



GUIDE BOOK

VENICE | BACĂU | BERAT | CORFU
HOREZU | OHRID | VIPAVA VALLEY

SUSTCULT

Achieving **SUST**ainability through an integrated approach to the management of **CULT**ural heritage

Introduction

Cultural heritage tourism plays a strategic role in the development of local economies. Without the interventions of the major financial world organizations and the international encouragement of heritage management, heritage economy would be strongly dependent on state financing, which is shrinking all over the world. The modern, multi-level management of tourism, sparing heritage resources and making profit at the same time, does not only mean preserving the past but also planning for the future, and it requires a better knowledge and understanding of our heritage and entails the pride and empathy of local people, the nation and the whole world. Besides developing the effective ways of heritage and destination management and community-based development, the “hardest nut to crack” is keeping up the viability of heritage from an economic point of view.

In the SUSTCULT project seven different cultural heritage sites from South-East Europe cooperate in order to realize such transnational goals that can help save and carefully sustain historical and cultural values. The project focuses on the implementation of common management tools and provides an innovative controlling methodology with the help of which each heritage site can effectively manage its cultural asset in the long run. The project partners work together for the prevention of cultural heritage, the smart utilization of cultural sites, the development of sustainable tourism, the creation of jobs and generation of income. Through the development of each selected cultural resource the project shows an innovative way of cooperation in the field of cultural heritage management in Europe.

We make a change in the management of cultural heritage.

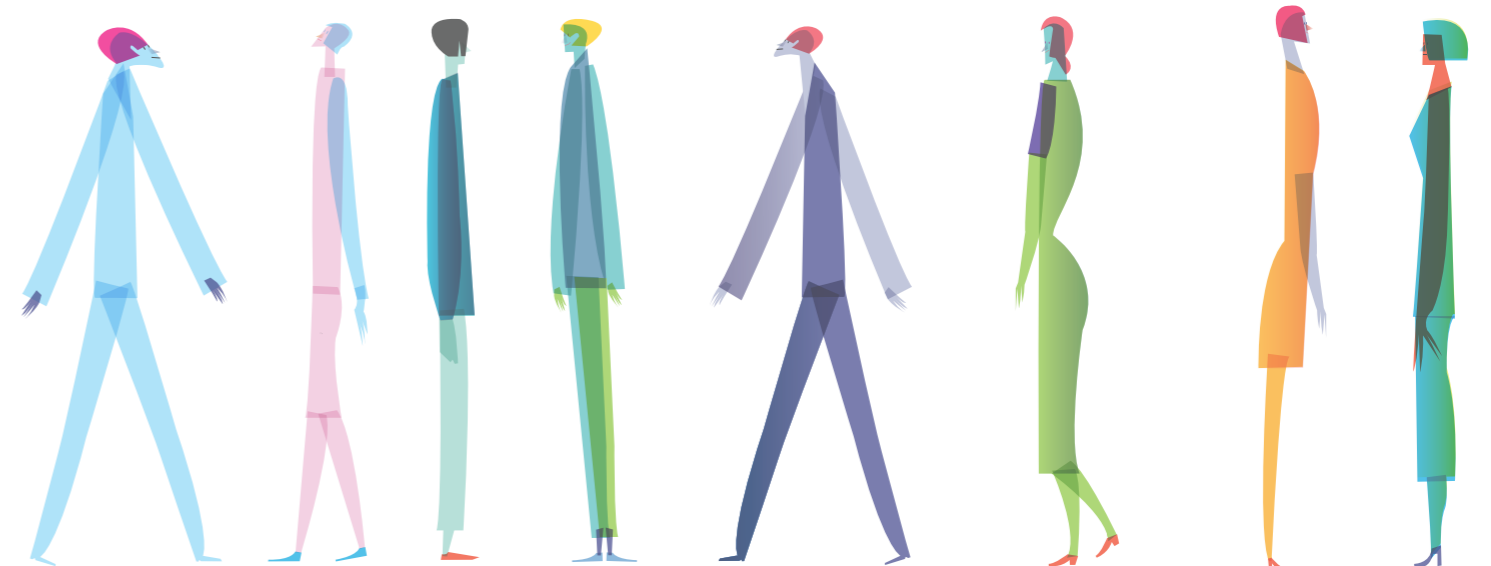













Illustration by Lucio Schiavon, Venice

CONTENTS

	What is this document for?	5
	About SUSTCULT	6-7
	SUSTCULT cultural heritage sites	8-9
	Venice	10-13
	Bacau	14-17
	Berat	18-21
	Corfu	22-25
	Horezu	26-29
	Ohrid	30-33
	Vipava Valley	34-37
	Information	38

WHAT IS THIS DOCUMENT FOR?

Who is it for?

The SUSTCULT GuideBook is for people who wish to visit SUSTCULT sites with a new approach and discover lesser known places and resources. The principal objective of the GuideBook is to propagate the SUSTCULT heritage sites, to reach more visitors and to raise attention towards sustainable cultural tourism and management.

Who is it by?

The GuideBook is prepared by the partnership of the SUSTCULT project to promote sites' resources and alternative touristic offers. The partnership consists of management organizations of cultural heritage sites and other professional bodies and experts from Italy, Slovenia, Hungary, Greece, Romania, Albania and Republic of Macedonia.

How the cultural heritage sites are connected?

The cultural heritage sites are connected through the project called SUSTCULT, which means achieving SUSTainability through an integrated approach to the management of CULTural heritage. The project is implemented in the framework of the South-East Europe Transnational Cooperation Programme.

The SUSTCULT sites

In the SUSTCULT project seven cultural heritage sites work together in order to develop an integrated and sustainable management methodology in the field of cultural heritage protection and tourism. All partner sites have a specific cultural resource within the cultural site that will be developed through a business plan and marketing strategy carried out in the project.

How to read this document?

In the GuideBook each SUSTCULT partner site has a separated chapter that presents the involved cultural heritage itself, their selected cultural resource to be developed and provides more particular information about the site. The QR codes navigate to the interactive WebGIS map platform of the CH site.

ABOUT SUSTCULT

Many valuable heritage sites in the South East Europe region are under pressure. Improving the effectiveness of cultural sites management is a priority and a great cultural and political challenge throughout the region.

The SUSTCULT approach is that cultural heritage has a social and ecological intrinsic significance which shall be safeguarded as a source of sustainable development. The SUSTCULT project's main objective is to improve the effectiveness of heritage sites management through the development of a common methodology capable of valorizing the complexity of the SEE cultural heritage.

SUSTCULT involves 12 institutions from 7 countries (Italy, Slovenia, Greece, Romania, Hungary, Former Yugoslav Republic of Macedonia and Albania) constituting a well-balanced partnership with a strong territorial relevance.

Main project activities

- Setting-up of 7 local networks and a transnational SEE network in the field of cultural heritage management
- Development and running of a Web GIS platform for heritage knowledge management and promotion
- Definition of a common transnational methodology for integrated management of cultural heritage sites
- Design and realization of a transnational training package (on-line and on-site training courses) to increase management capacity
- Development/improvement of management plans in partner sites based on the common methodology
- Definition of a sustainable marketing strategy framework for site-specific cultural resources based on local market analyses and business plans

Work packages

The structure of the project has been designed to be simple and effective.

The project is structured around 7 WPs including:

- Project management and overall coordination (WP1) and
- Communication activities (WP2) that will ensure a good communication and a sound management.

The core of the project is made up of 5 interrelated technical WPs:

- Building shared knowledge on cultural heritage sites (WP3);
- Common transnational methodology (WP4);
- Training and capacity building (WP5);
- Developing management plans and evaluation (WP6);
- Stimulating jobs and income generation (WP7).

WP7 – Stimulating jobs and income generation

Cultural attractions play an important role in drawing huge numbers of tourists at all levels and therefore act as catalysts to economic development. Whether this development is indeed sustainable with long lasting positive economic, social and environmental impacts on communities depends on how cultural heritage is promoted and managed in a coordinated and integrated way.

WP7.1 – Assessing the potential of cultural heritage sector for job creation and income generation

The task included an accurate analysis of the state-of-the-art of the socio-economical dimension of cultural heritage and of statistical data available to explore the potential of SEE cultural heritage for attracting financial resources, to increase the tourist attractiveness of targeted sites, and thus to generate sustainable growth and jobs.

WP7.2 – Market analysis and business plan of specific cultural resources

Following the transnational assessment, each partner site had chosen a specific local cultural resource which is part of their cultural heritage plan, and developed a business plan and marketing strategy for that resource. The business plan is based on core sustainable principles while the marketing analysis identifies objectives and the best means of promoting tourism-focused heritage.

WP7.3 – Blueprint on promoting SEE heritage sites

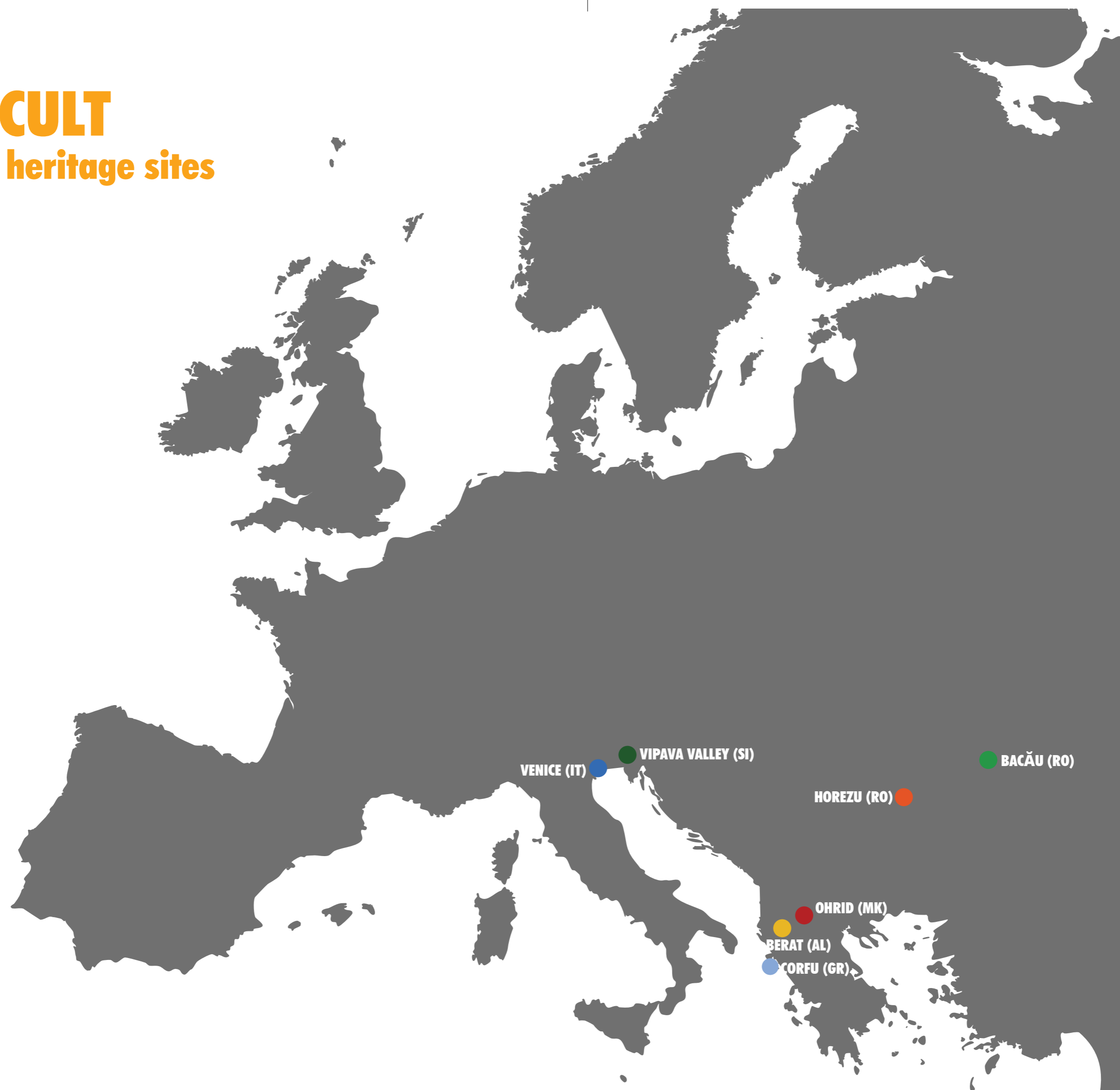
The SUSTCULT GuideBook – as a public project blueprint – targets to provide a hands-on promotion on each participating heritage site and their selected cultural resources for a full understanding of cultural diversity and territorial identity, on the one hand, and the dynamics of tourism, on the other, since all these are key issues in local and regional planning and management.

Project results

- Improved local and transnational collaboration through the involvement of key stakeholders
- Increased awareness among wider public and stakeholders of the SEE heritage value and its potential for attracting financial resources and sustainable growth
- Shared knowledge and geo-referenced information on cultural heritage
- Transferable framework for the sustainable management of heritage
- Greater institutional capacity in management and promotion of heritage
- Greater use of ICT for mapping and promoting cultural resources
- Improved management and integration of cultural heritage sites in planning instruments
- Better understanding and knowledge of market opportunities and strategies for increasing attractiveness of targeted sites and income generation

SUSTCULT

cultural heritage sites





Venice and its Lagoon

Venice is one of the most beautiful cities in the world. Surrounded by an archipelago of about forty small islands, the beauty and uniqueness of the lagoon city is due to the particular natural environment as well as the immense cultural heritage accumulated over the centuries.

The Site “Venice and its Lagoon” was inscribed on the UNESCO World Heritage List in 1987 for the uniqueness of its cultural values, consisting of an historical, archaeological, urban, artistic heritage and exceptional cultural traditions, integrated into an extraordinary and outstanding environmental, natural and landscape context.

Venice attracts more than 23 million tourists who concentrate mainly in the historic city, yet the natural resources of the lagoon and its outstanding cultural landscape should be discovered and enjoyed by citizens, tourists and city users.

Selected cultural resource

In 2012 the Management Plan 2012-2018 for the protection and enhancement of the UNESCO World Heritage Site “Venice and its Lagoon” was developed, shared and approved by all the 21 authorities involved in its management.

Among the actions for a sustainable fruition of the Site, the City of Venice has started the project “The rural landscape valorisation in the Lagoon of Venice” which has been developed with a participative approach to share decisions and implement the actions selected by the many stakeholders and the local communities.

The project is aimed at creating and promoting diversified thematic visitors’ routes and local products in order to promote a wider knowledge and awareness on the rural values and develop new job opportunities in the field of agriculture, eco-tourism, wine and food, local hospitality.

The initiatives represent a chance to encourage alternative forms of tourism and reduce the flows through slow and sustainable ways to discover and enjoy the most remarkable places of the Venetian Lagoon and its cultural traditions.

The new cultural offer involves people who believe in traveling more slowly, immersing in the local landscape and practising sports interacting with the locals and the peaceful lagoon landscape.

The slow fruition of the Lagoon is a surprising and unusual experience, also for young people and families.

Management of the cultural heritage site

The management of the varied and complex property “Venice and its Lagoon” needs to be systematically pursued through an effective coordination of those actions undertaken by the numerous authorities involved in the protection and management of the Site’s resources.

The authorities responsible for the Site are: Veneto Region, Venice Water Authority, Regional Department of Cultural Heritage and Landscape of Veneto, 4 Superintendencies (Architectural Heritage and Landscape, Historical-artistic, Archaeological Heritage, Archival),



State Archive of Venice, Diocese of Venice, Port Authority, Province of Padua, Province of Venice, 9 Municipalities: Venice, Cavallino-Treporti, Chioggia, Codevigo, Campagna Lupia, Mira, Musile di Piave, Jesolo, Quarto D'Altino.

What and where to visit within the selected cultural resource?

Slow tourism experiences in the Lagoon of Venice are ensured by cycle-pedestrian networks and waterways which link Venice to the other nearby towns, through different historical-archaeological routes and natural parks.

Visitors will find several excellent ways to see the hidden places of this unique landscape in a relaxed way, learn about the history of the lagoon, visit ancient islands, watch for rare birds, practice fishing tourism, cycling, kite-surfing, wind-surfing, canoeing, horseback riding, nordic-walking, etc.

Visitors will enjoy the charming landscapes, all the while respecting the environment in total relaxation and take the opportunity to eat fresh seafood and special vegetables typically cooked according to the best recipes of the Venetian tradition.

Venice is a surprisingly green city with its hidden gardens, however it has been considered a “cultural landscape” which illustrates the evolution of human society over time, under the influence of physical constraints and environmental, social, economic and cultural opportunities.

When to visit the selected cultural resource?

All the year round there is a permanent offer of cultural events and historical and contemporary museums (exhibitions, concerts, theatre, religious festivities, etc).

The best periods to enjoy the natural resources and the sports activities of the lagoon are spring, summer and autumn.

The winter is the ideal period to taste the specialities of the traditional Venetian cuisine and winery and enjoy the magic and the uniqueness of the less crowded places.

Practical information

- www.comune.venezia.it
- www.veniceandlagoon.net
- www.sitiunescoveneto.it
- www.parcolagunavenezia.it
- www.veneziaunica.it/en
- www.veniceconnected.com
- whc.unesco.org/en/list/394

WebGIS map



BACĂU



ROMANIA



Princely Court Ensemble

The Princely Court Ensemble from Bacău Municipality is a true place of spirituality and culture of the entire area. The Princely Court Ensemble includes Precista Church, ruins of the Princely Court and the Householder Tower Ruins.

Written sources and archaeological research as well show that Precista church was built between 1489-1490. This church was built by the ruler of Moldavia, Stephen the Great and Holy, along with his son, Alexander. The church was sanctified on January 1st, 1491.

The archaeological data show that Precista church shelters the royal complex of Bacău, which had special significance at the time. On July 1, 1907 it was declared a historical monument. From the main building of the Ensemble, namely the Princely House, today one can see just the basement, composed of two rooms.

Another important edifice of the old Royal Court was the Household Tower, which was situated at the south-east of the Royal House. According to experts, the tower probably had the purpose to oversee the entire central-eastern area of the city and the commercial route in Siret Valley with its ramifications to Transylvania and Walachia (Romanian Country).

Selected cultural resource

In order to develop the heritage site and its buffer zone, to increase tourism and to impel the cultural historical activity, a Touristic Information and Urban Marketing Center will be created.

This Center will be part of the National Network of Tourism Information and Promotion Centers, which provides the logistical arrangements necessary to facilitate the exchange of information

between institutions in the tourism sector and Information Centers in tourist areas.

The touristic information and Urban Marketing Center will lead to:

- increasing the awareness of the heritage site and of Bacău Municipality by creating adequate promotion tools;
- establishing and implementing the strategic and touristic development directions of the Princely Court Ensemble and Bacău Municipality;
- increasing the number of tourists of the Princely Court Ensemble heritage site and in Bacău Municipality;
- developing partnerships in order to support the local touristic and cultural activity.

Through this Touristic Center, introduction of modern information services and development of a tourist information system will create better conditions for information storage and will allow data exchange regarding the tourism activity for local and foreign tourists.

Management of the cultural heritage site

The management of the heritage site has been established together with stakeholders. The County Department of Culture and Bacău Municipality approves the actions implemented at "Precista" Church Parish. Precista Church Parish is responsible for the management and administration of the site.

These actions, and the implementation and protection of the legal structures are also the responsibility of:

- City Hall of Bacău
- Bacău County Directorate of Culture, "Iulian Antonescu"
- Museum Complex





What and where to visit within the selected cultural resource?

CULTURAL-SCIENTIFIC ATTRACTIONS:

- The Vivarium of Bacău
- "Ion Borcea" Natural Sciences Museum
- The Astronomical Observatory "Victor Anestin"
- Bacău Lake
- Mihail Jora Athenaeum
- George Apostu Contemporary Art Museum
- George Bacovia Comemorative House
- "George Bacovia" Municipal Theater Bacău
- Nicu Enea Museum-House

CULTURAL-RELIGIOUS ATTRACTIONS:

- St. Nicholas Orthodox Church
- St. Nicholas Catholic Church
- Ss. Emperors Church
- Ascension of the Lord Cathedral
- St. Peter and Paul Cathedral

When to visit the selected cultural resource?

EVENTS:

- **March:** Naïve Art Spring Show, at "George Apostu" Cultural Center
- **April:** "George Apostu" Cultural Center's Day
- **May:** Night of Museums
- **June:** Saints Peter and Paul – Bacău City's titular saints; International conductor courses held by "Mihail Jora" Philharmonic Orchestra (I)
- **July:** "Moldavia 's center" Art Exhibition, "Ion Antonescu" Museum Complex
- **August:** Romanian Top Hits
- **September:** International conductor courses held by "Mihail Jora" Philharmonic Orchestra

- **October:** "Bacău City's Days"; "Vasile Pârvan" National Symposium of History Archeology and Ethnography, "Ion Antonescu" Museum Complex
- **October-November:** International Humour Show, "George Apostu" Cultural Center
- **November:** "Biology and Sustainable Development" International Symposium, "Ion Borcea" Natural Science Museum Complex
- **December:** Illuminating the Christmas Tree

FESTIVALS:

- **April:** "Gala Star" Theater Festival
- **June:** Arlekin Festival; "Ion Dragoi" Folk Music Festival
- **July:** "Ingenious Drama Festival" Theater Festival
- **August:** last decade, "George Enescu – Orfeul Moldav" Festival
- **October:** first decade, "Contemporary Music Days" Festival held by "Mihail Jora" Philharmonic Orchestra

Practical information

- www.adlbacau.ro
- www.turismculturalbacau.ro/acasa
- www.primariabacau.ro/pagina/cultur-i-art
- www.primariabacau.ro/pagina/l-ca-e-de-cult
- www.bacau360.ro
- www.laculbacau.info

WebGIS map





Historic Centre of Berat

The history of the city starts in the year 400 B.C. In the ancient times Berat was called with several different names like Pulheriapolis and Antipatrea. The Romans called the city Albanorum Oppidum (Albanian Fortress). During the second Bulgarian occupation (960-1018) the city was named "Belgrad" which means "White City".

In the Middle Ages Berat became one of the most important centers under the domain of the Muzaka family. The city had a solid infrastructure and it was a link towards the East to Constantinopolis, but also toward the South to Ionia in Greece.

The town is known for its cultural heritage, historic architecture and natural beauty and is called as the "Town of Tiered Houses", due to the many large windows of the old houses overlooking the town. It is a remarkably scenic town, with beautiful buildings of high architectural and historical interest. The city has a mountainous and hilly relief with the highest peaks of Tomori Mountain (2416 m) and Shpiragu Mountain (1218 m), which, combined with the valley of Osumi, create a beautiful landscape in the town. Berat bears witness to the coexistence of various religious and cultural communities down the centuries. The old historic part consists of three quarters divided by the Osum River: Castle (Kala), Gorica and Mangalem. The town also has the Medieval Center, which consists of old religious monuments of the Bektashi sect and a 15th century mosque.

The Castle is one the most marvelous sights of the city. It has remained faithful to its plans which date back to the 4th century BC. From time to time, it has performed some changes during the 6th, 8th, 15th and 19th centuries. It is not only one of the biggest inhabited Castles, but also a stone archive that offers a variety of styles and contributes of different époques: Roman-Byzantine, Albanian and Ottoman. The buildings inside the Castle were built during

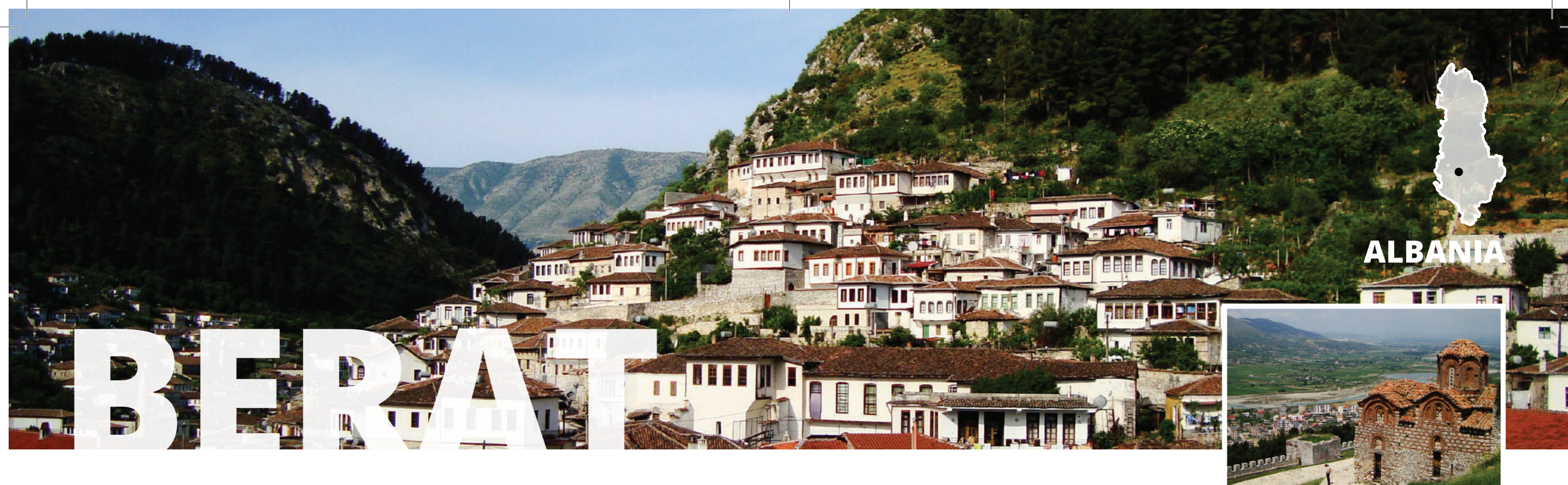
the 13th century and because of their characteristic architecture they are preserved as cultural monuments. The Castle has many Byzantine churches, as well as some mosques built under the Ottoman era. Gorica castle is another castle in the city that belongs to the same period (4th century BC), positioned in the opposite hill. Today only the ruins of this castle are to be found. The old quarters of Mangalem and Gorica across the river, connected with each other by the Gorica Bridge, are well preserved areas containing buildings with characteristic architecture with a great number of windows, narrow charming paths and religious objects.

Selected cultural resource

Three cultural resources have been selected because of the urgent need to be restored and revitalized, the potential for tourism development and their public administration. The three sites are under the administration of the Regional Directorate of National Culture (RDNC);

1. the Acropolis area in the Castle of Berat,
2. the so-called Garnizon, military barracks constructed in the Ottoman period at the entrance of Berat's Castle and
3. the Medieval Centre in the Historic Area of Berat.

The goal is to create business plans and marketing strategies which will guide the revitalization process of the selected heritage sites/monuments in a sustainable way. The target is to identify the resources required to restore and to revitalize the selected monuments and sites. If these sites are made attractive to the public and can be part of the tourists' itinerary in Berat, the RDNC has a great potential to maintain and develop them further.



Management of the cultural heritage site

The competent authorities of the cultural heritage site are:

- Ministry of Culture
- Regional Directorate of National Culture Berat
- Municipality of Berat
- Regional Directorate of Museums
- Regional Office of Tourism

What and where to visit within the selected cultural resource?

CULTURAL ATTRACTIONS:

- Cathedral of Dormition of Saint Mary
- Church of Saint Mary Vlaherna is the oldest one still existing in Berat city (13th century).
- Church of Saint Nicola – Built in the 16th century.
- Church of Saints Constantine & Helen – The church is a chapel completed in 1644. It has a ceiling with decorative elements and its frescos present scenes from the crucifixion.
- Church of the Holy Trinity (13-14th century). The church has beautiful Byzantine murals and its walls were built using the cloisonné technique.

CULTURAL EVENTS:

- The Day of Holy Water: A religious ceremony is carried out in the churches of Berat. As part of the ritual a wooden cross is thrown out in the river from the Gorica Bridge for the swimmers to catch.

- Summer and Carnival Day (14th of March): Cultural, musical and festivity groups in the city center, carnival parade with groups from the city schools.
- Exhibition of liturgic objects (18th of April): archaeological findings of the region, photos and visits to the sites.
- Berat Fest: Marathon, rafting, exhibitions, competitions, concerts in the Historic Centre and in the city, sporting activities etc. held in May.

When to visit the selected cultural resource?

There are no official hours for visiting the Acropolis and no special fee to be paid. The Acropolis is part of the Castle which is inhabited and open to the public. Within the regular hours of visiting the Castle (08:00-17:00) there is a fee of 100 ALL for Albanians and foreigners. The Garnizon is not open to the public currently. The Medieval Centre does not have a declared timetable and fee.

Practical information

www.beratkulture.org
www.bashkia-berat.net
bashkiaberat.gov.al
whc.unesco.org/en/list/569

WebGIS map





Old Town of Corfu

The Old Town of Corfu, on the Island of Corfu off the western coasts of Albania and Greece, is located in a strategic position at the entrance of the Adriatic Sea, and has its roots in the 8th century BC.

The three forts of the town, designed by renowned Venetian engineers, were used for four centuries to defend the maritime trading interests of the Republic of Venice against the Ottoman Empire. In the course of time, the forts were repaired and partly rebuilt several times, more recently under British rule in the 19th century. The mainly neoclassical housing stock of the Old Town is partly from the Venetian period, partly of later construction, notably the 19th century. As a fortified Mediterranean port, Corfu's urban and port ensemble is notable for its high level of integrity and authenticity. In 2007, the Old Town of Corfu was inscribed on the UNESCO World Heritage List based on the criterion that the urban and port ensemble of Corfu, dominated by its fortresses of Venetian origin, constitutes an architectural example of outstanding universal value in both its authenticity and its integrity.

Selected cultural resource

"Corfu Old Town Walks" aim to exploit the abundance of cultural monuments, archeological sites and religious monuments that are found in the Old Town of Corfu within walking distance and offer unforgettable experiences to the visitors by involving the local artists, cultural industries and the experts on each thematic walk.

The walks are guided by experts and specialists on each theme and are enriched with cultural

mini-events led by actors and performers. The variety of thematic walks offers a plethora of activities to visitors from discovering the architectural wealth of the Old Town to tasting the traditional gastronomy or revealing the Jewish heritage of the town.

"Corfu Old Town Walks" will not only create jobs but will also benefit the local SME and economy by raising the standards of services and at the same time capitalize on the title of the monument as a UNESCO World Heritage Site.

The inspiration for the development of the Corfu Old Town Walks comes from the fact that goods and services are no longer enough and economic growth in the tourism business lies in the value of delivering experiences. Experience Economy launches a new economic era in which all businesses must orchestrate memorable events for their customers.

There are many guided tours: when customers buy an experience, they pay to spend time enjoying a series of memorable events that engage them in an inherently personal way. This "theatre-inspired" approach serves as a model for performance for the project to script and stage the experiences that will transform the value of the guided tour. Shifting from the supply and demand economy, and following the "experience economy" approach, mass customizing any service automatically turns it into an experience.

Corfu Old Town Walks are designed to be engaging experiences that command a fee in order to provide staged experiences.

The primary customers of the market segmentation are:

1. The cruise ship tourists
2. Tour operators for high class tourism
3. High class tourists
4. Schools excursions
5. Independent travelers
6. Creative tourists
7. Cyclists



Management of the cultural heritage site

The responsibility for protection is shared by several institutions and relevant decrees. These include the Hellenic Ministry of Culture, the Ministry of the Environment, Spatial Planning and Public Works, and the Municipality of Corfu. A Memorandum of Understanding was signed in November 2011 setting up an Interinstitutional - Interdisciplinary Management Authority, responsible for the implementation of the Management Plan.

What and where to visit within the selected cultural resource?

The Old Town of Corfu is a popular, beautiful, pedestrian and family friendly destination. Children and families will love to stroll along its all-too-narrow, cobblestone-paved lanes (kantounia), eating ice cream and shopping for local products or just take in lots of sun in the sun-drenched squares. The Old and New Fortresses are places of wonder to wander around a time travel.

Liston-Spianada (esplanade) invites you for more sun and coffee in these trademark arched arcades an architectural ensemble modeled by the French Parisian rue de Rivoli. Families and school groups have a variety of museums to choose from: the Corfu archaeological museum (please check before visiting the Museum as it will be closed to the public from May 2012 until summer 2015 due to renovation works), the neoclassic Palace of Saints Georges and Michael, official habitation of the first English Governor (1824) since 1994 Museum of Asian Art, the Numismatic Museum, the Byzantine Museum of Corfu (Antivouniotissas), the Museum of Music, Solomos Museum, the Byzantine Museum in the fortress, the Municipal Art Gallery. Other interesting historical sites to visit are: the Jews District as well as the Ionian Parliament, first Parliament of the Ionian Islands State, the Ionian Academy (first Greek university in 1824, now

head offices of the Ionian University), the Reading Society (Anagnostiki Etairia) which is the most ancient association in Greece (1836) and finally Paleopolis antiquities and the Mon Repos area (former summer resident of Greek monarchs).

When to visit the selected cultural resource?

Typical Corfiot special events include the procession of Saint Spyridon, patron saint of the island (11th of August), the procession of Epitaph with the main philharmonic orchestras of Corfu Old Town, and first resurrection on Holy Saturday with the smashing of "botides" (clay pots) all over the island and all Easter customs of the Holy Week, the Carnival festivities inspired from the Venitian period and the concerts of the famous philharmonic orchestras of the island, the unique in Greece cricket games on the Spianada and local festivities "panigyria" during summer in many of the 72 live villages of the island.

Practical information

www.culturepolis.org
www.corfu.gr/web/guest/visitor/sights
www.matk.gr
www.greek-coins.net/banknotes-museum-corfu
www.antivouniotissamuseum.gr
www.fek.gr
realcorfu.com/solomos-museum-corfu-town
maps.sustcult.eu/place/corfu-jewish-old-town-walk
whc.unesco.org/en/list/978

WebGIS map





Monastery of Horezu

The Monastery of Horezu was founded by prince Constantin Brâncoveanu (1688-1714); its building started in 1690, was completed and then expanded by abbots: Dionisie Bălăcescu in 1734-1735, Hrisant between 1829 and 1854 and Ioanichie between 1854 and 1873. The monastery was damaged during the earthquake of 1738 and suffered in the Turko-Austrian and Turko-Russian wars of 1716-1718 and 1787-1789. In the 19th century, the great boyar Grigore Brâncoveanu, the prince's great-grandson, commissioned repair and extension works (1827) to be continued later on by archimandrite Hrisant.

The ensemble of the Monastery of Horezu is the most important foundation of Prince Constantin Brancoveanu and represents a masterpiece of the Brancovan art, which is a synthesis between the oriental Byzantine art and the western art, especially the Venetian one. It is laid out according to the precepts of the Athonite Order around the catholicon, which is enclosed by a wall, with the Bolnita in its neighborhood and surrounded by the Saints Apostles and Saint Stephan sketes, integrated in the main complex and placed outside the large compound towards the four cardinal points.

The Monastery of Horezu was inscribed on the World Heritage List in 1993, being the most valuable monastery complex belonging to the Brancovan architectural style. The Monastery ensemble displays a complex original programme to be found nowhere else in Wallachia. It is laid out according to the precepts of the Athonite Order around the catholicon. The overall layout is symmetrical on an east-west axis as a Renaissance art influence. It is a masterpiece of the Brancovan style. It is known for its architectural purity and balance, the richness of its sculptural detail, the treatment of its religious compositions, its votive portraits and its painted decorative works. The school of mural and icon painting established at the monastery in the 18th century was

famous throughout the Balkan region. The World Heritage site values have been maintained throughout the restoration and conservation works and precise urban regulations were established for the protected area of the Monastery of Horezu. Its complex is a space with a unique identity, from the spiritual, cultural and historical standpoint. The tradition of making pottery has been passed down from generation to generation in this area and has led to a unique style that is only made in Horezu. Unlike other villages in the world where pottery is a staple, Horezu works in a different way that involves everyone in a typical family. Horezu ceramics is a unique type of Romanian pottery that is traditionally produced by hand. It reflects many generations of knowledge and skills development of pottery, which is why the craftsmanship of Horezu pottery was inscribed on UNESCO Intangible Cultural Heritage Lists.

Selected cultural resource

The region of Horezu is favored by the presence of two exceptional cultural objectives inscribed on UNESCO World Heritage List: Monastery of Horezu (tangible heritage) and craftsmanship of Horezu ceramics (intangible heritage). In spite of the cultural richness, the potential of the region is not fully developed.

Being a center of spiritual and cultural life, the Monastery of Horezu must fulfill its role of social catalyst and therefore it is necessary to create a vision and to assign a role of guidance in spreading cultural values to the communities.

The Cultural Center is aimed at promoting traditional culture, developing human resources of the area and raising awareness among scholars about the integrated values of the area, creating social cohesion between civil society and monastic life.





HOREZU

Management of the cultural heritage site

The management is ensured by the Monastery of Horezu in close connection with educational institutions, local authorities and with the participation of civil society.

What and where to visit within the selected cultural resource?

- Cultural tourism is favored by a very rich heritage, which falls into the category that implies Horezu as a Romanian cultural heritage, being exceeded in number and value of the objects of worship, only by the centers of northern Moldavia - Bucovina. In this part of North Oltenia there are preserved monuments of universal value - the Monastery of Horezu - UNESCO monument and an important thesaurus of religious art. Museums, art galleries, cultural events, festivals and creative camps.
- Places to visit: Monastery of Horezu, the Museum of Monastery of Horezu.
- The famous pottery fair "Cocosul de Hurezi" takes place every June in Horezu Town where pottery craftsmen from all over the country and abroad display their works.
- Local workshops exhibit painting of glass icons which is, together with mural painting, is an important branch of folk painting.
- Other places: the Ensemble of the "Saints Peter and Paul Apostles, the Ensemble of "Saint Ștefan" Skete, the Gallery of contemporary traditional art Horezu Old Center, Presentation in the Temple Church, in Horezu, All Saints Church - Ramesti, etc.

When to visit the selected cultural resource?

- The Monastery of Horezu can be visited from Monday to Friday between 10:00-18:00. The visitors must take into account the proper or conventional behavior on the solemn religious ceremonies.
- The Gallery of contemporary traditional art Horezu Old Center can be visited from Monday to Friday between 09:00-16:00.
- The pottery fair "Cocosul de Hurezi" takes place every June.
- Other folk celebrations:
 - 8 July - Pricop (Day of the Wolf)
 - 1 August - The Macavei of the Bear
- The surroundings of Horezu are best suited for trips and hiking, bicycle routes, and natural views. The visitors can see Capatanii Mountains with altitudes of 2000 m, the rich forestry areas and flora of the mountain.

Practical information

www.patrimoni.ro
www.orasul-horezu.ro
www.horezuonline.ro
www.valceaturistica.ro
whc.unesco.org/en/list/597

WebGIS map





REPUBLIC OF MACEDONIA

OHRID

Natural and Cultural Heritage of the Ohrid Region

In 1979 the Ohrid Lake was inscribed on the UNESCO World Heritage List and in 1980 the cultural and historical value were added, so on the World Heritage List the property is inscribed as „Natural and Cultural Heritage of the Ohrid Region“ as „combined property“.

The current Ohrid town of 55,000 inhabitants was built between the 7th and 19th centuries and was an important cultural and economic centre in the area during the Byzantine era. It was also the capital of the Samuil Kingdom in the 11th century.

There are many Ortodox and Islamic monuments in Ohrid, and numerous traditional crafts such as copper and silver work, traditional woodcarving and the world-wide renowned filigree, Ohrid pearl etc.

The town’s architecture represents, with its old typical streets and houses and its particular atmosphere around old squares, the best preserved and the most complete ensemble of ancient urban architecture of this part of Europe.

Selected cultural resource

The Bay of the Bones, Museum on Water Ohrid is one of those rare museums in Europe which represents an authentic reconstruction of a part of the pile-dwelling settlement, dating back between 1200 and 700 BC.

It is therefore an impressive tourist destination which tells a story about what life used to be like in Macedonia and in Ohrid Region back in ancient times. The museum complex includes three segments: Prehistoric pile-dwelling settlement above the waters of Ohrid Lake, the Roman Castrum

(military fortification) on the flat plateau of the “Gradishte” hill and Land access and museum with infrastructural architecture. The first two segments, although belonging to different time period, communicate with one another and provide the visitor with opportunity to experience the past and peek into the life of our predecessors. The Business Plan considers all the aspects for development of the Bay of the Bones – Museum on Water, such as introduction of new authentic content at the actual location in order to better animate the visitors and provide interaction, quality management with the museum and attraction and enriching of the souvenir collection. The Marketing Strategy aims to introduce and present the Museum on Water (Bay of the Bones – Plocha Mikjov Grad) to local and international tourists, artists, researchers, archaeologists, etc.

The visitors can expand their knowledge about the everyday life of the ancient people by walking through the Museum Building erected on the shores of the Ohrid Lake in 2008. It exhibits movable archaeological artifacts excavated and pulled out from the bottom of the lake during the underwater archaeological excavations in the 1997-2005 period. There is another building located on the Western side of the Bay shores – a base for underwater activities and underwater tourism.

Management of the cultural heritage site

The responsible authorities for the management of the World Heritage mixed site of the Ohrid Region are the Ministry of Culture, Cultural Heritage Protection Office - for the part of cultural heritage and the Ministry of Environment and Physical Planning, Directorate for Environment - for the natural heritage.

Currently the Bay of the Bones – Museum on Water (Plocha Mikjov Grad archaeological site) is managed by the National Institution for Protection of the Monuments of Culture and Museum, Ohrid.





What and where to visit within the selected cultural resource?

The churches and monasteries in Ohrid are considered to be the main cultural heritage. Although there are no churches in the immediate vicinity of the Museum on Water, there are many churches and monasteries which are part of the historical and cultural heritage of Ohrid and Macedonia, and attract a lot of tourists.

Among others: St. Clement – Plaoshnik, St. Virgin Mary – Perivlepta, St. Jovan Kaneo, St. Sofia, St. Petka, St. Kamensko, St. Nikola, St. Gjorgjija, St. Ilija, St. Dimitrija, St. Stefan, St. Virgin Mary, St. Erazmo, St. Sisveti and St. Naum.

One of the more interesting churches nearby is the “St. Virgin Mary Zaumska” church located on the East shores of the Ohrid Lake, in the immediate vicinity of the village of Trpejca which can be accessed only via water.

According to the inscriptions, the church was built and painted in 1361 by Caesar Gregorio during the times of Grigorie, the bishop of Devol. The site has a beautiful beach, clean water and many fishermen legends and tales related to the Ohrid Region.

Other important historic locations in the vicinity of the Museum on Water and on the territory of the Ohrid Municipality are: the Antique Theater, the Samoil Fortress, the Upper and Lower Gate, the Biljana Springs, the Robevci House.

When to visit the selected cultural resource?

All the year round, especially in the summer period there are a lot of activities and events in the city. The cultural event Balkan Festival of folk songs and dances with the presence of more than 50 000

independent artists is held every year from 5th to 10th of July, the Ohrid Summer Festival is one of the largest and most important music and drama festivals in Macedonia. During the festival the city becomes the meeting place of a great number of music and theatre artists from all around the world who enrich Ohrid’s tourist offer with the presentation of their performances with high artistic values.

Ohrid Swimming Marathon is held every year on a 30-km-long track from St. Naum finishing at the Ohrid port, Gjomlezijada. This event is traditionally held in places which bring together the spirit and faith with tradition and modernity, and the goal is to send the message that our wealth is in the culture and tradition and beautiful nature.

Traditional recipes for home preparation of food are the real wealth of our household and provide endless opportunities for tourism promotion of the city as well as an opportunity for the development of rural tourism. Epiphany is celebrated on 19th of January, when the city is visited by thousands of tourists from home and abroad.

Practical information

www.ohrid.com.mk
www.uzkn.gov.mk/muzej_en.html
www.travel2macedonia.com.mk
www.macedonia-timeless.com
whc.unesco.org/en/list/99

WebGIS map





VIPAVA VALLEY

Vipava Valley

Vipava Valley, named after the Vipava River is located in the Slovenian Littoral between the towns of Nova Gorica and Vipava. This site represents a valuable example of cultural landscape asset: the Valley is surrounded by the high plateaus of Trnovski gozd, Hrušica and Nanos and by the Vipava Hills merging with the Karst. At the western end of the valley lies Nova Gorica, the young, sunny, green city, with gentle climate, friendly to the inhabitants and visitors. Above the city, hills of Goriška Brda are exposed to sun. On the northern part Soča valley provides a pass to Julian Alps. The Valley hosts viniferous hills, natural resources of great interest and sacred monuments, mostly churches from the Gothic period and castles that constitute a highly valuable cultural landscape.

Selected cultural resource

The thematic route of cultural heritage in Vipava Valley was created with the aim to connect all selected heritage sites in the Valley. The SUSTCULT thematic route starts in the Village of Goče and then proceeds from site to site, leading visitors on a charming, friendly and hospitable trip. Through the road, a visitor can experience several historical periods, which are showing interesting, turbulent, but also peaceful and enjoying events of the past. Each historical site represents a sweet, enjoyable grape. But the cluster shows the real richness of the whole Valley. Not to forget hospitable, friendly people and delicious food and drink. They will accompany the guests during their whole trip in the valley.

The Valley has a lot to offer to the visitors, however the offer is split and not well connected. There are several municipalities, tourist offices and individual subjects who act with different strategies and goals. To improve the situation, some important projects have been developed.

Through those projects integration of tourist offers of the area will be made (analysis and integration of different products, investments, programmes that were created in the last decade by individual offers, tourist offices, municipalities and international projects) and the organisation RDO (Regional Tourist Development Organisation) will be established. The new organisation will be responsible for tourist development, marketing and revenue of the whole area.

Different activities will include numerous shareholders who will help preparing integral products for the region. With integral tourist products, common development and coordination, the region will become more competitive and more interesting to the potential visitors.

Management of the cultural heritage site

The organization responsible for the management of the site is the Regional Development Agency of Northern Primorska, from Nova Gorica, with the help of the Institute for Protection of Cultural Heritage, Department in Nova Gorica. The local tourist offices and municipalities are providing support at local level.

What and where to visit within the selected cultural resource?

Within the selected cultural resource there are several places to visit:

In the upper valley there is the Village of Goče (Vipava square), where the Lanthieri manor house is located (the new castle), Zemono manor house with the archaeological site Sanabor, Ajdovščina with the Castra fortress and the old picturesque village of Vipavski Križ (Vipava Cross), which is well known because of Janez Svetokriški, one of the first Slovenian writers (17th century), who lived in the monastery of the settlement.



SLOVENIA

VIPAVA VALLEY



Vogrsko manor house in Vogrsko village, Renče Castle and Miren where on the hill the Miren and in the lower valley a monastery with the church is situated.

Close to Nova Gorica, there is Šempeter with the Coronini manor house, Watch tower in Vrtojba, Kromberk, with the medieval castle and museum, and Kostanjevica, where the mortal remains of some of the members of the royal French family of Bourbon rest in the church crypt.

In Solkan, there are two breathtaking bridges, the road bridge is the passage over the Soča river to Goriška Brda. The railway bridge has the longest stone arch spanning over the river in the world and the longest stone arch among all railway bridges.

The landscape in Goriška Brda is different, with numerous hills and valleys, and numerous villages as well. The climate is ideal for vineyards and fruit gardens. In Goriška Brda there are four additional heritage sites: Vipolže manor house, Dobrovo Castle, the Village of Šmartno and the typical Brda House.

The northern side of the site is closed with the town of Kanal with its Gothic House and Kanal Castle (Vila Rabatta).

When to visit the selected cultural resource?

The cultural resources can be visited throughout the year, but there are some traditional festivals and events which should not be missed. Some of them are: Vipavska Trgatev (Harvesting in Vipava), the Festival of the Cherries, the Festival of Roses, the Vine Festival, Mortadeljada, Open Wine Cellars Day, the Polenta Festival, Mohorjevo, the Hay Harvest Festival, the Peach Festival, Chestnut Festival, Martinovo Festival, Pixelpoint, the Municipal Fest Days, B'ndimska Kvatrnica.

Practical information

- www.rra-sp.si
- www.novagorica-turizem.com
- www.brda.si
- www.tic-kanal.si
- www.vipava.si
- www.tic-ajdovscina.si
- www.smaragdna-pot.com
- www.sempeter-vrtojba.si
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WebGIS map



INFORMATION

Project partners

- City of Venice (IT) (lead partner)
- University of Ca Foscari (IT)
- University of Nova Gorica (SI)
- Regional Development Agency of Northern Primorska ltd. Nova Gorica (SI)
- CulturePolis (GR)
- National Institute for Heritage (RO)
- Local Development Agency of Bacău (RO)
- Chamber of Commerce and Industry Veszprém (HU)
- Municipality of Ohrid (MK)
- Municipality of Berat (AL)
- Regional Directorate of National Culture (AL)
- UNESCO Venice Office (IT) (associated strategic partner)



SUSTCULT website:
www.sustcult.eu



SUSTCULT video:
youtu.be/DOkd5MWhSao

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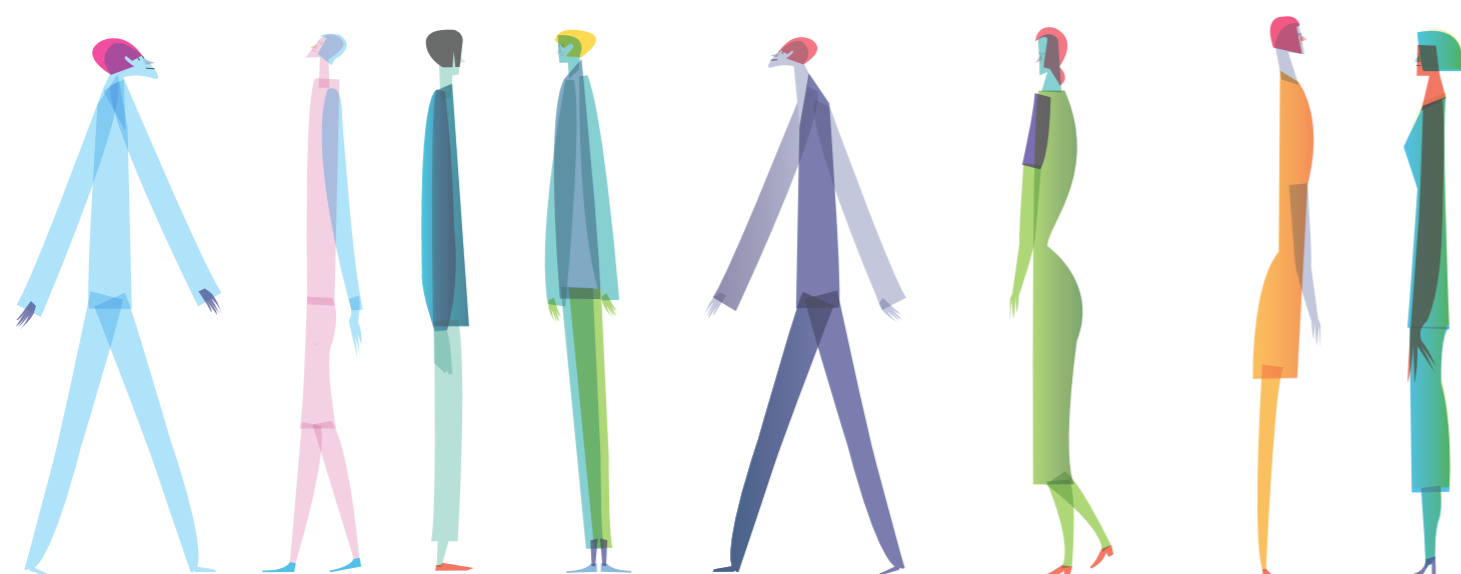


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