or a special moment are key factors for the perception of the museum, and some of the main reasons for the selection of this destination.

Until the Museum of Apoxyomenos was opened, neither the local nor the regional tourist industry counted on museums as one of the main baits that could attract contemporary tourists. The reason for this lay in the fact that museums could not or did not know how to place their cultural products on the tourist market, or they lacked the support of the local tourist boards to achieve it. Properties and artefacts that form our cultural heritage can be seen as cultural products which should be wrapped nicely and offered on the market. In the case of museums, the product should be wrapped nicely in a story. Thus the key question for any museum is how to tell the story.

The Museum of Apoxyomenos has succeeded in doing it. The fact that this is a specific museum, dedicated to a sole exhibit, has greatly impacted the development and design of its permanent exhibition. With their inspired vision of the building and its interior, architects Turato and Randić have presented this globally sen-

sational archaeological find in an extraordinary way.

They have designed a solution to present a perfect sculpture, set outside any chronological or physical context, while at the same time providing an exciting and comprehensible museum exhibition capable of presenting the statue and its story to the general public.

The Museum of Apoxyomenos and its exhibition represent the spatial materialisation of the ceremony of passing through various rooms and halls on the way to the sculpture. The architecturally shaped body of the new Museum has been inserted in a space defined by the exterior walls and the roof of the existing Kvarner Palace. The museum is built inside the shell of an old building, with the architects incorporating a completely new design within it, "a house within a house". The structure is formed inside a steel structure.

The exhibition display is defined by the idea of passing through the building by visiting nine scenes and transition zones shaped by time and space, and accompanied by the corresponding audio background. Visitors enter the museum via the multi-functional atrium, known as the "blue room". The striking room is coloured deep blue, transforming the inner walls of the palace.

From there an escalator takes groups of up to 20 through a white-painted tube, leading them to the main exhibition hall – the "black room". In this cold, dark area, visitors can experience what it feels like being 45 m under the sea, and they can learn about the history, context, discovery, and restoration of Apoxyomenos from illuminated displays detailing the statue's past.

Visitors then move on to the "colourful room" – an amphitheatre clad in merino-wool carpet designed by Studio KulenTurato, with its bright and contrasting design intended to create the feeling of walking over a seabed, symbolising the unique story of how the statue was recovered and its visual history. The "red passage" is next, in the form of a narrow staircase leading to the "yellow room" – a media-inspired room

by MKF&AT and Bosnic+Dorotic – looking at the media coverage relating to the statue.

In the build-up to the grand unveiling, the “olive passage” is a staircase made of olivewood, with inset chambers containing natural elements such as wood and leaves originally found inside the sculpture. The scent of oil and olives is also pumped into the room as visitors get a first glimpse at Apoxyomenos.

By visiting and experiencing those various, dynamic and impressive rooms, and by getting acquainted with their content, visitors are getting ready for the final scene: the “White Room”, a completely white and silent room whose walls are covered in textile, and whose only tenant is the bronze Apoxyomenos. After meeting the sculpture, the visitors get to experience one final emotion by visiting the “Kaleidoscope Room”, a lookout at the top of the Museum situated in a space in which various sequences from the Lošinj harbour are reflected in the mirrors on the ceiling. (Fig.9. Kaleidoscope room, photo Bosnic&Dorotic)

This museum activates all the senses.

The opening of the Museum of Apoxyomenos in Mali Lošinj – the first museum on the Adriatic fully dedicated to underwater archaeology – indirectly presents the northern Adriatic (the Kvarner Bay) as an area of high classical civilization. In this museum exhibition, one exhibit, presented in an entirely modern concept of artistic projection and promotion, changes the perception of the cultural-heritage space, extending it from the coast to under the sea.

The ever-growing public interest in underwater cultural heritage has changed the perception of underwater archaeology, and even the local community has begun to see it as a scientific discipline which is not an end in itself, but serves and benefits the community. Thus underwater archaeology, and underwater archaeological heritage, have become an exceptionally valuable ‘home-made product’, a resource for cultural tourism and the local economy.

In such a social environment, from being a tourist attraction and the most important el-

ement on offer to the tourist, Apoxyomenos is gradually becoming a brand and a basis for cultural tourism, and as such it makes an essential contribution to the economy of the region.

The presentation of Apoxyomenos is now entering its next phase in which it will grow out of its geographical boundaries and become an integral part of wider promotional and presentation networks. An obvious course of action would be to establish one or more routes along the eastern Adriatic coast, which would be used to present the underwater heritage – and also the land heritage connected to it – of the Roman Empire, or of the whole the classical antiquity (which would then also include Greek colonies). The next step would be setting up an Adriatic network which would also include archaeological sites on the Italian coast, and in Montenegro and Albania, and possibly also in Greece. The third most important step would be the inclusion of the Croatian coast in similar Mediterranean routes which are already operational or are being developed. This refers particularly to the routes established within the European Commission’s projects, since it would facilitate their future funding by the European funds. One such route includes the most important underwater-archaeology sites in the Mediterranean. With its contents, the Museum of Apoxyomenos satisfies all the criteria for inclusion in the most prestigious presentation networks, which would enable it to become a driving force of development, quality-raising and inclusion of further Croatian destinations into such and similar networks.

Povzetek

Nedavno odprti Apoksiomenov Muzej v Malem Lošnju – prvi muzej na Jadranu, ki je v celoti posvečen podvodni arheologiji – naravnost predstavlja severni Jadran (Kvarnerski zaliv) kot prostor visoke civilizacije v antiki. V tej muzejski postavitvi en razstavljeni predmet, predstavljen na povsem moderen način umetniške projekcije in promocije, spreminja dojemanje kulturno dediščinskega prostora, ki ga širi od obale do podvodnega sveta. Rastoči javni interes za podvodno kulturno dedišči-

no je spremenil dožemanje podvodne arheologije, da jo je celo lokalna skupnost začela prepoznavati kot znanstveno disciplino, ki ni namenjena sama sebi, pač pa služi interesom skupnosti. V takšnem družbenem okolju Apoxyomenos, ki se je iz turistične atrakcije prelevil v enega najpomembnejših členov turistične ponudbe, postopoma postaja tržna znamka in temelj kulturnega turizma, kot tak pa bistveno prispeva h gospodarski sliki regije.

Summary

The opening of the Apoxyomenos Museum in Mali Lošinj—the first museum on the Adriatic fully dedicated to underwater archaeology—indirectly presents the northern Adriatic (the Kvarner Bay) as an area of high classical civilisation. In this museum exhibition, one exhibit, presented in an entirely modern concept of artistic projection and promotion, changes the perception of the cultural-heritage space, extending it from the coast to under the sea. The ever-growing public interest in underwater cultural heritage has changed the perception of underwater archaeology, and even the local community has begun seeing it as a scientific discipline, which is not an end in itself, but serves and benefits the community. In this societal environment, from being a tourist attraction and the most important of elements on offer to the tourist, Apoxyomenos is gradually becoming a brand and basis of cultural tourism, and as such makes an essential contribution to the economy of the region.

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SWOT analysis of potentials of diving tourism and underwater heritage in Croatia, Slovenia and Montenegro

Ana Šilović, cultural tourism consultant

Namen pričujočega besedila je analizirati razvojne potenciale potapljaškega turizma na Jadranu, in sicer na destinacijah Izola, Mali Lošinj, Prvič in Budva. S pomočjo analize SWOT so v kontekstu splošnih pogojev opisane prednosti, pomanjkljivosti, priložnosti in pasti za razvoj trga za sodobni potapljaški turizem. Poseben poudarek je namenjen antični podvodni in drugi dediščini Jadrana ter njenemu potencialu, da postane edinstven del trženja potapljaškega turizma na Jadranu.

Ključne besede: potapljaški turizem, podvodna antična dediščina, destinacije, potapljači, Jadransko morje

The aim of this paper is to analyse potentials for development of diving tourism in Adriatic sea in destinations Izola, Mali Lošinj, Prvič and Budva. By using the tools of SWOT analysis each destination's strengths, weaknesses, opportunities and threats has been described in the context of general conditions affecting the development of contemporary diving tourism market. Special emphasis is given to the Adriatic underwater and other heritage from ancient period as to analyse its potential to become unique selling point of diving tourism in Adriatic sea.

Keywords: diving tourism, underwater ancient heritage, destination, divers, Adriatic sea

Macro-Environment: Diving Tourism

The world's largest broadcasting market for diving tourism is Europe where this segment of tourism is very well developed in most of the countries. Diving from a very specialized activity has developed into one of the most popular water sports whose market is very well organized since most divers are members of diving clubs or centres making them easy target to marketing.

Product Description And Tourist Profile

Diving tourism is a niche in the sports / adrenaline tourism market and refers to those trips which main purpose is diving involving also a large range of recreational diving activities.

According to the PADI (Professional Association of Diving Instructors), 2/3 of all European divers are men, highly educated with high-income, active, healthy lifestyle advocates whose usual diving trip takes 10 days.

Among divers' tourists we differentiate 3 market segments:

Recreational divers

This is the largest segment that accounts for about 70% of all European diver's tourists. This type prefers a combination of diving and non-diving activities in the destination where besides attractive underwater locations, comfort, culture, quality food and an attractive non-diving program, such as sports activities or cultural events, are also important. Passengers in this segment spend 40-50% of their travel in

non-diving activities. About 50% wear their own equipment.

To attract this tourist profile the destination must have diving centers with high quality equipment, comfortable accommodation, good food and an attractive non-diving program.

Passionate divers

This segment encompasses about 20% of the European diver's tourists and consists of diving divers who own a diving course or have a license. 2/3 are men, married and between 46 and 55 years old and travel alone or with other passionate divers. The main motive of their trip is diving, ie the uniqueness and specificity of the submarine destination. When they are in the destination they dive as often as possible and do not over-invest in accommodation as well as alternative activities and offerings. Most wear their own equipment except cylinders.

The most important for these profile is the uniqueness and quality of the diving sites and the destinations so marketing should be based on the specifics of destination's submarine, with a detailed description of all underwater locations. Most of these divers believe in the oral recommendations of other passionate divers, so consider the option of web site editing and diving.

Families and couples

This segment comprises about 10% of all European diver tourists. It is usually an enthusiastic diver and one who occasionally dives or who is not a diver at all. To this segment is of great importance the quality of the tourist offer in the destination and they are generally more inclined to spend on the quality of transport, accommodation and other additional activities. Families often prefer a swimming pool within the accommodation.

In this target segment, the focus should be given to the quality of the overall tourist package. What does not necessarily mean

luxury. This segment generally requires a higher value than a low-budget option. The needs of non-divers d. accommodation with more recreational / entertainment facilities such as wellness or yoga classes should also be taken into the account.

Product Specification

The following product specifications are important for European diving tourists:

- high standards of equipment to be rented
- ecological sustainability of underwater locations
- detailed description and characteristics of underwater locations
- an attractive selection of non-diving activities in the destination that are appealing to divers such as: water skiing, tennis, golf, cycling, climbing, nature leave
- international diving club/centre certificates
- insurance

The Biggest Emissive Markets For Scuba Tourism In Europe

- UK
- Germany
- France
- Italy
- The Netherlands
- Spain
- Poland
- Belgium
- Sweden
- Bulgaria
- Switzerland
- Romania
- Austria

PADI certified divers make up 70% of the overall diving tourism market. There are about

3.2 million people and every year 826,000 are on their way.

Trends

- mobile applications

- diversification of products (eg diving in glaciers or underwater photography courses)

Benchmarking Analyses Of Main Competing Destinations To Adriatic

Table 1

Competitor destination	Considerations	Strengths and Weaknesses	Summary. What actions can the Adriatic destinations do in order to become more competitive on the diving tourism market?
Egypt/ Red Sea	Seasonality	Strengths: All year destination. Water 15 °C in Jan to 29 °C in September. Weaknesses: None.	Egypt and the Red Sea offer a relatively inexpensive medium-haul location from the main European dive markets. Their main strengths include the unique variety of Red Sea wildlife and an impressive array of ship wrecks. This destination is home to 3 of the top ten dive sites in the world. Disadvantages include the additional time and costs of travel when compared to European destinations and relatively expensive costs for equipment hire. A review of reviews (http://www.tripadvisor.com) highlights some negative feedback about the lack of a 'personal' approach from some of the dive schools. Divers have suggested that the focus of some schools is to fill boats and find sites that are suitable for all levels of divers and snorkelers, possibly limiting opportunities for more experienced divers to try more challenging dives. Given the range of aquatic life and quality of many of the dive sites, the Red Sea is likely to remain a popular competing destination in the long-term. The Adriatic and its diving centres can be competitive in quality of service and focus on personalized service that targets individual diver's expectations and is less focused on numbers. Possibilities are bigger for shorter trips throughout the year because the Adriatic is far from the broadcast market for up to 2 h of flying. Possibilities for improving diving sites or setting up new wrecks would increase the competitiveness of the destination. It is recommended to emphasize the wealth and variety of non-diving offers in destinations particularly of natural and cultural heritage.
	Quality of dive sites	Strengths: Excellent variety – includes Thistlegorm Wreck (sunk 1941) and ranked 4th most popular dive site in the world. Weaknesses: wreck sites are particularly prone to archaeological theft – destroying the integrity of some sites.	
	Aquatic life and variety	Strengths: Large variety of fish and plant species - just under 20% are endemic to the Red Sea, providing a relatively unique marine life compared to Mediterranean destinations that host more generic species. Weaknesses: None.	
	Prices (divebooker.com)	Strengths: There are numerous hotels in the Red Sea that specialise in dive tourism and which provide competitive package prices that include flights/hotel and diving tuition/equipment. Prices: 2 dives with an instruction / one day-30-35 € 10 dives with instruction / 5 days 120-175 €. Equipment rental -10-20 € per day. Cheaper than the Adriatic.	
	Distance from outbound markets	Strengths: Good flight connections with majority of European markets. Weakness: 4-6 h by plane from 4 main European outbound markets. Approx 1 to 2 additional hour's flight time. More expensive destination for travel.	
	Distance between dive sites	Weakness: Linear coastline – tourist could be isolated when there – large distances between dive sites.	
	Popularity with main European Outbound Markets	Strength: Identified as number one destination of choice for French and British divers. Second destination of choice for German and Italian divers (after the Maldives).	
	Quality of non-diving tourist offer	Strength: Unique natural and cultural landscapes. Weakness: Dive sites isolated from heritage features requiring significant excursions.	

Competitor destination	Considerations	Strengths and Weaknesses	Summary: What actions can the Adriatic destinations do in order to become more competitive on the diving tourism market?
Cyprus	Seasonality	Strength: All year. Water 16 °C in Jan to 32 °C in September. Weaknesses: No one.	As a Mediterranean diving destination, Cyprus competes for the same outbound diving tourism markets. Its proximity to the Red and Black Seas provide a diverse marine life and provides a comparable array of non-diving family attractions including beaches and urban cultural tourism. Cyprus provides comparable water temperatures and experiences, although boasts wreck dive of international significance – the Zenobia. The Adriatic may be competitive in its geographic position as it is closer to the emitting markets (the possibility of shorter stays during the year-offer weekend diving trips) as well as its variety of accommodation facilities and non-diving offers.
	Quality of dive sites	Strength: Excellent variety – includes The Zenobia Wreck (a RO RO boat that sunk in 1980) and ranked the best dive site in Europe. Weaknesses: No one.	
	Aquatic life and variety	Strength: Diverse. Currents flowing from the Red and Black Seas bring a large diversity of differing marine life including Grouper, shoals of Double Banded Bream, Stingrays, Scorpionfish, Amberjacks and Wrasse. Weaknesses: No one.	
	Prices (divebooker.com)	Weaknesses: More expensive then other Mediterranean destinations. Prices: 2 dives with an instruction / one day-65-85 € 10 dives with instruction / 5 days-250-400 € Equipment rental -20-30 € per day	
	Distance from outbound markets	Weakness: In comparison with Adriatic add 2 more hours to flights from main outbound markets.	
	Distance between dive sites	Strength: Possible to visit most of dive sites in 7 days.	
	Popularity with main European Outbound Markets	Strength: Very popular with main outbound markets.	
	Quality of non-diving tourist offer	Strength: Comparable with Adriatic. The island offers a range of holiday accommodation, beaches and resorts as well as a rich cultural history including numerous fortified settlements.	

Competitor destination	Considerations	Strengths and Weaknesses	Summary: What actions can the Adriatic destinations do in order to become more competitive on the diving tourism market?
Malta	Seasonality	Strengths: all year season	Malta positioned itself on the tourist diving map as the destination for the most submersible ships. Its natural base (in the history of the sea, Malta has often been the scene of historic maritime battles and has undergone a lot of ship wrecks) has upgraded it with a large number of deliberately submerged ships recognizing the significance of this type of tourism. The specificity of Malta is much higher than the number of dives from the coast, but because of the fact that most of the sites at lower depths and built infrastructure have access points. On an island that is smaller than Brač there are 34 diving centers. Adriatic opportunities: introduction of no-take zones where diving, sailing of ships is allowed. Emphasize the diving specificity of the Adriatic in relation to other destinations. Creating an all inclusive package for divers during which it is possible to visit several destinations on the Adriatic for diving.
	Quality of dive sites	Strengths: Great natural diversity with a large number of ship wrecks. Island Gozo has been at the top of the best diving destinations in Europe for years. Two locations (Blue Cave at Gozo and Cirkewwa) are among the top 10 in Europe.	
	Aquatic life and variety	Strengths: Much of the maritime belt is protected, which contributes to the great variety of underwater life.	
	Prices (divebooker.com)	Strengths: Cheaper than the Adriatic. With emitting markets, it is also associated with low-cost airlines, which further reduces the way. Prices: 2 dives with an instruction / one day-46-60 € 10 dives with instruction / 5 days-210-300 € Equipment rental -20-30 € per day	
	Distance from outbound markets	Strengths: Close to all broadcasting markets (UK, Germany, Italy, France)	
	Distance between dive sites	Strengths: The size of Malta allows any of the localities to be available in one day and several attractions can be visited at the same time.	
	Popularity with main European Outbound Markets	Strengths: The most popular diving destination in Europe. 27% of its GDP comes from diving tourism. The most popular diving destination in the UK market (on Malta English is the official language).	
	Quality of non-diving tourist offer	Strengths: a rich cultural heritage that is a blend of diverse cultures that ruled the Mediterranean. Particularity is the large amount of sacral architecture (365 churches). Good beaches. Well-developed tourist infrastructure. Good night life.	

Competitor destination	Considerations	Strengths and Weaknesses	Summary: What actions can the Adriatic destinations do in order to become more competitive on the diving tourism market?
Spain	Seasonality	Strengths: In the south of Spain (Canaries, Granada, Malaga, Cadiz) the diving season lasts for a whole year, while in the north (Cantabria, Galicia, Asturias, Basque) the season lasts about 6-7 months. The main season of diving lasts from April to November.	Spain is the tourism superpower that recognized diving tourism as a special niche and consequently develops a specialized offer for divers. A number of popular diving destinations all year round connect to the airplane with broadcasting markets. The most famous diving destinations are the Canaries, the Balearic Islands, the Costa Brava and the Costa Blanca. Adriatic Opportunities: creation of underwater diving parks, underwater archaeological parks, floating boats. Creating all inclusive diving packages.
	Quality of dive sites	Strengths: Great natural diversity with a large number of marine reserves (Cabo de Palos, Cabo de Gata and the Columbretes Islands on the Mediterranean and La Palma, La Resting and Isla Graciosa on the Canary Islands in the open Atlantic). There is also a large number of wrecks (Don Pedro near Ibiza at 142 m is the largest ship wreck in the Mediterranean). The Canaries (Lanzarote) has a first class and unique attraction; Atlantic Underwater Museum opened in 2016.	
	Aquatic life and variety	Strengths: A great variety of flora and fauna with the possibility of encountering dolphins, whales, turtles, and marine dogs. A large number of coral areas. The most renowned diving destinations are mostly marine protected areas which enable the great wealth of marine flora and fauna.	
	Prices (divebooker.com)	Strengths: The largest and most famous diving centers work with large hotel chains and offer all-inclusive diving packages at affordable prices (eg on the Costa del Sol) as well as many more affordable diving rates for advance booking or family pack for courses diving (3 + 1 free). Prices: 2 dives with an instruction / one day-50-60 € 10 dives with an instruction / 5 days-200-300 € Rent equipment -18 - 30 € per day Prices are similar to those of the Adriatic.	
	Distance from outbound markets	Strengths: Very good connection to airline lines with all broadcasting markets throughout the year Weaknesses: Southern destinations and Canaries are about 2-3 hours distant from the Adriatic Sea compared to the broadcasting market.	
	Popularity with main European Outbound Markets	Strengths: One of the most popular European diving countries. Canaries and Balearic has for years been ranked among the best diving destinations in Europe.	
	Quality of non-diving tourist offer	Strengths: Tourism Superpower with world-famous gastronomy and the second by UNESCO locations. Known for its vibrant nightlife.	

Competitor destination	Considerations	Strengths and Weaknesses	Summary: What actions can the Adriatic destinations do in order to become more competitive on the diving tourism market?
Turkey	Seasonality	Strengths: The season lasts from April to October with sea temperatures of 17 to 30 °C. The visibility is on average 30-40m.	Turkey is relatively a new diving destination that is rapidly evolving and where divers are recognized as a significant segment of tourists and this type of tourism is treated as a special niche. Rich flora and fauna, caves, vast variety of wrecks, reefs, sunken ships and aircraft and sunken ancient cities, as well as good visibility (20-40m) contributed to diving in Turkey. Every year, the number of underwater locations increases. In most renowned diving destinations, most diving centers have international certifications such as PADI, SSI, CMAS. Most diving centers also function as tourist agencies, meaning that they offer full-service service to their guests in cooperation with various hotels and owners of accommodation facilities while some centers also own their own accommodation. There is also a large number of diving sites developed. Eg. Sundiving is a PADI diving resort with 5* in Kasu offering all-inclusive packages and including a restaurant, bar and club. Also, most diving centres offer diving schools in several languages, not just English. Adriatic Opportunities: Positioning diving destinations by segment of guests (destinations for less and more technically demanding diving); creation of underwater archaeological parks; creating an all-inclusive package for divers; emphasis and creation of additional sports offer in diving destinations; an increase in the number of diving centres with international certifications.
	Quality of dive sites	Strengths: A great variety of natural formations to submerged ships (over 125 submersible-oldest submersible ships in the world dating back to 1,400 p.n.e.) to the great wealth of ancient sites. Gallipoli is the most famous destination for submersible ships (from WW1). There are a lot of amphora and other ancient ceramics in the Turkish underwater. Kas is the most famous Turkish diving destination due to the combination of natural caves (Blue Hole has been the most popular underwater site in Turkey for years), submerged boats and ancient sites.	
	Aquatic life and variety	Strengths: The diversity of the 4 must: Mediterranean, Aegean, Marble, Black.	
	Prices (divebooker.com)	Strengths: Prices: 2 dives with an instructor / one day-30-70 € 10 dives with an instruction / 5 days-135-300 € Equipment rental-10-20 € per day Diving prices are similar to those in the Adriatic, but the prices of accommodation, meals, drinks and shopping are cheaper than in the Adriatic.	
	Distance from outbound markets	Strengths: Some destinations such as Kas, Kalkan, Fethiya are close to the Antalya or Dalaman aerodromes that have direct links to most European cities. Weakness: The Gallipoli airport does not have direct flights but it is in Istanbul. Turkey is generally more 1-2 h away from the air market than the Adriatic.	
	Popularity with main European Outbound Markets	Weaknesses: It is not yet positioned as a top diving destination on major outbound markets. An unstable political situation.	
	Quality of non-diving tourist offer	Strengths: The destinations that are deployed as diving are mainly the kind of offer that this tourist profile prefers, and these are sports activities with an emphasis on adrenaline sports such as canyoning, rafting, paragliding, trekking, cycling, kayaking on the sea	

Micro-Environment: Swot Analysis Of Diving Tourism In Atas Destinations

Introduction

Given that there is no diving market for a closely specialized diving product such as the ancient underwater heritage, a SWOT analysis of the tourism potential of the destinations for the general product of diving tourism has been made, in relation to the general characteristics of this product and the profile of the European diver tourist mentioned in the previous chapter. Within this analysis, the resources of the ancient period, which form the backbone of the future diving thematic route of the Ancient Trap of the Adriatic Sea, are especially distinguished.

An introduction to the SWOT analysis of each destination gives a brief summary of the state of diving tourism in the country that represents a strategic framework for the development of this type of tourism.

In the analysis of the touristic / resource base of the destination, those segments / offers that are an integral part of the diving tourism products and which may be attractive for all three segments of this market are considered:

- the plant and animal world of the underwater world
- underwater locations - with particular emphasis on antique
- beaches, cultural heritage and manifestations - with special emphasis on antique; natural heritage; sports activities

In order to determine its positioning in relation to the major European diving markets destinations have been analysed regarding their tourism infrastructure, accommodation capacities, traffic accessibility.

Slovenia – Izola

Diving Tourism In Slovenia

Diving tourism in Slovenia is not recognized as a special type of selective tourism that has its market and the diving offer function as an additional sporting activity in destinations.

Umbrella organization for divers in Slovenia is SLOVENSKA POTAPLJAŠKA ZVEZA (SPZ), whose members are 60 diving clubs/centres. The main objective of the SPT is the professional training of members.

The promotion of diving tourism is in the domain of the National Tourist Office TZS, which does not distinguish diving tourism as a special and significant niche in tourist offer but is treated as an additional activity in destinations.

There is no legal regulation for diving (diving tourism and diving sports are not separated from other diving). National legislation that in other European countries allows for the development of diving tourism such as scuttling does not exist and it is very difficult to obtain a license for such a thing. There is also no awareness of the introduction of no-take zones that do not allow any human activity except diving and are primarily directed to the preservation of a fish-based fund that makes the underwater more attractive for diving.

As far as diving standards and certification are concerned, most of the approximately 10 diving clubs involved in diving services in tourism have international certificates. This facilitates the development of diving tourism as European tour operators specializing in this tourism sector work exclusively with those diving clubs that have international certifications.

Education of diving staff regarding the interpretation of underwater sites does not exist. The potential of multimedia technologies in the presentation of underwater sites has also not been used at all.

There are about 10 diving clubs / centers in Slovenia, all of which offer diving (diving, excursions). Diving season takes about 3 months, from June till September.

Slovenia has not been recognized in the major broadcasting markets as one of the existing Mediterranean diving destinations and has not been included as a destination on some of the popular web services for the purchase of tourist diving services such as: scubatravel.com; scuba-

travel.co.uk; divebooker.com; easydivebooking.com.

Also, most diving centres do not offer package deals.

Izola

Number of inhabitants: 14.549 (2012.)

Resource And Attractive Base For Diving

Climate

The average summer temperature is 28 °C and winter 5 °C. The average amount of sunny days is 300. The sea temperature is usually from the lowest 7 °C in February to 24 in August.

According to climate predispositions, the diving season can last 6 months: from May to October with sea temperatures between 17-24 °C. As it is currently 3 months from June to September, it can be concluded that the potential of diving tourism in pre-season and post-harvest is insufficient.

Underwater

Flora and fauna

The North Adriatic is particularly rich in fish endemic species. The reason for this is the karst morphology of coastal and underwater topography, including inhabited underwater habitats, karst rivers and spheres. There are 45 subtypes, the endemic of the Adriatic coast and the islands. There are about 410 species and subtypes of fish in the Adriatic, representing approximately 70% of Mediterranean fish taxa, with at least 7 species living only in the Adriatic. Because of the excessive fishing, about 64 known species are before extinction.

Protected areas

In Slovenia marine protected natural areas are Strunjan Nature Park (includes the sea and the sea coast), nature monuments Debeli Rtič and Cape Madon. All these areas are in the immediate vicinity of the destination. Strunjan Nature Park (5 km from Izola) that was founded in 2004, covers 429 hectares and contains two

natural reserves. The park consists of 4 km long cliff, the northernmost Mediterranean solana and the only Slovenian lagoon system. It is also the northernmost point on which some Mediterranean plants are grown. The Debeli Rtič Monument is comprised of 24 hectares and consists of a sea and coastal area. Nature Monument of Rt Madona comprise 12 hectares - Piranska Punta

The Izola underwater is inhabited by the typical flora and fauna of the North Adriatic. In the immediate vicinity of the destination there are 3 protected sea areas which have a beneficial effect on the natural resources of the underwater and the attractiveness of the diving destination.

Diving Sites

For the needs of the SWOT analysis, the offer (presented on the web site) of 4 diving centers was explored: Sub-net (Piran); Dive strong (Portorož); Rex Maris (Koper); Sharky (Piran).

The offer of diving tourism includes the following diving sites:

Natural attractions: Ridge Fiesa; the ridge under the Pyrrhus church; the ridge on the Pire Point; underwater Triglav (the deepest point in SLO sea marked with 2500 kg of concrete pyramid on which Triglava's coat is); Bernardin

Flooded ships: KEC (military-transport ship-WW2.); Maona (WW2); FIESA

Ancient Locations: San Simon Archaeological Park

Antique Diving Sites

- San Simon Archaeological Park
- Remains of antique construction, Jernejev zaliv

Most of the underwater locations can be reached with the dive from the coast, so the arrangement of access points certainly would contributed to the development of diving tourism as well as better positioning of the destination on the diving market.

Resource And Attractive Base For Non-Diving Activities

Beaches

A total of 6 beaches, one of which is a beach for blind and disabled persons.

Natural Heritage

Postojna Pond (66km) - 5 km of underground tunnels, part of which is seen from the electric train. Near the entrance to the pit is the largest cave castle in the world, which is located in a 123 m high pit.

Škocjanske pije (30 km) - System of karst caves in Slovenia, protected as a Regional Parade (+ UNESCO), which are one of the world's largest natural phenomena as one of the largest underground canyons in the world.

Sečovelje Nature Park Salina (3km from Izola) was founded in 1990 and covers 721 hectares, and includes four natural reserves.

Nature Park of Jezera Fiesa 2.1 hectares, as the only coastal lake in Slovenia.

The Škocjan Inlet Natural Reserve was founded in 1998 and covers 122 hectares. This is a swampy area rich in bird species.

Cultural Heritage And Events

Parenzana Museum - Presented History of the Parenzana Railway, which was in the early 20th century connects Trieste with Porec; Ship model museum; International Latin American Dance Competition – May; Istrian International Rowing Regatta – Jun; Izola Boat Show – September.

Cultural Heritage Of Antiquity

The ancient cultural heritage that is available for use in the field of tourism is only the archaeological park of Simon's Bay. An interpretation center and underwater archaeological park have been set up in the park. In addition, ancient heritage is also presented within museums. In Koper, Pokrajinski muzej Koper, within the framework of a permanent exhibition, exhibited and antique exhibits from the wider area. Part of the ancient heritage of the Slovenian coast and coast

is also included in the permanent exhibition of Pomorski Muzeja Sergej Mašera Museum in Piran.

Sport Infrastructure

2 sports halls, 2 stadiums, 2 tennis clubs, a horse club, a rowing club, the cycling track "Pot of Health in Friendship" - former part of the Parenzana trail, turned into a cycling trail that stretches from Škofja to Seča and is largely decorated and marked.

Other Attractions

Casino Izola; Zdravilišče Strunjan – healing sea mud, a wide range of treatments like thalassotherapy.

Close to the destination there are several protected natural areas, two of which are among the largest natural attractions in Slovenia: Postojna and Škocjanska pits. Parenzana Museum is a unique cultural attraction as well as a cycling trail on the route of former Parenzana.

An additional offer from the field of active tourism would certainly increase the competitiveness of the destination.

Traffic Accessibility Of The Destination

Traffic connection

Izola is available on the road: Trieste (E61), Zagreb (E70 / E61), Budapest (E57, E70 / E61)

Portorož Airport - 10 km

Friuli-Venezia-Gulia Airport - 30km. Connected to a regular bus line with the airport.

Ljubljana Airport - 125 km

Emitive destination markets

In 2008 (last available data) totalled 90,113 arrivals and 376,279 nights, of which 242,254 domestic guests and 134,025 foreign guests.

The most significant broadcasting markets with foreign guests are: Germany (22%), Austria (15%), Italy (12%) and Belgium (11%), Switzerland and Sweden (5%), Hungary and the Netherlands (4%) (3%) and Czech Republic (2%).

From the existing guest structure it can be concluded that Izola is primarily a road destination for its largest emission markets.

The largest European emittive markets for diving tourism are: Germany, UK, France, Austria, Scandinavia. In addition to UK, all these markets are already the emitive market for destination, which facilitates the promotion of diving tourism. Also considering the geographic position of Izola and the road distance for certain markets (Italy, Austria, South Germany) there are favorable predispositions for the promotion of shorter diving holidays during the year.

Market activities in markets such as UK, Scandinavia and France will depend on airline seasonal and outbound connections.

Accomodation Capacities

By the last available data from 2008 Isola has: 1.433 rooms, 4.341 beds; 11 hotels – 2 4*, 9 3* - 39.8% of overall accommodation capacities; 2 autotamps; 1 hostel; other accommodation (rooms, apartments) – cca 50% of overall accommodation capacities.

The structure of the accommodation capacities of the destination is dominated by private households and middle class hotels that can position the destination as attractive for passionate divers for whom accommodation is not so important or to recreational divers and those who travel with families of lower income.

Table 2: SWOT

STRENGTHS	WEAKNESSES
- good geographic position: road and airborne availability of broadcasting markets - favourable climatic conditions - clean, clear and safe sea (absence of dangerous marine species) - close to many nature parks - archaeological underwater park - a large number of protected areas on the sea	- Slovenia has not been recognized as a diving destination on the emerging markets for diving tourism - lack of quality hotel accommodation - insufficiently developed offer of active tourism - legal regulations do not support diving (non existence of no-take zones) - a small number of archaeological sites prepared for sightseeing
OPPORTUNITIES	THREATS
- raising the quality of accommodation capacities - development of sport / active tourism - the possibility of changing legal regulations regarding the sinking of ships and no-take zones - the possibility of introducing new attractive services at diving centres: underwater photography courses, ... - the possibility of introducing an al-inclusive package for divers	- ecological degradation of underwater (fish catch, illegal underwater fishing) - gradual retardation of competition - the growth of other diving Mediterranean destinations - insufficient marketing activity in target markets - the lack of a clearly shaped tourist product

Croatia – Island Of Lošinj, Island Of Prvić/Vodice

Diving Tourism In Croatia

Diving tourism in Croatia is relatively developed although the Croatian Tourist Board has not recognized it as a special type of selective tourism that has its market so the offer functions mainly as an additional sporting activity in the destinations. Croatia has been partially recognized on major broadcasting markets as one of the Mediterrane-

an diving destinations and has been included in some of its popular web services for the purchase of tourist diving services such as: scubatravel.com; scubatravel.co.uk; divebooker.com; easydivebooking.com. The biggest amount of Diving centres is presented at www.diviac.com (13). There is also description of diving destinations at www.padi.com as well as locations of PADI centres (19). Croatia is not presented as a diving destination at www.diveworldwide.com, www.liveaboard.com and in general liveaboard offer is issuing.

In general Croatian diving offer is insufficiently present and the country could be much better recognised as diving destination on the most important diving web sites and book services (only cca 10% of Croatian diving centres only 40% of diving centres is presented at web sites of internationally recognised diving organisations like PADI and SSI).

The umbrella diving organization in Croatia is a Diving Association with 150 club members and 150 diving centers included. Diving Community in Economy at the Croatian Chamber of Economy was established in 2006 and its main aim is to regulate and promote diving tourism and consequently represents the main umbrella organization for diving centers, which, unlike diving clubs, are mainly used commercially, ie providing services in tourist-recreational diving. The aim of the Community is to unify diving regulations, to allocate diving tourism as a separate form of tourism through the new Tourism Services Act and to issue a Regulation on diving safety as well as to promote Croatia at specialized European diving fairs.

Initiatives have recently been launched to create the legal and other conditions that in other European countries allow the development of diving tourism such as deliberately scuttling in order to gain new, interesting dive sites in areas that are otherwise unattractive to scuba diving. As a result of the lobbying of diving clubs and centers in Kvarner, a new spatial plan of the County of Primorje-Gorski kotar has drawn areas within which controlled shipwrecking will be allowed, and appropriate underwritten acts related to the sealing of ships will be developed and the County is preparing for the procedure concessions. In 2016 the first ship was soaked in Croatia in Pula near Cape Kamenjak, the flagship of JRM Vis, built in Uljanik and bought in Montenegro. The ship is owned by one Istrian entrepreneur. The obtaining of various permits and the struggle with administrative obstacles lasted 5 years.

In Croatia there are seven protected seas (NP, nature park, nature reserves): Brijuni and

Limski kanal along the coast of the Istrian peninsula; Kornati and Telašćica in the middle Adriatic, near Šibenik; and the Lastovo Islands, the Malostonian Gulf and the Mljet Island in Southern Dalmatia. However, the level of protection does not automatically imply that those areas are no-take zones that are otherwise particularly attractive for diving due to the renewed ecosystem. Currently in Croatia, except in the small area of the NP Kornati and on the Brijuni there are no such zones that make the Croatian submarine less competitive in diving tourism due to the large fishery. NP Brijuni, Lim Channel and Telašćica Nature Park are prohibited for diving.

In special zones / underwater locations it is not possible to dive or possess individual approvals. These are areas under the special protection of the Ministry of Culture and diving is only possible with the escort of a diver's diver from a licensed diving center (concession). National Parks Kornati and Mljet are controlled diving areas for which permits are issued by park administration.

As far as diving standards and certification are concerned, most of the centers have some of the international certificates: PADI, CMAS, SSI. Sometimes diving instructors in certain diving center have certification but the center is not certified by PADI or SSI and so it is not presented on their web sites.

Education of a diving staff on the issue of interpretation (narration) of underwater locations does not exist. The potential of multimedia technologies in the presentation of underwater sites has also not been used at all.

The diving season lasts about 4 months, from June till end of September. Most of the diving services are purchased during July and August when is high tourist season in Croatia confirming the fact that diving is mostly just one of the additional sport activities in the destination. Unfortunately, exact statistics and data for this aspect of tourist arrivals do not exist.

Diving centres mostly do not offer possibility of advance or online selling and booking but

exclusively on the diving site. Also, most diving centers do not offer package deals.

Most diving centers offer the same services as: diving courses, renting equipment, boat trips, diving while SubSeaSon (Lošinj) offers a course offering underwater photography and underwater archeology course. DIVER and SubSeaSon (Lošinj) also offer diving programs for children.

Island Of Lošinj

Number of inhabitants: City of Mali Lošinj 8244

Resource And Attractive Base For Diving

Climate

Lošinj has a moderately warm climate with the hottest month of July, which has a moderate temperature of 24.5°C and the coolest fastener at 7.7°C. Average daily temperatures above 20°C can be expected from the beginning of June to the end of September. The sea temperatures range from mid-June to the end of September by more than 20°C, so it is pleasant to bathe during that time until the winter temperature drops to 90C.

According to climate predispositions, the diving season can last at least 6 months: from May to October. Given the fact that currently it last 3 months from June to August, it can be concluded that the potential of diving tourism in pre-season and subsection is insufficiently utilized.

Underwater

Because of the marked indentedness of the sea that moors the shore of the islands, underwater is rich in plant and animal life. The constant flow of the sea between bays and coves gives the sea a pronounced clarity and clarity, purity and transparency. There are 112 species of fish in the sea (of which 30 are endemic species), 71 species of tens of thousands of crabs, shellfish, snails, various kinds of shrubs and thistles. Dolphins are frequent visitors to this area, unlike some of the neighboring countries where they have com-

pletely disappeared. The community of good dolphins that inhabits the sea around Cres and Lošinj counts 200 dolphins. Major scientific research interest of Blue World Institute of Marine Research and Conservation from Lošinj is precisely study of common bottlenose dolphins in the Adriatic sea so we can say that Losinj dolphin today is one of the best explored marine vertebrates in the whole Mediterranean. Sea turtles can also be seen along with dolphins in Lošinj underwaters.

The Losinj Reserve for Good Dolphins with its 526 km2 is the largest protected area in the Adriatic Sea and it is the first reserve intended to protect one dolphin population throughout the Mediterranean. Within the area there are 152 species of marine flora, 303 species of marine invertebrates (7 strictly protected, 9 protected) and 112 species of fish (of which 19 are endangered in Croatia). The area is also known as a place of exceptional archaeological significance because here it has been found a Greek statue in bronze that represents an invaluable replica of Lysippos's Apoksiomenon. These features make Lošinj's aquarium extremely attractive for scuba diving.

Diving Sites

Diving centers in the area of the island (4) offer visits to locations in the wider Lošinj aquarium.

Natural attractions: the walls of the island of Suska, Unija, Zeča and Cutina with their Red Gorgonians; 'Cathedral' cave system at Premuda; wall and cave on Srakane Island; the wall of the Zebulunite; Guilt.

Flooded ships: Etnea / Tihany (1917); Amsterdam; St. Stephen (1914)

Ancient Locations: An Apoksiomenon Statue; remains of amphora near Wolff Tihany; archaeological remains near Susak.

Underwater Historic Park Losinj is located within the diving center DIVER - LOŠINJ in Čikat bay. The park setting consists of 11 different exhibits that testify to the rich history of the

island and its region, set at a depth of 5 to 15m. Among the exhibits are replica of XVI century guns, antique amphora replica, ants from the 4th of the 5th century, Venetian cannons, gunners from II. world war, and the biggest attraction of the underwater park is certainly the replica of the antique bronze statue of the athlete Apoksiomeon from the 2nd to the 1st cent. before Christ, a symbol of Mali Lošinj. The Apoksiomeon replica is erected in an upright position in natural size, and the entire path to the park is about 300m.

Ancient Diving Sites

Sites under protection of Ministry of culture RC:

- Ancient Shipwreck, Z-47, Ilovik Island
- Ancient Shipwreck, Z-36, Unije Island
- Antique shipwreck with cargo, Z-49, Lošinj Island
- Ancient Amphora, Z-48, Losinj Island
- Ancient ceramics and building material of Z-77, Osor
- Antique shipwreck with load of construction material, Susak Z-22
- Ancient Shipwreck, Pernat, Z-37, Cres Island
- Antique Shipwreck, Martinšćica, Z-14, Cres Island

The Lošinj submarine is characterized by the richness of flora and fauna and the diversity of underwater locations, the most significant of which are natural attractions. Premuda 'Cathedral' is among the top 10 diving sites in the Adriatic. Finally, there is a wreck of St. Istvan (1914), which is the largest and most famous ship in the Adriatic, but at a depth of 66 m and is only available to the most experienced divers. Its shift to a lower depth would significantly contribute to the greater attractiveness of the diving on Lošinj.

Ancient sites have a fair number, but none of the diving clubs have a concession (high price) so not all are included in the tourist offer.

The Underwater Historic Park is the only attraction in the Adriatic and especially attractive for children and less experienced divers. It is one of the top 10 locations in HR for diving on

<http://www.boatinternational.com/destinations/mediterranean-yacht-destinations/of-the-best-dive-sites-in-croatia-33149/frame-10>

Resource And Attractive Base For Non-Diving Activities

Beaches

There are altogether 50, 4 of which are sandy. 3 beaches have a blue flag. Beaches represent one of the key resources of the island, and by their number and diversity they open up the possibility for much more significant valorisation.

Natural Heritage

The specificity of Lošinj is a great wealth of plant species. According to research, 1018 plant species have been identified, of which 939 species belong to indigenous flora. Of these, 230 species belong to medicinal herbs.

There are 2 forest parks: Čikat and Pod Javori.

Cultural Heritage And Manifestations

The protected cultural and historical part of the town of Mali Losinj and the Osor settlement are some sort of outdoor museums rich in cultural heritage of various historical styles. Nearby are 2 archaeological zones Oruda and Palacol.

The museum gallery of Veli Losinj reveals a rich naval tradition of the island. The permanent exhibition has the task of presenting the layered history of Lošinj, with a special focus on the famous naval past.

Osor Music Evenings - an international festival of classical music during July and August.

Jazz Festival Losinj - The central music event of Lošinj's cultural summer is held in July. The festival is of international character.

Cultural Heritage And Attractions From Ancient Period

The Apoksiomeon Museum is a unique cultural phenomenon in Croatia. It is dedicated to an antique bronze statue that is the only such proportion found on the eastern Adriatic coast (at a depth of 45 m). It was dated 2nd or 1st st.p.k. And from 8 so far known variations of Apoxyomenic prototype, the Lošinj statue is the most complete and most conservative.

There are tourist guides specialized in ancient times in Lošinj that are educated and certified for professional management on the subject of "Lošinj in antique times".

From this year there is also a unique manifestation of the Apoksiomeon Festival and Antiquity (May) during which visitors can experience and try different services and products inspired by Apoxyomen and Antiquity: antique antiquing sailing, diving in archaeological sites, Apoksiomen's Natural Cosmetics, Apoksiomen's Massage, Apoksiomen's Cooking School, workshops with antique wines ...

Osor - Archaeological collection of Osor and several archaeological remains in situ: ancient walls, fortifications, early early Christian basilicas.

Other Attractions

Lošinj Education Center on the Sea - the first educational interpretation center on the sea on the Adriatic coast, founded in 2003 by the Blue World Institute for Research and Protection of the Sea with the aim of disseminating information and educational content on biology, research and threats and protection of the marine ecosystem to a greater number of people. The center has a large number of its contents dedicated to education of children.

The turtle recovery site - is located in the Sunny Bay in Mali Lošinj and in the interest of the Institute for Research and Protection of the Blue Sea. It is the only recovery site along the coast of the Adriatic Sea. For turtles, various lectures are organized for visitors, and the biggest

attraction is the public launch of sea turtles marine turtles.

Aquapark Čikat

The Day of the Dolphin - held on 1 July, consists of lectures, exhibitions, workshops, games, sports competitions etc. One of the main features of the Dolphin Day, where this event became recognizable, is the great international art exhibition of children's art on the sea and dolphin theme Sea turtles world day - 16.06. - is marked by a series of workshops and activities aimed mainly at children

Sport

On the island of Lošinj you can hike and hike to 250 km of landscaped stretches that stretch to five islands, include areas on the island of Cres (Punta Križa) and on the islands of Lošinj, Il-ovik, Susak and Unions. The trails are diverse from light to foot to middle and very demanding hiking trails.

Lošinj still has the following sports facilities: outdoor tennis courts (27), multipurpose playground (small football, 2 basketball courts, 2 tennis courts, 2 volleyball courts), beach volleyball, boccia, mini golf, table tennis, bowling alley, outdoors, 30 directions for free climbing on natural rocks, cycling trails, sailing, kayaking.

Sports events

4 Islands MTB Stage Race - Unique mountain-bike race on four islands: Rab, Krk, Cres and Lošinj. Beautiful and picturesque landscapes, great organizations have put this race into the calendar of many MTB enthusiasts, which is not surprising since the race was declared one of the best in Europe.

Downhill Lošinj (cycling) - extreme bicycle racing downhill

Lošinj-Cres Trail - A 2-seater stage racing track that takes place in October.

Lošinj semi-marathon - is held in September.

The regatta of the Losinj Olympics - two days, every year in August

Nerezine regatta of traditional sailing boats - Sailing regattas of wooden treasures in Nerezine began in the late 1920s.

Lošinj's regatta on the rocks in September New Year's Cup of Nations and Cities in Underwater Fishing - It's been held since 1959. The 56-year-old underwater fishing competition has been recognized as one of the most prestigious and amongst the most powerful in the world. The data that you have done and participated in this competition is a matter of honor and prestige of every underwater fisherman in the world.

Thanks to the beneficial influence of the sea and the medicinal herbs, Lošinj was declared a climatic health resort in the 19th century, so accordingly the island selected the positioning in the tourist market under the slogan "Island of vitality", which significantly developed the offer of active tourism. This tourist offer can be extremely appealing to tourists-divers who are focused on a healthy lifestyle and are prone to practicing just sports activities on vacation.

Lošinj's specialty is also a large number of international sporting events that have a great tourist potential and affect the season's extension and can certainly be interesting for divers-tourists.

The specialty of Lošinj is also a large number of unique attractions and events related to the sea and sea life such as the sea education center, the turtle recovery or the Dolphin Days and the celebration of the World Day of Sea Turtles making the island extremely attractive for the segment of divers traveling with families.

The Lošinj city administration and TZ thanks to the unique Apoksiomeon attraction have recognized the poetry of antiquity for branding the destination and launched a series of activities for the purpose of creating a new tourist product, which certainly facil-

itates the development of diving tourism on antiquity.

Accommodation Capacities

70 accommodation facilities with 20,080 beds, of which 9 hotels, 2 tourist resorts, 9 boarding houses, 7 campsites and 3 hostels, while other family accommodation. In the structure of accommodation capacity dominated by camps with 44% share, followed by family accommodation of 27% and hotels with 12%. Of 9 hotels 22% have 5 * (2 hotels), 56% 4 * (5 hotels) and 22% 3 * (2 hotels).

A large number of accommodation facilities in camps can be interesting for divers to tourists who like to travel low budget like passionate divers.

A large number of high-class hotels can attract segments of the recreational dive market and those who travel with families who generally have high income research and prefer high-quality or luxurious accommodation. A large number of hotels also point to favorable opportunities for the formation of tourist products in pre-season and post-season.

Accessibility Of Destination

Traffic connection

Mali Lošinj Airport-at the moment accessible only for private airplanes and charters. In 2018 it is planned reconstruction of the airport with the extension of the piste that will allowed international flights.

Airport Krk – 80 km from Lošinj. Flights to: Zagreb, Koln, London, Stockholm, Bucharest. Stuttgart, Dusseldorf, Tel Aviv, Košice, Riga, Moscow, Munich, Innsbruck, Gothenburg. Significantly fewer flights out of season.

Road distance

Lošinj is available in the markets of Italy (SJ), Austria, Slovenia and Germany (J) within 3-6h driving.

Emitive destination markets

In 2015, 1,827,232 overnights were realized and 89% were foreign and 11% of domestic tourists. In the arrival of foreign tourists, Slovenes (27%), Germans (23%) and Italians (16%) are the most numerous. The dominant form of tourist transport is a car (70%), followed by a bus (13%) while the share of other means of transportation is negligible.

The largest European diving markets are: UK, Germany, France, Italy, the Netherlands, Poland, Sweden.

Of these, Losinj has been positioned as a very popular tourist destination on the German, Slovenian and Italian market, which facilitates the promotion of diving tourism in these markets. The road availability of these markets enables the marketing of marketing activities to a diving product of short breaks throughout the year.

With regard to airline connections it is possible to set up as a target market for UK and Sweden on long-term.

Table 3: SWOT

STRENGTHS	WEAKNESSES
- favorable climatic conditions - attractive marine flora and fauna such as dolphins and sea turtles - air and road accessibility of several emission markets - developed diving tourism as an additional offer in the destination - developed an additional offer such as underwater photography courses, archeology and diving for children - ancient cultural heritage with a unique European attraction of the Apoksiomecon Museum - destination Management on Antiquity - the existence of attractions Underwater Historic Park - the existence of hyperbaric chamber for emergency cases - Croatia is recognized as a diving destination on the broadcasting markets - significant number of underwater archaeological sites from the period of antiquity - attractive brand: Island of vitality - a large number of different attractions and contents for children that can attract a profile of divers traveling with families - variety of hotel accommodation facilities - developed offer of active tourism	- low airborne out-of-season availability - the absence of a no-take zone - legal regulations do not support the development of diving (sewage ships) - diving clubs are not willing to pay diving concessions at underwater archeological sites - a small number of ship wrecks - weak promotion and sales management- complete absence of marketing and sales of diving centres in terms of online channels
OPPORTUNITIES	THREATS
- international certification of bigger number of diving centres - diversification of diving offer - introduction of a no-take zone - the possibility of changing legal regulations regarding ship seizure - the possibility of introducing new attractive services at diving centers - development of diving centers in the direction of all-inclusive offers for divers or creating special all-inclusive offers in cooperation with hotels - the introduction of new airline lines to the emerging markets	- ecological degradation of the underwater (fish catch) - gradual retardation of competition - the growth of other diving Mediterranean destinations - insufficient marketing activity in target markets - the lack of a clearly shaped tourist product - inability to conclude concessions for underwater antique sites between diving centers and the Ministry of Culture of the Republic of Croatia

Island Of Prvič/Vodice

Inhabitants number (2011.): Prvič Luka (164); Prvič Šepurine (239); Vodice (8.875)

Resource And Attractive Base For Diving

Climate

The annual average sea and coastal air temperature is 15.70 °C, and the island is higher for the season. The coldest calendar month in the year is January when the average monthly air temperature in the coastal and offshore is 7.30 °C and on the island is 8.40 °C, and the warmest month is July with a mean monthly temperature in the coastal and offshore areas of 24.90 °C, and on the islands of 24.40 °C. The sea temperatures are from December to April between 10-15 °C, and from May to November between 15 – 25 °C.

According to climate predispositions, the diving season could last 6-7 months: from May to November. Given that it is currently 3-4 months from June to September, it can be concluded that the potential of diving tourism in pre-season and subsection is insufficiently utilized.

Underwater

Among the many diving destinations on the Adriatic, Šibenik's undersea for its natural-geographic characteristics and preservation is certainly one of the most interesting. Proof of space value are numerous protected areas (NP Kornati, significant landscapes of the Žutsko-Septic Group of the Island and Kanal-Luka in Šibenik and 18 ecological network ecological sites). At the entrance to the canal is the Fortress of St. Nikole, built from 1543 to 1547, whose undersea is interesting for diving.

In the aquarium of the Žutsko-Styptic group of islands can often be seen strictly protected species: good dolphin and chamois. Of the many species of fish, they are often protected: chamois, pagar, kavala, tuna and koraf and strictly protected: sea horse - dugokljunica and drozd. Most of the coastal belt is covered with preserved meadows of sea flower posidonia.

In the NP Kornati due to the long-term protection, the underwater park is characterized by exceptional biodiversity. In addition to the settlements of the *Posidonia oceanica*, which inhabits most of the shallower (up to 40 m) well-lit moving basins, the most interesting coraligenic habitats are present in the submarine of vertical cliffs rich in various marine species, among which the "forests" of the coral coral large horns and large crabs, hlapa and lobster. There are 352 species of algae (13 endemic), three Adriatic sea flora, 22 coral corpses, 177 molluscs, 55 decononavian crabs, 64 blackbirds and 160 species of fish found on the list of known species for the underwater world of the NP Kornati. There is a constant population of good dolphins in the aquatorium of the park, and the sea turtle is often seen.

Šibenik underwater has an extremely favorable natural resource base for diving since numerous marine areas are protected, providing exceptional biodiversity and making it attractive for diving.

Diving Sites

In the *Diving Guide to the Submarine of Šibenik-Knin County: Diving in the most amazing part of the Mediterranean (2011)*, there were 47 diving sites separated from Rogoznica to Kornati and the island of Žutog. Most localities are natural attractions such as underwater reefs, caves, underwater walls, rocks. Locations are mostly located at depths of 6 to 65 m which allows for a diversified offer for all categories of divers. There were two wrecks from the site: the sinking ship *Francesca da Rimini* from 1944. in front of the island of Kaprije, which is one of the most attractive wrecks in the Adriatic and woodcutter Zlarin. One of the localities of Eco Dive (near Rogoznica) is well presented: in co-operation with biologists at the site are placed underwater plates with descriptions of species that live there.

Apart from the aforementioned localities presented in the diving guide, local diving clubs have: Wreck Gladijator (Italian steam

trawler from WWI) between Prvić and Zlarin; a plane pike sunk at the Žira (there are only 3 more known underwater locations of such a plane in Europe); amsthorum site from 3st.p.n.e. near Kaprija; sunken German ship in the Šibenik channel.

Ancient Diving Sites

Sites under protection of Ministry of culture
RC:

Žirje Island

- Ancient Shipwreck, Z-52

Number of possible permissions: 2

Minimum Annual Fee for One Permission:
5.000,00 kn

Special condition: permit holders are obliged to clean the protective net

Kakanj Island

- Ancient Shipwreck, Z-238

- Ancient Shipwreck, Z-240

Number of possible permissions: 3

Minimum annual fee for one down payment:
5,000,00 kn

Island Krapanj

- Ancient Shipwreck, Z-239

- Ancient Shipwreck, Z-242

Number of possible permissions: 3

Minimum Annual Fee for One Permission:
5.000,00 kn

Muna, island of Žirje

- Ancient Shipwreck Muna, Žirje Z-53

Number of possible permissions: 3

Minimum Annual Fee for One Permission:
5.000,00 kn

Rogoznica

- Ancient Shipwreck, Z-241

Number of possible permissions: 3

Minimum Annual Fee for One Permission:
5.000,00 kn

The submarine destination is characterized by the diversity of localities with an emphasis on a large number of natural sites / attractions. The great attraction is also the vicinity

of the NP Kornati which is one of the most famous diving sites in Croatia.

In the Šibenik archipelago there is a significant number of underwater archeological sites that are under the protection of the Ministry of Culture and are issued concessions for diving at those locations. Most diving clubs believe that the concession price is too high, so no one in the area of the Šibenik archipelago has responded to a bid published 2 years ago for the period 2014-2018.

Resource And Attractive Base For Non-Diving Activities

Beaches

There are numerous quiet coves and one big pebble beach between Prvić Luka and Šepurina.

There are 2 major pebble beaches in Vodice that abound with entertainment, especially those for children.

Cultural Heritage And Manifestations

The most important cultural and historical monuments are considered the historical architectural ensemble of Vodice, Prvić Šepurina and Prvić Luka.

Prvić Luka - Sr., ancient sites; St. Roch Grove (antiquity); Lower Banda, Tower Defense (sr.v.); Faust Vrančić's Nightmare (16th century); Church of Sv. Mary (15th century); Church of Our Lady of Comparison (15th century); Church of St. Roch (17th century); The Church of Our Lady (18th century);

Faust Vrančić Memorial Center is located in Prvić Luka, where visitors can learn about the life and works of this genre, see the collection of models of his invention, and his most significant written works.

In the immediate vicinity of the destination is Šibenik (Cathedral of UNESCO, St. Nicolas fortress) while at a distance for a day trip there are 3 cities with rich cultural heritage and tourist offer (Split-UNESCO, Trogir-UNESCO, The Zadar defense system of Zadar-UNESCO).

Cultural Heritage And Cultural Attractions From Ancient Period

The ancient sites and tomb of St. Deadline in Prvic Luka. Ancient locality Pišća in Vodice. The remains of the late antique basilica in Srma.

Natural Heritage

In the immediate vicinity of the destination are 2 National Parks: Krka and Kornati, and Vransko Lake Nature Park.

Sport and Manifestations

9 cycling trails in the town of Vodice; kayaking on the sea; windsurfing and smaller classical sailings - gajetama; Nordic walking and hiking through the olive groves and dry terraces in the hinterland of the City of Vodice.

Regatta Jabuka (Novembar - the most popular offshore regatta in Croatia runs sailors for a 110-mile course of Vodice - Jabuka - Vodice. Regatta is known for the night start and the Mystic Jabuci); Easter Regatta (April); regatta Burtiž (August - regatta of traditional ships moving from Šepurina to the island of Prvić)

Big game fishing

Gabri Marathon - In October, a recreational mountain-bike marathon is traditionally held in memory of cyclists Gabriele Skočić and his friends, firefighters who died bravely and tragically on the island of Kornat in 2007. Bicycle trails in the hinterland of Vodice run shorter (27 km) and longer (54 km) marathon. This marathon gathers 150 competitors every year from all over Croatia and abroad.

The destination has a favorable geopolitical position in relation to some of the most famous Croatian cultural and natural attractions such as UNESCO National Parks or Cultural Heritage which contributes to its tourist attractiveness and can affect the arrival of a segment of recreational divers and those traveling with families and except for diving an interesting and interesting non-diving program.

As this profile of tourists on holiday with diving is most practiced by sports activities, the offer of active tourism in the destination is considered to be somewhat satisfactory and within which specially attractive sporting events taking place outside of the season such as the Gabriella Marathon or Regatta, which provide the possibility of developing tourism products in pre-season and post season.

Destination Prvić-Vodice has no significant cultural heritage from the antiquity period as well as cultural attractions on this subject.

Accommodation Capacities

According to last available datas from 2014 on the island of Prvic, there is an entity from the branch of Hotel Maestral *** (Prvić Luka) and Hostel Peski (Prvić Luka).

There are 13 subjects from the branch of the hotel (5 ****, 6 ***, 2 **), 10 campers (1 ***, other *), 2 hostels and one holiday resort in the area of Vodice.

In the city of Vodice in June 2014, a total of 1,567 subjects were registered, who rent rooms and apartments in households with a total capacity of 11,908 beds. The Prvić Island is represented by 68 households (Prvić Luka 30 households and 468 beds and Šepurina 38 households and 201 beds) - a total of 605 beds.

In the structure of the accommodation capacities of the destination are dominated by private households and hotels of medium category which can position the destination as attractive or passionate divers, mainly accommodation is not so important to recreational divers and those traveling with families and lower incomes.

Accessibility Of Destination

Traffic connection

The destination is located in close proximity to two airports: Split / Resnik (50km), Zadar / Zemunik (70km). There are regular transfers by taxi and bus from both ports to Sibenik. Both

airports have a good connection with all the broadcasting markets throughout the year.

As far as road connections are concerned, the strategic road system of the road system is the A1 Zagreb - Split motorway, which is connected via the node to the Clean Small linking network of the Town of Vodice. The highway runs through the northern part of the town of Vodice.

The island of Prvić is connected to the mainland by two lines from Sibenik and Vodice.

Emitive destination markets

Statistics for 2016 for Vodice: domestic guests: 143,399 (overnight stays); foreign guests: 932,852 (nights)

Most foreign guests come from Germany, Poland, Slovakia, Slovenia, Czech Republic, Austria, Hungary, Bosnia and Herzegovina. Below 2% are from Sweden, Italy, France, Switzerland, Norway, Netherlands, Finland, UK

Motives for tourist arrivals

In the survey conducted in 2014 for the needs of the Tourism Development Strategy of Vodice (2015), according to the motive of the arrival of tourists on the tourist destination of Vodice in the first place, as shown by 62.8% of surveyed

tourists, is swimming, swimming, enjoying in the sun and the sea. Second place (28.7%) is new experience, and third (25.5%) is a sightseeing of nature and national parks. As the main motive for coming to Vodice area, 10.6% of tourists showed diving. As the motive of the arrival of tourists in the area of Vodice was the possibility of another response to their second motive for vacationing in the City of Vodice, 18% of surveyed tourists drew diving. From activities involving tourists involved in the destination, even 25.53% practiced diving. Diving as the main motive for the arrival of German tourists (the most significant emission market of Vodice) was 8.16%, Czech 8% and Poland 16.67%.

The Vodice area has already been recognized as a diving destination on its 3 main tourist market: Germany, Poland and the Czech Republic, and it would be advisable to focus on these markets when creating new products in the field of diving tourism. Especially in the German market, which is the UK's largest European emitive diving market.

Table 4: SWOT

STRENGTHS	WEAKNESSES
- favorable climatic conditions - attractive marine flora and fauna such as dolphins and sea turtles - air and road accessibility of broadcasting markets - the destination has been recognized as a diving few on the broadcasting market - a large number of antique submarine sites - a large number of protected areas on the sea - close to national parks: Kornati, Krka, nature park Vransko jezero - close proximity to cultural and tourist centers: Split (UNESCO), Trogir (UNESCO), Šibenik (UNESCO) and Zadar	- the absence of a no-take zone - legal regulations do not support the development of diving (sewage ships) - diving clubs are not willing to pay diving concessions at underwater archeological sites - a small number of diving clubs with international certifications - a small number of ship wrecks - insufficiently developed offer of active tourism - lack of international quality accommodation

OPPORTUNITIES	THREATS
- introduction of a no-take zone - the possibility of changing legal regulations regarding ship seizure - the possibility of introducing new attractive services at diving centers - development of attractive all-inclusive offers for divers - raising the quality of accommodation capacities - diversification of tourism products is one of the goals of the Tourism Development Strategy of Vodice with the proposal for the development of diving centers / diving tourism	- ecological degradation of the underwater (fish catch) - gradual retardation of competition - the growth of other diving Mediterranean destinations - insufficient marketing activity in target markets - the lack of a clearly shaped tourist product - inability to conclude concessions for underwater antique sites between diving centers and the Ministry of Culture of the Republic of Croatia

Montenegro – Budva

Diving Tourism In Montenegro

Diving tourism in Montenegro is not recognized as a special type of selective tourism that has its market and the offer mostly function as an additional sporting activity in the destinations.

The umbrella organization for divers in Montenegro is a diving association, but they are not involved in the promotion of diving tourism but are mainly concerned with related clubs and clubs. The promotion of diving tourism is in the domain of TO (Tourist Organizations) which do not distinguish this aspect of tourism as a special and significant niche in tourist offer (in the Master Plan of Tourism Development in Montenegro by 2020, which is the last strategic document in tourism diving is hardly mentioned). Consequently, Montenegro is not presented as a destination for diving tourism at special diving tourism fairs (ITB in Germany or WTM in the UK).

There is no legal regulation for diving (diving tourism and diving sports are not separated from other diving), so a large number of illegal and incompetent subjects dealing with diving tourism while the control system of areas where the dive is insufficiently developed.

National legislation that in other European countries allows for the development of diving tourism such as scuttling does not exist and it is very difficult to obtain a license for such a thing. There is also no awareness of the introduction of no-take zones that do not allow any human activity except diving and are primarily directed to

the preservation of a fish-based fund that makes the underwater more attractive for diving.

As far as diving standards and certifications are concerned, only a few of the approximately 18 diving clubs in Montenegro have a total of approx. PADI certification, which is the most popular and internationally most prestigious professional certification issued to diving clubs. This greatly impedes the promotion of diving tourism because European tour operators specializing in this tourism sector work exclusively with those diving clubs that have international certificates.

Education of diving staff regarding the interpretation of underwater sites does not exist. The potential of multimedia technologies in the presentation of underwater sites has also not been used at all.

There are around 16-18 diving clubs / centers in Montenegro, all of which offer diving, courses and excursions. The diving season lasts about 4 months, from June till September. Most divers services are bought in July and August when it is high tourist season in Montenegro confirming the fact that diving is rarely tourist's primary motive to arrive at the destination but one of the side activities in the destination.

Montenegro has not been recognized on the major broadcasting markets as one of the existing Mediterranean diving destinations and is not included as a destination on some of the popular web services for the purchase of tourist diving services such as: scubatravel.com; scubatravel.co.uk; divebooker.com; easydivebooking.com.

Most diving centers offer more or less the same services as: diving courses, renting equipment, boat trips, diving.

Also, most diving centers do not offer package deals.

Budva

Inhabitants number: 10.918

Resource And Attractive Base For Diving

Climate

The Budva Coast is one of the hottest areas in Montenegro, while the Budva Sea is one of the hottest parts of the Adriatic Sea.

The color of seawater as a whole is blue, which is more intense with increasing depth and salinity. Water supply is different in the years. Thus, during the summer in the south, 33.1m in the spring, 31.3m in the spring, 30.5m in the winter, and 23.8m fall. The bathing season on the Budva Riviera starts about 10 May and runs until 15 October.

According to climate predispositions, the diving season can last 7-8 months: from April to November. Given that it is currently 3 months from June to September, it can be concluded that the potential of diving tourism in pre-season and subsection is insufficiently utilized.

Underwater

Budva is open to the open sea in its southernmost, warmest and deepest part. The rugged bottom, as it is most often before the Budva Riviera, is rich in plant and animal life. It is covered with green, lime and red algae in which many species of fish live (over 300 species).

Montenegro has no protected area on the sea, which negatively affects the development of flora and fauna and makes the underwater less attractive for scuba diving.

Diving Sites

Interviewed diving clubs (3 out of a total of 7 in the wider Budva area) offer sightseeing submarines on the move from Bokokotor Bay to Bar.

Natural attractions: Location of tunnels, Galiola ridge, Krekavica cave, Posejdon

town, rivers Donkova seka, vertical tunnel 'Sirena hole', underwater cave 'Sweet cave', Blue cave, Cape Good Harbor, Podkaplje cave, Cape Mogren, Kraljičina beach; the cave of Mikovic; the cave of Stari Ulcinj; Lighthouse, Skočidevojka, Školjić, Sveta Nedelja, Katič, Donkova seka, Antun, Čanj.

Flooded ships and planes: Shipwreck 'Patrolle' (1952 military ship); ship wreck 'Tihani' (parachute from 1908) - this is the no dive site in Montenegro; British Spitfire aircraft; torpedo boat 76 T; patrol boat PBR 512; the ship 'Maria Pompei'; 'Oreste' boat; JNA miners; ship Senta; Destroyer 'Dague' (French WWI warship); gunner from the 18th; parobrod 'Quinto' (1922-1940); 'Spiridon' ship; French goblin; 'Carola' boat; ship SS Skodra; ship 'Goritia'; JNA in Boka Kotorska Bay, JNA from 1983 near Luštica, minesweeper 143, Junkers aircraft bomber

Ancient Locations: Amphora Bigovica; amfore rt Đerana

The Budva submarine is characterized by the abundance and diversity of underwater locations where large quantities of submersible ships and aircraft are available, which are the most attractive to divers by all available research. There is also a large number of caves that are most attractive to divers among natural attractions.

Diving Sites From Ancient Period

- Rt Platamuni - the site of ancient shipwreck
- Kalafat reef - remains of ancient shipwreck - without discovered remains of broad
- Trsteno Bay - Remains of Antique Shipwreck
- Bay Jaz - Remnants that point to ancient shipwreck

Of the interviewed diving clubs, only one offers sightseeing on 2 ancient sites: amfore Bigovica; amfore rt Đerana. For diving at the mentioned sites do not have permission because diving on underwater archaeological sites is not legally regulated in Montenegro. Also by exploring diving clubs, diving at such sites is not so interesting to tourists

as compared to other underwater locations unless the localities are not converted into an underwater archaeological park.

Resource And Attractive Base For Non-Diving Activities

Beaches

Budva's beaches by the quality of sand fall into the highest categories. They stretch on 38km of indented coastline with many sandy coves, shelter, hills and small islands. There are about 35 sand beaches (8 have blue flags – a prestigious international award for quality, standard of service and beach bidding).

Cultural Heritage And Manifestations

The Old Town – the main sight of Budva is the old town complex surrounded by ancient ramparts. Here is a preserved seaside Citadel dating from the 15th century, located in the southern part of the old town.

Sveti Stefan – an attractive combination of historical and contemporary luxurious ambience and represents the most luxurious resort in Montenegro. Because of its uniqueness, Sveti Stefan is in "National Geographic Traveler" – proclaimed one of the "50 Places of a Lifetime".

The Kosmas fortress is located near Budva near the village Brajići, at 800 meters above sea level, Kosmač Fortress. The fortress was built between 1841-1850. And was an Austrian fortress that represented the border between Austria and Montenegro, today is a special place to visit all the tourists who visit Montenegro.

The City Theater is a well-known international event in Europe for 25 years, which usually begins in July and ends in mid-August. It consists of theater performances, concerts of classical music, literary and poetic evenings, art exhibitions.

Every year, the cultural summer in Budva is celebrated by the Music Festival Budva, which is held every year along the ancient Budva walls and which has a number of new hits every year.

Budva has hosted the Great Carnival in May and the "International Dance Festival" in Jun.

For the fans of jazz music, the warm Petrova night was enriched by the Petrovac Jazz Festival which, besides various performances and concerts, holds workshops, exhibitions and other alternative and educational programs.

Cultural Heritage From Ancient Period

In the center of Budva, near the Old Town, there are remnants of the former antique acropolis and 2 extremely valuable antique cultural objects: the remains of a mosaic floor from the beginning of the 2nd century BC. An urban villa and fragments of the floor mosaic of an early Christian nineteenth-century basilica (late 5th century). These remains are without proper presentation.

The remains of the ramparts with one of the alleys in ancient Budva are located right next to the main street in the basement of a business space and are partly visible but are not adequately presented or marked. In the vicinity of this site are also the remains of stone plastic of a Roman building placed on a small staircase at the end of Ancient Street. Notwithstanding these archaeological remains, there is no inscription to give visitors information on artefacts.

The Archaeological Museum (Old Town) has a rich archaeological collection of 2500 exhibits, which is also the most beautiful collection of glass from the Roman period in Europe.

Natural Heritage

2 National Parks: Lovćen; Skadarsko jezero

Sport

Sports infrastructure: tennis courts, soccer fields, basketball. Tivtu is building the first golf course in Montenegro.

Walking and biking trails – there are maps produced by the "A & V Tourism Development Center", where there are 12 selected hiking trails with their characteristics so that the walker can also be easily navigated individually in the Budva hinterland.

The “Bungee jumping” skyscraper, 40 meters tall, built at the end of the Slovenian beach, has been a real attraction for fans of extreme sports in the past years.

Paragliding – one of the most famous paragliding jets in the Adriatic is located just above Budva, at Brajići, at 760 m above sea level. An incredible view of the Budva Bay makes this jumper one of the most popular. Extreme climatic benefits – a wind that provides a safe, and also exciting flight, seasickness and panorama of the Budva Riviera, makes paragliding to your favorite extreme sports.

Rafting on the river Tara.

Budva is Montenegro's most popular tourist destination and has a wide range of cultural and sporting activities that make it an even more attractive product for diving tourism, especially considering that 80% of this market is just a segment of recreational diving and those traveling with families you should also design attractive non-diving programs and activities.

This is the advantage of Budva and the immediate vicinity of the two NPs: Lovćen (37 km) and Skadar Lake (40 km) where you can also dive.

Particular attraction of Budva are sandy beaches (35), which is the specificity of the Montenegrin sea coast in relation to the entire Adriatic coast of the Adriatic Sea and can be of particular interest to the segment of divers traveling with families.

Budva has a significant number of archaeological remains from the antiquity period that are found in the Old Town, but none has been adequately restored and presented. Although the archaeological museum possesses a wealth of antique collections, it has not been modernized in the artifacts' presentation and does not include the multimedia that is needed today in order to apologize to the interesting and complete story of antiquity.

Accommodation Capacities

According to last available datas from 2015 Budva has 84 accommodation facility; 56,312 beds in 38 large hotels (3 hotels 5 *, 17 hotels 4 *, 12 hotels 3 *, 5 hotels 2 *, 1 hotel 1 *); Hotel Garni (5 hotels 4 *, 8 hotels 3 *, 1 hotel 2 *); 17 little hotels (1 hotel 5 *, 7 hotels 4 *, 6 hotels 3 *, 3 hotels 2 *); 2 Apart Hotel (1 hotel 4 *, 1 hotel 2 *); 2 tourist resorts (1 village 4 *, 1 village 3 *); 4 bed and breakfast (2 pansion 3 *, 1 pansion 2 *, 1 *); 55 accommodation units / 135 beds in tourist apartments; 17,857 rooms for rent; 1 camp; 1 hostel; 3 resorts.

Budva as the leading tourist destination of Montenegro is characterized by a very good and varied offer of accommodation capacities. 60% of all hotel facilities in Montenegro are concentrated in Budva, where a large number of high category hotels (4 and 5 *) are present. This kind of hotel offer can attract market segments of leisure divers and divers who travel with families who generally have high income research and prefer high-quality or luxurious accommodation. A large number of hotels also point to favorable opportunities for the formation of tourist products in pre-season and post-season.

Accessibility Of Destination

Traffic connection

Airport of Podgorica (65km) - Avio traffic on regular routes is maintained by Montenegro Airlines, Air Serbia, Adria Airways, Aeroflot, Turkish Airlines, Austrian Airways, Alitalia, Smartwings, ... and during the summer and numerous charter companies. Flights and 3 low-cost airlines: RyanAir and Wizair, Easyjet, which in recent years have introduced a number of new flights to Western European destinations. The airport and Budva are not connected by regular road transport.

Tivat (20 km) - There are very few flights during the season although there are regular regular flights to several international destinations. During the summer season there are many char-

ter flights through which Tivat is connected with many cities in the world.

Dubrovnik / Čilipi (75km) - There is no transport from the airport to Budva, but Dubrovnik and Budva are connected by bus line that goes from the bus station to Dubrovnik.

Emitive destination markets

Neighboring markets, with Serbia as the dominant market, realized together 3,7 million registered nights in 2007.

Nights made by foreign tourists account for up to 46% in the EU and up to 20% in Russia, which represents the largest single market for Montenegrin tourism.

Since geographically very far from the major European diving markets for Montene-

gro, Montenegro is primarily an airline destination, so the planning and launch of new tourist products is closely related to those markets that are available on the plane.

Budva is located close to both Montenegrin airports, which are best connected with Russia and Serbia, which are also the 2 largest markets for Montenegrin tourism.

There are lines by a series of major European cities (UK, Germany, Sweden ...). The connection with Western European destinations is noticeably weaker outside the season, making it difficult to plan diving tourism in pre-season and post-season.

Table 5: SWOT

STRENGTHS	WEAKNESSES
- favorable climatic conditions - variety of underwater locations with a large number of wrecks - airspace availability of several broadcasting markets - developed diving tourism as an additional offer in the destination - cultural heritage from the ancient times - close proximity to national parks: Lovcen, Lake Skadar - close proximity to cultural and tourist centers: Kotor (UNESCO), Dubrovnik (UNESCO), - a large number of attractive sandy beaches, of which 8 have a blue flag - good and varied quality of existing hotel capacities from affordable to super-luxurious - a wide variety of sport and adrenaline tourism activities	- worse aviation connection out of season - absence of protected marine areas - Montenegro is not recognized as a diving destination on the broadcasting markets - legal regulations do not support diving (no-take zones) - a small number of prepared underwater archaeological sites for sightseeing - diving on archaeological sites is not legally regulated - a small number of diving clubs with international certifications - ancient heritage in the destination is not valorized
OPPORTUNITIES	THREATS
- the possibility of changing legal regulations regarding ship seizure and no-take zones - the possibility of introducing new attractive services at diving centers - conservation and valorisation of ancient 'in situ' shopping malls - construction of the highway and introduction of additional outboard air lines - development of diving centers in the direction of an all-inclusive offer for divers - the trend of ecological tourism (recognized in the Master Plan for Tourism Development in Montenegro by 2020, suggesting Montenegro's positioning on tourist markets as an 'ecological state' under the slogan Wild Beauty)	- ecological degradation of underwater (fish catch, illegal underwater fishing) - gradual retardation of competition - the growth of other diving Mediterranean destinations - stealing ancient underwater heritage such as amphora - insufficient marketing activity in target markets - the lack of a clearly shaped tourist product

Povzetek

Skoraj vsi največji trgi za potapljaški turizem v Evropi, denimo Združeno kraljestvo, Nemčija, Francija, Italija ali Avstrija, so se že odzvali na tržišča destinacij ATAS, ki omogočajo promocijo potapljaškega turizma na Jadranu na teh trgih, kjer Jadransko morje že zdaj velja za priljubljeno turistično destinacijo. Glavna pomanjkljivost je v tem, da nacionalni turistični uradi, ki so glavna turistična promocija v Sloveniji, na Hrvaškem in Črni gori, ne prepoznajo potapljaškega turizma kot posebne vrste selektivnega turizma, ki ima svoj trg, zato potapljaška ponudba deluje le kot dodatna športna dejavnost destinacije in le redko kot glavni namen obiska. V primerjavi z najbolj priljubljenimi potapljaškimi destinacijami v Evropi in v tujini je prednost destinacije ATAS lahko geografska bližina večine trgov, zaradi česar je Jadran atraktiven kraj potapljanja za krajše izlete skozi vse leto in je lahko še posebej privlačen za strastne potapljače. Glede na dejstvo, da so vse destinacije ATAS znane turistične destinacije z razvito turistično ponudbo in bogate z naravno in kulturno dediščino, so lahko še posebej zanimive za rekreativne potapljače in tiste, ki potujejo z družinami ali v paru. Primerjalne analize in SWOT analize destinacij ATAS so pokazale, da je uvedba območij prepovedi uporabe, izkrcanje ladij, izdelava paketov za vse potnike, ki vključujejo nekaj jadranskih destinacij, izboljšanje predstavitve potapljaških točk in poudarjanje potapljaške specifičnosti Jadrana v primerjavi z drugimi destinacijami lahko vodilo za boljši razvoj potapljaškega turizma na Jadranu.

Jadransko morje je bogato s podvodno antično dediščino, ki lahko predstavlja zanimivo potapljaško ponudbo. Na Hrvaškem je večina lokacij pod zaščito Ministrstva za kulturo, potapljanje pa zahteva plačano koncesijo, ki je običajno visoka, zato so te lokacije redko vključene v potapljaško ponudbo. V Črni gori večina območij ni raziskana in ostaja nezaščiten, tako da so ta območja ogrožena in večinoma niso vključena v potapljaško ponudbo, saj potapljanje na podvodnih arheoloških najdiščih v Črni gori ni zakonsko urejeno.

Na Jadranu sta le dva urejena podvodna arheološka parka, in sicer Simonov zaliv v Izoli in podvodni zgodovinski park v Malem Lošinj. Razvoj novih podvodnih parkov lahko varuje podvodno dediščino in razvija nove atraktivne kraje potapljanja na Jadranu.

Summary

Almost all biggest emitive markets for scuba tourism in Europe like UK, Germany, France, Italy or Austria are already emitive markets for ATAS destinations that makes promotion of diving tourism in Adriatic on those markets easier because Adriatic sea is already perceived as popular tourist destination. The major disadvantage is that National tourist offices that are the main body for tourist promotion in Slovenia, Croatia and Montenegro do not recognize diving tourism as a special type of selective tourism that has its market so the diving offer function only as an additional sport activity in destinations and rarely as a main purpose of coming to the Adriatic sea. When compared to the most popular diving destinations in Europe and abroad ATAS destination's advantage can be geographical proximity to most of the broadcasting markets making Adriatic attractive diving destination for shorter trips throughout the year that can be especially attractive to passionate divers. Given the fact that all ATAS destinations are also known tourist destinations with developed tourist offer and rich with natural and cultural heritage they can be especially interesting for recreational divers and those travelling with families or couples. Benchmarking analyses and SWOT analyses of ATAS destinations showed that introduction of no-take zones, scuttling of ships, creation of all inclusive packages for divers that include couple Adriatic destinations, improvement of presentation of diving sites as well as emphasizing the diving specificity of the Adriatic in relation to other destinations can be taken as guidelines for better development of diving tourism in the Adriatic.

Adriatic sea is rich in underwater ancient heritage that can present interesting diving offer. In Croatia most of sites are under protection of Ministry of Culture and diving there require a paid concession which is usually too high for diving clubs so those sites are rarely included in their diving offer. In Montenegro most of the sites are not explored and unprotected so those sites are under threat of thieves and mostly not included in diving offer since the diving on underwater archaeological sites is not legally regulated in Montenegro.

The only two underwater archaeological parks in Adriatic are San Simon in Izola and underwater Historic Park in Mali Lošinj. Development of new underwater

parks can protect underwater heritage and develop new attractive sites for diving in the Adriatic.

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Opportunities and challenges of tourist valorization of Zambratija cove (Umag)

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Območje okrog Zambratijskega zaliva je zaradi arheoloških zakladov edinstvena destinacija za raziskovalce. Leta 2008 so bile odkrite nove arheološke najdbe, ki veljajo za prvovrstna arheološka odkritja. *Ključne besede:* Zambratijski zaliv, območje posebnega upravljanja, arheološka odkritja, prazgodovinska poselitev, Prehistoric sewn boat, trajnostna raba, biološka študija, pilotni projekt

The area surrounding Zambratija Cove has been representing a unique destination for researchers due to its archaeological treasures. In 2008 new archaeological findings were discovered, which, as a result of its uniqueness, can be classified at the very top of archaeological discoveries.

Keywords: Zambratija Cove, Special management zone, Archaeological discoveries, Prehistoric settlement, Prehistoric sewn boat, Sustainable use, Biological study, Pilot project, Citizen survey

Introduction

Zambratija Cove is situated on the mild, low-lying north-western coast of the Istrian peninsula. The cove is surrounded by the Sipar peninsula in the south and Crvena uvala in the north.

The rich cultural and historical heritage of this region has always attracted the attention of many researchers. Along with several archaeological sites, known in the wider area around Zambratija, in 2008 new archaeological findings in the northern part of Zambratija Cove were discovered,¹ which, as a result of its uniqueness, can be classified at the very top of archaeological discoveries. Zambratija Cove has become a place of intense archaeological research since 2008, especially after the discovery of prehistoric sites.² The archaeological discoveries from the underwater world and those found on land are

evidence of the rich history of the area, which has been inhabited since the early Copper Age, through the Roman period and the Middle Ages to the present.

The hidden treasure of Zambratija cove

One of the most significant sites is that of the remnants of a prehistoric settlement dated to the period from the late Neolithic to the early Eneolithic (fifth to fourth millennia BCE). Preserved on the seabed are the remnants of prehistoric pile dwellings that were likely built in a marshland valley near the open sea. The archaeological data collected in the course of excavation work at the site indicate that the prehistoric inhabitants of Zambratija lived in a community and that they were farmers, hunters and fishers. The plant and animal remains bear witness to their diverse diet and are indicative of cattle breeding. Potsherds from a variety of vessels were collected from the site of the prehistoric settlement along with flint and bone tools. Some of the forms of

1 Koncani Uhač, "Podvodna arheološka istraživanja," 263–68.

2 Koncani Uhač, "Zambratija-uvala," 396–97.

ware are from the Nakovana culture group and are characterised by fluted decoration from the early Copper Age, while other recovered potsherds are from ware covering a broad range of dates from the early Copper Age to the dawn of the Bronze Age.³ Finds of Bronze Age ware recovered from the cove can be associated with the nearby Romanija hillfort.

Of interest are the results of the botanical analysis of the plants from the archaeological layers of the settlement, which indicate the presence of water plants in the archaeological layer that are characteristic of natural wet habitats, i.e. wet meadows. The geoarchaeological research conducted at the site last year will soon yield a clearer picture of the palaeo-landscape of this settlement. Some one thousand pile dwellings have been identified in the Alps, situated for the most part on the shores of lakes, in wetland areas or on rivers. The specificity of Zambratija in the group of sites of this kind is its present marine location; with this submerged settlement constituting a significant contribution to the study of Holocene sea levels. In Slovenia we find analogies to the Zambratija site pile dwellings at the sites of settlements in the Ljubljana Marshes (site Ljubljansko barje).

The second prehistoric site in Zambratija Cove is that of the find of a sewn boat.⁴ The discovery in 2008 was followed by archaeological excavation at the site of the sewn boat find that ran through to 2013. This was followed by post-site and laboratory research. The age of the Zambratija boat, determined using radiocarbon methods, dates its construction to the period from the thirteenth to tenth century BCE, i.e. at the transition from the Bronze to the Iron Age. Laboratory analysis of wood samples from the boat structure indicates the use of the wood of five different tree species. The boat builders used different kinds of wood in the construction, with the planks made of elm (*Ulmus sp.*), the ribs of alder (*Alnus Mill.*), the laths above

the joints of the planks made of fir (*Abies alba Mill.*), and the treenails of poplar (*Populus sp.*).⁵ An analysis of the boat's architecture established that the Zambratija vessel is the oldest find of a sewn-built boat in the Mediterranean sphere.⁶ Due to its design characteristics, build type and early date the Zambratija boat is considered an archetype in the sewn boat tradition of the Adriatic sphere.⁷ Its discovery provides a point of reference in the study of the origin and evolution of plank built boats in the Mediterranean and provides the first archaeological evidence of the role of the monoxylon in the development of plank built boats in the northern Mediterranean, and in particular in the northeast of the Adriatic Sea.⁸

An exhibition featuring "Zambratija: Prehistoric Sewn Boat" opened in Pula in 2017, followed by showings in 2018 in Zagreb, Šibenik and other venues. This traveling exhibition has as its objective to raise awareness in the specialist and broader public, and in particular among youth, of the find of this boat, the oldest Mediterranean specimen of its kind, in the waters of the Adriatic Sea. An effort has also been made to offer the broader public a tactile appreciation of the boat, to which end a reconstruction has been undertaken of a two by one metre section of the boat. The fabrication of the section of the boat through experimental archaeology has yielded data on the method of its construction, with work on the reconstruction shown as a video to visitors of the exhibition. Joining the archaeologists in the fabrication of the boat section were members of the "Savudrijska batana – Batana salvorina" association. The work of this association includes the fabrication of the *batana* boats specific to the micro-region. It all comes together in a story that has some similarity in terms of shipbuilding with the Zambratija sewn boat. Also preserved from the rich period of Roman

3 Koncani Uhač and Čuka, "Doprinos," 34–44.

4 Koncani Uhač and Uhač, "Prapovijesni brod iz uvala Zambratija," 533–38.

5 Ferreira Dominguez, Boetto, Guibal and Cençon-Salvayre, "Wood analysis," 60–64.

6 Koncani Uhač and Uhač, "La barca protostorica," 29–33.

7 Koncani Uhač, Uhač and Boetto, "Il relitto," 214–19.

8 Koncani Uhač, Boetto and Uhač, "Zambratija: Prapovijesni šivani brod," Boetto, Koncani Uhač and Uhač, "Sewn ships," 189–92.

rule in Istria in the waters off Zambratija are the remnants of a former Roman road and structures that were built along the present day shallows at Plić and Zaneštra. The road was built on a natural limestone ridge running in the direction of the shoreline towards the west end of the cove. A very well preserved seventy-two-metre section of the road is the first known find of its kind in the waters surrounding Istria. It is hypothesised that the cited shallows were once part of a single shoreline along which the now submerged road ran, with a maritime villa site at the small harbour at Zambratija to the southeast side of the cove.

“Special management zone in Zambratija cove (Umag)” pilot project

The local population, members of the “Savudrijska batana – Batana salvorina” Sea and Cultural Attractions Association, have recognized the cultural, historical and biological importance of the cove and the possibility of developing new tourist, cultural and educational products. At the initiative of the “Batana Salvorina” Association, and with technical support from “Pinna nobilis” Fisheries Local Action Group (FLAG), a pilot project entitled “Special Management zone in Zambratija Cove (Umag)” was developed. The pilot project was implemented from January to July of 2017 under Measure III.1. “Preparatory Aid”, and it was co-founded by the European Maritime and Fisheries Fund.

The aim of the pilot project was to encourage discussion among all interested citizens, in particular among representatives of the fisheries sector, on the opportunities and challenges of establishing a special management zone in Zambratija Cove due to its historical and potential tourist value. Within the framework of the pilot project activities, a survey was conducted involving the citizens of Umag and its surroundings. The project also included the organization of two workshops for representatives of the fisheries, tourism, culture and other sectors, as well as for interested members of the public. After the workshops, there was a consultation meet-

ing with representatives of the three sectors, followed by the mapping and development of a biological study of Zambratija Cove and the public presentation of the pilot project’s results.

A citizen survey was conducted in order to examine how familiar citizens are with the archaeological findings, as well as to determine their opinion on initiating an evaluation of the aforementioned underwater cultural heritage. At the first workshop, participants were given information about project activities, and their attention was focused on the evaluation of the Zambratija Cove archaeological sites. At the second workshop, participants were introduced to examples of best practice from special management zones in Italy and Croatia.

Also, some practical work was included through group work on the topic of designing the long-term use of Zambratija Cove for fishing, educational and tourism purposes. In addition to the workshops, a consultation was held with representatives of these three sectors from Umag, with the aim of gathering additional proposals and initiatives for the evaluation of the cove, which were sent for further consideration in order to design the final development process of the cove. The mapping and biological study of the submarine area of Zambratija Cove was developed with the aim of proposing guidelines for future sustainable use and management, with an emphasis on strengthening educational, cultural and tourist capacities and further involving local stakeholders in implementing development scenarios for the cove. The final, important pilot project activity was the public presentation of the results.

Study of underwater communities in the Zambratija cove

The Biological Study of the Zambratija Cove was created for the purpose of the pilot project called “Special Management Zone in the Zambratija Cove” to determine the existing state of natural resources and to set recommendations for use, valorisation and management of the site, including underwater archaeological heritage sites.

For the purposes of this study, field research was conducted in Zambratija Cove during May, June and early July of 2017. The habitat and biocenoses were determined and the inventory of the associated flora and fauna was made.

It has been established that the following strictly protected species are present in the Zambratija Cove: the bivalves *Lithophaga lithophaga* (Linnaeus, 1758), *Pinna nobilis* (Linnaeus, 1758) and *Pholas dactylus* (Linnaeus, 1758), the sponge *Geodia cydonium* (Linnaeus, 1767), the seagrass *Cymodocea nodosa* (Ascherson, 1870) and algae *Cystoseira amantacea* (Bory de Saint-Vincent, 1832). Given the importance of these species in the trophic chain, these findings are proving the biological value of Zambratija Cove. The high abundance of bivalve *Pinna nobilis* is especially significant.

Underwater survey in Zambratija Cove has determined presence of 244 species, of which 2 species of cyanobacteria, 3 plant species, 30 species of algae, 158 species of invertebrates, 7 species of tunicates and 44 fish species. The phylum Mollusca was represented with the highest number of taxa (56), while only one species from phyla Platyhelminthes and Sipuncula were found. Fish were represented with 15 families and family Sparidae included the most species (11). The least represented were families Carangidae, Moronidae, Mullidae, Pomacentridae, Torpedinidae, Trachinidae and Triglidae, with only one species.

The effects of negative anthropogenic influences, such as degraded marine habitats, especially the mediolitoral and infralitoral, have also been reported. Different waste was commonly found in the infralitoral zone; packaging plastics, glass and metal, rubber, fishing material (rope, nets and signalling equipment) and bulky waste. In the shallow part of the cove and on the rocky ridge, the infralitoral rocks have been degraded by the illegal collection of date shells (*Lithophaga lithophaga*). The settlements of infralitoral algae near the anthropogenised sea shore have been degraded to a lesser extent, while the entire area of strictly protected

seaweed *Cymodocea nodosa* is almost completely ruined, partly due to fishing for bivalve molluscs that live in the sand. Infralitoral biocenoses are also affected by presence of the sewage outlet that lets wastewater overflow in the conditions of large quantities of rainfall.⁹

Citizen survey results

One of the activities of the "Special Management Zone in Zambratija Cove (Umag)" pilot project was a citizen survey, which was conducted in order to investigate citizens' knowledge of the archaeological findings, as well as to determine their opinion on initiating the evaluation of the underwater cultural heritage discovered so far.

The survey was conducted using a survey questionnaire from February to April of 2017, covering a total of 101 respondents. All respondents were familiar with the subject of the survey, as the purpose of the questionnaire was briefly described on the opening page. Data processing was performed automatically using the SELECT package within the SurveyMonkey online platform, www.surveymonkey.com. The SELECT package allows the creation of survey questionnaires, the collection of respondents' opinions online, the manual entry of responses, and the separate storage of each respondent's questionnaire. The online platform recorded the responses digitally, in percentages and average values, and presented them graphically, thus minimizing the possibility of researcher error.

Overview of selected survey results

The data in charts 1 to 4 show the structure of respondents, with variables showing the respondents place of residence, age, gender and field of employment.

It is apparent that more than 44% of the respondents live in the city of Umag, followed by respondents living in Zambratija (13.9%), Lovrečica (10.9%) and Bašanija (6.9%). Most respondents belong to the age group from 26 to 40 (40.6%) and from 41 to 55 (23.8%). A total of

⁹ Iveša, *Morska staništa u uvali Zambratija*.

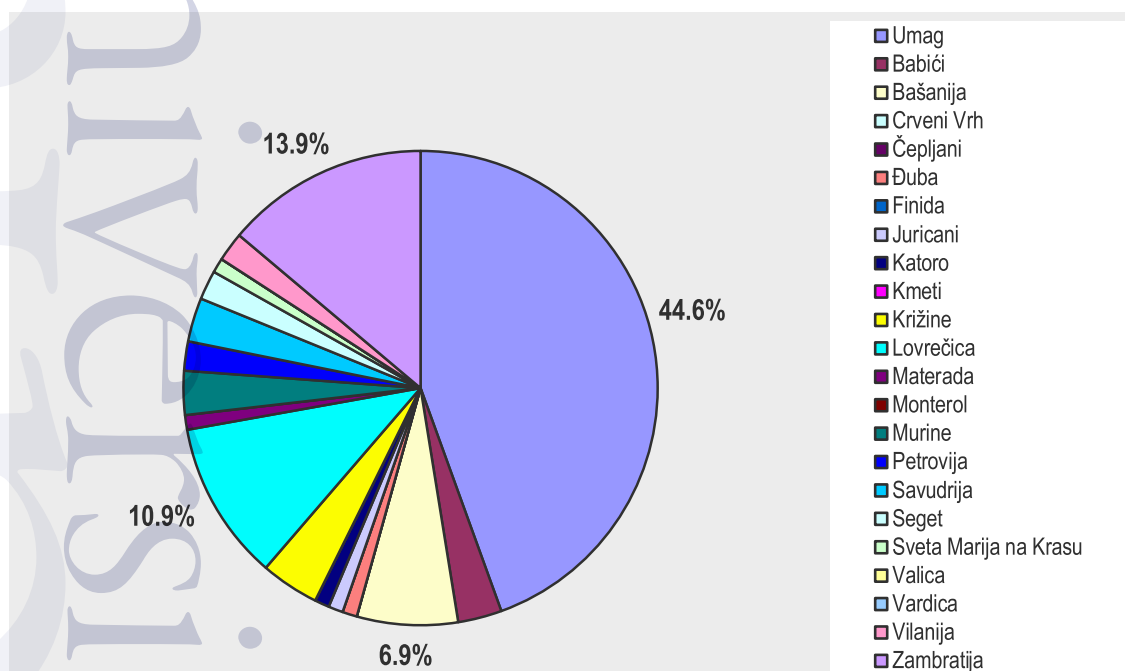


Chart 1: Respondents' place of residence (Source: "Pinna nobilis" FLAG through SurveyMonkey online survey platform, www.surveymonkey.com)

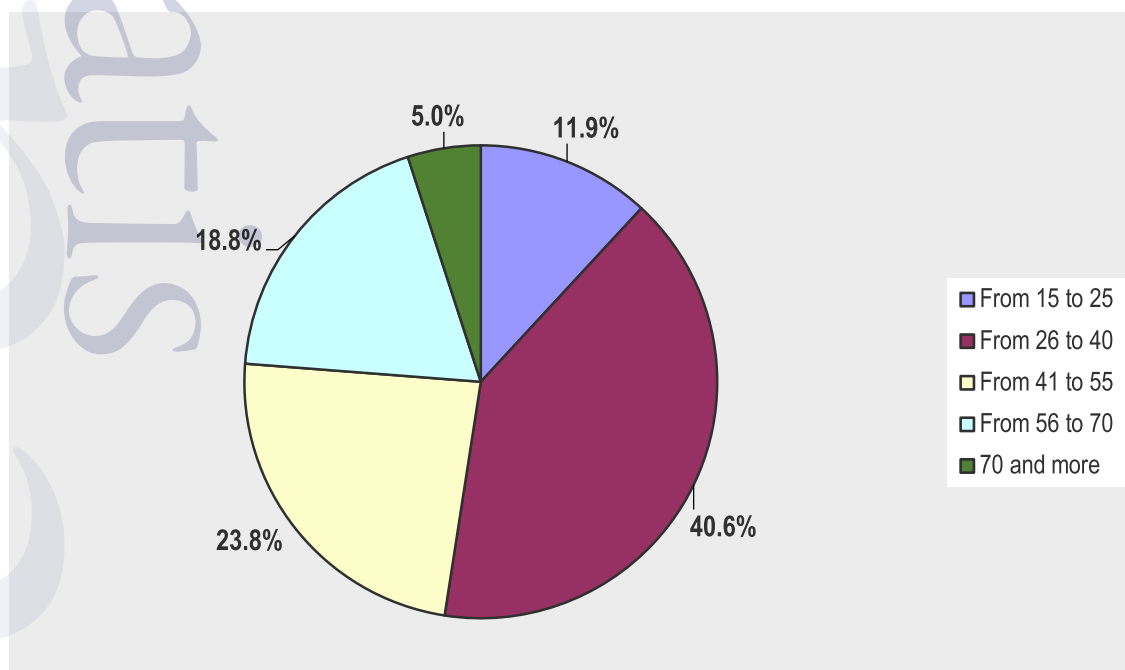


Chart 2: Age structure of respondents (Source: "Pinna nobilis" FLAG through SurveyMonkey online survey platform, www.surveymonkey.com)

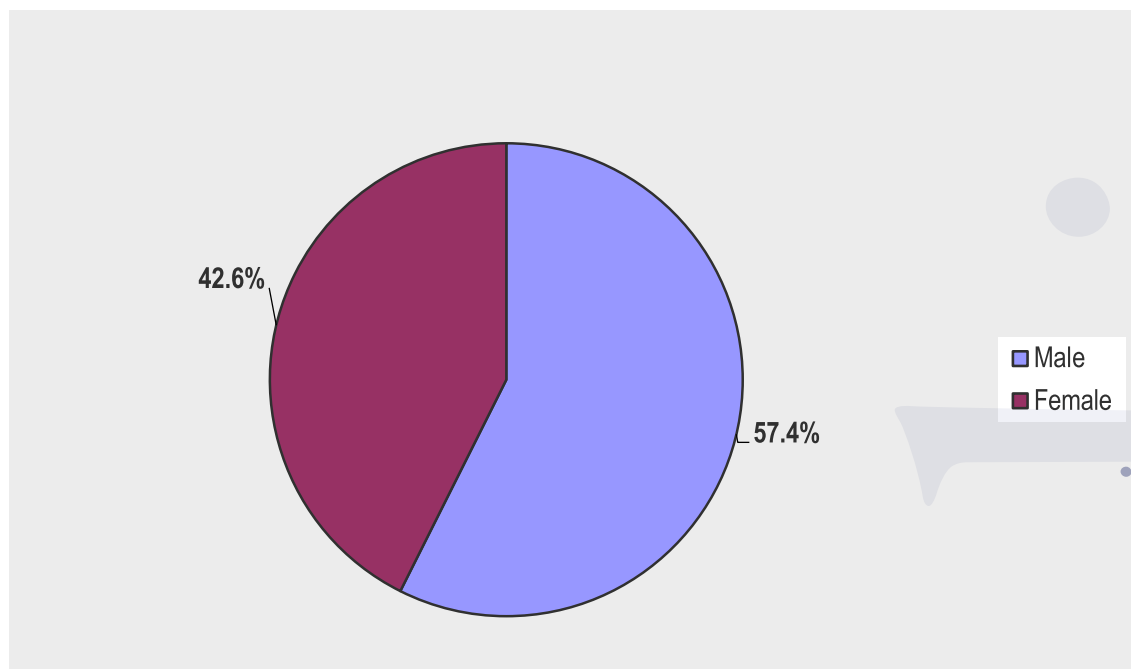


Chart 3: Gender structure of respondents (Source: "Pinna nobilis" FLAG through SurveyMonkey online survey platform, www.surveymonkey.com)

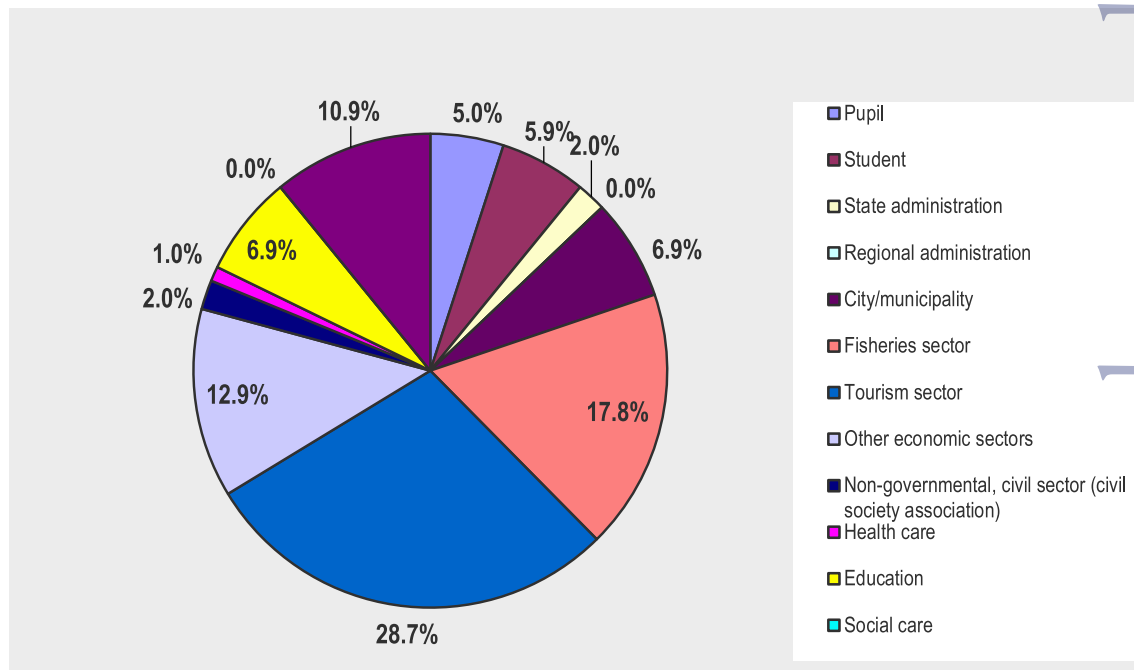


Chart 4: Respondents' field of employment (Source: "Pinna nobilis" FLAG through SurveyMonkey online survey platform, www.surveymonkey.com)

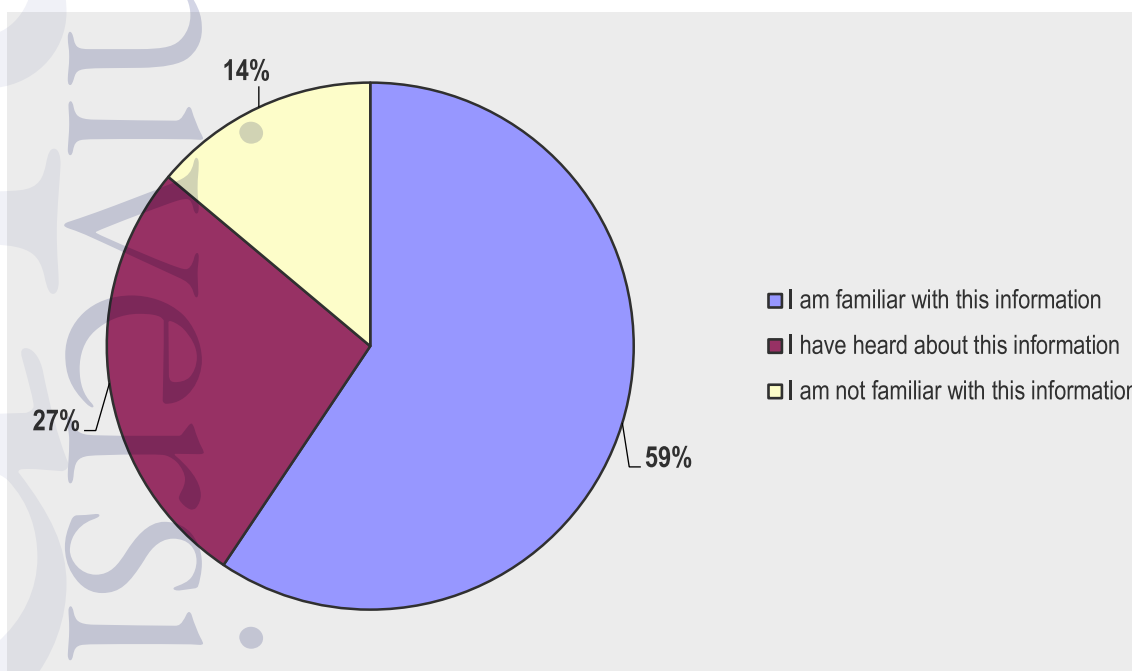


Chart 5: Citizens' knowledge of the underwater cultural heritage in Zambratija Cove (Source: "Pinna nobilis" FLAG through SurveyMonkey online survey platform, www.surveymonkey.com)

57.7% men and 42.6% women participated in the survey. The survey included 28.7% of respondents who work in the tourism sector, 17.8% from the fisheries sector, 12.9% from other economic sectors, and 6.9% from the city / municipal government and education sector.

At the very beginning of the survey, it was important to determine whether the respondents were aware of the fact that there was a flooded prehistoric settlement and an ancient ship in Zambratija Cove, especially since informing citizens of their own cultural heritage is part of the sustainable use of the cove. Chart 5 shows that 40.6% of citizens are not fully informed about this data, while 59.4% of respondents are informed. In addition, 57.4% of respondents believe that the underwater cultural heritage in Zambratija Cove has been insufficiently researched, 22.8% think it has been partially researched, and 19.8% think it has been sufficiently researched (Chart 6).

Chart 7 shows that more than 90% of respondents believe that the local communi-

ty, as well as the local tourism sector (which is the main source of income in the surveyed area) should develop specifically towards the sustainable use of both cultural and natural resources.

The results from charts 5, 6 and 7 indicate the need for greater information, education and strengthening of public awareness about the value of archaeological heritage as a bearer of identity, a sense of belonging, recognition and the potential for sustainable use. They also point to the need to involve the public in the design of potential initiatives that will contribute to the sustainable use of cultural and natural wealth. The notion of sustainability is quite common in public discourse today, and it is to be expected that citizens believe their community should develop in accordance with the principles of sustainability.

It is, however, necessary to provide citizens with information on their own cultural and historical heritage and to encourage their participation in the creation and implementation of programmes to consolidate knowledge while simultaneously offering innovative content fo-

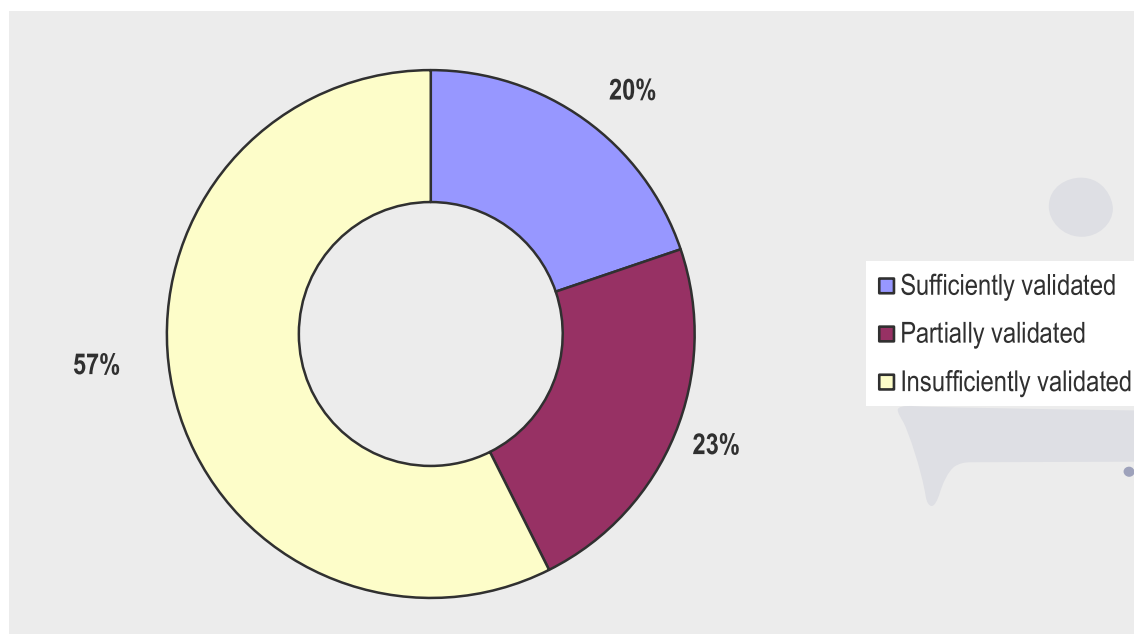


Chart 6: Citizens' opinion of the current level of research of underwater cultural heritage in Zambratija Cove (Source: "Pinna nobilis" FLAG through SurveyMonkey online survey platform, www.surveymonkey.com)

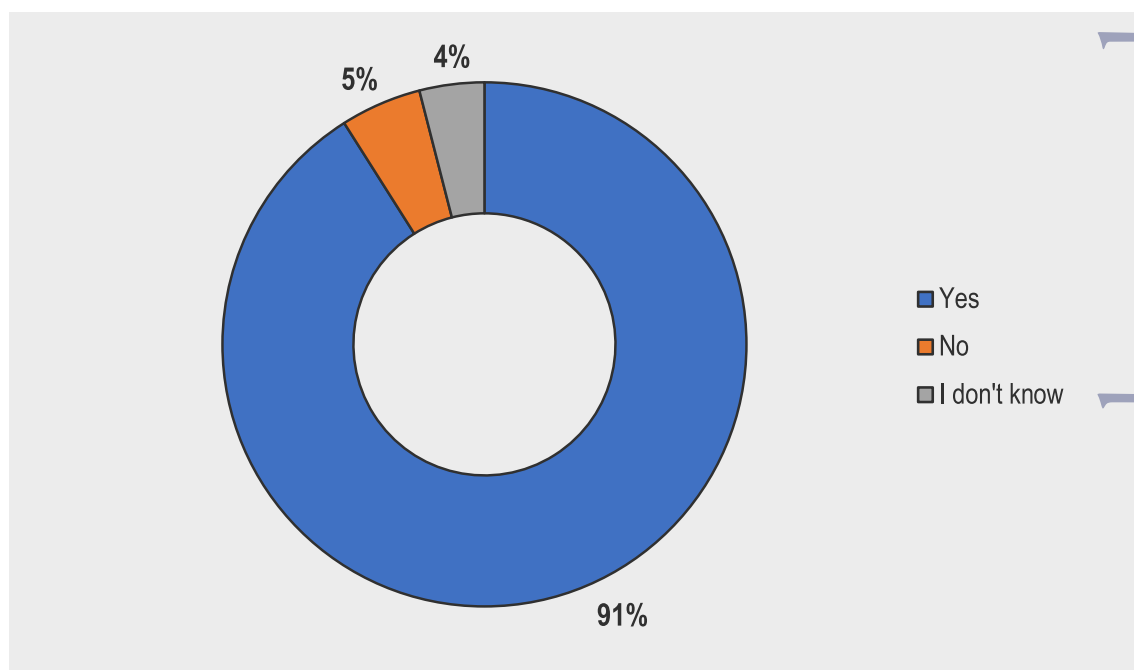


Chart 7: Respondents' opinions on whether the local community and local tourism sector should be developed in accordance with the sustainable use of cultural and natural goods (Source: "Pinna nobilis" FLAG through SurveyMonkey online survey platform, www.surveymonkey.com)

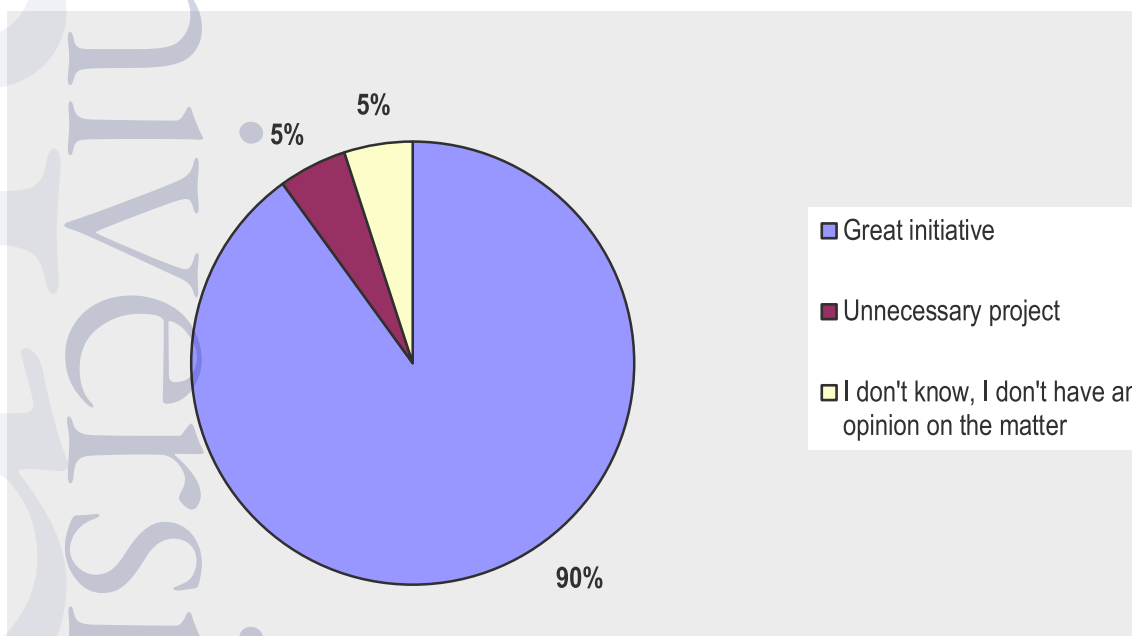


Chart 8: Citizens' opinion about the creation of an underwater museum in Zambratija Cove (Source: "Pinna nobilis" FLAG through SurveyMonkey online survey platform, www.surveymonkey.com)

cused on sustainability. All this will ultimately contribute to an increase in knowledge and citizens' level of awareness about archaeological findings in Zambratija Cove, as well as an increase in personal involvement in the creation of content, leading to greater recognition of the site and the sustainable development of the community.

Furthermore, as many as 90.0% of respondents strongly support the idea of creating an underwater museum to present the cultural and natural wealth of the underwater area of Zambratija Cove, as shown in chart 8. As many as 80.2% of respondents support the establishment of a special management zone in Zambratija Cove for the purpose of developing a new product based on the evaluation of cultural heritage and the biological features of the cove's undersea habitat (Chart 10).

To sum up, Zambratija Cove represents a unique archaeological site due to the preserved remains of prehistoric houses, stilt houses, and a shipwreck. Such a locality should not remain closed to a limited circle of experts. It is neces-

sary to present the findings to the public and to make it possible to present the content discovered and researched by the archaeological community with the help of local fishermen and divers. The results of the survey show that respondents are only partially informed about underwater archaeological heritage in Zambratija Cove.

They perceive the findings as abstract but important, although most of them still perceive it as something that is not of great importance to them, nor do they have a specific understanding of its significance (a fact that became especially apparent during workshops with fishermen as a part of the pilot project). This perception should be changed through active communication with fishermen, as well as with the general public, through their inclusion in the discovery, interpretation and presentation of findings. This will allow the community to understand their own cultural identity, as well as the possible material potential of Zambratija Cove (e.g. tourism economics, employment opportunities, etc.).

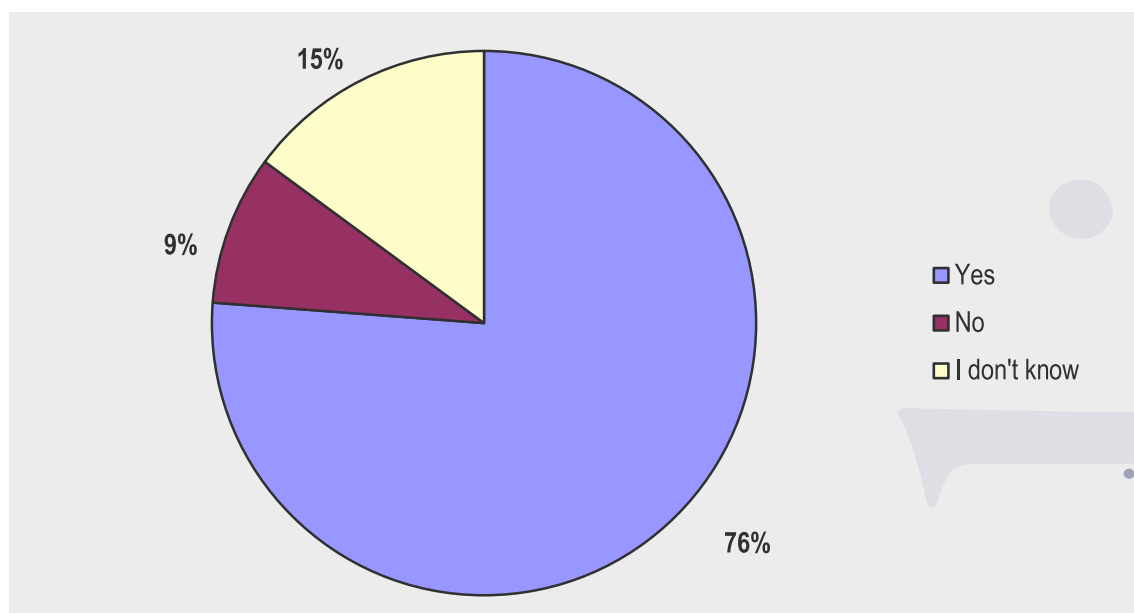


Chart 9: Respondents' attitude towards a reduction in fishing pressure in Zambratija Cove in order to create an underwater museum (Source: "Pinna nobilis" FLAG through SurveyMonkey online survey platform, www.surveymonkey.com)

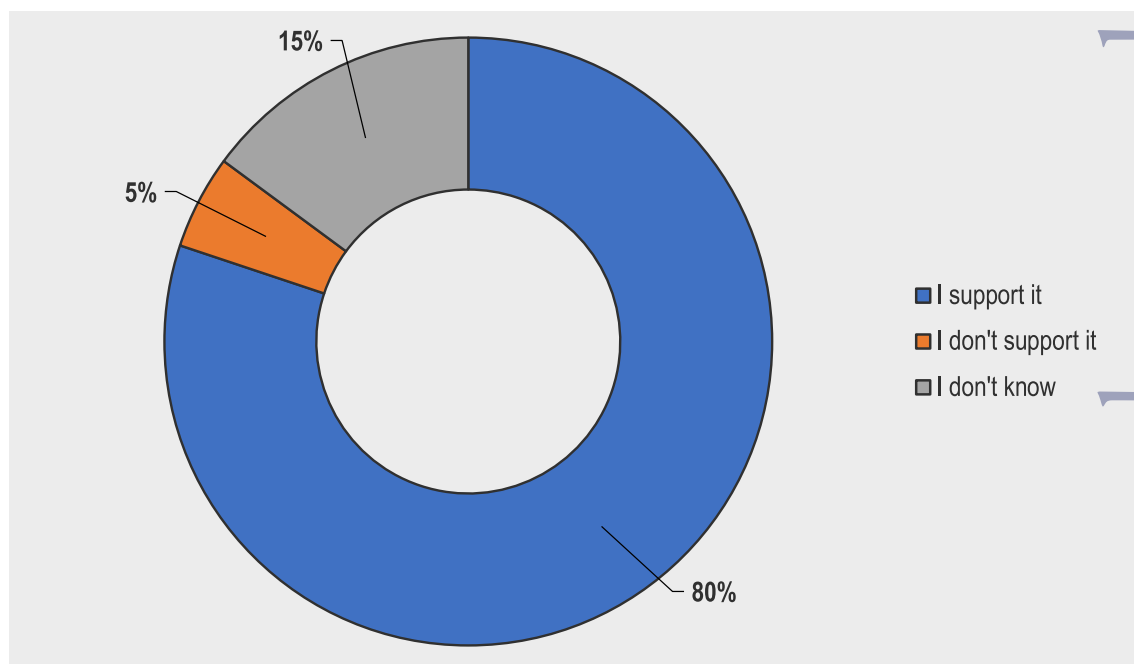


Chart 10: Respondents' opinion about the establishment of a special management zone in Zambratija Cove in order to develop a new product based on the evaluation of cultural heritage and the biological features of the undersea habitat (Source: "Pinna nobilis" FLAG through SurveyMonkey online survey platform, www.surveymonkey.com)

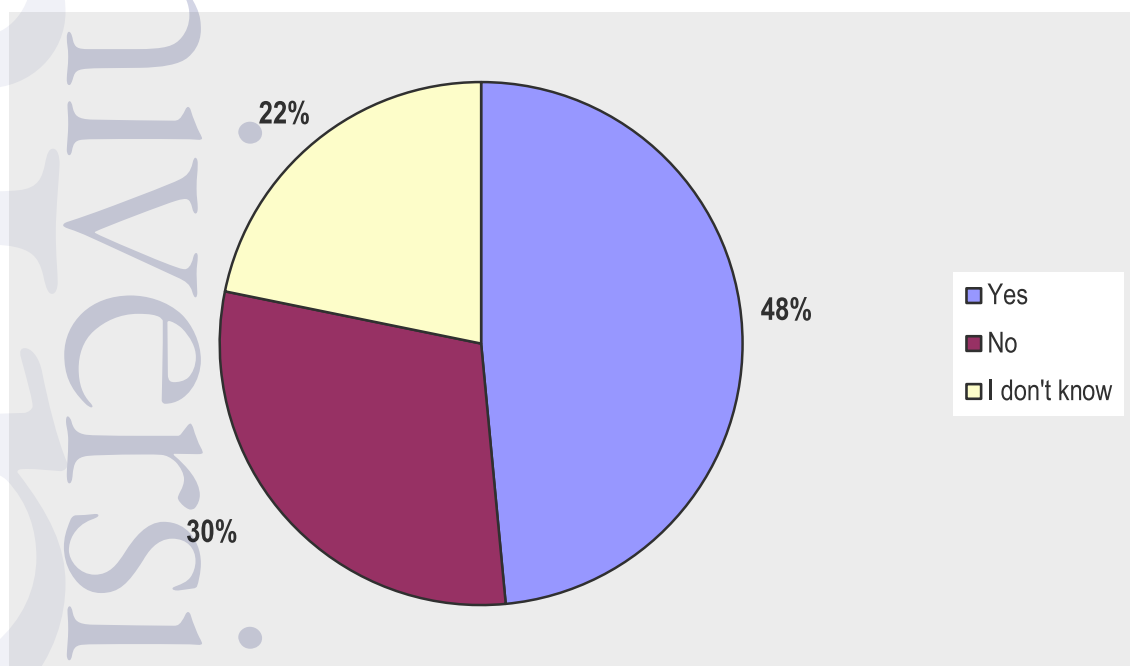


Chart 11: Respondents' willingness to get involved in the process of monitoring the proposed underwater museum and special management zone (Source: "Pinna nobilis" FLAG through SurveyMonkey online survey platform, www.surveymonkey.com)

Respondents support the idea of creating an underwater museum that would present both the rich cultural heritage and biodiversity of Zambratija's undersea habitat. In order to make the underwater museum possible, the respondents would support a reduction in fishing pressure in Zambratija Cove, as well as the establishment of a special management zone. The term "special management zone" refers to a shared definition of ways and conditions in which to use, promote and protect the cove, while ensuring the economic viability of stakeholders who gravitate towards this area in a sustainable and innovative way. Additionally, about 48% of respondents are willing to engage in the monitoring process that would allow the creation of the underwater museum and special management zone.

Sustainable use of natural resources in the Zambratija cove

Due to its low depth, the cove is extremely suitable for water sports and educational activities.

In an ideal combination of sports and education, visitors can go snorkeling, diving or rowing in traditional boats called batana with a glass bottom, and they will discover underwater natural and archeological treasures. By interpreting biological values through an underwater educational trail, it would be possible to develop sustainable forms of tourism. Such an underwater trail would consist of educational panels that would encourage divers to explore the underwater world. The educational role could be supplemented by the construction of a museum with an aquarium exhibition to bring the underwater world closer to those who are unable to go diving and also to provide additional offer outside the main tourist season. It is recommended to also establish educational panels along the coast and organize educational programs and field teaching for children and students in cooperation with pedagogical institutions, associations and other institutions. An info-center for sharing brochures and printed materials inform-

ing on the natural and cultural values of the cove could be built. It is extremely important to educate local people through targeted educational programs since they are mostly employed in tourism activities and engage in daily contact with visitors.

In order to prevent the further degradation of the habitat and the species *Lithophaga lithophaga*, the competent institutions must intensify the surveillance of the area and take all available measures to prevent destruction. It is especially important to emphasize that when the local population becomes aware of the cove area value, themselves will become its best guardians.

In conclusion, the implementation of the "Pinna nobilis" FLAG and "Batana salvorina" pilot project is intended to enable representatives of the fisheries sector and other interested citizens to actively participate in the process of considering possible development scenarios for the cove because of its archaeological and biological specificities. During the implementation of the pilot project, it was important to provide a stimulating environment in which to propose different ideas for the development of Zambratija Cove. It was also important to develop ideas that would interest the local fishermen. The guideline was the fact that the area of the archaeological site in Zambratija is shallow, up to 3m deep, and is suitable for snorkelling. Fishermen who are interested in the development of fishing tourism would surely find economic benefit in this, and with the appropriate knowledge and skills, they would be able to diversify their sources of income.¹⁰

Povzetek

Območje okrog Zambratijskega zaliva je zaradi arheoloških zakladov edinstvena destinacija za raziskovalce. Leta 2008 so bile odkrite nove arheološke najdbe, ki veljajo za prvovrstna arheološka odkritja. Lokalni prebivalci, člani društva za morske in kulturne znamenitosti »Savudrijska batana – Batana salvorina«, se zavajajo kulturnega, zgodovinskega in biološkega pomena

¹⁰ Iveša, *Morska staništa u uvali Zambratija*; Koncani Uhač, Iveša, Žužić and Knežević, *Zona posebnog upravljanja u uvali Zambratija*.

zaliva in vseh možnosti razvoja nove turistične, kulturne in izobraževalne ponudbe, zato so s podporo lokalne ribiške iniciative »Pinna nobilis« zagnali pilotni projekt »Posebno področje upravljanja v Zambratijskem zalivu (Umag)«.

Med trajanjem projekta je potekala študija podvodnih ekosistemov v Zambratijskem zalivu, oblikovane pa so bile tudi smernice za trajnostno rabo lokalnih naravnih virov. Turistična valorizacija je za lokalne prebivalce še vedno izziv, od toda pa tudi izvira potreba po spodbujanju lokalnih prebivalcev k aktivnemu sodelovanju pri oblikovanju scenarijev razvoja zaliva, ki je v arheološkem in biotskem pomenu posebnost.

Summary

The area surrounding Zambratija Cove has been representing a unique destination for researchers due to its archaeological treasures. In 2008 new archaeological findings were discovered, which, as a result of its uniqueness, can be classified at the very top of archaeological discoveries.

The local population, members of the "Savudrijska batana – Batana salvorina" Sea and Cultural Attractions Association, have recognized the cultural, historical and biological importance of the cove and the possibility of developing a new tourist, cultural and educational offer. With the technical support from "Pinna nobilis" Fisheries Local Action Group (FLAG), the pilot project entitled "Special Management zone in Zambratija Cove (Umag)" was developed.

Within the pilot project, a study of underwater communities in the Zambratija Cove was conducted, along with some guidelines for the sustainable use of natural resources in the area. Tourist valorisation is still a challenge for the inhabitants of the Zambratija area, therefore the need to encourage citizens to actively participate in the process of considering possible development scenarios of the cove because of its archaeological and biological specificities.

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Projekt NAVIS - presentation and promotion of cultural (archeological) heritage through the construction and use of historic vessels

Matej Draksler, Mojca Fras, Rene Masaryk

Pričujoče besedilo je kratko poročilo o projektu NAVIS, s katerim želimo okrepiti zavest o arheološki dediščini; v ta namen gradimo zgodovinska plovila z uporabo orodij in tehnik, ki so kolikor mogoče blizu izvirnim.

Ključne besede: Projekt Navis, zgodovinska plovila, zgodovinska orodja, kulturna dediščina, deblak, veslanje, eksperimentalna arheologija

This paper is a report about the project NAVIS, through which we try to raise the awareness of archaeological heritage through construction of historical vessels using historically authentic tools and techniques.

Keywords: Projekt Navis, historical vessels, ancient tools, cultural heritage, logboat, paddling, experimental archaeology

In 2016 we have begun with the realization of the long-term project of the reconstruction of historic vessels. Each year a vessel that once sailed along the Ljubljanica River, lakes or sea, is reconstructed and presented to the public (schools, the professional and general public). Since the beginning of the project students of archaeology and other volunteers constructed two Roman logboats under the guidance of experts. The building site was opened to the public and anyone was able to observe or participate, as we encourage the visitors to join in and experience life in the past in a original way.

The practical part of project is always held in spring and summer. During autumn and winter nights we are researching ancient vessels, developing project and connect people who are in love with experimental archaeology. In this year edition of the project in May and June, we will construct two prehistoric longboats that sailed Ljubljana's marshes in neolithic period. We

will use reconstructions of stone tools from various known slovenian archaeological sites.

As mentioned above we use mostly reconstructed tools as our goal is not only to construct the vessel but also to understand, learn and use the techniques that were used in the construction of such vessels. Each construction was followed by launching of the boat on the Ljubljanica River and promotional paddling with the intention to revive the use, which was typical for such a vessel and also contribute to the revitalization of the former waterway.

The project is implementant on many levels - education, promotion and tourism. In cooperation with the Department of Archaeology, Faculty of Arts, University of Ljubljana we carry out the practical training for 3rd year students. In cooperation with the Museum and Galleries of Ljubljana, we present the heritage of the Ljubljanica River and the pilot project of the recently opened experience and exhibition site in Vrh-

nika »The Ljubljanica River« to the local and general public. Our goal is also to encourage the use of archaeological heritage in the development of new tourism services so we organise and promote various events with a name Deblak je ŠPICA!

Povzetek

Skupina STIK (Arheofakt), Inštitut za podvodno arheologijo in institucija Škratelj s še nekaj drugimi sodelujočimi od leta 2016 sodelujejo v Projektu Navis – projekt rekonstrukcije starih plovil. Cilj tega projekta je prezentirati in promovirati kulturno (arheološko) dediščino z osebno izkušnjo konstruiranja in rabe zgodovinskih plovil. Skupina skuša vsako leto sestaviti plovilo iz določenega zgodovinskega obdobja, in sicer z orodji in tehnikami, ki so kolikor mogoče blizu izvirnim. Z lastnimi izkustvi javnosti predstavljamo načine življenja iz preteklosti, javnost pa je tudi vabljen k sodelovanju. Vsakdo je dobrodošel pri projektu, da sodeluje pri gradnji plovil in se udeležuje delavnic, ki potekajo med procesom njihove gradnje. Ko so plovila končno nared, jih pošljemo prvo plovo po reki, jezeru ali morju – in preteklost vno- vič za trenutek postane del sodobnega življenja ...

Summary

Since 2016, the institute Skupina STIK (Arheofakt), Institute for Underwater Archaeology and institute Škratelj with other participants, are leading a Projekt Navis - project of reconstructing old vessels. The aim of this long-term project is to present and promote cultural (archaeological) heritage through first-hand experience of constructing and use of historical vessels. Each year the team attempts to construct a vessel from a certain historical period using tools and techniques, which are high-scale copies of the ancient originals. With our own experiences we are introducing to the public the way of life in the past. Also the public is encouraged to get involved in the project itself – everyone is welcome to help building the boats and attend the many workshops and events which are being held during the time of constructions of the mentioned vessels. Finally, when the vessels are ready, we send them for their maiden voyage on the river, lake or the sea and so the past becomes part of the contemporary life ...

Heritage Marketing in Tourism

Gorazd Sedmak, University of Primorska, UP FTŠ Turistica

Članek tematizira koncept marketinga dediščine. Osnovna ideja marketinga dediščine je, da se med ponudbo in povpraševanjem doseže »poštena« izmenjava, ki zadovolji potrebe oz. želje obiskovalcev/turistov in interese upravljalca/ponudnika dediščine, obenem pa se ohranja fizično in simbolno vrednost dediščine.

Ključne besede: trženje dediščine, kulturna dediščina, turizem, turistična ponudba

This paper addresses the concept of marketing in heritage. The basic idea of heritage marketing is to achieve a "fair" exchange between the supply and demand, which meets the needs/wishes of visitors/tourists and the interests of managers/providers of heritage, while at the same time preserving the physical and symbolic value of the heritage.

Keywords: heritage marketing, cultural heritage, tourism, tourist offer

Although heritage marketing as a concept has already been present in the world for at least thirty years,¹ in the last decade I have met several humanities experts who were rather suspicious of the very idea of heritage marketing. "Heritage is something that needs to be preserved for future generations, studied and interpreted, and certainly not exploited for making profits!" In principle, I agree. I am also aware that inappropriate use of heritage by the tourism industry, which often happens in practice and which leads to distortion, loss of authenticity, physical or symbolic degradation or even destruction, is harmful. However, sensible and professional valorization of heritage in tourism can be a source of revenue, which can be invested in preservation and protection of heritage and offers opportunities for new jobs for local people. In many cases, tourism even helps intangible heritage to survive or even resuscitates already

forgotten heritage.² And, last but not least, who are the "future generations" who will be entitled to fully enjoy the heritage, and whether tourists are also among them?

In everyday life, people often equate marketing with promotion or advertising. Thus, in the present time, when we are "bombarded" with advertisements at every step, marketing is perceived as something negative, aggressive. However, promotion is only a part (and not even the most important) of marketing. Marketing is (according to American Marketing Association; <https://www.ama.org/About-AMA/Pages/Definition-of-Marketing.aspx>) »the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large«. It is a process of searching information, designing and implementing a product concept, pricing poli-

1 E. g. Church, *Marketing*.

2 Cohen "Authenticity and Commodization," 382.

cy making, market communication and the distribution of ideas, services and goods in order to achieve the individual goals of customers / users (usually by meeting their needs) and the goals of the organization. It should be stressed that these goals are not necessarily of financial nature. To the above, »socially responsible marketing« adds also the consideration of the interests of other stakeholders (local communities, employees) and concern for the natural environment. As Hannahs (2003) establishes in the context of underwater architectural heritage: »It is not a part of archaeological discipline to provide the general public with more and better opportunities to access cultural resources«, nor they have been trained to do it. That is the task for other - marketing - professions. DiMaggio (in Rent-schler, 2010) similarly claims that nonprofit institutions are not non-market institutions.

Chhabra (2010) in her book »Sustainable Marketing of Cultural and Heritage Tourism« defines marketing as: »The process sought to exchange ideas, relationships and products with various public stakeholders and stakeholders with goals to enhance attendance, income, education and interactive engagement with customers while promoting sustainable environments and society interests at large for the enjoyment of both current and future generations.»

Of course, there are some specifics of heritage marketing comparing to the marketing of ordinary market goods. Heritage bears an important cultural value for the local community, and is quantitatively and spatially, in some cases also time-limited. It is vulnerable - both in physical and symbolic terms. However, taking into account these specifics, we can benefit much by using marketing tools, such as market segmentation, targeting and positioning, marketing plan, branding, etc. for tourism valorization of heritage.³

Let us look for example just the marketing plan. Despite its apparent banality, this tool can constitute a good basis for reflection and decision-making. The stages of the plan are analy-

sis of the internal and external environment, determination of objectives, selection of marketing strategies, implementation and monitoring, respectively assessment of the performance of the activities.

Thus, we should begin with the analysis of our organization and its resources. We need to ask ourselves where are we currently, and where we would like to be, what resources represent our strengths and what are our weaknesses (is that the personnel or their competences, finances or anything else)? It may be the heritage itself - not all heritage can be developed into the tourist attraction.⁴ Or, if we go one step further: »worth of seeing« does not always mean »worth of visiting«. The visit is related to some financial and non-financial costs (time, stress, etc.), which can discourage potential visitors from visiting our site. In the second phase, we need to examine our market and non-market external environment. Who are our potential visitors, how many are they, and what their characteristics are (where do they come from, how can they be segmented, what are their motives, »purchase« habits, etc.), who represents our competition, with whom we can connect/collaborate, what the legal framework of our organization is and how the local community perceives us. Next comes the goals setting. They should not be too many, they must be clearly set (if possible quantified) and time-defined. Some possible goals are: increase in the number of visitors, restriction of visits, better informed local community, more income, changed structure of visitors, de-seasonalization, etc. In order to achieve these goals, it is necessary to specify the operators, the necessary resources and activities (e. g. joining some associations, collecting the fee, advertising, merchandising, etc.). The final stage is, of course, controlling/assessment and possible corrections/adaptation of the plan. The key stage of the marketing plan is goals setting. They must not be contrary to the interests of any of the relevant stakeholders. With (possibly) necessary adjustments, such an approach enables effi-

3 Veverka, »Marketing Basics.«

4 Apostolakis, »Convergence Process in Heritage Tourism.«

cient and holistic action in all forms of heritage valorization in tourism.

To conclude, I would like to draw attention on some often-overlooked facts from the field of heritage valorization in tourism. If local people do not know that something is their heritage, in the eyes of tourists this is not heritage but history.⁵ Most tourists want to get to know the heritage only superficially in a funny way;⁶ motives for visiting heritage attractions are very heterogeneous (in addition to the basic four Es - entertainment, escape, aesthetics, education, these are also "an opportunity to socialize", "to kill time", "random" visit, nostalgia ...).⁷ Heritage marketing is mainly about being able to see the heritage (also) through the eyes of tourists.

Povzetek

Čeprav se o marketingu dediščine govori in piše že vsaj trideset let, ga humanisti (če že) sprejemajo dokaj zadržano. Del te zadržanosti gre gotovo pripisati nerazumevanju vloge marketinga pri turistični valorizaciji dediščine. Marketing ni aktivnost, ki bi imela dediščino za surovino, iz katere se kujejo dobički. Gre za znanja in veščine ter nabor orodij, s pomočjo katerih se dosegajo različni cilji, povezani z vključevanjem dediščine v turistično ponudbo. Pomembno je, da te cilje, ki so lahko zelo raznoliki (in nikakor ne samo finančni), določa tisti, ki upravlja z dediščino. Osnovna ideja marketinga dediščine je, da se med ponudbo in povpraševanjem doseže »poštena« izmenjava, ki zadovolji potrebe oz. želje obiskovalcev/turistov in interese upravljalca/ponudnika dediščine, obenem pa se ohranja fizično in simbolno vrednost dediščine.

Summary

Although the concept of heritage marketing has been already present for at least thirty years, the humanists (if they do) accept it quite suspiciously. Partially, this reticence can be ascribed to the lack of understanding of the role of marketing in the tourism valorization of heritage. Marketing is not an activity that would use heri-

itage as a raw material for making profits. It is about knowledge and skills and a set of tools that help in achieving different goals related to the integration of heritage into the tourist offer. It is important that these goals, which can be very diverse (and by no means only financial), are determined by those who manage the heritage. The basic idea of heritage marketing is to achieve a "fair" exchange between the supply and demand, which meets the needs/wishes of visitors/tourists and the interests of managers/providers of heritage, while at the same time preserving the physical and symbolic value of the heritage.

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⁵ Poria, Butler and Airey, "Links between Tourists."

⁶ Brezovec et al., *Srce Istre*.

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