
UNIVERSITY OF ARTS IN BELGRADE

Center for Interdisciplinary studies



UNIVERSITE LUMIERE LYON 2

Faculté d'Anthropologie et de Sociologie



UNESCO Chair in Cultural Policy and Management

Master thesis:

**The Change for Cultural Heritage Purpose
Case Study: Hotel Staro zdanje**

by:

Lana Rakanovic

Supervisor:
Vesna Djukic, PhD

Belgrade, September 2012

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Acknowledgment

I would like to thank the director of the National Museum of Arandjelovac LJubinka Boban Nedic for her support and providing me with needed documentation and information about hotel Staro zdanje, without her help and the help of the staff of the Museum it wouldn't be possible to write this thesis as a lot of the information was unavailable.

I also thank Dusan Izunar PhD for giving me directions and introducing me to people who could give me some insight on the hotel Staro zdanje and Bukovicka resort.

I would also like to thank my biggest emotional, moral and technical support Sedy Kumalakanta who encouraged me throughout the whole process of writing this thesis.

I also want to say thanks to my classmates for being good friends and morally supporting each other in stressful times.

And finally I would like to express my biggest gratitude to my mentor Profesor Vesna Djukic for her guidance, expertise, and understanding.

Abstract

The period of stagnation in Serbia lasts from the 90's, and the country was faced with different local and global crisis. As consequence many enterprises stopped working or went into bankruptcy. After these events a lot of vacant buildings are left behind. Some of these buildings are our material cultural heritage which deteriorates because there are no means for revitalization, like in the case study of Staro zdanje.

With the goal that the material cultural heritage stays in the social property, it is of great importance to find new strategies which would be sustainable. This strategy was inspired by the activities of the NGO groups who occupy vacant objects and industrial heritage which are not under protection of the Republic Institute for Protection of Monuments and by giving them adaptive changing of purpose they keep the buildings "alive".

The subject of the research of this paper is the influence of innovative instruments (legal frame of protection) and strategies of cultural politics (strategies of connection) on management of the cultural heritage (rehabilitation of the hotel Staro zdanje).

By giving the answer to the main research question :"Does a change of function made to the building under the law of protection of monuments, can revitalize it in a shorter time span, and can the strategy of connecting (inter-sector, inter-resources, intergovernmental, international) produce a model for cultural tourism?" We will have an example for further revitalization.

Key words: revitalization of cultural heritage, hotel Staro zdanje, Bukovicka SPA resort, law regulations, management of cultural heritage.

Résumé

Le Staro zdanje (Le Vieil édifice) est un bâtiment situé dans le parc de Bukovicka Banja à Arandjelovac. Construit selon le projet de l'architecte Kosta Sreplovic, ce fut la propriété des princes de la dynastie des Obrenovic.

Au fil du temps, l'usage de ce bâtiment a changé plusieurs fois, de l'assemblée d'être de la Principauté de Serbie, la résidence d'être des princes de la dynastie des Obrenovic, la station militaire, l'hôpital, l'hôtel au camp de réfugiés.

Le bâtiment fut amélioré quatre fois (en 1872, 1880, 1933-1934, 1971). C'est un rare exemple de l'architecture romantique serbe et le plus grand bâtiment en Serbie d'autrefois. En 1906, ce bâtiment devint l'hôtel et en 1964, l'entreprise SA "Bukovicka Banja" commence à l'utiliser à durée indéterminée. En septembre 1988, le parc de Bukovicka Banja et tous ses ouvrages deviennent protégés suivant la proposition de l'Institut national de protection des monuments culturels de Belgrade et l'Institut de protection des monuments culturels de Kragujevac. On a pris la décision sur la détermination de l'espace pour le complexe culturel et historique du parc de Bukovicka Banja. Suivant la décision du Tribunal de grande instance à Kragujevac du 25 octobre 2005, l'hôtel devient la propriété d'Etat. Aujourd'hui, c'est la propriété de la Direction de biens de la République de Serbie, dirigé par la SA "Bukovicka Banja". De nombreux artistes, écrivains, poètes, musiciens, artistes visuels venaient à l'Hôtel afin d'assister à la manifestation traditionnelle "Le marbre et les sons". Le Staro zdanje était le symbole de la ville d'Arandjelovac et lors de sa fondation, le symbole d'européanisation de la Serbie. Cependant, cet bâtiment a été fermé pour les visiteurs en 2003 et totalement fermé en 2006.

L'état actuel de cet édifice est très mauvais, l'Etat n'a pas de l'argent pour réhabiliter l'édifice Staro zdanje (la réhabilitation est bien plus chère que la démolition et la reconstruction). On a essayé plusieurs fois de le vendre ou de le donner à bail à condition d'être restauré sous la

surveillance de l’Institut de protection des monuments culturels. Depuis 2012, on le vend comme un complexe culturel et historique protégé. Il est très important de trouver une solution sans vendre l`édifice et le complexe culturel et historique protégé de Bukovicka Banja. Le problème avec le patrimoine architectural protégé est l’impossibilité de changer les dimensions intérieures et extérieures, les serrures, le bois, le plancher, le plafond et tout ce qui est authentique et qui porte les valeurs historiques, architecturales et stylistiques. Les édifices protégés doivent être revitalisés avec des matériaux originaires qui ont été utilisés pour construire cet édifice et toute revitalisation de l`édifice protégé doit être réalisée sous la surveillance de l’Institut de protection des monuments culturels.

Le premier problème est comment revitaliser l`édifice sans la participation de l’Etat et sans le vendre. En utilisant la méthode “Benchmarking”, on a choisi un bon exemple, le château réhabilité Banfi dans le village de Bontida en Roumanie, ce qu`on peut appliquer à l`édifice Staro zdanje. Ce qui est important c`est que cet exemple vient du pays avec la même situation économique pour que le projet soit considéré comme possible (le Château Banfi a été réhabilité par des bénévoles, et l`usage suivant est le Centre de restauration et de conservation du patrimoine architectural historique. Le Centre organise des programmes toute l`année ce qui influe positivement au développement du tourisme culturel).

Afin de résoudre le problème de l`édifice dévasté Staro zdanje, nous nous appuyons sur la recherche “Les espaces vides de Serbie” qui conclut que le retour au premier usage est impossible dans les conditions d`existence moderne et à l`époque d`hôtellerie moderne. Il faut créer de nouvelles stratégies afin de réactiver l`édifice.

La nouvelle stratégie peut être égale à l`ancienne stratégie. Dans le texte “Création du mythe de la ville”, Milena D. S. conseille les villes dont l`économie est en baisse d`investir dans la culture et d`essayer de réhabiliter ce qui a été créé au cours de la prospérité financière. Comme la manifestation “Le marbre et les sons” était autrefois une marque de la ville, il faudrait essayer de réhabiliter les arts pour lesquels la ville était connu.

Selon la recherche de l’Institut d`étude du développement culturel sur la situation des jeunes artistes, il y a un fait paradoxal: il y a peu d`espace vide pour activer les artistes et beaucoup

d`espace qui n`est pas utilisé. L`objectif de cette recherche est le changement de l`usage du patrimoine culturel par l`étude de la situation de l`édifice Staro zdanje.

Le sujet de la recherche: L`influence des instruments innovateurs (cadre juridique de la protection) et de la stratégie de la politique culturelle (stratégie du linkage) sur la gestion du patrimoine culturel (réhabilitation de l`hôtel Staro zdanje).

Question de recherche: *Le changement de l`usage des édifices protégés peut-il accélérer la revitalisation et créer des conditions pour le développement du tourisme culturel par la coopération intersectorielle et internationale?*

Hypothèse: *1. On suppose que le changement de l`usage de l`édifice protégé peut revitaliser l`édifice dans une courte période et que les stratégies du linkage (intersectorielles, intergouvernementales, internationales) peuvent créer un modèle du tourisme culturel.*

2. Le patrimoine culturel architectural avec ses qualités et ses importances historiques influe sur la reconnaissance et l`identité de la ville ce qui influe positivement sur le développement du tourisme culturel.

Hypothèse auxiliaire: *Les lois comme instruments juridiques des politiques culturelles, influent directement sur la gestion du patrimoine culturel et peuvent ralentir ou accélérer la procédure de revitalisation ainsi que permettre ou limiter des initiatives personnelles du collectif de travail dans les édifices protégés.*

Méthodologie: La méthode d`étude de ce cas a été choisie car elle comprend la recherche intensive d`un problème dans le cadre du contexte pertinent. Ce qui est très important c`est que cette méthode est flexible. Il est vrai que cette méthode s`appuie sur de différentes sources de données et qu`elle est convenable pour rechercher la manière et la cause. La recherche sera réalisée en trois phase:

La première phase comprend la recherche secondaire en lisant et en analysant la littérature spécialisée relative au patrimoine culturel. Cela aidera à mieux comprendre le problème et à répondre à la question de recherche et à l`hypothèse No 2.

La deuxième phase de la recherche comprend la recherche de terrain: groupes de discussion et la recherche par Internet. Ce sont les représentants des institutions culturelles à Arandjelovac qui seraient sondés: Musée national d`Arandjelovac, manifestation *Le marbre et les sons*, organisation non gouvernementale *Bastina i buducnost (Patrimoine et avenir)*, ex-directeur de l`entreprise SA Bukovicka Banja. On a demandé aux personnes sondées de décrire l`importance

de la revitalisation du Staro zdanje, de répondre s`il faut changer l`usage de l`édifice, d`évaluer leur propre contribution, de donner des suggestions pour la revitalisation de l`édifice protégé par l`Etat, d`évaluer les lois sur la protection des biens culturels. Les données rassemblées sont utilisées pour déduire une conclusion et pour confirmer l`hypothèse No 1 et l`hypothèse auxiliaire:

Un groupe de discussion (Un focus groupe) est une forme de recherche qualitative comprenant de nombreuses discussions en groupes de participants qui parlent de certains problèmes importants pour la recherche. Dans ce cas, il y aurait quatre groupes de discussion à 5-6 membres: 1. lycéens, 2. étudiants, 3. artistes, 4. organisations non gouvernementales, tous installés à Arandjelovac. En analysant leur interaction mutuelle et leurs réponses, nous recevrons les données sur le niveau de connaissance et d`information de la jeune communauté locale sur le patrimoine culturel, sur l`importance de la conservation du patrimoine culturel, sur la nécessité du développement du tourisme culturel ainsi que sur le niveau de disponibilité à s`insérer dans les activités relatives à la revitalisation de l`édifice.

La recherche par Internet est une recherche empirique comprenant le suivi de quelques sites web (B92, Politika, Blic) et des infos sur la culture. En suivant le nombre de commentaires, on suit le nombre d`habitants de Serbie qui participent de cette manière (soutiens, critiques...) à la vie culturelle en Serbie puisque c`est l`un des éléments les plus importants dans l`interprétation moderne du patrimoine culturel – participation de la communauté locale. Le nombre de commentaires a été comparé avec le nombre de commentaires sur les mêmes sites web mais dans de différentes rubriques (sport, politique...).

Les recherches de terrain ont été réalisées en juillet et en août pendant la manifestation *Le marbre et les sons* à Arandjelovac.

La troisième phase comprend l`analyse de toutes les données rassemblées selon lesquelles nous avons créé la conclusion et les recommandations pour la revitalisation de l`édifice.

Selon le modèle “Quatre pas de gestion du patrimoine culturel” développé par National Trust for Historic preservation & National Endowment for the Art, on prépare les programmes relatifs au patrimoine culturel et au tourisme culturel qui sont à la fois efficaces et durables.

Le sujet de cette recherche est l'influence des instruments innovateurs (cadre juridique de protection) et des stratégies de la politique culturelle (stratégies du linkage) sur la gestion du patrimoine culturel soit la réhabilitation de l'hôtel Staro zdanje. La réhabilitation comprend aussi une réactivation du bâtiment car c'est à la fois la meilleure façon pour que le bâtiment ait une bonne protection et que les conditions pour le développement du tourisme culturel soient accomplies.

Au cours de la recherche, deux hypothèses et la question de recherche ont été confirmées tandis que l'hypothèse auxiliaire a été confirmée en partie. C'est la partie relative à la participation de la communauté locale stimulée par la loi qui n'a pas été confirmée. La participation de la communauté locale est un problème qui exige une continuité. On peut conclure que la Loi sur les biens culturels n'est pas bien appliquée et n'exige pas assez d'obligatorieté mais n'interdit pas la revitalisation des bâtiments à coup de bénévoles ce qui est proposé par les stratégies du linkage. La Loi sur les stations thermales est vieille et ne s'appuie pas sur l'aspect touristique du développement des stations thermales et des lieux climatiques. La Loi sur le bénévolat a des défauts. Cette loi est souvent abusée par des employeurs et introduit injustement de grandes obligations administratives et de grands frais pour l'organisateur du bénévolat. La réhabilitation selon l'exemple du château Banfy en Roumanie serait réalisée suivant les références ci-dessus qui étaient les points principaux dans l'étude de l'édifice Staro zdanje.

Si la Loi sur la conservation des biens culturels était mieux appliquée, si la Loi sur les stations thermales était un peu modernisée et si la Loi sur le bénévolat était corrigée afin de permettre d'organiser des camps de bénévoles sans frais complémentaires, nous aurions une base légale pour réhabiliter l'édifice Staro zdanje selon la réhabilitation du château Banfy dans le village de Bontida en Roumanie. En coopérant avec l'organisation *Mladi istazivaci Srbije (Jeunes chercheurs de Serbie)*, membre du Réseau européen de bénévoles, le montant de revitalisation (ce qui est le plus grand problème) serait considérablement diminué.

Les stratégies du linkage recommandées soit la coopération entre le secteur social , privé et non gouvernemental aux niveaux locaux, régionaux et internationaux peuvent contribuer beaucoup à Arandjelovac. Ces types de stratégies sont recommandés aux pays en transition avec l'histoire turbulente où les coopérations ont été rompues en raison de différentes circonstances alors que la coopération entre certains pays n'existe jamais. Avec la coopération entre le propriétaire des potentiels de stations thermales, le secteur culturel et le secteur privé, nous arriverions à l'une des offres les plus visitées en Europe "Destinations thermales". De cette façon, Arandjelovac occuperait une position sur la scène internationale de stations thermales ce qui aurait une influence positive sur le tourisme culturel. Le résultat serait également le changement de compréhension de la culture comme "consommateur" éternel du budget d'autogestion locale. La décentralisation d'événements culturels devrait être l'une des priorités de la politique culturelle de la République de Serbie.

mada prilicno inferioran.

Ne znamo sta imamo i gde zivimo,
zato se svemu tudjem divimo.

Ne umemo da cenimo nase vrednosti
od nase krvi i nase kosti.

* * *

Prihvatamo svakaku modu
i to dajemo nasem narodu.

Umesto da ga ucimo stalno
necem sto je nase tradicionalno.

* * *

Svojoj se kuci okrenimo,
i sto je nase to cenimo.

U tome je jedina mogucnost
da gradimo svoju bolju buducnost.

Duško Radović

I Introduction

In his travelogue 'People Say' Rastko Petrovic says: 'Everything that people were saying around me suddenly became concrete and set in front landscapes and buildings I've been watching.'¹

As much as identity of town is made of people living in it, the same way the town, architecture in it and surrounding nature influence the identity of people.

'In increasingly wider circles presumption is that space of a town is guardian of individual and collective memory, that its space embodies the cultural biography of the town, while the town at the same time is made up of groups of buildings, squares, parks, sculptures and gardens. Of course we cannot overlook the people, citizens living in it, not even those destroying the town and its cultural significances'²

Symbiosis of urban and rural areas, with what people say, feel, think and remember, suggest that it is impossible to separate material from intangible heritage, they pervade and depend on each other. With each previously evaluated tangible heritage (by experts), exists a story, an urban legend that adds the value. Each story also can be interpreted a million times. That way people connect with the material and non tangible heritage, they decide what is it that is important to them, they choose certain events and polish them up to the extent that exactly those 'fictional' facts can affect their further fate.

The reason that this thesis is dedicated to tangible heritage, the case study of hotel Staro Zdanje, and not to the intangible heritage, is that I take the tangible heritage as the measurement unit (in this case of deterioration and neglect), while for intangible heritage we do not have such visible proof (although, without any doubt, it is also neglected, taken that the existing Serbian law does not recognize the concept of intangible heritage). As I personally find them of equal importance, but also aware that people generally 'believe their eyes' more than stories, I hope that by encouraging to think about the material we as a society can reach to think about the intangible.

The life cycle of a building can be turbulent, and just as vividly and people's lives. From blueprints, construction, continuous or not, all the way to performing of a full potential of the

¹ Rastko,Petrovic,(1996),Ljudi Govore , pg. 5

²Farago,Kornelija (2007),Dinamika prostora, kretanje mesta, Stylos

building. Aging and neglect of buildings and quarters are the result of different economic and social developments, when spaces have nothing more to 'tell' or simply no one is interested in it any more. The proofs of it are many mapped empty spaces throughout Serbia. But such buildings and quarters exist everywhere, in whole Europe and throughout the world. The only difference is that the Europeans faced with the problem during 60's of the last century, when they noticed the problem after the Second World War, while the situation in the countries of Eastern Europe which are politically and economically unstable, that is in the process of transition, the question of revitalization, meaning giving the new utilization value to buildings became concrete in recent years.

Giving a new utility purpose to objects under protection is one of the ways of preserving heritage and its integration into everyday life flows and sustainable development. Unlike any other method of preserving heritage it is based on a systematic and integrated approach. In order to make this approach effective, above all it needs to be followed by precise standards and knowledge on which the system is based. Architectural and archaeological heritage plays a specific role and therefore especially standardized and ethically codified, especially in the documents UNESCO and the Council of Europe.³

I.1 The Change of Function of the Object - Contemporary Context

Today public spaces that do not have a usable function for decades in Serbia are being increasingly mentioned. Due to different ownership disputes, bankruptcy procedures, companies' bankruptcy, or simply due to neglect, the facility became unsafe to use. Immobile cultural property are divided into those that are under the state protection, of great and exceptional importance to the cultural heritage, and buildings that are not under the state protection, usually a building whose purpose was industrial (factories, warehouses), military objects and polygons, barracks, sports and recreation centers . Their fate is maybe little more certain, because they are planned for sale by the Master Plan of the Defense Ministry⁴.

The basic assumption is that it is for the best these facilities should restore their original purpose, is typically not sustainable in terms of contemporary existence. Historical trends, socio

³ Guidelines for Urban Rehabilitation, pg. 9

⁴<http://www.blic.rs/Vesti/Drustvo/320558/Na-prodaju-vojna-imovina-vredna-milijardu-evra>

economic changes lead to neglecting of space, requiring creation of new strategies for their reactivation.⁵ And these references will be the key base for giving the new purpose to the object under the protection.

Giving a new purpose value is more than a restoration, because it combines the process of actualization and evaluation of buildings and old quarters in the spirit of integral conservation of heritage.

In favor of the reality that the issue of preserving cultural and industrial heritage by providing another utility function became current, says the fact that organizations are established, whose activities are specialized in these issues, initiating, research and projects. Association for Rehabilitation of Cultural Heritage ARCH, Kulturklammer - Center for Cultural Interactions Belgrade, Suburbium - Novi Sad, Europa Nostra Serbia, and many others dealing with variety of issues, but also issues of cultural heritage, such as Cultural Front and Citizen's Initiatives...

The fact which is also a paradox is that there is too little space for art performing, while there are so much unused facilities.⁶ This conclusion which will be the key for further adaptive usage.

Recently Serbia was introduced with the European trend of self-organized taking over of facilities through collective action of using social property. There is necessity for free spaces for action and expression, sharing knowledge and ideas, cultural, activist and artistic content.

Examples such as Inex Film, the newly opened Street Gallery in the passage in Bezistan are some of the attempts, because so far no public space was really handed over to the young people. But there are examples where the municipality recognizes the importance of revitalizing the entire area and the humanization of urban space, and gives space (building). For example the buildings KC Grad, which had previously been Centrotekstil's warehouse, located near the river, which is interesting for Belgrade, because for years it has been discussed about Belgrade 'moving down' to the river. Recently, people from organization Mixer Festival have recognized the same potential. Their initiative to revive the old town Savamala, was also one of the reason is that the festival itself acquired a building to operate in, in Karadjordjeva Street, the former 'Celik' garage. At the mixer Festival was launched the initiative for the restoration of the former building of Geozavod, titled 'I don't waste time - I build', while two years earlier festival held in grain tank of

⁵ Jovanovic, Tamara (2010), Prazni prostori Srbije, ZZPKR

⁶ "Research" Status mladih neafirmisanih umetnika" - ZZPKR

Zitomlin, where they started efforts for revitalization of the industrial zone in the town center, nevertheless, it lasted as long as the festival itself. Museum of Science and Technology was granted to use the building of the old power plant at Dorcol in 2005. BIGZ building (under state protection) works as an informal cultural center. Spaces that has been modified for purposes of exhibitions and concerts, such as Beko production hall - where was held the exhibition of ceramics by Pablo Picasso - Barutana, Secerana... which is a form of giving new utility purpose use to a facility. Interesting example is of the unfinished Evangelical Church, which has never acquired the status of a religious object, and we know it as the building of the avant-garde theater 'Bitef' which operates since 1989.

There are different examples, which I personally judge as negative, like the revitalization of the warehouse space, also by the river, Beton Hala. Warehouses were originally intended for artistic content, were assessed as unprofitable after a while, and turned into restaurants and clubs. While examples of good practice from Europe suggest that special attention is paid to sustainable development, in this particular case, it was not the plan. Similar example is also found on the other side of the river, where Staro sajmiste instead of a memorial center to all the victims of the Holocaust in World War II, opens restaurants (seems like the only cost-effective) at the protected monument complex. Of course, there is a good example of the green market Zeleni venac, nicer, older and more authentic than it was.

All the above mentioned is in Belgrade. In the whole Serbia there are many more facilities that were included in lists of great and exceptional importance, there are also many of those which are simply abandoned, in different categories (unfinished, not in full use, in poor condition, or completely destroyed ...)

When it comes to cultural heritage that has been completely destroyed and no longer exists, and certainly should have been preserved and protected, such as the old part of town, another example is the recent erection of a theme park in New Belgrade, by the looks of the old quarter - Terazije - after World War II. Of course, the very genuine part of Terazije has changed its look several times, but it deserves to be found in a three-dimensional postcard from that period and in that place.

Eclectic in itself is a great skill, and not a mere spraying of fragments. New Belgrade is an outstanding example of architecture from the 60's with incredibly imaginative solutions in cast concrete. Contemporary architecture in Belgrade that stands out from all the Eastern European

'socialist' collective construction has been threatened either by individual intervention of citizens (additional construction, glass), or interventions of attempted planners.

During 2009 civic association 'Gradjanska inicijativa' launched a campaign 'Openly on public places'. Two thirds out of 167 municipalities in Serbia responded and 76 different areas of different original purpose were mapped. Association's website shows photographs of objects, geographical location and description about condition of objects, who is in charge, etc. Also, the association fights for the transparency of the state government operations, to increase of the availability of information that is difficult or impossible to reach, to increase awareness of citizens about their options and rights regarding public spaces.

There is another interesting project of social responsibility by Banca Intesa 'The place you love, preserve it for tomorrow', with the support of the Ministry of Culture and in cooperation with the non-profit organization Europa Nostra Serbia and the Republic Institute for Protection of Cultural Monuments. The project aim was to educate on the importance of cultural and historical heritage, ambience entities and nature spots, but also restoration of those the citizens of Serbia selected by voting, with funds from Banca Intesa. During the project 2,391 cultural monuments, national parks and areas of untouched nature were mapped.

Republic Institute for Protection of Monuments of Culture has its own database, compiled based on expert opinion, and the database is constantly being updated.

The central registry currently has 2408 registered immobile cultural property, which of 2109 are monuments, 72 areal cultural-historical sites, 156 archaeological sites and 71 places of interest.

There are 782 categorized immobile cultural properties, of which 200 of exceptional importance and 582 of great importance.

Among the immobile cultural heritage of exceptional importance there are 155 cultural monuments, 11 areal cultural and historical sites, 18 archaeological sites and 16 places of interest, and among the immobile cultural heritage of great importance there are 512 cultural monuments, 28 areal cultural and historical sites, 25 archaeological sites and 17 places of interest.

For premises that are chartered to artistic and non-governmental organizations it is sufficient to make tentatively speaking small investments, just enough to make them operational, because their utility purpose is much more important than their aesthetic value. Progressive

programs, events, people or intentions can improve space without physical intervention, while visual revival can be relatively inexpensive, by using light, as the participants of the conference, which was held in September 2007 in Belgrade and Pancevo mentioned.⁷

Considering objects that are cultural goods created throughout history, which we call cultural heritage, a wide range of cultural institutions take care about their research, preservation and presentation. Due to lack of money or poorly allocated funds, buildings of exceptional importance are left to fate of time and high humidity, backed by vandalism as the result of general degradation of the society. Specific way of restoration and conservation puts them in a situation in which many of them are waiting for serious investors (in case that institutions in charge decide to announce a tender for creating object's utility purpose or privatization), who are willing to wait for several decades for their investment to start to be profitable. Generally, conservation and restoration is several times more expensive than demolishing and rebuilding a building. While awaiting a decision, a decay of property is in compliance with the law.

I.2 The Motive of the Subject

As I work as a freelance artist (graduate technician, FAA) and also in movie industry for already long time, for many times I had opportunities to be in buildings of exceptional importance, which are under state protection, and provide services of renting their premises for filming on daily basis. Depending on the object itself rates for filming on daily basis vary, as of 300 Euros and up. Some objects are so popular that scenes shot in them can be found in most local films. What is surprising is that absolutely none of that money was invested even in a protective fence or cleaning of garbage.

One of the most severe examples is the building of the hotel Staro Zdanje, to which this thesis will be dedicated to, through the case study method.

Staro Zdanje is a building located in Arandjelovac in Bukovicki Park (Bukovicka Banja), which belonged to the Obrenovic dynasty, and was built by the project of architect Kosta

⁷'Rivers and industrial heritage - Options of (re)activation of abandoned industrial buildings in Serbia: Challenges and Practice'

Sreplovic⁸, (state engineer at the Ministry of Construction), upgraded several times. It is one of the few examples of architecture of Serbian Romantism, and once it was the largest building in Serbia. After the May Coup loses it loses its, and in importance in 1906 the building was converted into a hotel. In this period the spa tourism Arandjelovac has begun to develop, when narrow gauge railway Beograd - Arandjelovac (which also no longer works) started to operate.

While working, the hotel was gathering many artists, guests of Arandjelovac festival 'Marble and Sounds', among whom were writers, poets, musicians, visual artists, actors. Together, they all contributed to survival of the art-town spirit. Staro Zdanje was a symbol of Arandjelovac - it was even on the town emblem. But during 90's, when began a trend of values devastation, and a very difficult time for Serbia in general, it has also reflected on Staro Zdanje.

In 2003 it closed for visitors, and it was completely closed in mid-2006. The current condition of the building is alarming. A film that calls for help to the building 'S.O.S. For Staro Zdanje'⁹ was initiated by the Tourism Organization of Arandjelovac and non-governmental organization Art Forum, which was supported by all cultural institutions, three televisions, as well as individuals. It was uploaded to the video sharing website YouTube in 2008, just two years after the closing of the building, but clips recorded testify that the neglect began much earlier.

Today it is owned by the Directorate for Property of the Republic of Serbia, and AD Bukovicka Banja is appointed for management, to which complex it belongs. Park Bukovicka Banja along with all facilities therein is recognized as an immobile cultural property, areal cultural and historical site. Staro Zdanje is under protection as a part of areal cultural and historical site Old City Center, which was appointed by the decision of the Institute for Protection of Monuments in Kragujevac and evaluated as an aerial cultural and historical site of great importance by the decision of Republic Institute for Protection of Monuments. The object Staro Zdanje alone is not protected.

Limited technical, written and photo documentation is not in Arandjelovac, and not even in Kragujevac Heritage Preservation Institute, because a part of the documentation of the Institute from Kragujevac was given to the potential investor and was never returned. Part of the

⁸Arch. Kosta Sreplovic (1836-1872) Munich student, work in a Ministry of Building. He was working for Obrenovic family, also he was a friend with arch.Jan Nevola(Kapetan Misino zdanje).He died in 1872.

⁹http://www.youtube.com/watch?v=_jAO2yxrOzw

documentation is in the Archives of Vojvodina, because at the time of upgrading Staro Zdanje, Bukovicka Banja Park belonged to Danube Banovina.

Arandjelovac is a spa town, it was once a popular sanatorium/resort, and therefore the development of tourism in that sense was logical. As mentioned earlier, the town was known for its art, meaning the festival 'Marble and Sounds' which brought together different artists that were spent almost the entire summer in Arandjelovac, as well as for specific Bukovicki Park which is the largest open-air gallery in the Balkans, with 67 sculptures in marble from Vencac made at the festival.

It is interesting that a bond between tourism and artistic potential of the town was never made. Cultural tourism has been marginalized, and there is no coherent and constant insisting on it, or inter-sections cooperation between the tourism and cultural sectors, or any cooperation. This way disables branding of the town, and therefore a problem that exists with Staro Zdanje left to chance.

Towns, which economic power declines, are investing into culture and trying to rebuild what has previously been created at the time of financial prosperity.¹⁰

Since the Staro Zdanje was closed there were several initiatives involving NGOs, as well as all cultural institutions of Arandjelovac, even individuals who proposed their solutions. But the Directorate for the property of the Republic of Serbia is in charge for Staro Zdanje. Since 2008 they seek solutions that are solely related to the sale or rental. Staro Zdanje was repeatedly offered for sale or lease provided that it is restored under the supervision of the Institute for Protection of Cultural Monuments, as a single object, but from 2012 also in the package with facilities with which it is protected (Sumadija Hotel, Arkade).

By business plan for Staro Zdanje restoration works are estimated at 7 million Euros, and the purpose of the facility would be a four-star hotel with 25 rooms and it was calculated that the investment would be profitable in 55.5 years.¹¹

¹⁰Dragicevic,Sesic, Milena, "Creation myth about the town and the politics of spectacle", pg. 183

¹¹According to an interview with the director of hotel Izvor, Dragan Todorovic (former director of hotel Staro Zdanje)

I.3The Subject of Research

The subject of this paper is the impact of innovative instruments (the legal framework of protection) and Cultural Policy (linking strategy) to the management of cultural heritage (revitalization of the hotel Staro Zdanje).

Research Issue

If change of utility purpose of objects under the protection could encourage revitalization, and could cross-sector and international cooperation create conditions for the development of cultural tourism?

Hypothesis

H1: The assumption is that by changing objects' under the protection utility purpose, the object could be revitalized in a short period of time, and through linking strategies (cross-sector, interdepartmental, intergovernmental, and international) can produce a model of cultural tourism.

H2: With its architectural quality and historical significance the builders cultural heritage influences on recognition and the identity of the city, which further positively influences the development of cultural tourism.

Auxiliary Hypothesis

AH: The Law as a legal political instrument of cultural politics, has an indirect influence on the management of cultural heritage and can speed up or slow down the procedure of revitalization, as well as to provide or restrict personal initiatives of a working collective in the objects under the protection.

I.4 Methodology

I chose case study method because it involves intensive study of a certain problem in framework of a relevant context. It is exceptionally important that this method is flexible and does not require immutability of a clearly articulated analytical framework. The fact that this method is based on a variety of data sources, as well as that it is appropriate for researches that aim to provide answers to questions how and why. The research will be conducted in four phases.

The first phase involves desk research during which will be read and analyzed professional literature related to cultural heritage, education about the cultural heritage and cultural heritage interpretation, case studies, researches and projects related to tangible cultural heritage, laws, charters and conventions that protect cultural property in the Republic of Serbia and the EU. The first phase of the research will help to learn better about the background of problems I face and to answer the research question, H1 and H2:

RQ. If change of utility purpose of objects under the protection could encourage revitalization, and inter-sector and international cooperation could create conditions for the development of cultural tourism?

H1: The assumption is that by changing objects' under the protection utility purpose, the object could be revitalized in a short period of time, and through linking strategies (cross-sector, interdepartmental, intergovernmental, and international) can produce a model of cultural tourism.

H2: With its architectural quality and historical significance the builders cultural heritage influences on recognition and the identity of the city, which further positively influences the development of cultural tourism.

Second phase would include field research in the form of interviews, and focus-groups interviews and online research.

Interviews would be conducted with representatives of cultural institutions in Arandjelovac: National Museum of Arandjelovac, Marble and Sounds Festival, NGO Bastina i buducnost,

former director of AD Bukovicka Banja (current director of Hotel Izvor), but also individuals who have tried to do something more on the protection of cultural heritage. I would conduct these interviews personally, based on a questionnaire with open questions. I would ask respondents to describe in their own words the reasons why it is important for them to revitalize Staro Zdanje, would they change the utility purpose of the building, to assess their own contribution, to make suggestions for the revitalization of buildings protected by the state, to evaluate the laws on the protection of cultural property. Data obtained through interviews with subjects I would use to draw conclusions and to confirm auxiliary hypotheses:

AH: The Law as a legal political instrument of cultural politics, has an indirect influence on the management of cultural heritage and can speed up or slow down the procedure of revitalization, as well as to provide or restrict personal initiatives of a working collective in the objects under the protection.

Focus-group interview is a qualitative research technique that involves a series of group discussions that bring together participants to discuss certain issues relevant to the research subject. In this case it includes four focus groups of 5 - 6 members consisting of: 1. high-school pupils, 2. university students, 3. artists, 4. NGOs - all residing in Arandjelovac. Through analyzing their interactions and responses to questionnaires we get information about the level of knowledge and awareness among of young people from the local community about the cultural heritage, the importance of preserving cultural heritage, the need to develop cultural tourism, as well as the level of interest and willingness to engage in specific activities related to the revitalization of the building.

This piece of research is related to the empirical research through the Internet and involves following several Internet sites (B92, Politika, Blic), and news related to cultural heritage (protection, interpretation, evaluation of architectural heritage). By monitoring the number of comments, we monitor the number of citizens of Serbia who through *comments* support, judge, etc. participate in cultural life of the Republic of Serbia, since it is one of the most important

elements in a contemporary interpretation of cultural heritage-the participation of local communities.

Number of posts would be compared with the number of comments on the same websites but in different topics (sports, politics ...).

That way we would get the statistic on how much citizens of the Republic of Serbia care about culture news.¹²

Field research would be conducted in July and August during the festival 'Marble and Sounds'in Arandjelovac.

The last, third phase is focused on analysis of data collected and recommendations based on them, in accordance with the model of 'The Four Steps of Cultural Heritage Management' developed by the National Trust for Historic Preservation & National Endowment for the Art. The goal of this model is to create programs that include cultural heritage and cultural tourism, which are at the same time successful and sustainable.

As there are many examples of good practice, especially in Western Europe, Canada and the United States, the example of good practice will be selected and presented according to the most similar economic and political situation to the one in the Republic of Serbia.

I.5 The Objective of Research

The aim of this research is to develop a model for revitalization of hotel Staro Zdanje in Arandjelovac that enables the development of cultural tourism, as well as the answer to the research question.

In Serbia, things which no longer exist are often valorized, in almost all aspects.

If we do not recognize the value of what we have, and do not come up with the idea of solving the problem of cultural heritage, but also money that would be properly invested, whole Serbia can be decorated with filming scenes from different periods, while the authentic cultural heritage collapses and we lose our identity.

¹²Not counting those sensationalist news, and the assumption could be how much people prefer to talk more than actually do something.

II.Cultural Policy at the Level of the Republic of Serbia

For an objective view on cultural policy of Republic of Serbia, for main source was used is a national report Compendium (Cultural Policies and Trends in Europe)¹³

H1: The assumption is that by changing objects' under the protection utility purpose, the object could be revitalized in a short period of time, and through linking strategies (cross-sector, interdepartmental, intergovernmental, and international) can produce a model of cultural tourism.

H2: With its architectural quality and historical significance the builders cultural heritage influences on recognition and the identity of the city, which further positively influences the development of cultural tourism.

When Serbia entered to a period of transition as a result of political changes in 2000's, a necessityoccurred for a fundamental reform, and culture faced with this need. The Ministry of Culture begins with the reform within the Ministry of Culture and reviews its priorities. Decentralization has been transferred to the jurisdiction of local governments, in order to adopt cultural strategy and strategic documentsat local level, which would regulate the further development of culture in the municipalities and towns.

In the last two decades Serbia faces various problems, social, economic and political circumstances that affected development of culture. The transition period, which in most countries began with the fall of the Berlin Wall in 1989, in Serbia starts just at the beginning of the 21th century. Serbia has neither national definition of culture nor a strategy of cultural development.

The current model of cultural policy has been greatly changed, new procedures have been introduced since 2001 and the Ministry of Culture is essential in creating and implementation of cultural policies.

¹³Compendium, Cultural Policies and Trends in Europe-is a Web platform which updating and monitoring data linked with current state of national cultural policies in Europa.

<http://www.culturalpolicies.net/web/compendium.php>

Since 2009, when the long-awaited Law on Culture was adopted, there is a tendency towards better regulation of legislation and there are a number of notable changes. Due to the economic crisis strategic targets had to be redefined again, and priority of cultural policy is based on these words: transformation, rationalization, concentration, innovation, all with the aim to assess the condition of all cultural institutions and create a potential for an entrepreneurial approach in culture, to continue the ongoing projects of the previous government and to focus on participation in international events.

The laws regulating certain areas of the Republic of Serbia are:

- Law on Culture
- Law on Cinematography
- Law on Compulsory Deposit of Publications
- Law on Librarian-Information Activities
- Law on Old and Rare Library Material
- Law on Issuance of Publications
- Law on Foundations

These are legal-political instruments that have a legislative role, and are therefore the responsibility of legislative bodies, and are used for legal and normative regulation of certain areas. They are responsibility of the National Assembly and Parliament which adopt laws, international treaties, and conventions. There are many rules and regulations that are the by-laws, which provide closer legal definitions and regulate certain parts of culture. Ratification of certain protocols and conventions gives a special framework to culture, that make Serbia become part of a large number of countries that built the image of the country based on intangible cultural heritage. It also provides access to certain international funds for culture. Part of the strategy for the European Integration process is signing and ratification of these conventions, as well as a condition for joining the European Union.

Priorities in culture were determined for 2001 are:

- Decentralization and culture de-synthesis
- Establishing the environment for fostering market orientation of cultural institutions for their effective and efficient operation

- Setting up a new legal framework for culture (harmonization with European standards)
 - Multiculturalism as a key feature of Serbian society and culture
 - Re-establishment of regional cooperation and connections
 - Active cooperation in the pre-joining process to CoE, EU, WTO

New funding system through tenders was caused by defining areas of culture that are an integral part of the Law on Culture. Tenders, which are announced by the Serbian Ministry of Culture, represent one of the main means of financing culture. Most of the budget is allocated for financing institutions established by the state and for funding areas that are a priority for the given year. Budget which the Republic of Serbia allocates for cultural sector is very small, and it stagnates for several years. Amending budget and appropriation of new powers to this Ministry has significantly reduced the portion of the budget that can be funded for institutions and organizations in Serbia.

Decentralization has transferred jurisdiction to the local governments in order to adopt their own local cultural strategy and policy documents, which regulate the further development of culture in municipalities and towns.

Not all local authorities use this benefit equally. Due to changes in economic and industry, and high unemployment that is particularly affecting the south-eastern part of Serbia, it is reflected in the cultural sector that is completely marginalized. While the northern part of Serbia develops culture more, recognizes the importance of strategic planning and making strategic documents as the key to further progress (Pancevo, Subotica).

The Ministry of Culture cannot control the development of culture at all levels, which is the main reason for decentralization of culture. However a lack of strategy is also present at the level of the Republic of Serbia, so it is necessary to set goals that will help further development.

II.1Analysis of the Cultural System of ArandjelovacMunicipality

For the analysis of the cultural system of the Municipality of Arandjelovac multiple sources were used as the internet page of the Municipality of Arandjelovac <http://www.arandjelovac.rs>, different web addresses, for mapping of cultural institutions which operate on the territory of Arandjelovac a web portal E-kultura <http://e-kultura.net> was used and the project Geo-cultural map of Serbia which represents an electronic data base of cultural actors on the republic level of Serbia, project ZZPKR “Kultura okruga Srbije-Sumadijski okrug”, as well as the project “Strateska analiza kulturnog sistema opštine Arandjelovac” Nevena Desivojevic and Neda Sorak.

Arandjelovac is one of the seven municipalities located in Sumadija District and it represents its mid-section. It was built at the foot of the mountain Bukulja (696 meters high), consisted of settlements Bukovik and Vencac. The municipality of Arandjelovac covers 375.89 square kilometers, while it makes 15.75% of Sumadija District's total area (2386.71 km²), and it is on the third place in the District. Near Arandjelovac there are 18 villages and 19 registered local communities.

Arandjelovac is 74km away from Belgrade, 55km from Kragujevac, 22km from Mladenovac, 14km from Topola and 33km from Lazarevac, which enables connection with the administrative, commercial and tourist centers.

According to the census from 2011, 46.079 inhabitants live in Arandjelovac, in 15.689 households. According to the gender structure of women are prevailing in a small percentage. The age structure of the population of Arandjelovac shows that the largest groups ranging from youth to middle aged. According to the census from 2002, dominates the middle aged generation (40-45 years of age), which makes up 24.2% of the total population of the municipality. According to the educational structure most of the citizens have primary education (24.9%) and secondary education (43%), while as much as 22.8% of people over 15 years of age haven't completed primary school, prevalently women. Population with college and university education makes 8.2% of the population prevalently men.

It is also significantly large number of unemployed, which is one of the main problems of the municipality, as well as the stagnation in employment.

Speaking of local economy of Arandjelovac, the best known company is AD Knjaz Milos, water production industry. Company Samot produces refractory and deal with mining, Elektroporcelan produces electro-porcelain and insulating materials. DD Elka produces electrical ceramics, Vencac is deals with exploitation of marble, Pestan produces PVC pipes, DD Kubrsnica produces building materials.

Accommodation capacities are mainly private facilities, hotels Sumadija and Izvor, INO Resort and motel Lovacki dom.

Cultural systems should be viewed through the action of three factors as well as their cooperation:

1. External are geographical location, traditional cultural heritage and environment, town's identity, external influence of the leading European countries.
2. Internal factors are capacities and available resources (technical, financial, physical).
3. Subjective factors are available human resources for action in culture, relations between cultural workers and views they represent.

'Culture is the only area which includes all available resources of an environment as well as circumstances it is in'.¹⁴

Documents that further regulate the field of culture in the municipality Arandjelovac are:

- The Law on Culture
- Law on Local Self-Government
- Law on Budget System
- Law on Associations
- Law on Cultural Heritage
- Law on Library-Informative Sector
- Law on Foundations

¹⁴Sorak, Neda, Desivojevic, Nevena,(2011), Strategic analysis of the cultural system of Arandjelovac,pg. 24

Organization of public administration of the municipality Arandjelovac:

The Mayor

- Deputy-mayor
- Mayor's assistant

Municipality Council

- Assembly
- President of the Assembly
- Vice-President of the Assembly
- Secretary of the Assembly
- -Councilors

Municipal Administration

- Divisions
- Local communities

In the municipality of Arandjelovac there is no special council or committee for culture, only the Mayor's assistant dealing with culture. Decisions related to the field of culture are made by the Municipal Assembly, which adopts the budget for the coming year. Transparency of funding is reflected in the budget that municipality allocates to culture, and in annual report from cultural institutions and other involved, which have been donated by the municipality.

Regular users of the budget are:

- Library of St. Sava
- National Museum Arandjelovac
- Marble and Sounds Festival
- Center for Culture and Education
- Fund Prvi srpski ustanačak

These are not the only participants in the cultural life of Arandjelovac. There are cultural participants who are subsidized by the municipality:

- CAA Elektroporcelan
- CAASamot
- Association Bastina i buducnost
- CAA Abrasevic
- Association of Visual Artists
- Amatersko pozoriste
- CAA Sretenje

These associations are subsidized through funds allocated to social organizations and associations. The municipality does not plan special budget for the other participants in culture, and also the municipality does not announce competitions for subsidiaries in culture, and consequently the municipality remains with no possibility to identify other participants in the culture, and the process of budget allocation remains non-transparent.

Associations on the territory of the Municipality of Arandjelovac:

- Gallery 99
- Literary Club Svetolik Rankovic
- Association Old Town Ciganmala
- Association Bastina i buducnost
- Association of Visual Artists of Arandjelovac
- Association Art Forum
- Agency for Performing Stage Arts Touch in the Movement

Galleries in the Municipality of Arandjelovac:

- Small gallery ULUA
- Gallery Aleksandar Djonovic
- Gallery 99

Art Colonies in the Municipality of Arandjelovac:

- White Vencac
- World of Ceramics
- Art Colony Orasac
- Art Colony Sretenje
- Children to their Town

Events in the Municipality of Arandjelovac:

- International Youth Gathering of the Serbian and Balkan Spirituality
- Bukulja Assembly
- Festival of Arts Marble and Sounds
- Candlemas of the Lord
- Sumadija's Opanak
- Summer Book Festival
- Literary evenings
- Most beautiful word 'mom'
- Mankind owes the best to a child

Musical and theatrical events, folklore and many other events organized by some of the culture and art associations, amateur cultural and artistic associations, organizations and multi-purpose Center for Culture and Education, founded by the Municipality of Arandjelovac. A large number of events at annual level is mapped and presented with Calendar of Events, which is prepared by the Mayor's Assistant in charge for Culture, Media and Gender Equality.

Most of these associations have a problem with both premises capacities, and financial resources.

Culture should be available to all social and ethnic groups represented in a particular area. Reaction to all of these factors and their appreciation are necessary for creation of identity of a town.

In Arandjelovac are aware of social potential for cultural development and creation of municipality's image as an attractive tourist destination, but it lacks strategic planning and forecasting future of this development and networking at all levels.

NGO sector is poorly developed and cooperation with the private sector is not utilized. According to data on the number of unemployed Municipality of Arandjelovac is on the top of the list, with only 13.8% of the population employed, in public, private and independent sectors. The possibility of working in the NGO sector is not recognized as a solution for such high unemployment rate.

II.2Cultural Heritage

According to the Convention of the Council of Europe Framework on Cultural Heritage for Society, one's right to his heritage is inseparable from the right to participate in cultural life, and it is one of the prerequisites for uninterrupted sustainable development and promotion of cultural diversity.¹⁵

'Cultural heritage is considered as a basis for improving living framework, social cohesion and economic development.'¹⁶

It represents unique and irreplaceable cultural value of a nation, because, created by generations, it directly points to social but also complete educational, cultural, and even civilization development level. The value of cultural heritage, whether tangible or intangible, is constantly increasing, due to the conditional nature of time, but also because of the unstable environment in terms of new technologies and changes in style and way of life. Therefore, safeguarding of cultural heritage in the twenty-first century is not only declarative obligation of relevant institutions, but it is a moral role of the whole of modern society which, recognizing the importance of cultural heritage creates conditions for its preservation in the future.¹⁷

When we define cultural heritage this way, one gets the impression that it is the most important thing in the world, and indeed many institutions protect, valorize and interpret heritage.

Besides efforts to develop and improve performance of the institutions taking care of cultural heritage, The Ministry of Culture of the Republic of Serbia also in every way supports non-governmental organizations concerned about cultural identity, development of activities on protection and raising awareness among citizens. Department for Protection of Cultural Heritage

¹⁵www.mestokojevolim.rs/home/page/1/o-projektu

¹⁶Luc-ARCH(2006), Vodic za urbanu rehabilitaciju,

¹⁷<http://slovackizavod.org.rs/sr/kulturno-nasledje>

is responsible for reviewing proposals from institutions for preservation of heritage, for determining and categorizing applications. Also Sector for Protection of Cultural Heritage is responsible for promoting application of modern standards in the field of cultural heritage protection. Currently the digitization of cultural heritage has been recognized as a priority.¹⁸

Republic Institute for Protection of Monuments in accordance with the Law on the Protection of Cultural Property is responsible for various activities of mapping, evaluation, through protection and further interpretation:

- managing insight to the state of immobile cultural property of outstanding importance and cultural property of great importance and taking measures towards their protection and use;
- providing technical assistance and promotion of actions on protection of cultural property, especially with regard to modern methods of expert work;
- managing professional development of staff working on protection of cultural property;
- keeping central registers of cultural property by type and documentation on them;
- managing protection of cultural heritage of exceptional importance;
- ensuring uniform application of criteria in terms of proposing for designation of properties as cultural goods and identification of immobile cultural property of great and exceptional importance;
- cooperation with institutes for cultural heritage in preparation of plans and programs of immobile cultural heritage;
- record keeping and documentation of immobility's of special importance for history and culture of the Republic of Serbia, which are in the country and abroad, and taking care of their preservation;
- ensuring the uniform application of international conventions and other international instruments on the territory of the Republic of Serbia;
- annually inform the National Parliament of the Republic of Serbia on the condition of protection of cultural property registered in the World Heritage List;
- determining whether certain things, other than publications, enjoying the above

¹⁸<http://www.kultura.gov.rs/sektor-za-zashtitu-kulturnog-nasle>

mentioned protection, which are assumed to have characteristics of such things, may be temporarily or permanently exported abroad;

- study of immobile cultural property and creating research studies, reports and projects with appropriate documentation for the most suitable protection and use of a certain immobile cultural property;
- during spatial planning and designing, ensuring that immobile cultural property gets appropriate place and role in a given space;
- publishing material on undertaken constructions (works) on the immobile cultural heritage;
- development of projects for works and construction on immobile cultural property;
- insight in the implementation of protection measures and use of immobile cultural property;
- providing technical assistance for preservation and conservation to owners of cultural property and users of such properties;
- ensuring use of cultural property within lawful purposes;
- monitoring implementation of protection measures and proposing measures for protection of cultural properties;
- implementation of technical protection measures and physical protection of cultural properties;
- issuing publications on cultural property and results of work on their protection;
- exhibiting cultural goods, organizing lectures and other appropriate forms of cultural and educational activities.¹⁹

CIC - Central Institute for Conservation was founded in 2009 as a strategic project of the Ministry of Culture of the Republic of Serbia and the Government of Serbia. It represents an interdisciplinary, educational and scientific-research conservation center and a specialized

¹⁹http://www.heritage.gov.rs/latinica/nadleznost_zavoda.php

institution that protects cultural heritage, with labs, studios and with all the necessary for conservation and restoration of cultural heritage.

CIC is also the seat of the Regional Alliance of ICOM (International Committee of Museums) for South Eastern Europe. Objective of this service are organization of effective preservation service, interdisciplinary activities on protection of cultural heritage, creation of multidisciplinary professional and scientific database in the field of preservation of cultural heritage, implementation of multidisciplinary researches in the field of preventive conservation, raising the level of professionalism of professional institutions in the country, etc...²⁰

II.3 Occurrence and Development of Protectionof Cultural Heritage in Serbia

Development of conservation service in Serbia appears relatively late in comparison to Europe. After various attempts, dating from 1885, from various state agencies such as the National Museum, the Serbian Academy of Sciences, the Ministry of Construction, the Ministry of Education, the Ministry of Internal Affairs, who provided drafts, schedule, etc... the Law on the Protection of Cultural Monuments and Natural Rarities of the Democratic Federal Yugoslavia came into force on 31 July 1945. In that period republic institutes for protection of monuments of culture had not yet been established, and all issues were resolved by Department for Protection and Scientific Research of Cultural Monuments of the Art Museum in Belgrade. By the decision of the Serbian Ministry of Education, in December 1945, in addition to the regular museum work it was appointed with the task of protecting cultural-historical and art objects. The Art Museum in Belgrade carried out these duties in cooperation with the Serbian Academy of Arts and University in Belgrade. This council worked until the establishment of a special Institute for Protection and Scientific Research of Cultural Monuments of Serbia. The Institute was established on 25 June 1947, with seat located in the Residence of Princess Ljubica in Belgrade, restored after the war. Over time, the Institute employed other professionals such as archaeologists, architects, art historians, technologists and others. The Institute soon began to produce results in both theoretical scientific researches and in practice, and consequently the

²⁰http://culturakulturaserbia.org/lang2/cik_centralni_institut_za_konzervaciju_u_beograd.html

institution has quickly gained the reputation. Immediately after the foundation it began issuing the annual publication 'Statements', with research papers, and even founded a school for conservators, which enabled education in Serbia, and helped to open another ten institutes across the country.²¹

II.4 The Protection of Cultural Heritage in the Modern Ages in Serbia

Development and rise of not only the Republic Institute for Protection of Monuments of Culture but also other institutions dealing with cultural heritage and culture lasted until the beginning of the wars in the former Yugoslavia. This period was devastating for both the tangible cultural heritage in the literal sense and also for understanding and practicing culture in general. Today, in a time of transition and the global economic crisis, but perhaps mostly personal crisis for us as citizens, totally uninterested in culture, could take place, and probably only in Serbia, that rocks from archaeological sites are used in the construction of private homes, demolition of objects driven by ideological motives because they were not appropriate for current ideology, to open a restaurant at the premises of a memorial center, that isolated examples of architectural styles are left to chance, to 'Botox' the White Angel...

Therefore, we are obliged to seriously think about a comprehensive civilization restoration in this region, about spiritual and cultural, ethical and anthropological; about integral restoration of 'human factor', about gradual restoration of quality of living human substance, people and nations of this region. Everything that has been destroyed and that is currently being destroyed within our common for centuries multi-ethnic area, as an integral part of architectural and cultural heritage is important not only for the region where we live, but also for the entire European culture. Heritage of this area is also the heritage of the Balkans, it is the permanent value of the European cultural heritage, and the entire civilized world.²²

Another reason why we do not have attitude towards our own heritage, is the artificially modeled identity of all peoples of the former Yugoslavia. The process of unification and homogenization has been developed since the establishment of the Kingdom of Yugoslavia,

²¹ Zdravkovic, Ivan (1981), Founding and Development of Conservation Services and Branch in Serbia, Institute for the Protection of Cultural Monuments

²² Prof. Petar Arsic Arhitektonika kulturna bastina, 'O neophodnosti integralne obnove'

<http://scitech.sgi.co.rs/html/004/00402.html>

especially regarding its cultural policy. A supranational cultural identity was created, while differences were suppressed. This results in under-developed national and regional identity.²³

Cultural/architectural heritage is an expression of civilization development of each country, and its preservation and restoration is the obligation of governments, experts of different profiles (conservators, architects, art historians, archaeologists, sociologists, technologists, construction engineers and scientists in the fields required by a specific project) and citizens.²⁴

'The quality of living human substance' according to Professor Arsic, means that the process of raising awareness on the importance of cultural/architectural heritage is continuous process. This is achieved through promotion, debates, round tables, and various forms of participation. Also through implemented laws protecting cultural property, and which are followed, especially by the government, experts and citizens. For non-compliance penalties are set, which must also be conducted on the same principles: government, experts, citizens. It is the law that should be the same for all citizens. In that case illegal construction, corruption, various unprofessional interventions, vandalism and many other personal interests damaging our cultural heritage would have to be downsized to a minimum.

According to the Law on Cultural Property in the General Provisions (Chapter I, Article 2) cultural properties are objects and creations of material and spiritual culture of public interest which enjoy special protection stipulated in this Law. Cultural property, depending on the physical, artistic, historic properties are: cultural monuments, physical-historical sites, archaeological sites and places of significant importance - immobile cultural properties, historical works of art, archives, film material, old and rare books, and mobile cultural property. According to their significance, they are classified as cultural properties, cultural properties of great significance and cultural properties of exceptional importance. This classification is determined based on historical and artistic value, but also many other elements that accompany them, such as, for example, their natural origin, ability to participate in the modern life, or use for educational purposes, whether they belong to the historical complex, and so on.²⁵

²³Vesna Djukic, 'Cultural tourism here', pg. 25, 'lasted a century, since the establishment of the Kingdom of Yugoslavia until the last days of the twentieth century'.

²⁴International symposium 'Revitalization of Cultural/Architectural Heritage - the Aspects, Examples, Morals', civil society organization Suburbium

²⁵Achitect Djordjevic Slobodan (1978), Pogledi I misljenja,Glasnik drustva konzervatora Srbije

Because of their value, cultural goods need special care from the state, who are conducted through different ways of state law influence, from which the most characteristic is legislative activity of personification in the form of the Law of Cultural Goods, with Bylaws deriving from it, regulate the system of protection and using the cultural goods and determining the conditions for conducting activities of protection of cultural goods. The state conducts the law through the ministries and different government bodies and the institutions of culture.

The Ministry of Culture of the Republic of Serbia wants to develop and improve the work of the institution who safe guard cultural identity, developing the work of protection and raise awareness of the citizens. The sector of safeguarding of cultural heritage is in charge of consideration of suggestions of the institutions for protection of heritage, for confirmation and categorization of suggestions, and encouraging the use of modern standards in the field of protection of cultural heritage. At the moment digitalization of cultural heritage is recognized as a priority²⁶. Also the Ministry of Culture of Republic of Serbia in the objective of preserving the cultural heritage announces a competition which would partially be financed from the state budget. A lot of institutions answered to the competition in 2012. and 596 projects went through and most of them are co-financed with minimal amount of money²⁷.

Unfortunately, besides that , the Ministry of Culture of Republic of Serbia with the help of CCP (Cultural Contact Point) organized different seminars and workshops dedicated to education and encouragement of cultural workers to apply for funds beside government budget in great numbers, a small number of institutions does that. They lack the knowledge of educated management which main activity would be fundraising. As a solution reorganization of structure of employment is imposed, this would have as a consequence a working collective which main activity is protection and interpretation of cultural heritage but it does not rely on government budget funds. We are reminding that decentralization of culture should have unburdening of Ministry of Culture of the Republic of Serbia as creating a potential for entrepreneurship in culture.

The Republic Institute for the Protection of Monuments in according with the Law of protection of cultural goods also works in different activities from mapping, valorization through protection and interpretation:

²⁶<http://www.kultura.gov.rs/sektor-za-zashtitu-kulturnog-nasle>

²⁷<http://www.kultura.gov.rs/rezultati-konkursa-za-sufinansiranje-projekata-iz-oblasti-kulturnog-nasle-u-republici-srbiji-u-2012>

- realizing insight and taking precautionary measures regarding their protection and use;
- giving professional help and improving activity of protection of cultural goods, especially in terms in use of modern methods of professional work;
- ensuring the professional specialization of workers who work in the field of protection of cultural goods;
- keeping central registers of cultural goods by types and keeping documentation on them;
- ensuring protection of cultural goods of significant value
- ensuring of unique use of criteria in terms of proclamation of immobility of cultural goods and determining of immobile cultural goods from great and significant value;
- cooperation with institutes for the protection of monuments of culture in preparing working plans and programs on the immobile cultural goods;
- keeping record and documentation of immobile goods of great value for history and preservation;
- ensuring unique use of international conventions and other acts on the territory of the Republik of Serbia;
- informing the National Assembly of te Republik of Serbia once a year about the protection of cultural goods enrolled in the List of the World Culture Heritage;
- determining if certain things, publications excluded, which have already been protected, can be temporary exported abroad;
- studying of immobile cultural goods and making studies, elaborate and projects with certain documentation for most adequate protection and usage of certain immobile cultural goods;
- ensuring that in the frame of planning and arrangement of space of immobile cultural goods ensures adequate position and role in a specified place;
- publishing of documentation of undertaken works on the immobile cultural goods
- preparation of projects for execution of works on immobile cultural goods;
- ensuring of insight of conducting measures of protection and use of immobile cultural goods;
- giving expert opinion about preserving and maintenance of cultural goods to owners and users of those goods;
- ensuring the usage of cultural goods within the guidance of the Law;
- monitoring of executed measures of protection and suggestion of measures of protection cultural goods;

- executing measures of technical and physical protection of cultural goods;
- issuing a publication of cultural goods and about the results of working on their protection;
- exhibiting of cultural goods, organizing lectures and other suitable forms of cultural educational activity;²⁸

CIK- Central Institute for Conservation²⁹, was funded in 2009. as a strategic project of Ministry of Culture of the Republic of Serbia and the Government of the Republic of Serbia. It represents an interdisciplinary educational and scientific research conservation center and specialized institution which protects cultural heritage with laboratories, workshops and everything needed for restoration and conservation of cultural heritage. CIK is also the headquarters of Regional alliance of ICOM (International Committee of Museums) for south-eastern Europe. The objective of this service is organizing of efficient protection, interdisciplinary activities of protected cultural heritage, and creating multidisciplinary expert and scientific data base in the field of protection of cultural heritage, the usage of multidisciplinary researches in the field of preventive conservation, raising the level of professionalism of expert institutions in the country.

The modern concept of preservation of cultural heritage, besides existing law basis which are active in Serbia, should take into consideration the international recommendations and declarations. Modern concept implies that cultural heritage is used as a generator for the purpose of creating a sustainable development based on cultural tourism.

The relation towards heritage has been changing, so in the objective of improvement different kind of law acts were signed, declarations, recommendations which lead to better relations. NGO that work on raising the awareness of need for protection of historic building and cultural heritage in general, besides promoting cultural value they also aid in finding resources which are needed for creating conservation workshops, and are often used as a link between local community and government organizations that aid conservation projects.

²⁸http://www.heritage.gov.rs/latinica/nadleznost_zavoda.php

²⁹http://culturakulturaserbia.org/lang2/cik_centralni_institut_za_konzervaciju_u_beogradu.html

II.5 Protection of World Heritage

The most well-known organizations for preserving the world heritage is UNESCO (United Nations Educational Scientific Cultural Organization), ICOMOS (The International Council on Monuments and Sites) and the Council of Europe. They all work in the different fields but despite their different activities they all work reach the common goal, the preservation of world heritage.

UNESCO (United Nations Educational Scientific Cultural Organization), is an organization of United Nation for education, science and culture funded in the year 1946.

The main objective of the organization is to contribute to peace and security through supporting cooperation between nations through education, science and culture as a method of fostering universal respect of justice, law, human rights and basic human freedom.

UNESCO has 193 country-members and the headquarters of the organization is situated in Paris (France) with more than 50 offices worldwide. UNESCO exercises its activities in five major programs: education, natural science, sociology, culture and communications. UNESCO also sponsors projects for literacy, development of technique and pedagogy, international science, projects of regional cultural history, projects of promoting cultural diversity, programs of managing social changes, program dedicated to reservations of biosphere, and program which support international agreements about preserving the worlds natural and cultural heritage.

One of the parts of UNESCO is to keep a list of places of World natural and cultural heritage. Those places are considered an important natural or historic locations or objects which preservation is very important to the entire world community. On the other hand UNESCO isn't responsible for the protection and preservation of locations that are not on their list.

The World Heritage of UNESCO is meant for a specific location (as a forest, mountain, lakes, deserts, building, complex or a city) which are nominated for the International Program for World Heritage which is run by the Comity of World Heritage of UNESCO for education, science and culture of UN.

The objective of the program is to make a list, gather names of the locations and preserve the locations of great importance, cultural or natural, into a unique heritage of humanity. The locations that are on the list of World heritage can use the means from the Funds of World heritage of UNESCO under certain rules. The program was funded by the Convention of

Protection of the World Cultural and Natural Heritage, which was adopted by the General Conference of UNESCO on 16. November 1972.

Up till June 2012, 962 locations were registered on the list of World heritage (745 cultural, 188 natural, and 29 mixed in 157 states-members).

ICOMOS (The International Council on Monuments and Sites) is a professional organization whose activities are in the field of conservation and protection of cultural and World heritage. It was funded in 1965. in Warsaw, as a result of the Venetian declaration in the year 1964. Headquarter of ICOMOS is located in Paris (France). They also work closely with UNESCO and the Council of Europe.

The idea that stands behind ICOMOS dates back from 1931. from the conference on rebuilding of historical buildings, which was organized by the Office of International Museums in Athens (Greece). The Athens declaration was the first that started to propagates the concept of international heritage. On the second congress of Architects and specialists of historical buildings in Venice, thirteen resolutions were adopted (the Venetian declaration-restoration and conservation of monuments and locations), and by the suggestion of the UNESCO ICOMOS was formed to conduct this declaration.

ICOMOS has 7500 members and every member has to be qualified in the field of preservation and conservation of heritage. They are also members of the International Comity of the Blue Shields (ICBS) a organization which is active in protection of cultural heritage in areas that are engulfed in war or natural disasters. It was named by the UNESCO in 1972. to be an advisory body of the Comity of World Heritage, with IUCN (International Union of Conservation) and ICCROM (International Center for the Study of the Preservation and Restoration of Cultural Property). As an advisory body its obligation is to determine and nominate cultural goods on the list of World heritage, by the rules determined by the Comity of World Heritage.

The Council of Europe was funded in 1949.right after the WW 2 and represent the historical symbol of truce. It is a regional international organization of European countries, and its headquarter is situated in Strasburg on the boarder of France and Germany.

The purpose of the Council of Europe is represented in achievements of the basic personal and democratic rights and freedoms in Europe, and the most important acts were bringing the European Convention of human right, and in 1950. the establishment of the European Court for

Human Rights and it became effective in 1988. as a full time system of legal protection. The Council of Europe has 47 members who are at the same time signatory parties in the European Convention of Human Rights.

Even though the organization is of supranational and European character, the Council of Europe does not belong to the institutions of EU. The membership in the Council of Europe isn't conditioned by the membership of the EU, although all 27 countries of the EU are members of the Council of Europe.

Its objective is to create a common democratic and legal space, based on the European Convention on Human Rights.

In achieving basic goals, under the wing of the Council of Europe more than 200 of international contracts were signed about human and social rights, media, freedom of speech, education, culture, cultural identity, cultural diversity, sports, local-governing, health care, legal care, regional and state cooperation.

The Council of Europe has realized more than 80 projects within the Program of Cooperation and Technical Support in the field of integral conservation, cultural and natural heritage. It started a series of publications which deal in the policy of heritage.

There are many different organizations who are active in preservation and conservation who cooperate on different levels, and are specialized in archeological heritage, specific era, industrial heritage and etc. What matters is that there is cooperation, the exchange of opinions, and mutual support.

III Cultural Tourism

The objective of cultural tourism beside motivating people to travel and to experience different local customs, natural and material cultural goods, also to motivate local people to get in touch with their local history, but also places which do not have a touristic character can become based on the local customs, cultural and natural wealth. In that specific way the consciousness is raised of cultural goods that we possess, a local community participates in creating development strategies, while the consequences of that is a made profit.

According to the WTO (World Tourist Organization) cultural tourism is one of the most perspective branches of economy and about 37% of all the travels include this type of tourism, many countries have recognized it as a social priority. In the last decade of the last century cultural sector was one of four sectors with the fastest growth in the world economy.³⁰ Cultural tourism is a development strategy which gathers several scientific disciplines: Economy (cultural and economic value), organization (intersectorial connecting between culture and tourism), tourism (making places that do not have a touristic offer become interesting to tourist and the local society), cultural (reviving culture and natural goods), educative (education linked to local cultural resources), and marketing (managing the image of a town/city), all of them contribute to better understanding and respecting different cultures.

Art, culture, tourism contribute to the image of a town/city, and only if there is a designed plan for managing of the image that is prudently and organized action of branding which in every phase of becoming a brand controls the quality of the product³¹.

III.1 The Possibility of Development of Cultural Tourism of Serbia

Numerous cultural resources in Serbia as are: material and cultural inheritance, modern artistic production and cultural manifestation represent a potential value which can be used as a basic foundation for the development of tourism. Including the cultural heritage in the offer of cultural tourism the conditions are created for better promotion and preservation, and at the same time it contributes to the economical sustainability in the sector of culture.³²

Of course, it is not the case with Serbia, every sector acts on its own even the towns that are already on a touristic map of Serbia like the town of Arandjelovac, that does not offer anything more attractive than an Aqua park. In reality they have much to offer but it is mostly unlikely that a tourist that has only a weekend to rest and have some fun at the aqua park, would change his plans and take a hike on Bukulja mountain and visit the mountain peak, or the cave of Risovaca and the archeological locality in the outskirts of Arandjelovac, the nearby village of Darosava to see a cottage church from the 1833., or the house of our famous painter Nadezda

³⁰Djukic Vesna (2005), Kulturni turizam ,menadzment i razvojna strategija, pg. 38

³¹ the same, pg 114

³²Todorovic Maja (2009), Edukacija za razvoj kulturnog turizma, ozivljavanje kulturnog nasledja za potrebe kulturnog turizma, projekat, ZZPKR

Petrovic, if they haven't planned all of that in advance. That would mean that a tourist found out about the offer earlier in, let's say, Belgrade or Nis from where they came from, and especially if the tourist didn't travel by his own mean of transportation. In Arandjelovac there aren't any organized excursions, or public transportation, or mini busses that could drive through once or twice a day. They do not exist because there is no need for them. The main reason tourist come to Arandjelovac is to go to the health resort or to take a swim in one of the public pools.

The well-known review "Mermer i zvuci", is linked to the town of Arandjelovac (once it was a synonym for culture) is visited by the participants and the local population if they are not too busy vandalizing the sculptures in the park. There are plenty of cultural and touristic potentials, but there is a lack of strategies of development, planning, and clearly defined goals. The offer is important but maybe more important is how to organize that offer and make it more meaningful, how to educate the local society, invest into infrastructure, mark the locations that are of importance for cultural heritage. Unfortunately in Serbia cultural goods are not recognized as a developing field which can bring back the invested money, because there is no intersectoral cooperation and interdepartmental cooperation which could encourage further cooperation, and in that way spread the network.

Arandjelovac is specific because the resort Bukovicka banja is located in the center of the town I Bukovicki park, and is built in the style of a park village. Resorts are developing spontaneous, as a folk health resorts and later as places for rest and recreation but culture and social prestige as well. Bukovicka resort experienced its bloom during the 30's of the XX century when they built a modern hot bath. The development of resorts and climatic places is based on combination of health resort and cultural offer. With the current offer which is only 1%, the spa resorts represent an exceptional touristic potential of Serbia.

Usually spa resorts places are permanently populated, whose development and arrangement should satisfy the need of local population and special needs that used to be seasonal, and now are whole year guests who demand special efforts and investment.

According to the scientific work of Dragisa Dabic "Unapredjenje zakonske regulative I institucionalne organizacije odrzivog razvoja banja u Srbiji", the Law from 1992 cannot be considered a legal frame for sustaining the current state, nor further future development. In this law a very important touristic aspect of development of spa resorts and climatic places is neglected. Even though there is a new blueprint for the Law of spa resort tourism from 2006. it

still hasn't been voted, which shows how much the state is interested in the development of resorts and spa resort tourism.

While in Europe there are many spa and wellness markets, with over 1200 different spa centers, which prove how much this kind of tourism is on demand and developed.

An International Society of SPA resort has confirmed seven different types of spa and wellness capacities.

- Resort club (fitness + a wide range of daily service)
- Cursing resort (resort on a ship)
- Day spa (the most common type in Europe)
- Resort destination (a complex resort offer, with health and wellness service, fitness program and cultural offer)
- Health resort
- A spa in a touristic estate or hotel
- Mineral spring spa

When the laws in Serbia would be compatible with the laws in EU, Bukovicka resort would fall into the category of "resort destination" and could offer everything that implies under that term and gain again the reputation that it once had.

The cultural historical heritage and new programs in the function of tourism present the incentive to this development by becoming focal points who are paving the way in forming new connections. Beside that cultural-historical heritage and the built environment have several different roles in the area of tourism, individual objects can be a touristic attraction of first class thanks to its architectural qualities and/or historical value.³³

Each one of the next factors can be primary or secondary: natural environment, interesting historic past, a specific activity (paragliding, golf, etc.), and architecture. Beside the primary factor of attraction, the secondary factor is also important for the development of tourism. They work in a way that they create a general impression or they create a general picture about a place, in that way the town gains identity and recognizability and becomes a factor of attraction and a factor on which the marketing is built. For example, in Arandjelovac the primary factor is the health resort, and the natural, historical, architectural, cultural and all of the rest of the treasures

³³Maric Igor, Ninkovic Ana, Manic, Bozidar, Kulturno nasledje, prirodne vrednosti, novi programi u funkciji razvoja turizma ruralnih područija

are just an added value, on which we base the picture of the town as visitors, and the same picture is formed in the local community, and on that the marketing is developed.

Regarding Arandjelovac and its different potentials, which are still not offered as a package, we have to call again on the strategy of connecting and to notice that we can make a cultural route only for some actual touristic offers, a strategy that connects several towns/cities in Serbia.

There is the Risovacka cave, and by connecting it to, let's say, Potpecka cave in Zlatibor and Rajkova cave in Majdanpek , we would have an attractive offer which could spread and involve more caves from around Serbia.

The towns of Kikinda, Zlakusu and Arandjelovac have in common is the artistic colonies in which artists work with clay. Castles and fortresses around Serbia could also be an interesting route, the architectural buildings of the royal family of Obrenovic, and so on.

Cultural tourism should be a product of research of the market, or the needs of a modern tourist, and educating of local population based on local authentic resources. The state besides private sector and nongovernment sector needs to participate in the development of strategies, if not in any other way then by giving tax relief and different stimulating measures.³⁴ In that case a would favorable “climate” would be created for development of cultural tourism as a developing area which is presented as an economical category and potential. With this we could add an adequate branding of the town, followed by brochures, souvenirs and etc.

IV Example of Good Practice: The Castle Banffy in the Village of Bontida, Romania

In Serbia the word “Romanian” has been of pejorative character, and we thought ourselves as a superior nation in the spiritual, material and cultural sense as a nation in comparison to Romania, but using the Benchmarking method³⁵ they came to the example of good practice with

³⁴Djukic Vesna (2005) Kulturni turizam, pg.53

³⁵Benchmarking method- in literature there are several formulations listed, because it can be used on different sectors, and it establishes two questions: “What is better?” “Why is it better?” With this method of management for improving of the existing state , through analysis of internal and external factors, the system of comparison with adequate examples of good practice has the goal of continuous improvement

the castle Banffy in the village of Bonita in Romania, and it is possible to use it as an example on the case study of Staro zdanje. During the turbulent in history, the changes in societies structure, and first free elections in the year 1990. Also the period of transition in which Romania is can be compared to the transition period in Serbia and find similarities.. Romania became part of the European Union from the year 2007, and Serbia still isn't. As a relatively young member of the EU the Ministry of Culture and National Heritage of Republic of Romania has adjusted its laws to the criteria of the European Council. Romania³⁶ still faces problems such as:

- Conservation and restoration,
- The usage of historical monuments in purpose of sustainable development on a local level,
- Training of experts,
- Demolition of illegal objects
- Urban renewal of the industrial heritage

The thing that Romania is mostly known for are its castles and the most famous touristic attraction the “Dracula Tour”. The Architectural heritage, legends and general interpretation of the whole story links together several cities and castles. Completely mysterious castles have become mainstream, and acceptable to the tourists from around the world.

The castle which became a place of gathering for students of architecture, restoration and conservation, craftsman and volunteers from around the world, thanks to the initiative of NGO Transylvania Trust³⁷ is the castle Banffy. Beside different workshops for conservation and restoration, it offers different activities for the visitors like “Bontida Cultural Days” and programs which include the local community.

The Banffy castle is a Baroque architectural style monument of cultural heritage; it is located in the village of Bontida near Kluze in Romania. The castle was destroyed during WW2 by the German troops and neglected by the latter communist regime in Romania. During the

³⁶<http://www.culturalpolicies.net/web/romania.php?aid=422>

³⁷<http://www.transylvaniatrust.ro/>, a charity organization that was funded in 1996., one of the leading organizations in the field of restoration and conservation in Romania

dictatorship of Ceausescu many historical buildings were devastated and neglected. The castle was used as a storage space for iron.

By the partnership of Transylvania Trust and IHBC, a long term project has been developed to revive and spread the traditional way of building construction, restoration and conservation and to preserve old crafts in Romania, and by promoting high quality preservation of historical buildings of unique and valuable cultural heritage.

Initial project “Aiud” conservation and “Trans-national Training” (ACTT) was seen as the first step in developing and building strategy of preserving of heritage on a national level. As the European funds do not give grants for conservation and restoration, except if the object is not on the list of the international cultural heritage. In that case the Comity of International Heritage enables under certain conditions the usage of the Fund of International Heritage. The goal was to create a national center for training in skills of traditional conservation and restoration situated in the castle (BHTC), which will use and help to educate students from not just Romania but also the Eastern European Union, and at the same time the castle would be restored. The center was opened in August 2005. The BHTC promotes the politic of minimal intervention when work is being done on historical buildings, combining materials from the local resources, and of course everything was done in a traditional manner. The TT was founded ten years ago by the professionals who couldn't accept the circumstances that the society has implemented on the preservation of the architectural heritage. They wanted a sustainable frame of conservation of historical buildings and quarters, trying to change values of reasoning which starting from the second half of the 20th centurie has been going in the wrong direction in Transylvania. This was also the case with the builder's cultural heritage. It was a huge challenge and a bold initiative. The instinct of survival in itself, financial and moral shortage of the population of Transylvania was enough to fill the management of sustainable builder heritage. The process of regeneration is slow, even slower than vanishing value of cultural heritage. Without bigger dramatic yearnings for change, in 60 years the heritage will slowly disappear.

The Transylvania-Romania-Society needs help in all fields of conservation of building heritage. Beside long term systematic development and management, they have to answer to urgent needs:

- Research and documenting is needed, because only if the value is recognized it can be saved;

- Education and training are needed because results can only be achieved in societies who know how to recognize the value of heritage, which can be seen by the high number of educated experts. An educated society would recognize problems, and for solving problems of historical buildings education professional education is needed.
- The owners of historical buildings that are of value for the cultural heritage have to have a support from someone to whom they can turn to for advice or problem solving.
- Exchange of experience and knowledge between professionals who face identical problems in different environments is of great importance.
- In the end the last examples need to be presented so we could illustrate the possibilities of conservation on practical examples.

The main objective of TT is a self-sustainable builder's heritage achieved by the long term integrated conservation projects. TT helps whenever there is a dire need of conservation of architectural heritage.

1. Architectural heritage of Transylvania isn't adequately documented, and because of that the TT researches and offers different "package-projects" (Basic and applied research of the built heritage) based on the research of the neglected areas. The State Assessment and Conservation of Transylvanian Mural Paintings and Painted Paneled Ceilings is a project that is concentrated on buildings with exceptional artistic characteristics. The State

Assessment of the Endangered Built Heritage is a project focused on objects that are not functional and cannot be maintained in the modern society. The Vernacular Architecture Research and Protection is a project that tries to document various rural heritages, that lacks economical background to be sustainable. The research is trying to analyze the question of self-sustainability in the final phase of the study and feasibility.

2. The goal of "Science Nights" is spreading information and education of professionals and the public in the settings of cultural builder's heritage. Addressing the professionals who work on historical objects (International Conference Series on Theoretical and Practical Issues of Built Heritage Conservation – Tușnad) or specialized groups (International Conference Series on Historic Structures-Cluj). The lectures are professional and are based on scientific facts, but are explained in plain language so it can be understood by ordinary

public. (Transylvanian Monuments, ili The Conservation Technology – documented pamphlets).

3. Professional training of conservators involves several levels, and in all cases has accredited partnership institutions, involved in training are doctorates, Center of Excellence, students on specialization, student projects for graduate students and the conservation of builder's heritage as the highest level.

4. The Advising on Built Heritage Conservation project helps owners of historical objects in interpreting of law regulations of protection and advice on how to keep their builders heritage of it belonging to the church, be it social property or private.

5. Project of exchange involves two organizations, American U.S. ICOMOS and Slovakian Institute for Monuments. There was achievement of cooperation between many partners within organization with certain events, participating in scientific gatherings, as well as connections with professional bodies.

6. Projects of integral protection of monuments were designed so that they implement strategies of preserving of the builders heritage on which the TT insists, and for which it received many domestic and international awards (Grigore Ionescu Prize, Europa Nostra Medal). In these projects the colloquial heritage provides sustainability in a village community (Rimetea heritage conservation project) or Transylvanian Versailles which was revitalized through training of professionals (Built heritage conservation training center at Bánffy castle, Bontida), as through giving adequate infrastructure for postgraduates and PHD (Built Heritage research and training center, Breaza).

Now located in the castle is a wood workshop, locksmith, stone processing workshop and laboratories for restoration and conservation. A few hundreds of students from all over Europe went through this program and most of them came back the next year as lecturers or expert associates.

With successful strategies of connecting they managed to gain support from the British Council (Bucharest), the Ministry of Culture for National Education (Romania), British Embassy (Bucharest), EU, PHARE (Romania), ICOMOS (Romania), Ministry of Culture of Hungary (Hungary), British Council (U.K.), English Inheritance and ICOMOS (U.K. and E.U.), and support and patronage from his Royal Majesty the Prince of Whales. They received several Europa Nostra awards.

Builders heritage is more than old houses, castles, churches, museums, that is a living proof of our past , culture, old crafts, history and a life we ones had. Cultural heritage is left to us as a legacy of our ancestors, if nothing else, to be preserved and given to the future generations. Historical buildings need care and attention but they also offer benefits in return.- they add value to our lives in so many ways.³⁸

When we take into consideration the way the castle Banffy is restored (from it they made a polygon for practical work for students) and now they use it for further development of self sustainability, you can feel the prosperity in the village of Bontida, because the turnover in the village is higher over the year, which left good impression on development of cultural tourism. We can call that effect concentric spreading of prosperity from something that was a ruin or “creating something out of nothing” as usually we can hear when we talk about recycling, so giving the other function to the object under protection we can call it recycling of the object.

V Management of Cultural Heritage in Arandjelovac , the Analysis of Existing State and Suggestions used on the Case Study of the Object of Staro Zdanje

When we discuss about what would be best thing to do for the architectural cultural heritage, it brings certain questions, for example: is the thing that is best also at the same time possible? And if it is possible, is it sustainable? If it is taken into consideration that Serbia is a country in transition and that the cultural budget is shrinking every year, and that the state cannot set aside enough funding for projects of this magnitude, however it should be started from what is possible to achieve and from what we are allowed by the laws that protect cultural property allow us to, but we also have to pay attention to the fact that if the building doesn't have a man that keeps maintenance of it , it will soon become ruined from neglect. Integral conservation in the context of urban rehabilitation tends to bring back “life” to old buildings that are situated within the

³⁸<http://www.heritagetraining-banffycastle.org/index.php?p=29>

architectural units in the historical districts, giving them functions that sometimes differ from their main function, but which is compatible with the value and character of the ambient where they are situated.³⁹

Earlier I mentioned that the facility that doesn't perform its original function (in this case the hotel Staro zdanje) has to find a new strategy that will be maintainable in the conditions of modern existence. The reason as well is that the town of Arandjelovac is building its image on the SPA tourism, which as such is probably the only profitable solution in a town where unemployment is on a very high level, and all of the rest is unprofitable. On the other hand, following trends in hotel business, we are witnessing that it is based on all kinds of whims of spoiled clients. "Luxury" is the word used to offer exclusive experience of the quality in a cultural devastated environment. The example of that in Arandjelovac is the hotel Izvor⁴⁰, renovated and expanded several times its original size in a timid resort surroundings, looks like a small version of "Dubai".

Hotels that offer archaic indulgent , the only kind that could be offered in the hotel Staro zdanje (many times it was stated in different media that it could only be restored under the watch of the Institute of Protection of Monuments), would need a far better planed marketing for the whole region of Sumadija . "Marketing of Places" by Philip Kotler is comprehensive framework within communities can market them self in a global economy.⁴¹

The kind of indulging (as it is mentioned by people of Arandjelovac- an exclusive hotel with 5 stars, for elite clients with a deep pocket) , needs to be isolated in a sense that it offers absolute peace and quiet to the guest, besides all of the geological benefits and natural beauty that the surroundings has to offer, and in this case it is not like that. The hotel is situated on the north side of the Bukovicka park and is enclosed by all four sides (from the north side by a very busy street and the Post office, on the east side by Hotel Sumadija, and on the south and west by the busy Bukovicki park). The strategy of development, as an example middle age cities in Italy (Ferara) who insist on its authenticity in every aspect, offers a guest a complete experience of the

³⁹ Vodic za urbanu rehabilitaciju (2006) pg 80

⁴⁰ Reconstructed hotel "Izvor" is a congress SPA& Wellness resort with an area of more than 32 000 000 square meters and capacity of accommodating around 3500 guests. Alco group is owner and they invested 35 000 000 e Plus 8,5 000 000 e for the Aqua park.

⁴¹ Kotler, Philip(1993),MarketingPlace,The Free Press, New York

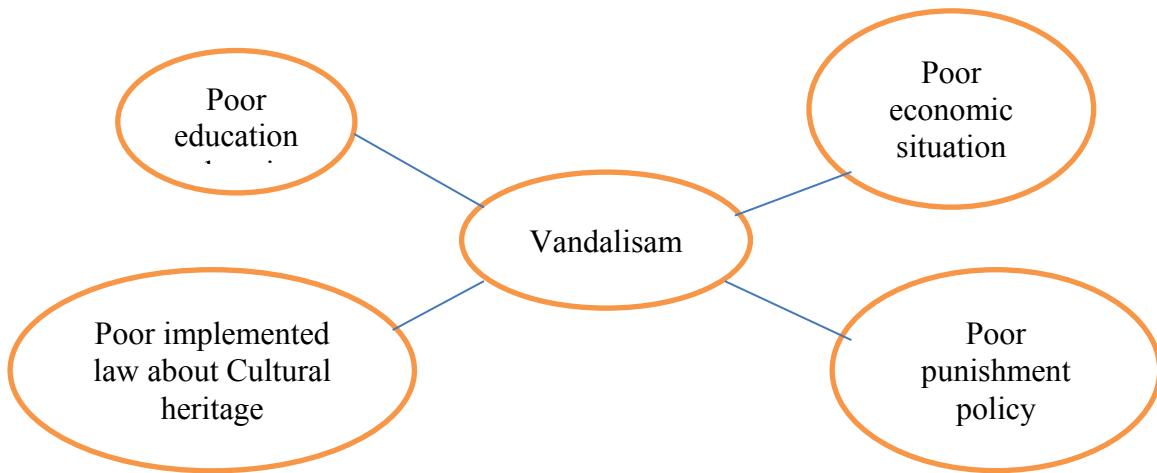
historical ambient unity, they probably determined those strategies right after it was confirmed that the city was built in the Middle Ages. Valorization and adequate marketing has helped places like that so they don't have to possess the biggest shopping mall or the biggest aqua park so that they can be sustainable and to attract tourism. Unfortunately, despite all the historical happening that has occurred on the grounds of the town of Arandjelovac, those potentials were not used. Beside the spa image, Arandjelovac also has an image of an artistic town. That is how it is represented in the tourism brochures of the Touristic Organization of Arandjelovac, however not in continuity. The town only functions like that during the summer period during the traditional review. Before I have quoted that the cities that had dying industry like in case of Arandjelovac, tend to, by investing in culture, make a renewal of what was created during the financial prosperity.⁴² That model would be ideal for Arandjelovac because it meets all the criteria.

Therefore, beside everything that the town could offer, and never did (because in the earlier years it was not recognized as a comprehensive potential), now according to a poll which was conducted to offer something similar, it probably would not have come to ruin as it did.

The awareness of what cultural heritage is and why it needs to be protected , and what do we gain from it in the everlasting struggle with the economic situation, education of the citizens and inadequate and weak laws of protection of cultural heritage that are hardly implemented at all, and also inadequate penalties for vandalism. Because of that it is highly important to animate the social community in different types of exchanging opinions, it has to participate in every phase of the process of rehabilitation.⁴³

⁴² Drgicevic . Sesic Milena (2002) Stvaranje mita o gradu i politika spektakla,pg 183

⁴³ Vodic za urbanu rehabilitaciju (2006)pg117



Picture 1.The influence of parameters on creating vandalism over cultural heritage.According to the analysis of the author.

The situation that is a paradox in case of the Staro zdanje is the local community. Sumadinci are generally considered as great respecters of tradition (as we could see, a lot of associations that work within Arandjelovac have the goal to preserve tradition) ,as well as all cultural goods that were linked to the Principality ,or Kingdom of Serbia and the royal family, however everything is reduced to just mere words, every enthusiasm and any kind of action that would cause optimism is immediately condemned to failure. Of course, the years of isolation has contributed to it, and the poorly executed transition that has devalued any kind of decent work. The working people of Serbia who built the entire nation during the youth wok actions, are now justifiably staying clear and refrains from any kind of volunteer work. While praxis in the countries of European Union shows that if a local community is eager to fight together for a specific goal and is ready to participate, the results are not missing and the goal itself is more certain.

Four Steps of Management in Cultural Heritage Management⁴⁴ tells about how to, through four phases, map potentials, use them to to make new strategies that are (desirably) sustainable, and afterwards that the cultural heritage is protected and interperated in the best way possible and in the end with the adequate marketing ,gets drawn closer to the potential users.

⁴⁴www.culturalheritagetourism.org



Picture 2. Four cultural heritage management steps

(www.culturalheritagetourism.org)

These four steps will be used as the simplest way in the attempt of giving ideas for strategies for further development of Staro zdanje.

V.1 Mapping the potential, researching and valorization

The space that is being occupied by the modern town of Arandjelovac was inhabited by human communities since the age of Paleolithic, which is being witnessed by the archeological remains. The village of Vrbica was formed by the decree of Duke Milos on the 8th of March in the year 1837, when one street was dug and from which a small town of Vrbica was formed, which again in 1840 was declared into a town. During the second reign of Knez Milos in the year 1859. During the visit to Bukovik and Vrbici and the mineral springs, the duke has commanded to build a church of saint Archangel Gabriel, and that the town is named by it, Arandjelovac. Since

then the Souer resort (as it was called) in Bukovik has become Bukovicka resort, and the town has become the town of Arandjelovac.

To the development of the town of Arandjelovac, beside its favorable geological position (the town is located between two mountains, Bukulja and Vencaca with a favorable climate, so it is also ranks into air spa) Bukovicka resort also contributed, thereby being integrated into the town itself, with thermal and sparkling springs, attracts more and more visitors that originale went there to be treated, including the duke Mihailo Obrenovic, which particularly contributed to the rapid development. The existing accommodation capacities were insufficient, so they built and on several occasions upgraded cottages for accommodations (in 1865. and in 1866.), but at the same time a steam bath was built and the park, that occupies 21.50 hectares was being arranged. Knez Mihajlo and the State attempted to provide all the means for development and modernizing the spa, through specially approved credits.⁴⁵. And that's how the building of Staro zdanje came to, which was known in that period as "Veliki konak". Different sources state different years of the beginning of the build of Staro zdanje⁴⁶. It is stated with great certainty that the build didn't start before the year 1868. And it lasted till 1872. Also by the allegations of Zorica Petrovic in her work "Bukovicka Banja u Arandjelovcu od 1860. Do 1875. Godine" the Staro zdanje was being built as a accommodation capacity of a resort , but according to other sources it was built as a summer residency of the Obrenovic family and the house of the assembly of the principality of Serbia⁴⁷ but also as a military accommodation capacity⁴⁸. In between wars it was used as hospital for wounded soldiers, and due to the changed political circumstances it has become a hotel. Although during the 90's of the 20th century it was used as accommodation for the refugees and invalid war veterans from the last wars⁴⁹. During that period ,the basement of Staro zdanje was used as a discothèque. The building was built on the high ground of the northern side of the park towards the Bukulja mountain and the park itself. The build of Staro zdanje was initiated by Knez Mihajlo Obrenovic but he didn't live to see it finished.⁵⁰

⁴⁵ Sumadijski zapisi IV-V (2011),Bukovicka banja u Arandjelovcu od 1860 -1875. pg.272

⁴⁶ Same pg. 146,272.

⁴⁷ Mrljes Rade (2011) Rekonstrukcija i revitalizacija Starog zdanja,Sumadijski zapisi IV-V

⁴⁸ Dva veka Bukovicke banje (2011)pg.35

⁴⁹ During the civil wars in Yugoslavia in the 90's

⁵⁰ Knez Mihajlo Obrenovic was shot 29.04. 1686. on Kosutnjak.

Staro zdanje is the oldest preserved architectural object in Bukovicka park, it was built by the project of a Munich disciple, architect Kosta Sreplovic⁵¹ the state engineer by the Ministry of development. The hotel Staro zdanje covers 9000 square meters. During the 19th centurie with Kapetan Misino zdanje in Belgrade and the castle of the heir to the throne Mihailo Obrenovic, represented one of the most beautiful and largest buildings in Serbia made by the architect Sreplovic.

The style characteristics of Staro zdanje belong to the Romantic style, but we have to emphasize that all of the elements were brought from Germany and as such they became a source creation through the work of Serbian builders from the romantic period. The decorative plastic was as for Kapetan Misino zdanje, ordered from Italy. The volume of the object of space and architectural organizing went through four phases:

I phase- the year 1872. Done by the project of architect Kosta Sraplovic the main corpus was built with the side wings leaned towards the central base. The outside monumental stairs were three-flight with the left and right wing going into massive stone wall sheeting. Built in this manner it was one of the most represented objects in Serbia during the 19th centurie

II phase- during the 80s years of the 19th centurie very narrow wings were added (8 meters wide), steering towards the street, and forming a back yard. Later the main steps were redesigned so that two separate prongs were made on the left and the right side of the stone wall sheeting.

III phase- year 1933-34. In time when Bukovicka resort was under the management of saving bank Dunavske banovine by the project of the architect Djordja Tabakovica, a new corpus was constructed by which the yard was turned into an enclosed atrium. The added part was blended into the style of the old building so it would make a whole. The stairs were redesigned again and now is widely open to the park.

IV phase- is the upgrade from the year 1971. the construction of functional facilities within the atrium, which hold no architectural value.

⁵¹ Kosta Sreplovic was Munich disciple, works at Ministry of Construction. He was architect for Obrenovic's family. He died during the construction of Staro zdanje due to the accident 1872.

By moving the capital from the former capital of Kragujevac to Belgrade, Staro zdanje has become a summer palace of the Obrenovic dynasty. The most impressive part of the castle was the ball room, also known as the Prince hall, was the most acoustic in the entire kingdom. In it was a central chandelier, composed of many crystal pieces and four smaller chandeliers, which surrounded it, a valuable collection of paintings, as well as stylish furniture. During the time of king Milan (1854-1901) and King Aleksandar Obrenovic (1876-1903) balls were organized, which were the talk of the town throughout Serbia. In this hall on one of these balls, then the young officer Zivojin Misic has met his future wife, German girl Luise, and king Mihailo Obrenovic wrote the song “Why are my thoughts fighting”, while queen Natalija Obrenovic frequently spent her time in Bukovicka resort , playing cricket in Bukovicka park.

After the May overturn in the year 1903. the castle of Staro zdanje loses its significance. Just in 1906 when the narrow gauge railway was built from Belgrade to Arandjelovac, the castle Staro zdanje receives a new function; it became a hotel, because every day new guests were arriving by train. One of the first guests of the resort was the writer and educator Dositej Obradovic. And latter, especially during the review “Marble and Sound” many famous artists were guests at the resort.

According to the inventory listing from the year 1941. in the Prince hall was more than 30 invaluable paintings of large format, mostly portraits of dukes from the first and second Serbian uprising and images from the dynasty of Obrenovic and Karadjordjevic, the works of the renowned Yougoslavien painter between two WW, Lukijan Babic⁵². Unfortunately all of those paintings were stolen, including two paintings of Aleksander Kirchner⁵³. The painting of Duke Milan has been seen in the Military museum in Belgrade, and two portraits found themselves in the museum of Krajine in Negotin. A valuable piano on which was played on by many artist from and outside the country, was given to the musical school “Petar Ilic: in Arandjelovac. The chairs and armchairs from the Prince hall were given to the National museum, and the priceless paintings work of painter Aleksandar Alek Djonovic⁵⁴, and two tapestries were putted away in the National museum of Arandjelovac and restaurant ” Aleksandar”.

⁵² Lukian Bibic, iconographer, archdeacon, famous for iconostasis was painted in St. Marko church.

⁵³ Aleksander Kirchner, german painter .

⁵⁴ Aleksandar Alek Djonovic(1931), he was founded of traditional Art Festival“Marble and Sound).

Hotel „Staro zdanje” from 1946. was given to the permanent use to the A.D. “Bukovicka Banja”. In September of 1988. Bukovicka Park with all of its objects was put under the protection by the Institute for Protection of Monuments of Culture in Belgrade and the Institute for the Protection of Monuments of Culture, a decision was made on establishing of space for the Premises of cultural-historical unit of Bukovicka Park. The Republic Institute for the Protection of Monuments in Belgrade at one point prepared an elaborate for the protection of the building of Staro zdanje itself, but, even though the building possesses the architectural, style and historical value, it never happened. Of course, the individual protecting of the building would mean that, besides the fact that the building would legally gain meaning and more severe conditions for resolution of its further fate. Already a complicated process of restoration and conservation in itself would become even more perplexed, which would make it harder for the potential investors. By the decision of the District Court of Kragujevac from 25th of October 2005, the hotel gets the ownership of the previous ownership in favor of state property. Today it is owned by the Direction of Assets of the Republic of Serbia, and in charge of its management is the enterprise A.D. Bukovicka resort.

It was closed for visitors in 2003. and was completely shut down in 2006. Although it was declared a valuable cultural-historical monument, and one of the most known specimens of Serbian romantic architecture, it was left to ruin. One more problem was poor technical, photographic and written documentation. The institution in charge the for the Protection of monuments in Kragujevac has absolutely no documentation what so ever, in the museum of Arandjelovac exists just a bit of information and documentation on the subject which is based on individuals who documented different scientific work that was related to the town of Arandjelovac, the development of the spa resort and Staro zdanje, who again gained information from the archive of Vojvodina, which is the only one that possess some technical documentation. According to the law that protects material and cultural property, on the VI chapter which tells us about the activity of protection of cultural goods, in article 65.says that activity of protecting cultural goods is also consisted of keeping a register and documentation of cultural goods as well as extracting publications, but also providing professional help on keeping and maintaining of cultural goods to the owners and users of those goods. As the Institute for the Protection of Monuments of Kragujevac has the jurisdiction over Staro zdanje , we can consider that it broke the law by not possessing any documentation at all.

The artistic-architectural presentation of Staro zdanje was used for years by the organs of the local administration as the motive on the towns crest symbol and the seal in a stylized pseudo-heraldic composition scheme (till the year 2004) , and as such was the symbol of the town, but in those days it was the symbol of Europeanization of the kingdom.

Unfortunately, instead of protection, the Direction for Assets of Serbia did nothing to save this cultural and historical property, and the ruined hotel is a frequent target of robbery and vandalism, the facade is in ruin, windows, doors, installation and equipment are destroyed, and it was burglarized on several occasions. Everything that could be carried was stolen; they even stole five crystal chandeliers from the King Hall.

The tourist agency of the town and ART forum filmed a documentary film in 2009 about the decay of Staro zdanje, so that they would draw attention of the public how one of the most architectural works of the 19th century Serbia needs to be saved from total ruin. Cultural institutions, NGO groups and individuals took part in the action “SOS for Staro zdanje”.

The restoration for the two hotels Staro zdanje and Sumadija was first estimated about twenty million Euros, so that both hotels would be turned into a luxury five stars hotels⁵⁵ . While the business-plan was meant to revitalize Staro zdanje into a four star hotel, the sum that was needed seven million Euros. It was calculated that the investment would return after 55,5 years.⁵⁶

The government of Serbia gave their consent to the initiative to start the procedure of privatization of Stock society of Tourism and Hospitality: “Bukovicka spa” in Arandjelovac, it was announced in the official messenger on 25.11.2011.

The initiative for privatization of that society, which was property of the state, was started by the Ministry of Economy and Regional Development. The whole park of Bukovicka resort, with all its assets (hotels Staro zdanje and Sumadija, Arcade, and an open pool, the gallery “Aleksandar Djonovic” and the pavilion “Knjaz Milos”) was in the possession of the state

The Staro zdanje changed its purpose depending on the needs, and gave hospitality to princes and kings and artists and victims of war (on many occasions), as well as usual guests of the resort. Now after all that history, art and sanctuary became an abandoned ruin, it has been forgotten. Above all it has been forgotten what it was a symbol of in the time of its construction, a symbol of Europeanization of the Kingdom. Today in 2012 Serbia still hasn't become part of

⁵⁵<http://www.ekapija.com/website/sr/page/458532>

⁵⁶ According to the interview with ex director of hotel Staro zdanje , Dragan Todorovic.

the European Union, we could say that in our process of evolution we only managed to forget, and we are unable to make progress. The potentials of cultural heritage are still unexplored, irresponsible attitude towards the past causes the same attitude towards the future. The case of Staro zdanje does not sit alone, mistakes like these are symptomatically made in Serbia.

V.2 Planning of short term and long term strategies of development

When we mapped all of the potentials and gained a picture about who is in charge of the fate of Staro zdanje, as well as its current state it's in, we can't but ask ourselves if something is in the property of the state, does that mean it's ours? If it's ours, do we as citizens can participate in any decision making about the fate of Staro zdanje.

According to that as how the authorities treat the problem we gain impression that the building isn't a material good of the country, but an obligation that is being avoided.

The law that protects material goods is used as an excuse for absence of activity, while setting impossible conditions to the potential investors, while the NGO is left to take care of the industrial heritage, the individuals who propose optimistic solutions are being sidelined. Involving the population is maybe one of the best ways to gain information, to analyze all problems and to form a strategy that will be sustainable. In these confrontations the local authorities, experts and people should be involved. These kinds of agreements create benefits for all:

- Knowing the impression from the local people enables experts to enrich their approach because they will get to know better the local way of life.
- The local population is being given the opportunity to realize some neglected or underestimated aspects of the object.
- Local authorities is being given a chance to additionally position itself and chose acceptable solutions for revitalizing the object

The democratic mechanism must be established from the beginning, so the project could become a collective effort- because then it is destined to succeed.⁵⁷

To determine the strategies it is needed to turn to the present and the future. The SWOT analysis is used to precisely determine the current state, or weaknesses and strengths related to the Staro

⁵⁷ Luc-ARCH(2006,)Vodic za urbanu rehabilitaciju ,pg.121

zdanje, but also the potentials, which represent the chances and threats that are linked to the environment in which the object is located.

The goal of the analysis is to observe the possibilities, opens new development perspectives, and by indicating threats imposes a task to the organization to finding preventing solutions and strategies.⁵⁸

SWOT Analysis

STRENGTH	WEAKNESS
-A unique building in architectural and historical sense.	-The current critical state of the mansion
- A protected cultural-historical unity.	- Lack of united initiatives (civil, NGO, local authorities)
-Has the support of cultural institutions of the town, NGO sector and civilian sector.	-Under the protection as a cultural-historical complex
-Great location	-the mansion isn't valorized as a distinct object
-An image of an artistic town	-A lot of funding is needed for restoration
-Tourist potential	-A responsibility for the state
- Diverse summer festivals	-The lack of technical, written and photo documentation
-A town-resort	-The lack of partnership (civil, private, NGO,, the state, international)
	-Lack of a strategic plan

⁵⁸Dragicevic, Sesic, Milena, Dragojevic, Sanjin (2005), Menadzment umetnosti u turbulentnim okolnostima, pg.82

POSSIBILITIES	THREATS
<ul style="list-style-type: none"> -Partnerships, -Coproduction, -intersectoral cooperation's, -international cooperation, -interpretation -cultural tourism, 	<ul style="list-style-type: none"> -The state doesn't recognize the priorities, -If the building collapses before any action takes place -If collective initiative doesn't happen, -If no strategy is being used, -If the potential of the town is not being used, -If the cultural tourism is not recognized as a strategy which can bring in profit

Picture 3. Table of SWOT analysis

In table 3. Of SWOT analysis the protection of the building of Staro zdanje in the frame of cultural-historical unity is in both fields, in "strength" and "weaknesses". The reason is that in the law that protects cultural goods, but also in the implementation and respecting of the same law.

Also through the first step of management of cultural heritage regarding mapping we could see the different potentials (architectural, historical, social, touristic, artistic), and also we could see the unawareness of all those potentials. According to the interview we could conclude that the touristic cultural sector sees potential in the building of Staro zdanje. Of course in the lack of adequate strategy it is not possible to move from the "dead spot", but also the examples of good practice should be more studied and to try to use what is possible.

According to the SWOT analysis, for the further development of Staro zdanje, the most convenient are the strategies of linking:

- Partnership,
- Coproduction
- Intersectional collaboration,
- International collaboration.

The strategies of partnership are recommended especially in turbulent areas where tall of the connections were severed on all levels locally, regionally and internationally. Commonly they are given attention by the donators from international organizations, and the grooving number of funds encourages coproduction with different countries (we can see that latter in the chapter of: Example of Good Practice”). Also these strategies can be looked at as a way to get to a financier, better public acceptance and international recognition.⁵⁹ From the view of cultural politic these strategies mean partnership of the public, private and nongovernment sector. This process is followed by socially responsible behavior of economy towards the local community as well as cooperation between nongovernment and public sector⁶⁰.

V.3 Protection and Interpretation

The usage or utilizing purpose is the best way of conservation of heritage; if the strategies of linking would be approved they should in best way preserve the character and the quality of the object with minimal intervention. In the first part of mapping I mentioned the building of Kapetan Misino zdanje on the Student Square in Belgrade. It is interesting that both buildings were constructed at the similar time, in similar architectural style and both were projected by the architect Sreplovic. Staro zdanje (1859-1872), Kapetan Misino zdanje (1868-1872). Kapetan Misino zdanje was bequeathed to the Belgrade University and it still stands as it was till this day and functions, surely the building isn't in its top shape as in its younger days, but compared to Staro zdanje the difference is drastic. The proposition for protection and interpretation relies on the example of good practice. The context of realization of the project is just what the project differ from one another, and why it is not possible to directly copy successful projects from one environment into another. Taking successful practice from one community as a model of

⁵⁹ Same ,pg.111

⁶⁰ Djukic Vesna(2010) Drzava i kultura , pg.246

development for another without modification compared to the context wouldn't provide not even approximate results.

According to the survey, that was done in the year 2011. in Arandjelovac , 80% of subjects, recognized the building of Staro Zdanje as a priority for rebuilding of the local touristic character.⁶¹

If we assume that tender whom we mentioned earlier doesn't come to life as an idea, and the object within the protected cultural-historical whole park Bukovicka resort doesn't find a buyer, the situation remains the same as it was, as it is now. But if we really want to do something about it we won't wait for potential investors to chime in but we will try to do what we can within the current state. The project of revitalization would be carried out in two phases, from which the first one would be the more complicated and the longest.

The first phase would, of course, refer to the conservations and restoration of the mansion, under the supervision of the Institute for Protection of Monuments. The strategy of linking would be used to link with different centers for preservation of architectural heritage, institutes for restoration and conservation, and universities. Example of the volunteer camps which specialize in conservation restoration who are spread across Europe and the world, present a benefit in every sense. First is the restoration of the mansion, and the second is of course the possibility that within the year a large number of young people who know how to respect cultural heritage (camps can last from two to four weeks, but could be long term till six months, and for this kind of reconstruction several years are needed), visit the town of Arandjelovac. We shouldn't exclude the possibility that if the volunteers bring back positive experience with them they can come back as tourists or recommend the spring resort to their parents, friends, etc. Staro zdanje would be a kind of practice for students and professionals alike, domestic and foreign, but probably a unique opportunity to work on a rare specimen of Romantic style architecture in Serbia. The project of restoration of objects is carried out in a way that they are susceptible to changes depending on new possibilities, unpredictable obstacles and social occasions.

Second phase starts when the building of Staro zdanje is restored. Now comes the moment when the function of the object needs to be chosen. The original purpose, according to the research, is something we need to change because of several reasons: according to the hotelier trends that have changed and widened over the centuries (the rooms are narrow and long, placed in the

⁶¹ Sorak Neda, Desivojevic Nevena(2011), Strateska analiza kulturnog sistema opstine Arandjelovac

upgraded part of the building which are only 8,00m wide, which means discomfort), in goal of again reactivating the object a new strategy is needed, one that will be sustainable in new social and political conditions.

The town of Arandjelovac needs this object for what? As we found out through the poll which object is important and needs to be reconstructed, the same way we can find out its new function. Of course we always have to have in mind the cultural and expert opinion. The object would maybe unite the cultural and touristic operation, but we mustn't forget that above all Arandjelovac is a spring resort.

The National museum in Arandjelovc is the official museum and beside all of its collection it possesses (historical, ethological, archeological, paleontological and a few gift collections) the museum possesses a large number of ceramic art pieces created during the review “Mermer I zvuci”, and during the symposium “Svet keramike”, which counts over 600 exhibits from artist from all around the world. Unfortunately the museum doesn't have enough space to exhibit the pieces in the right manner, nor the proper storage of the same.⁶²

On the other hand in Bukovicka park 67 marble sculptures are exhibited from the symposium Beli Venac, and also within the review “Mermer i zvuci”, with different renowned artists from the country and from around the world. Everything that is displayed in the exterior is being targeted by the hooligans and is susceptible to vandalism, so the sculptures are often damaged and have graffiti on them, but nor the museum or A.D. Bukovicka resort have the expert staff to keep maintenance of the sculptures in the park, and not enough funds to hire third parties to do so. It is unfortunate, but that also can be a potential for developing a Center for Restoration and Conservation of ceramics and stone, as a center that is really necessary to this town in which these artistic colonies are being held in continuity (“Beki Venac” since the year 1966. and “Svet Keramike” since 1973.) According to the image the town would like to have (besides spring resort tourism), the art is what makes Arandjelovac special. According to the earlier exhibited cultural offer of the town and mapped cultural institutions and NGO to whom the main problem are premises, it wouldn't be bad that the second purpose of use for the building of Staro zdanje is to be a cultural center which would operate on the whole 9000 square meters. From all that is happening as a cultural offer it isn't evolving. The museum could move its collection of artistic ceramic pieces into the premises and form new collections that wouldn't just be tied to the

⁶² According to the interview with the employees in the museum.

sculptures made during “Svet keramike”, but could offer different programs like individual exhibitions through competition, biennale, AIR programs, and as it is known that working with clay has therapeutic effects, it could also offer Art Therapy programs since the building of Staro zdanje is located in a spring resort⁶³. Clay as a material is very pliable, it is easy to work with because of its plasticity, it is suitable for beginners, for exploring of self creativity and developing a way to self-express, and with it the tourist offer would again be enriched with something that is abundant, from the local resources (Arandjelovac is also known for its clay) and that is “touristic practicing art” which is widely used in the world

We shouldn't forget that the Prince Hall within the building of Staro zdanje , was once the most acoustic hall, and that many musicians held concerts there.

Besides regular guests who already visit Arandjelovac , programs like these would surely widen the touristic offer. If the private and public sector recognize these benefits , surely the tourism would be the main work that would be done in Arandjelovac, but that would be called cultural tourism. We have to bear in mind that a very small percent 13, 8% of people living in Arandjelovac are employed in public, private enterprises and self-employed enterprises. So anything that would have a positive effect on the current situation should be supported by all means.

V.4 Marketing

Tourist Organization of Arandjelovac offers different arrangements, field trips to a close by and far destinations of Aranfjelovac, organizes and promotes different cultural happenings, promotes natural wealth and archeological sites. In the period when the hotel Staro zdanje stopped working, and at the same time lost its place of honor on the town crest symbol of Arandjelovac, there is no trace of any documentation for what purpose did it serve after that. In Touristic Organisation of Arandjelovac (TOA) you can find different brochures, pamphlets and even some books that were published by the National Museum of Arandjelovac (NMA). As much as TOA is active (we know that together with NGO Art forum, TOA started the S.O.S. initiative called “S.O.S. for

⁶³Because of the way it is worked with, besides developing the sense for artistic and visual esthetic, it is suited for developing motor skills for the hands, coordination of movement, and the sense of touch. Because of its calming and relaxing effect it is often used in different therapies, and as such has a positive effect on concentration and relaxation.

Staro zdanje), still doesn't have a single brochure about the Staro zdanje. Generally there are only a few information's about Staro zdanje, and they are not available to regular tourists

In the 21st century marketing and PR gives meaning to everything we do and creates a bridge between the audiences, potential audience, tourist resources... between everyone, who can be a potential target. When the quality isn't enough on its own, with good marketing, everything can be successful.

When we talk about objects that are under the protection of the state, it is rare that there is a publication that targets an average citizen. Even if they exist, they can only be obtained in the object itself, that is, if the purpose is for tourism. Monographs are usually dedicated to monasteries of Serbia, eventually to modern architecture or monographs of certain architects. A brochure about Staro zdanje is more than necessary.

Inclusion of the local community should start before the beginning of revitalization of the mansion, through different activities related to educating and the importance of the mansion. Of even greater importance is that the mansion remains under the state and the whole local community, that fact would have a distinguished accent. With a help of a small stand posted in front of the mansion itself, the local community could be informed about the revitalization plans and how they can contribute to that cause. Flyers, pamphlets and brochures would be put within the cultural institutions and sites of cultural heritage, as well in hospitality facilities and TAO. By propagating volunteering and with examples of practice, and renewing the object the way it was planned, as the first of its kind it would be introduced to the media (newspaper, radio, television, internet) locally and state wide.

The local community would be included all the time through different debates and round tables, some of them would be dedicated to the culture of recollection, or as how the citizens remember the Staro zdanje. While on some, experts would be key guests of the debates.

Marketing would be designed under the slogan: "New facilitie-Staro zdanje". During the field research it was noticed that the hotel Izvor, which was entirely renovated and is still on the same spot, the people often refer to it as New Izvor. Of course it is not the only reason, the word play itself "old-new", "old habits-new leaf", symbolizes opposites, the opposites attract each other, the old neglected hotel is now a new cultural center , or let's say a museum and many things more. Its historical part would be presented, architectural and stylistic value, social significance

through a whole period of existence (from the construction till the closing). Through creative education mainly through youth we create the cultural need , as well as needs for different knowledge from those that are tied to the materials used for construction of the building to the historical facts.

It is interesting that an object that was once dedicated to politics at one time, a private summer house for the royal family and a military base, became a place where artists gathered, thus the marketing would be built on these facts. Art has always implied hedonism which is totally opposite from what the Staro zdanje was, which again indicates opposites. Regarding the period when wounded and refugees were situated in the mansion; it would be an obligation to point out that not so pleasant picture which tells us about our combative authority and consequences.

Non material heritage that is linked the mansion are the stories that we can find in memoirs from queen Natalija, a certain spot in the park where she played cricket, the song from Knez Mihailo Obrenovic “Sto se bore misli moje”, and the rest of the famous people that took residence in the mansion. Souvenirs and photographs serve a purpose to remind of a good time, while the story is what a man remembers. A precisely documented history doesn’t mean the history is interesting itself “mere documenting does not stimulate fantasy. It shows that nothing worth telling happened... Just with gods the story becomes interesting. But there it stops being history and becomes mythology.”⁶⁴

One of the priorities of marketing would be returning of the motif of art-architectural presentation of Staro zdanje on the crest and the seal of the local government. By doing so the importance that the mansion had would be underlined, but also the future adaptive use would stand out as something of great importance to the town of Arandjelovac. Just then we can think about branding the town, which has the role of changing public attitude of the town.

⁶⁴ Asman Jan (2011), Kultura pamcenza, pg. 74, 75

VI Conservation and Restoration in Modern Ages

Conservation of architecture is a process through which material, historical and form integrity of architectural heritage expands through a series of carefully planned activities. This is what a conservator of architecture does. Decisions about when and how to intervene on a cultural monument are critical for the final decision on conservation of tangible cultural heritage.

Architectural Conservation deals with extending a continued existence and integrity of architectural heritage's character, in terms of form and style as well as materials which such creation is structured - such as brick, stone, glass, metal and wood. In this sense, the term refers to a professional use of a combination of knowledge, art, craft skills and technology as a tool to preserve cultural heritage constructions, along with actions in similar areas, such as preserving historical sites and conservation of art objects.⁶⁵

Definition of architectural conservation also relates problems of identification, politics, control, protection, identified with the totality of cultural and construction environments. This broader view recognizes that society has a mechanism of identification and evaluation of historic cultural heritage as well as legislation governing protection of the above mentioned, that it works on developing policies and management plans for the purpose of interpretation, protection and education. This process typically acts as one of special aspects of the structure of social planning.

VI.1 History of Movement of Architectural Conservation

As a movement, architectural conservation has gained importance over the 18th and 19th century. It was a response to Modernism and its associated view of architecture, which has assumed the sentimental attachment to old buildings and architectural structures in front of technological progress and change. Before that, most of the old buildings survived only because of its cultural or religious significance, or because they had not yet been discovered.

The movement experienced a significant increase during the great archaeological discoveries and advances in education. Educated people started to observe different examples of architecture

⁶⁵http://en.wikipedia.org/wiki/Architectural_conservation

conservationas acceptable or unacceptable. Therefore, at that time, occurred two schools, viewing the field of architectural conservation.

The term conservation referred to the architectural school of thought which have either encouraged active protection measures aimed at maintaining the status quo, or supported preventing further damage and deterioration of architectural heritage. That school considered that original blueprints of an old building were the only one, and that they were accurate as they were made. Two of the leading representatives of conservation orientation in the 19th century were art critic John Ruskin and artist William Morris.

Architecture conservation school that promoted restoration of heritage building considered that historic buildings can be improved, or sometimes even completed with the use of modern materials and methods of shaping and techniques. In this regard it was close architectural modernist theory, except that did not defend damaging of old , original structures. The most important and best-known representative of this school in the 19 century was French architect Eugène Viollet-le-Duc.

VI.2 Modern Approach

Today, there are following aspects of different architectural approach to conservation:

Conservation, this approach highly appreciates keeping, protection and maintenance of all original historic sites, it reflects historical stability of a building, as well as acceptance of all changes, additions and alterations of it created throughout its history.

Rehabilitation emphasizes a need for upholding and restoration of historical material, with greater appreciation for alterations, which means that before the intervention a building was in a worse condition. Renovation of a building focuses on retention of material related to the most important period in the history of the building itself, and therefore allows removal of material from other periods.

Reconstruction is focused on recreating destroyed objects, no longer existing objects, landscapes or structures with completely new materials.

The oldest building materials were of organic origin, such as mud and wood. They were used because they were easily available and originating from renewable sources. Unfortunately, organic materials are also very sensitive to external influences from both elementary and of

human or animal origin. Over time, these materials were opted out of use by inorganic materials, such as brick, metal, concrete, terracotta, and primarily due to longer durability than from the above mentioned.

Climate changes are affecting our world at large, including the cultural heritage. Climate change increases and accelerates accumulation of salt crystals in monuments and buildings, which speeds up their deterioration. Combined with air pollution, crystals also contribute to distinct darkening of these buildings. This problem is particularly manifested on marble.

The third factor affecting it is tourism. Besides its economic and cultural benefits one can definitely talk about harmful effects coming from it. Some of the monuments of the world cultural heritage are no longer available to the public, mainly because of the damage caused by tourism.

VI.3 Process of Architecture Conservation: Ancient and Historic Buildings

Determination of Problem

The first stage in conservation of any building is to assess its historical significance and value. Famous architect Donald Insall says: 'Each building has its own biography. Awareness on its complete survival is essential for understanding it as well as for a precise definition of the problem.' For example Parthenon - built between 447 and 432 BC, it was supposed to be a temple of the goddess Athena, but during centuries it was transformed to a church, then to a mosque, and then to a powder magazine, and today it is one of the world's most famous tourist attractions.

The next phase contains accurate measurement of an object, using modern measurement methods such as photogrammetry and stereophotogrammetry. Then follows analysis of the stability of a structure and place where it is located, and here it should be noted that there is no building which is in a state of complete rest, so winds and terrain influence on its stability is also examined.

At the end all of present installations in a building are examined, which normally refers to objects that are still being used or will be used. Ancient and historical buildings are also tested for lightning or fire protection, in order to protect it thoroughly. All data collected are

finally carefully analyzed and then a decision is made about a plan of conservation, in accordance with means and funds intended for the purpose.

Treatment means a wide range of activities, from cleaning interior or exterior of a building, to restoration of damaged or fragmentary parts of the building, (such as restoration of a large hall Windsor castle, which followed after the great fire in 1932). Between 1985 and 1989 was removed 38 layers of paint, sandstone walls of the White House in Washington were cleaned and restored, and this procedure can be taken as an example of restoration of architectural structures. Buildings represent a structure, which at different times can have different functions. They require constant maintenance in order to prevent a condition in which it loses its meaning. Restoration of a building can be seen as a set of activities that are in scope and importance of greater significance than the occasional maintenance.

Not all conservations of building are focused on a strict adherence to the original draft of it. It is often that only outer design of a building is preserved, while interior is fully modified. This approach is referred to as an adaptive alteration.

Although architectural conservation techniques are becoming more developed, just a simple cleaning or restoration could lead to undesirable consequences. A good example of this is uncontrolled use of sandblasting of buildings on softer types of stone, a technique which has been widely used in England between 1960 and 1970, when stone construction in some cases has been damaged to such extent that it had to be replaced by new ones. Most of the old buildings are built of stone, and they have been preserved to date only because of the well-known stability of this material.

Without protection stone can quickly collapse, especially today in this time of great global air pollution and climate changes.

Architect Susan Rebano Edwards promotes a simple yet effective technique for protecting ancient stone building structures. Treatment stops deterioration and it provides permanent protection, and appearance of stone is minimally changed. In addition to these benefits, the procedure is also reversible, easy to apply and inexpensive.

Description of procedure:

Material is cleaned with a soft brush, it is not recommended to use clothes. If dirt is more abundant, it is recommended to use EDTA ammonium carbonate based gel.

With brush scrubbing, spraying or soaking in distilled water, wash a surface (or with paper mash), if there are salts present. For stone overgrown with moss and lichen surfaces is sterilized with 25-36% hydrogen peroxide. Consolidate with Rinforzante H (for dry stone) or ethyl silicate (granite, sandstone), by injecting, rubbing or spraying, or impregnation. It is recommended only if cohesive force within stone is weakened, in order to prevent decomposition of material. Congest cavities, replace missing screws or parts. If necessary, treat with impregnation agents. At the end wax, acrylic or silicone based protective film can be applied.

VII Volunteers as a Social Engaged Potential

'Volunteers are unpaid not because they are worthless, but because they are priceless.'⁶⁶

Volunteering as a model of social engagement has a huge potential in the implementation of activities aimed at poverty reduction, sustainable development and social inclusion.

A volunteer is a word of Latin origin which in its contemporary understanding means a person who volunteered by his own will, individually or organized offers his services to those in need, with no financial compensation.⁶⁷ Work camp is a unique form of volunteer work, and as such has existed since the end of World War I, when a group of French and Germans gathered together to renew the small French village heavily damaged in the war. Since then, in nearly 3,000 different ways, people associate to contribute, with their help, time, money, experience and work, to make our planet be healthier, better and fairer place to live. Volunteer Day is celebrated on 5 December, since 1985 when it was adopted by the United Nations General Assembly. One

⁶⁶ Sherry Anderson

⁶⁷ www.wikipedia.org/wiki/volontier

in four Europeans is a volunteer and 2011 was declared as the year of volunteers, in order to organize events that promote voluntary work on every continent.

European Voluntary Service (EVS) is part of the Youth Program of the European Commission, which promotes youth mobility and non-formal learning through international activities related to youth exchanges. The aim is to make available an informal learning and experience for young people, encouraging their social inclusion and active participation, improving their employment opportunities and giving them an opportunity to show solidarity with others. Each EVS project aims at developing mutual support of volunteers and local community where volunteer is engaged, enabling establish new friendships and sharing experiences. Project topics are very broad: from protection of the environment, cultural heritage, arts and culture, working with young or elderly, to sports or work in youth organizations. Nearly 3,000 camps annually are organized worldwide. They are organized by Voluntary Services in collaboration with other non-governmental organizations, public utilities, municipalities, private entrepreneurs and civic groups interested in doing something positive for their communities.

Volunteers are among key people indispensable in various processes in which they participate. Even highly developed, economically stable countries, like Canada, are using services of volunteers and rely on their help. In Canada, volunteering is an important form of cultural and civic participation, which is encouraged by the government and private sector. In rural areas and smaller towns inhabitant's are opting to volunteering and donations more often than in urban areas. In 2004 a survey was conducted among institutions for protection and valorization of cultural heritage in Canada and showed that 85% manpower of the total of human resources were volunteers.⁶⁸

At the expert conference 'Conservation and Restoration of Heritage, Experience and Guidance', which was held in Ludbreg (Croatia) in Bathány castle (Center for Restoration), from 18-21 October 2006, organized by the Ministry of Culture of the Republic of Croatia, UNESCO BRESC Office in Venice, Croatian Conservation Institute and Croatian National Committee for ICOMOS, which gathered 150 experts from around the world, Srebrenka Bogovic (Canada, In Restauro) in her remarks referred exclusively to work of volunteers and their role in preserving the cultural heritage.⁶⁹

⁶⁸<http://www.culturalpolicies.net/web/canada.php?aid=822&ycce=200&Terms=volunteers>

⁶⁹[http://umas.academia.edu/SagitaMirjamSunara/Papers/668390/2006_Konzerviranje_i_restaurniranje_bastine_-](http://umas.academia.edu/SagitaMirjamSunara/Papers/668390/2006_Konzerviranje_i_restaurniranje_bastine_-_)

VII.1 Volunteers of UNESCO

The World Heritage Volunteerscampaign is coordinated by the UNESCO (The World Heritage Centre) and the Committee for International Volunteering (Committee for International Voluntary Service - CCIVS). It aims to mobilize youth activists from non-governmental organizations operating in informal sector for promotion and preservation of world cultural heritage, and through participation in international volunteer work. Projects investigate possibilitiesfor dynamic dialogue between volunteers and youth groups with cultural heritage and educated professionals involved in promotion and protection of selected locations world heritage. This wayshows merits of non-formal education, as an approach to heritage preservation, for young individuals and general public. Each project was founded by young local youth organizations and non-governmental sector. They determine purpose of a project in cooperation with partners (they can be from local communities, local government, from various interested groups), trained volunteer camps leaders and international volunteershosts.18 to 30 years old volunteers from different countries, take activities themselves. Camps usually last two to four weeks and receive ten to thirty volunteers,encouraging young people to take concrete action and to play important role in promotion and preservation of the world heritage.⁷⁰

VII.2 Volunteer camps in Serbia

Young Researchers of Serbia are the originators of the idea of volunteering in Serbia. Camps have been organized since the early 90's, as part of environment protection sector, or through various partnerships. So far they have organized more than 200 camps in which have participated over 2300 foreign volunteers.

All camps in Serbia are directed to sustainable development of local communities through:

- convergence of different cultures and nations with local communities,

iskustva i smjernice Heritage Conservation and Restoration - Experiences and Guidelines REVIEW
⁷⁰<http://whc.unesco.org/en/activities/681>

- introducing changes to local communities and setting examples through work of public interest,
- campaigns for promoting sustainable production, consumption and transport,
- protection of biodiversity in protected sites of nature,
- promotional clean-up of illegal dump sites,
- cultural decentralization,
- encouraging rural and eco tourism.

Although volunteers from Serbia can take part in various volunteer camps throughout the world, (YRS-VSS offers 25 different types of camps: restoration, conservation, archeology, festivals, yoga, social protection...), foreign volunteers are limited to only two type of camps per one year in Serbia. These are mostly ecology and social work. In order to make the offer more diverse it first of all is necessary that local governments, public enterprises, private entrepreneurs and municipalities are interested in this kind of work. And to encourage them, the law must provide them appropriate administrative duties and acceptable costs for volunteering organizers.

Unfortunately, the long-awaited 'Law on Volunteering', which was adopted on May 26 2010, did not meet the expectations of volunteers or potential volunteering organizers, while the 'third' party uses confusion about interpretation and subsumes professional internships under volunteering.

For the law on volunteering initiative was launched in 2004. in 2008. the Republic Ministry responsible for the work starts drafting the law, which was joined by civil society. It has tried to contribute to make the content of the law more adapted to the essence of volunteering.⁷¹ But consensus was not reached consensus on key issues that have been resolved in a problematic way.

General opinion about the Law on Volunteering, that all volunteer organization agree with, is that it introduces unreasonably high administrative duties and associated costs for organizers of volunteering. A guide to volunteering was published in August 2011 (2011 was proclaimed for the year of volunteers), intended for volunteering organizers, volunteers and users of volunteer services, but also for the relevant ministry because it points to all problematic parts of the law. 'How to Volunteer in Serbia, a Guide to the Application of the Law on Volunteering' aims to

⁷¹Guide prepared by the European Centre for Non-Profit Law and Civic Initiatives.

support the implementation of the law, because in this way it also promotes volunteering, but also helps volunteering organizers to continue to perform volunteer activities but without unnecessary added costs.⁷²

In order to promote values of volunteering, Ministry of Labor and Social Policy launched a website 'Volunteering' in 2011⁷³, where can also be found all information, rights and obligations provided by the law, related to volunteering, volunteering organizers and users. There is also a list of volunteering organizers for 2011/2012, and in the territory of Serbia there are total of 62 organizers, including NGOs, civil associations, public enterprises, municipalities, and private entrepreneurs, most of which are from Belgrade.⁷⁴ They also organize volunteer hours and matters related to welfare and the environmental protection.

Business Leaders Forum Serbia is the first network of socially responsible companies, established in 2008. Fourteen local and foreign companies have established a forum, which implements corporate volunteering programs in Serbia, in collaboration with Smart Collective.⁷⁵ With this type of engagements companies donate time, skills and energy of their employees. BLFS conducts volunteering actions 'Day for the community' and 'Our Town'. It also implements a project of individual volunteering of employees 'Time Bank', with the intention to strengthen capacities of civil society with the support of employees from companies that donate specific knowledge and time, giving their contribution to solving certain social problems. They are also part of an international network ENGAGE. ENGAGE program is conducted in more than 30 countries, through national networks of large companies and brokerage organizations that find the most effective ways to engage employees in activities of interest to the community.

Large corporations, especially international, should definitely have a moral obligation to encourage socially responsible business, and maybe if they have not developed that level of consciousness there are laws, from countries from which they originate, to direct them. While that is not the case in Serbia, and it is left to free will for every organization, public companies, private entrepreneurs, municipalities to recognize the importance of volunteering. And in case if they want to engage in volunteering, they have to face challenges that are still provided by law.

⁷²Guide prepared by the European Centre for Non-Profit Law and Civic Initiatives.

⁷³[www.volontiranje.minrzs.gov.rs / Latin / index.htm](http://www.volontiranje.minrzs.gov.rs/Latin/index.htm)

⁷⁴<http://www.volontiranje.minrzs.gov.rs/doc/list%20organizatora.pdf>

⁷⁵www.fpl.rs/home.6.html

However, there is one thing noticeable: institutions related to preservation of cultural heritage, such as the Institute for the Protection of Monuments, Central Institute for Conservation in Belgrade, etc. have absolutely none volunteering program linked to restoration and conservation of cultural heritage, which includes volunteers from all over the world, meaning that they are not networked with any volunteer organization in Serbia, which could offer, based on such cooperation, such programs to volunteers. The Law on Cultural Property also does not have a single article regarding voluntarism. As we have seen in much richer countries, but also those that are not, rely on volunteers without which sustainable development especially related to cultural heritage would not be able.

Young people in Serbia have recognized benefits of volunteering; their motives are different - from making new friends, learning about new cultures, traveling, to more specific ones, such as gaining new knowledge. Perhaps the main value of a young man (15 years and older) is gaining independence and life experience, as they themselves have pointed out in the column 'experience' at the site of Young Researchers of Serbia - Serbian Volunteers Service.⁷⁶

Most volunteers recognize benefits of volunteering in sense of raising team spirit and acquiring new interpersonal skills.

VIII Interpretation of the Research Results

VIII.1 Desk Research of the Research Question and Hypothesis

Writing the study of the case of the building of Staro zdanje meant several different approaches in the research. The first part refers to the research of literature, scientific texts, different case studies, researches, as well as articles in papers and on the internet, different blogs and sites from different organizations that are into protecting the cultural heritage. This part of the research at the same time has to give an answer to the placed hypothesis, as well as the research question. Hypothesis:

By assuming that a change of function is made to the building under the law of protection of monuments, it can be revitalized in a shorter time span, and the strategy of connecting (inter-

⁷⁶<http://www.mis.org.rs/vss/pages/sr/volonterski-program/iskustva.php>

sector, inter-resources, intergovernmental, international) can produce a model for cultural tourism.

The question of time is always under the discussion, especially in cases of protected objects, which is the period you can restore a building? If we can take into consideration that we can construct a building within a year, and let's say that for rehabilitation of the court in Belgrade in Nemanjina street, destroyed during the NATO bombing in 1999., needed three years to be rebuilt, then it is safe to say that the minimum needed for rebuilding is three years. Of course that all depends on how much work, the size of the building, the cash flow needed for materials and accommodations for the volunteers. A detail project would have to be made with a financial plan and the plan for rehabilitation. Also to be taken into consideration is the fact that the building was left to deteriorate for the past ten years, and then we can say that a minimum is three years and the maximum of five years, and we could say that the period is acceptable compared to the time the object was left in neglect to deteriorate. As the strategy of connecting is the first step towards sustainable cultural tourism, which was confirmed by the Council of Europe, UNESCO and even by our ministry of culture, we come to the conclusion that the hypothesis is confirmed.

The Research Question:

By changing the function of the object under the protection can we encourage revitalization, and create conditions for development of cultural tourism by intersectoral and international cooperation?

According to the conducted research and the mentioned example of good practice of the Bannfy castle, in the village of Bontida in Romania, the change of function of use of the object is what stimulates revitalization in modern circumstances, of every building, not just the ones that are under protection. If we add to this that the objects are directly dependent on people who work within them, live and etc., the life span of a building will last as long as they are in use by people. Of course, the strategies that call for cooperation can create the conditions for the development of tourism. If we, for example, change the use of Staro zdanje into a museum and a conservation and restoration center and a cultural center under one roof it is logical that just by the activity of these three institutions, the conditions for cultural tourism would be created.

VIII.2 Desk Research of the Second Hypothesis



Picture no.4 taken from a Facebook group: Latest Engineering Technology's Photos⁷⁷

This part of the research needs to confirm or refute the no. 2 hypothesis:

With its architectural quality and historical significance the builders cultural heritage influences on recognition and the identity of the city, which further positively influences the development of cultural tourism.

Different cities from around the world are shown on picture 3. each and every one of them is illustrated with its architectural heritage or monumental heritage, also these cities are touristic destinations. This picture can confirm that the architectural heritage and historical significance

⁷⁷<http://www.facebook.com/photo.php?fbid=351623581592681&set=a.215824985172542.54752.208530439235330&type=3&theater>

influence the identity recognition of the city because of that. In some cases the architecture is what we first think of when we say the name of a city, for instance Athens-Parthenon, Giza-Pyramids, Rome-the Coliseum, Moscow-Saint Basils cathedral, and etc., there are many examples from many countries and on every continent. These are cultural monuments of great importance, and as that they are on the list of the protected cultural heritage of UNESCO which takes care of these monuments. Also basing on the architecture we find certain connections between different nations who influenced one another; we can see that through architectural styles, and even more in mobile cultural heritage (practical objects, jewelry, etc.).

Every government or ruler strive to build something that would be used as a reminder of them or their rule. For example, in Moscow you cannot leave out the tourist tour of the underground central railway which was the symbol of Stalin's rule, and was built by volunteers. The more powerful the ruler the bigger, more luxurious, expensive and perplex was the architectural and builders cultural heritage. As well we will mention the project "Skopje 2014" who is building over its history and identity, and if we just took it as an example, we could see clearly that architectural heritage equals the identity of the nation, how it has buildings from different time periods that indicate a rich cultural heritage.

In the year 2008 the Olympic Games were held in Beijing, China, and it was a spectacle because a couple of sport objects were built just for that purpose. In that sense the futuristic looking arena "Birds Nest" symbolized the positive reforms which this country implemented for the past 30 years.

In nowadays international tenders are used in architecture, and their purpose is to find better solutions if in a certain location a new object is been constructed and has to correspond with authentic builders heritage and to find better solutions. In that way architects from all over the world can apply with their projects and get a chance to realize them in other countries or continents. The architecture stays for the future generations and it also tells the story about a town or a city.

We can see that the architectural and builders heritage has a positive influence on the cultural tourism by the numbers of touristic visits to the centers of culture or cities which use their architectural heritage to attract tourists. According to the report of the WTO the cultural tourism is developing under the rate of 15% a year. Nowadays even if you went on a holyday to the

seaside trough travel arrangements you will get offers for different field trips related to cultural and historical offer of the city, local customs.

Cultural tourism is a developing strategy of tourism, and even places that are not a tourist locations can become one, by using their already existing authentic cultural heritage, local customs, precisely everything specific that it has to offer, and architecture is one of those things. Architecture besides its function of use it has always been more than that, a symbol, sometimes of power or a technical achievement, and today beside all of the mentioned above, it has a function to distinguish a town/city and make it memorable and attract tourism with its unique architecture, a commercial use we could say.

VIII.3 Field Research and Interpretation of Interviews

The interviews included citizens of Arandjelovac of different orientations. The criteria for selection of the respondents was primarily interconnected to the fact that most of them are engaged or at least in one period of their lives were engaged in work on the object Staro zdanje.

The youngest among them is architects Rade Mrljes, who had for his graduate thesis at the Faculty of Architecture in Belgrade chosen the topic 'The Reconstruction and Rehabilitation of Staro zdanje in Arandjelovac'. Currently he is employed at the Heritage Preservation Institute in Belgrade. I also interviewed Prof. Dr. Dusan Izvonar (FPUiD), also a member of the NGO Future and Heritage, then Dragan Todorovic Manager of the hotel Izvor and former director of joint stock company Bukovicka Banja and hotel Staro zdanje, Director of National Museum of Arandjelovac (NMA) Ljubinka Nedic, Tanja Ivanovic NMA curator, specialized in the collection of ceramics, and journalist and TV announcer of RTV Sumadija Nevenka Popovic (very well acquainted with the situation, has also been employed in the festival 'Marble and Sounds' and in the NMA). In addition to work that is related to culture and tourism, personal motivation is a common feature for selected respondents, so the part of questionnaire was modified to suit their personal engagement. Three interviews were conducted personally, two online and one by phone. The aim of the interviews was to learn more about the facility itself and to confirm additional hypotheses.

Questions asked were on the subject of the cultural heritage of Arandjelovac as well as its evaluation and interpretation, with an emphasis on the building Staro zdanje. As active participants in the cultural scene Arandjelovac, respondents are more than aware of the full potential offered by the town and spa (as for example tourism potential), and none of the respondents think that the cultural heritage valorized adequately, or well interpreted. It was also interesting to learn their opinion on who needs to take responsibility for the situation in which cultural heritage is, and it's mostly local government and the Republic of Serbia, Institute for Protection of Monuments in Kragujevac and cultural institutions in Arandjelovac: Smotra and NMA, but also the local community. They frequently used the phrase 'a condition in which Staro zdanje isresembles all of us a little bit'. Mentioning the local community and shared responsibility, and how citizens of Arandjelovac participate in cultural life of the city as well, how much they are aware of which objects are cultural heritage, and whetherthey participate as activists, the response I have received was devastating - the public is completely uninterested. They accept cultural programs, but they don't have any particular motivation to participate in. There are various reasons for such lack of interest: from poor work done by the local community and cultural institutions, inappropriate education (kindergarten, school), to the period of '90. Of course, myrespondents did not take into account that 22.8% of inhabitants have not even basic education, while 67.9% has primary and secondary education.In addition, in the municipality Arandjelovac unemployment rate is at a very high level, and only 13.8% citizens are employed, according to data from October 2011.⁷⁸

Taking into account the low level of education as well as poor education in the schools, then we can definitely exclude family as source of awareness and respect for the cultural heritage. Poor economic and financial situation certainly contributes tomore drastic consequences, so Staro zdanje is a hub of vandals.

Assessing the validity of laws that protect cultural (architectural) heritage and their practical applications andtheir efficiency, the respondents had a very bad opinion. Laws protecting cultural heritage have been identified as those slowing down revitalizationmore often. While in some cases the institutions that enforce those lawsare almost silent and not prescribing penalties for breaking the law, in other casesthey strictly abide the laws which slow down the complete process. Also, the Law on Cultural Heritage is recognized as completely alone, unsupported by

⁷⁸http://www.b92.net/biz/vesti/srbija.php?yyyy=2011&mm=10&dd=21&nav_id=551373

other laws, insufficiently compulsory, and poorly implemented. The answer to this question can be considered as a confirmation of the first additional hypotheses:

AH. The Law as a legal political instrument of cultural politics, has an indirect influence on the management of cultural heritage and can speed up or slow down the procedure of revitalization, as well as to provide or restrict personal initiatives of a working collective in the objects under the protection

Most respondents recognized the socio-political changes as those that profoundly affect preservation, evaluation, and interpretation of cultural heritage. One of the interviewees specified that the socio-political changes affect only preservation of cultural heritage. At the same time, the youngest among them noted that the socio-political changes have absolutely nothing to do with culture in general. Also, that the culture (and thus cultural heritage) is completely marginalized. After the totalitarian regime during the 90's, but now we can talk about different political sets that have changed in the last 12 years. The sad thing is the attitude of the state towards culture, which was the same all those years.

As this thesis is devoted to the case study of the building Staro zdanje, it has just been the subject of several questions: different utility purpose, special valorization and potentials of the building of Staro zdanje. On the subject of different utility purpose respondents divided into three groups: the first group would retain the original purpose of the building, they think that tourism would be the fastest to return the invested capital for revitalization. If we recall that the business plan, which was made for hotel Staro zdanje, calculated that the estimated period required for return of the investment would be 55.5 years, we can conclude that this period is not so short, and in terms of a modern hotel industry that could be called a failed investment. The second group would combine art facilities with hotel accommodation, believing that the symbiosis of these two can be of great importance to the town's image, tourism, and culture. The third group thinks that Arandjelovac lacks with cultural institutions that would bring together in one place the various art amenities. Also for years NMA has a problem with collections inadequate for exhibition space. Therefore facilities in the town's center could solve many problems that occur in Arandjelovac. All respondents would protect the building, especially because of its importance in architecture, style and history. Moreover, none of the respondents sees a way to restore the object unless the state finances the project, or a potential investor

restores it. Such position supports the notion that cultural institutions (in which respondents work) are insufficiently educated about applying for various funds, even though if they are informed it is only superficial, they are deficient in knowledge or professional staff who would take the lead. Lack of inter-institutional inter-agency cooperation suggests that cultural factors are supported but there is no cooperation. They are not familiar with examples of good practices that could be applied in Serbia. The building's potential is recognized as a cultural and touristic.

Personal involvement distinct these people from most other citizens of Arandjelovac - some of them act independently, while others work within institutions and NGOs. They are associated by the sense of duty to the town where they grew up. Citizens' participation in various cultural activities is the base of the whole concept promoted by the European Union. Citizens' opinion is also really taken into account. Serbia hasn't developed the practice of participation in that extent, practically it is still in a beginner's phase. Eventually applicable methods are voting by e-mail or SMS, such as those for the reconstruction of the Dom omladine Beograd or ER and similar actions.⁷⁹

Overwhelmed by everyday problems, the majorities of employees in cultural institutions have neither a desire nor will to engage in activism. The effect of 'avalanche' that we aspire, that an individual can and must start action unfortunately is not the case in devastated environment. The video 'SOS for Staro Zdanje' which was one of the main initiators of this case study, which has involved literally all cultural performers in Arandjelovac, resulted only as much as to replace a small part of tiles on the roof of the building Staro zdanje. and nothing more... This section of the research is dedicated to proving the second auxiliary hypotheses:

1. The Law as a legal political instrument of cultural politics, has an indirect influence on the management of cultural heritage and can speed up or slow down the procedure of revitalization, as well as to provide or restrict personal initiatives of a working collective in the objects under the protection.

Auxiliary hypothesis no. 1 cannot be proven in full by the answers we collected. The first part of the hypothesis which refers to laws which influence on management of cultural heritage is confirmed, the interviewed that were gathered have confirmed that laws are usually obstacles for revitalization, while the part of auxiliary hypothesis which refers to the the

⁷⁹http://www.danas.rs/danasrs/srbija/beograd/obnova_doma_omladine ili hitne pomoci.39.html?news_id=99048

personal initiative of employees, hasn't been confirmed, although the law shouldn't restrict the possibility of action of the employed. A lot of time is still needed to come to past, filled with animating the public so that the legal citizens could influence on the future, not only of the faith of one object, but the whole public property and cultural heritage.

VIII.4 Field Research Focus Groups Interviews

Second part of the qualitative field research included interviews with four focus groups: high school students, young artists, not government organizations, all from Arandjelovac. Interviews were conducted in early August during the symposium White Vencac-art colony. For each group reminder was prepared with questions, in order to compare answers afterwards. When conducting research this way it is important to observe a group and interaction they have with each others.

The goal of such research is to see how much young people are aware of the rich architectural and historical heritage surrounding them, and also what kind of potential they see in their town and how would they recommend it to potential tourists. One of the questions was, of course, concerning different utility purpose of the facility Staro zdanje. The last question is related to volunteering, or if they have ever had the opportunity to volunteer, and if they haven't, would they like to volunteer.

The first focus group were high school students (two girls and three boys generations from '95 to '98), they have generally responded to the questions as if they were bored to answer them and in the beginning they tried to change the subject. For most of the questions they answered 'don't know', mostly girls. Most young people in Arandjelovac are currently occupied with the political situation, and the recovery of everything, therefore the Staro zdanje as well, they see the radically oriented political parties. There is very distinct devotion to organizations that work by 'patriotic' principles. Eloquence is not their stronger side, they have problem to orally express themselves, and the boys were dominant. It was only at the mention of the Obrenovic royal family when they accepted the conversation seriously. When you talk about local history they want to make themselves appear older and more serious, they compare Staro Zdanje to sinking 'Titanic'. For them, the cultural heritage is - intangible cultural heritage, but the fact is that none of them knew what intangible heritage means. Park where we had the conversation, with all

facilities under protection and sculptures, did not represent anything in particular to them. When you see something every day, over time it loses its charm, but certainly if there is some value we should know it. Potential for cultural tourism they see in Aqua Park and hotel Izvor, but do not like the crowds. They don't consider the Festival as a potential, and for some of the events do not even realize they take place in Arandjelovac. They see the image of the town through spa-town and culture-town, while one girl does not know the answer. When asked if they have volunteered, and if they know what benefits of volunteering are, nobody answered affirmatively. Some of them said that they would not change the usage purpose of Staro zdanje, but most of them said that they did not know the answer.

Economic and financial situation, poor education has made negative effect to these very young people, and except for history, which they respect in a strange way, they actually do not know many things about the culture that their town was swarming with. Indeed it is a fact that also in this period of life young people have urge to belong to a particular group because it feels safer that way.

The second focus group was consisted of university students, most of them studying in Belgrade, and spends little time in Arandjelovac, and for all of them is common that they practice sports. Four boys and two girls, generations from '90-'93, answered the questions. They were open to communication. They knew the local history of the town, but asked what is meant by cultural heritage, none has given an answer that cultural heritage could be tangible and intangible. Girls participated as much as boys. Five of six of them would change the utility function of the object Staro zdanje. Also, five of them would represent Arandjelovac as a spa town. But also the majority agreed that the town has potential in its cultural heritage to develop tourism. One gets the impression that something like the image of the town, which now results in tourism, as proven 'recipe', they would not change, while the facility which is closed to the public has nothing to lose and therefore its purpose can be changed. Also, the same thing is now even more obviously present in issues related to volunteering: four of the six of them had never ventured into volunteering, but as volunteering has special treatment, especially in Europe and the U.S.A., most of them have ambitions to become involved. They see it as a chance that someone notices them etc. Only one of subjects studies social science, while others are in technical and IT faculties. When it comes to art, it could be said they don't see a potential but something that is completely marginalized and sidelined. They have big ambitions for their

careers, and are interested only in benefit from them. On the other hand, they have no affinity for politics.

Third focus group was comprised of artists who at the time worked at a symposium Beli Vencac. They were also six, age ranged from '86 to '67 generations, and the focus group was comprised of one woman and five men. Unlike the previous two groups, when asked about cultural heritage, most of them included both tangible and intangible (five of them agreed), while one of the artists believe that only intangible heritage should be considered as cultural heritage. They all see cultural heritage as potential, and they would also build the image of the town as culture-town. Most of them had been involved in volunteering at one period of life and they would volunteer again.

The fourth group is the last in this study and it was comprised of NGO activists 'Buducnost i bastina', they have been actually only ones available for cooperation. The group consisted of two men and three women, generations '30-'77, with various education (secondary and tertiary). They have indeed rendered lively debate, but as the work of their organization deals mostly tradition, so their attitudes were also based on tradition. What is surprising is the fact that every informal association is formed to do something more about traditions, culture and so on. This group of people is consisted of those who are really afraid of any changes, don't have faith, and are quite unmotivated in this regard. They have neither the desire nor the will to change the world. Naturally, when asked what makes cultural heritage, they have replied it was both tangible and intangible, they see in it as a potential for the development of cultural tourism, and they would advertise the town as a spa and culturetown. During these discussions particularly dominant were young women who have had an idea that something needs to change. But the question about different utility purpose of the object Staro zdanje was followed with negative responses. Three out of five people believe that utility purpose of the object should not be changed at all, one respondent believes that such a facility could only be a museum, and we were left without one answer. This topic has quite affected the group, they believe that Staro Zdanje can only be and must remain a hotel of high class, for selected clientele, giving the example of clients who come to the newly opened hotel Izvor, which is obviously not by the standards of spa tourists, at least not of the kind that visited the spa in the 30's of the XIX century. Also they see no other way to restore the building, unless the state does it, or if it is to be sold, which they do not wish. All respondents had experience in volunteering.

When we compare these four groups we get the cross-section of society created thanks to the different periods, primarily political, that influence us all this time. In a complete absence of culture (on which it should have been insisted) developed generations who have no ambition at all, but also generations who had the opportunity to experience the decline of values during 90's, and now they have will and desire to progress, but only in areas that are profitable itself. Until someone else creates conditions that culture can be profitable, they are not interested too much in that area. On the other hand, artist are completely different story, those who would change something and got involved in the various actions see their contribution only in what they usually do (creation). They do not know any different mechanisms that can achieve a goal which is of wider social nature. Activists, who actually do not have the strength to cope with problems, financially largely depend on municipalities and stick to old postulates as if in the meantime, since the rule of Obrenovic royal family, nothing has changed. One gets the impression that the participants from the focus groups are people who are trapped in periods of their growing up and developing, without the strength and motivation to take the matter into their own hands. In that sense, it will take a lot of time to dedicate to quality education, motivation and promotion of participation of the citizens to even start some changes.

VIII.5 Analyses of Media Content: Internet Research

Internet research is based of different news linked to the culture in general. It has to show how much a wider social community has the need for culture, which they express by living comments in tabs under the cultural news. Blic, B92, Politika are one of three most popular internet sites of the daily news and one television station. On different internet websites including the ones I have mentioned, the system of commenting are the same: on the news about culture that can be linked to cultural heritage, music, visual arts, theater, film, archeology, literature etc. and all the way to interviews, personal opinions, news about personal lives of artist, the success on festival, exhibitions and different types of public representations. The news can be commented (a moderator has to approve the comment), on already given comments you can use next actions:

you can “recommend” or “not recommend”, you can rate them with action”+” or “-“, and you can even report a negative comment to the moderator, and the moderator can determine if the comment needs to be removed or not.

By observing we came to the conclusion that the most sensationalistic and populist news usually refer to theater, film and private life of actors has the biggest number of comments.

The second place in the number of commenting is “bickering through media”. While the news related to culture which is not so popular, rarely gets a response from the viewer to leave a comment.

Few types of comments have been noticed: when reader totally agrees with the news, where he doesn't agree with the news, where he participates by leaving a “witty” comment, while a small number of people find something that is interesting to them in the text and initiate further communication on the subject (which is the point of these types of comments that on a given subject they develop a principal which is present in forums). Also we notice that the viewer's live comments the same news on different websites under the same pseudonym/avatar, they really care to have their comment rated with “recommended” or with “+”.

For this research we took the news from the section of culture which are not populist or sensationalistic, but everyday news which about manifestation that are held every year and are renowned (Mokranjcevi dani, Oktobarski salon, Bitef). There we could see by the number of comments that the average citizen of Serbia isn't interested in culture. On the other hand politics, especially bickering, is a theme that makes the viewer's leave comments and starts a discussion or arguments.

There is a lot to be done on raising the awareness of the citizens about the importance of culture, education must be available to everyone, 50% of the population hasn't finished even primary school, which places Serbia in one of the leading countries by the number of illiterate in Europe⁸⁰, and the culture is still not being recognized as a product that can be sustainable. A society which doesn't have the need for culture is auto destructive and primitive with no chances for advancement.

⁸⁰<http://www.ilustrovana.com/2007/2525/2.htm>

Blic 05.09.2012	Culture	Comments
	47. Mokranjcevi dani u Negotinu od 13. do 20. Septembra	0
Blic 04.09.2012	Politic	Comments
	Vucic: Videce se da je DS opljackao Srbiju	420
B92 03.09.2012	Culture	Comments
	Neizvesno odrzavanje Oktobarskog salona	0
B92 05.09.2012	Sport	Comments
	Pre 10 godina pao je "drim tim"...	83
Politika 04.09.2012	Culture	Comments
	Provociramo, izazovimo, informisimo	1
Politika 03.09.2012	Chronicle	Comments
	Uskoro bez upaljenih farova danju?	47

The number of comments was stunning on the day 06.09.2012⁸¹

⁸¹<http://www.blic.rs/Kultura/Vesti/341288/47Mokranjcevi-dani-u-Negotinu-od-13-20septembra>
<http://www.blic.rs/Vesti/Politika/341083/Vucic-Videce-se-da-je-DS-opljackao-Srbiju>
http://b92.net/kultura/multimedia.php?nav_id=640058
http://b92.net/sport/kosarka/vesti.php?yyyy=2012&mm=09&dd=057nav_id=640573
<http://www.politika.rs/rubrike/Kultura/Provociramo-izazivamo-informisemo.lt.html>
<http://www.politika.rs/rubrike/Hronika/Uskoro-bez-upaljenih-farova-danju.sr.htm>

IX Conclusion

Cultural heritage as a social property is important because of helping in improving living frame, social cohesion and economic development. Modern concept implies that cultural heritage is used as a generator in the goal of creating sustainable development based on cultural tourism. As stated above it is of great importance that the cultural heritage stays in social property, this thesis can be used as an example on how to solve problems with devastated builder's heritage, which is plentiful in Serbia, and due to world economic crisis and the transition in which our country is currently going through, beside all economic and political difficulties that we are facing, it is logical that there is no room to think about a devastated builder's heritage. During the transition time a "sale" philosophy is used, meaning that it is better to sell then to look for solutions. Other problem is that the objects that are under the protection can only be restored or conserved under the supervision of the Republic Institute for the Protection of Monuments, and it would mean that would be more costly because restoring an object is more expensive then demolishing it and building a new one, and the Republic Institute for the Protection of Monuments can stop the revitalization of the object at any given time. To potential investors it doesn't pay off to invest into a project that cannot return the investment in the next 50 years, and let alone to create a profit. During the wait the objects deteriorate, and with each passing day needs more money to be revitalized. When we take everything into consideration we come to the conclusion that the main problem is of financial nature. This thesis can be used as a model on how to solve that specific problem, how to revitalize the builder's heritage in Serbia without great expenses.

During the research we noticed that there is a great lack of space for cultural institution and NGO, lack of cooperation between the government institution, NGO and private sector on various levels, also there is a high number of unemployment and youth that promotes violence

and vandalism under the disguised under nationalism and tradition due to the lack of proper education.

By changing the primary function of the objects we are solving some of problems directly, and others are solved in time indirectly. By doing so with Staro zdanje we are giving a model of good practice and for development of cultural tourism in Serbia, and showing that The Law of Cultural Goods isn't an obstacle for implementing a designed strategy which will be recommended.

During many years of neglect a unique object of Serbian Romantic architecture has become a ruin, it was burglarized and robed many times, and was closed for the use. The institution that had the jurisdiction over the object of Staro zdanje hasn't been performing its duty or any measures according to the law to prevent it. The search for the solution to the problem has reduced itself to selling and not thinking about searching of sustainable solution. Thanks to the decentralizations which was adopted as a strategy on a level of Republic of Serbia, it enables that the problem can be solved on local level but it hasn't been used by the Municipality of Arandjelovac or the Institute for Protection of Monuments of Kragujevac which have the jurisdiction over the object of Staro zdanje. In Serbia the Law of Protecting Cultural Goods isn't implemented well, and isn't respected by the institutions who are supposed to protect those cultural goods, and isn't supported by other laws, and penalty measures are not implemented also. Although there are potentials for developing cultural tourism in Arandjelovac are not been used because cultural heritage isn't recognized as a base for development a cultural tourism. According to the desk research we have confirmed our main hypothesis which means that in the short time period an object can be revitalized by using the strategy of connecting, which can influence on creating a model for cultural tourism.

The second desk research confirms are second hypothesis that architecture influences the identity of a town and further positively influences of development of cultural tourism. Through focus groups and interviews we came to a conclusion that laws have indirect influence on management of cultural heritage and it can speed up or slow down the procedure of revitalizing as well as enable or restrict the initiative of a working collective, auxiliary hypothesis which refers to the initiative of employees hasn't been confirmed because we still

have to work on animating the public. Through focus groups and internet research we came to conclusion that average citizens are not interested in culture.

IX.1 Recomandations

To change the function of the object of Staro zdanje, for starters it is necessary to revitalize the building. Because we are aware of the problem with finances, with the Benchmarking method we came to the example of the castle of Banffy in the village of Bontida in Romania, which was also devastated but the Transylvania Trust with an objective of preserving cultural heritage with a help of volunteers has managed to restore the castle and to give it a new function of use, which is sustainable. That example of good practice can be used on our case study of the building of Staro zdanje. If we want to perform the example of a good practice a strategy of connection has to be adopted which will connect the NGO and government sector, that is the institutions who have jurisdiction over Staro zdanje, and NGO who will provide volunteers. There are three levels of connections: local, regional and international, when that is done we can further think of adaptive usage of the building.

By cooperation's of all cultural actors in Arandjelovac, Touristic Organization of Arandjelovac, AD Bukovica SPA resort , the owner and care taker of the resort potentials, and by updating The Law of Resorts we will get something that is referred to in the world as Resort Destination, which unites cultural offers and medical resorts and that model is one of the most attractive and most visited in Europe. That way we will develop a model for cultural tourism which will promote cultural goods (including architecture as well) and affect the identity of places that attract tourist and at the end will have an objective of making money. The consequences of all of that are that the culture is no longer a spender of budget of the local government, but as a product which can be offered for sale, and become self-sustainable, in that way cultural tourism is been developed. Also the specific architecture of objects in the park as a cultural whole as a Bukovica park contributes to the image of the town, and recognition of it which is the base for the development of cultural tourism which we have proved in our auxiliary hypothesis and are second desk research.

This thesis can be used for further research and set up the model for rehabilitating an object under protection also a very important thing is to educated local community, so they can gain enough knowledge and self-confidence to influence on the far future of the material cultural heritage which belongs to all of us. In future we should enable programs which would educate and inform the broader population about cultural heritage what can be gained for it and what would be lost if it is not preserved.

Biography

Lana Rakanovic was born in Belgrade on 20 April 1979. She graduated The Faculty of Applied Arts and Design, department of Ceramics with MA degree. Since 2008 she works as a freelance artist in different fields. She is a member of ULUPUDS and Mad Squirrel Effect workshop, and part-time associate in Novobeogradska kulturna mreza. She had many solo and group exhibitions in the country and abroad and also worked in many art colonies and workshops, and works as an art instructor with children and disabled children. In 2012, as a part of her internship she worked in the National Museum of Arandjelovac.

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