



FINAL CONFERENCE OF THE INTERNATIONAL PROJECT  
***ATAS – ANCIENT TRAPS OF ADRIATIC SEA***

# UNDERWATER HERITAGE AND TOURISM

Organised by

University of Primorska, Faculty of Humanities,  
Institute for archaeology and heritage



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## PROGRAMME

**Wednesday, 23<sup>rd</sup> May 2018**

<b>During the day</b>	Arrival of participants and accommodation
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**Thursday, 24<sup>th</sup> May 2018**

<b>Venue:</b> <i>Koper, University of Primorska, Faculty of Humanities, Titov trg 5, Lecture room MAESTRAL 4 (6<sup>th</sup> floor)</i>	
<b>9.00-10.00</b>	Arrival, registration and coffee
<b>10.00-10.30</b>	<b>CHALLENGES IN MANAGEMENT OF UNDERWATER CULTURAL HERITAGE OF SLOVENIAN TERRITORIAL WATERS: BETWEEN IDENTIFICATION, INTEGRATED RESEARCH AND PROMOTION</b>  <b>Andrej Gaspari</b> , University of Ljubljana, Faculty of Arts, Archaeology department, Slovenia
<b>10.30-11.00</b>	<b>THE ACCESSIBILITY, USE, FRUITION AND ENRICHMENT OF IMMOBILE CULTURAL HERITAGE. A REVIEW OF LEGISLATION IN SLOVENIA, CROATIA AND ITALY</b>  <b>Katharina Zanier</b> , Institute for the Protection of Cultural Heritage of Slovenia, Slovenia
<b>11.00-11.30</b>	<b>PROJECT AS – AN EXAMPLE OF COMPREHENSIVE HERITAGE PROMOTION</b>  <b>Irena Lazar &amp; Alenka Tomaž</b> , University of Primorska, Faculty of Humanities, Institute for Archaeology and Heritage, Slovenia
<b>11.30-12.00</b>	Coffee break
<b>12.00-12.30</b>	<b>PROJECT ATAS – OBJECTIVES, OBSTACLES AND RESULTS</b>  <b>Zrinka Mileusnić</b> , University of Primorska, Faculty of Humanities, Institute for Archaeology and Heritage, Slovenia



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12.30-13.00	<b>APOXYOMENOS – UNDERWATER CULTURAL HERITAGE AND MUSEUM IN THE SERVICE OF THE LOCAL COMMUNITY AND TOURISM</b>  Zrinka Ettinger Starčić, Lošinj Museum, Museum of Apoxiomenos, Mali Lošinj, Croatia Hrvoje Potrebica, University of Zagreb, Faculty of Humanities and Social Sciences, Archaeology Department, Zagreb, Croatia
13.00-13.30	<b>HERITAGE MARKETING IN TOURISM</b>  Gorazd Sedmak, University of Primorska, Faculty of Tourism Studies – Turistica, Slovenia
13.30-14.30	Lunch break
14.30-15.00	<b>EXHIBITION MY LJUBLJANICA</b>  Irena Šinkovec, Museum and Galleries of Ljubljana, City Museum of Ljubljana, Slovenia
15.00-15.30	<b>PROJECT NAVIS - PRESENTATION AND PROMOTION OF CULTURAL (ARCHAEOLOGICAL) HERITAGE THROUGH THE CONSTRUCTION AND USE OF HISTORIC VESSELS</b>  Matej Draksler & Mojca Fras & Rene Masaryk, STIK & Institute for Underwater Archaeology, Slovenia
15.30-16.00	<b>OPPORTUNITIES AND CHALLENGES OF TOURIST VALORIZATION OF ZAMBRATIJA COVE (UMAG)</b>  Ida Koncani Uhač, Archaeological Museum of Istria, Pula, Croatia Neven Iveša, Juraj Dobrila University of Pula, Department of Natural and Health Studies, Pula, Croatia Danijela Mioković, Croatian Agricultural and Forestry Advisory Service, Poreč, Croatia Ana Žužić, Fisheries Local Action Group „Pinna nobilis“, Novigrad-Cittanova, Croatia
16.00-16.30	<b>UNDERWATER CULTURAL PARKS OF CROATIA WITH SPECIAL REGARDS TO MODERN SHIPWRECKS</b>  Luka Bekić, International Centre for Underwater Archaeology, Zadar, Croatia





**Friday, 25<sup>th</sup> May 2018**

**During the day**

**Departure of participants**

### **Information for participants**

#### **Venue**

*Koper, University of Primorska, Faculty of Humanities, Titov trg 5, Lecture room MAESTRAL 4 (6<sup>th</sup> floor)*

#### **Accommodation**

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## ABSTRACTS

### CHALLENGES IN MANAGEMENT OF UNDERWATER CULTURAL HERITAGE OF SLOVENIAN TERRITORIAL WATERS: BETWEEN IDENTIFICATION, INTEGRATED RESEARCH AND PROMOTION

### IZZIVI UPRAVLJANJA PODVODNE KULTURNE DEDIŠČINE SLOVENSKEGA MORJA: MED IDENTIFIKACIJO, INTEGRIRANIMI RAZISKAVAMI IN PROMOCIJO

**Andrej Gaspari**

David Badovinac, Jaka Bizjak, Miran Erič, Snježana Karinja, Zrinka Mileusnić, Sašo Poglajen, Katarina Zanier

#### **Abstract**

The talk will focus on the main emphases of the design of a programme of integrated research and outlets for the preparation of a management plan for underwater cultural heritage in the Slovenian sea, drawn up in 2017 by the working group under the auspices of the Ministry of Culture. The purpose of the design is to alert to the social importance of cultural heritage on the seabed and in nearshore areas of the Slovenian part of the Gulf of Trieste, the need to conserve it for the public good, development opportunities in the scientific, cultural, educational and tourism fields, and possibilities for its inclusion in the integrated management of the marine environment. Particular attention is devoted to the starting points, challenges and design of integrated research of this heritage in the Slovenian sea and nearshore areas. Emphasis will be put on the need for incorporating the results of studies into programmes and projects designed to raise awareness of the importance of underwater cultural heritage and its promotion, ensuring its accessibility and presentation (interpretation) as far as this is possible and within the limitations imposed by educational and tourism-related use, and introduction of a participatory approach and the promotion of management partnerships.

#### **Izvleček**

Prispevek predstavlja glavne poudarke zasnove programa integriranih raziskav in izhodišč za pripravo načrta upravljanja podvodne kulturne dediščine slovenskega morja, ki je bila izdelana leta 2017 v okviru delovne skupine pod okriljem Ministrstva za kulturo. Namen zasnove je naglasitev družbenega pomena kulturne dediščine na morskem dnu in v priobalju slovenskega dela Tržaškega zaliva, potrebe po njenem ohranjanju v javno korist, raziskovalnih in razvojnih priložnostih na znanstvenem, kulturnem, izobraževalnem in turističnem področju ter možnosti za njeno vključitev v celostno upravljanje z morskim okoljem. V predstavitvi bo posebna pozornost namenjena



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znanstveno-raziskovalnim izhodiščem in izzivom ter zasnovi integriranih raziskav te dediščine v slovenskem morju s priobaljem. Poudarjen bo pomen vključevanja rezultatov raziskav v programe in projekte za ozaveščanje o pomenu PKD in njeno promocijo, zagotovitev njene dostopnosti in predstavitev (interpretacijo) v okviru možnosti in omejitev vzgojno-izobraževalne in turistične rabe ter uveljavljanja participatornega pristopa in spodbujanja partnerstev pri upravljanju.



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## THE ACCESSIBILITY, USE, FRUITION AND ENRICHMENT OF IMMOBILE CULTURAL HERITAGE. A REVIEW OF LEGISLATION IN SLOVENIA, CROATIA AND ITALY

### DOSTOPNOST, UPORABA, UŽIVANJE IN OBOGATITEV NEPREMIČNE KULTURNE DEDIŠČINE. PREGLED ZAKONODAJE V SLOVENIJI, NA HRVAŠKEM IN V ITALIJI

Katharina Zanier

#### Abstract

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

#### Izveček

Prispevek predstavlja temeljne razlike v poudarkih varstva kulturne dediščine v Sloveniji, na Hrvaškem in v Italiji. Pomembne razlike se kažejo že v ustavah omenjenih držav, pri čemer je v Sloveniji poudarjen koncept ohranjanja kulturne dediščine, medtem ko se na Hrvaškem koncept ohranjanja kulturne dediščine neposredno povezuje z njeno uporabo, v Italiji pa z njeno obogatitvijo. Bistvene razlike v določanju pravic in odgovornosti na področju zagotavljanja dostopnosti, uporabe, uživanja in obogatitve kulturne dediščine se izražajo tudi v področnih zakonodajnih dokumentih in s temi povezanih finančnih mehanizmih teh držav. Jasne usmeritve so bistvenega pomena prav na področju arheološke dediščine, saj ima ta redkokdaj takšne lastnosti, ki bi lahko neposredno omogočile njeno uporabo, razumevanje in uživanje. Splošno veljavne smernice za to področje so podane v različnih mednarodnih pogodbah in listinah. Predstavitev je namenjena prikazu določenih pomanjkljivosti na naši zakonodajni ravni, zaradi katerih nastajajo znatne posledice v praksi. Najbolj očitna je, da v samem Zakonu o varstvu kulturne dediščine niso predvideni mehanizmi za zagotavljanje državnih proračunskih prihodkov za financiranje sicer na več načinov predvidenega vlaganja javnih sredstev v kulturno dediščino.



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## SWOT ANALYSIS OF POTENTIALS OF DIVING TOURISM AND UNDERWATER HERITAGE IN CROATIA, SLOVENIA AND MONTENEGRO

## SWOT ANALIZA POTENCIALOV POTAPLJAŠKEGA TURIZMA IN PODVODNE DEDIŠČINE NA HRVAŠKEM, V SLOVENIJI IN ČRNI GORI

Ana Šilović

### Abstract

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

### Izvleček

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





## PROJECT AS – AN EXAMPLE OF COMPREHENSIVE HERITAGE PROMOTION

### PROJECT AS AND THE SITE

### PROJEKT AS – PRIMER CELOSTNE PROMOCIJE DEDIŠČINE

### PROJEKT AS IN NAJDIŠČE

Irena Lazar

Alenka Tomaž

#### Abstract

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

#### Izvelek

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



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## PROJECT ATAS – OBJECTIVES, OBSTACLES AND RESULTS

## PROJEKT ATAS – CILJI, OVIRE IN REZULTATI

Zrinka Mileusnić

### Abstract

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

### Izveček

Projekt ATAS – Antične pasti jadranskega morja je rezultat sodelovanja štirih različnih projektnih partnerjev iz Hrvaške, Črne gore in Slovenije. Partnerstvo je vključevalo različne profile, kot so lokalna uprava, univerza, hotel in potapljaški klub, z dvema glavnima podizvajalcema, enim s področja vodenja projektov in drugim s področja marketinga. Glavni cilj projekta je bil vzpostaviti mrežo standardiziranih turističnih produktov s poudarkom na podvodni dediščini Jadrana. Vzpostavljena je bila mreža novih turističnih produktov, ki bodo trženi prek skupne platforme, s ciljem lažje promocije in doseganja večjega števila potencialnih uporabnikov. Poleg tega sta bila projektna cilja tudi diverzifikacija lokalne turistične ponudbe in podaljšanje turistične sezone. Oblikovanje turističnih proizvodov na podlagi potapljaškega turizma je bilo nadgrajeno s celovito promocijo podvodne dediščine. Ta cilj je obsegal tako arheološko dediščino in situ kot tudi promocijo in predstavitev premične dediščine iz podvodnih najdišč, ki so prikazani v muzejih ali drugih institucijah. V prispevku predstavljamo glavne cilje in rezultate projekta, vendar tudi opozarjamo na potencialne ovire z vidika kulturnega in dediščinskega turizma.



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## APOXYOMENOS – UNDERWATER CULTURAL HERITAGE AND MUSEUM IN THE SERVICE OF THE LOCAL COMMUNITY AND TOURISM

## APOXYOMENOS – PODVODNA KULTURNA DEDIŠČINA IN MUZEJI V SLUŽBI LOKALNE SKUPNOSTI IN TURIZMA

Zrinka Ettinger Starčić  
Hrvoje Potrebica

### Abstract

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

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

### Izvlaček

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

Nedavno odprti Apoksiomenov Muzej v Malem Lošinju – prvi muzej na Jadranu, ki je v celoti posvečen podvodni arheologiji – naravnost predstavlja severni Jadran (Kvarnerski zaliv) kot prostor



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visoke civilizacije v antiki. V tej muzejski postavitvi en razstavljeni predmet, predstavljen na povsem moderen način umetniške projekcije in promocije, spreminja dožemanje kulturno dediščinskega prostora, ki ga širi od obale do podvodnega sveta. Rastoči javni interes za podvodno kulturno dediščino je spremenil dožemanje podvodne arheologije, da jo je celo lokalna skupnost začela prepoznavati kot znanstveno disciplino, ki ni namenjena sama sebi, pač pa služi interesom skupnosti. V takšnem družbenem okolju Apoxyomenos, ki se je iz turistične atrakcije prelevil v enega najpomembnejših členov turistične ponudbe, postopoma postaja tržna znamka in temelj kulturnega turizma, kot tak pa bistveno prispeva h gospodarski sliki regije.



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## HERITAGE MARKETING IN TOURISM

### MARKETING DEDIŠČINE V TURIZMU

Gorazd Sedmak

#### Abstract

Although the concept of heritage marketing has been already present for at least thirty years, the humanists (if they do) accept it quite suspiciously. Partially, this reticence can be ascribed to the lack of understanding of the role of marketing in the tourism valorization of heritage. Marketing is not an activity that would use heritage as a raw material for making profits. It is about knowledge and skills and a set of tools that help in achieving different goals related to the integration of heritage into the tourist offer. It is important that these goals, which can be very diverse (and by no means only financial), are determined by those who manage the heritage. The basic idea of heritage marketing is to achieve a "fair" exchange between the supply and demand, which meets the needs/wishes of visitors/tourists and the interests of managers/providers of heritage, while at the same time preserving the physical and symbolic value of the heritage.

#### Izvleček

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





## LJUBLJANICA RIVER EXHIBITION

### RAZSTAVIŠČE LJUBLJANICA

Irena Šinkovec

#### Abstract

The Ljubljana River, which features an extensive karstic and wetland basin and numerous archaeological finds that place it among the world's sites of special interest, has recently started attracting well-earned attention from both experts and the general public. One of the richest and at the same time most endangered archaeological sites, recognised ever since the first intensive efforts to regulate the watercourse in the 19th century, it was declared a cultural monument of national importance in 2003 in its stretch running from Vrhnika to the divergence of the Ljubljana and the Gruber canal at Špica in Ljubljana. The Ljubljana and the Bistra, along with all the main karstic sources, are also protected as natural assets of national importance.

In 2014, Museum and Galleries of Ljubljana, in cooperation with the Municipality of Vrhnika, designed an integrated project to revitalise the heritage of the wider area of the local community. The fundamental purpose was to bring the extraordinary development potential of the spatial features and the cultural and natural heritage face to face with economic and environmental decline, which reduces the quality of life and contributes to the exclusion of local residents, especially young people. The first phase of the project, which was co-financed with funds from the EEA Grants Financial Mechanism and implemented in 2015/16, comprised the protection of the most endangered elements of this cultural monument. At the same time, renovation works were carried out on the building of the abandoned stitching shop of the Vrhnika leather Industry plant, and the Ljubljana River exhibition was set up, linking the natural and cultural heritage of the Ljubljana basin and the development of the Vrhnika area from prehistory to the present day.

In addition to an efficient programme plan for the existing exhibition space, the overall project continues with the phased revitalisation of the wider area. The involvement of special-interest groups in co-designing development plans ensures sustainable impacts on the environment, in the development of economic, cultural and other social activities, the revival of old traditions and crafts and the revitalisation of abandoned industrial and residential areas.

#### Izveček

Reka Ljubljana, ki z obsežnim kraškim in barjanskim porečjem ter številnimi arheološkimi najdbami predstavlja eno od svetovnih znamenitosti, je v zadnjem obdobju začela pridobivati zaslužen pozornost strokovne in širše javnosti. Ena najbogatejših in hkrati najbolj ogroženih arheoloških najdišč, ki je poznano že od prvih intenzivnejših regulacij struge v 19. stoletju, je od leta



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2003 od Vrhnike do razvodja Ljubljance in Gruberjevega kanala na Špici v Ljubljani razglašeno za kulturni spomenik državnega pomena. Ljubljanka in Bistra ter vsi glavni kraški izviri so zavarovani tudi kot naravne vrednote državnega pomena.

Muzej in galerije mesta Ljubljane je v sodelovanju z Občino Vrhnika v letu 2014 zasnoval celovit projekt revitalizacije dediščine širšega območja lokalne skupnosti. Temeljni namen je bil soočenje izjemnega razvojnega potenciala prostorskih danosti ter kulturne in naravne dediščine z gospodarskim in okoljskim nazadovanjem, ki zmanjšujeta kakovost bivanja in prispevata k izključenosti lokalnih prebivalcev, predvsem mladih. Prva faza projekta, ki je bil sofinanciran s pomočjo Finančnega mehanizma EGP in realizirana v letih 2015/16, je obsegala zaščito najbolj ogroženih delov kulturnega spomenika. Sočasno so potekala obnovitvena dela objekta zapuščene šivalnice Industrije usnja Vrhnika in vzpostavitev razstavišča Moja Ljubljanka, ki povezuje naravno in kulturno dediščino porečja Ljubljance in razvoj vrhniškega prostora od prazgodovine do danes. Nadaljevanje celovitega projekta poleg učinkovite programske sheme obstoječega razstavišča vključuje fazno revitalizacijo širšega območja. Sodelovanje zainteresiranih skupin pri sooblikovanju razvojnih načrtov zagotavlja trajnostne učinke na okolju, pri razvoju gospodarskih, kulturnih in drugih družbenih dejavnosti, oživljanju starih tradicij in obrti ter revitalizaciji opuščanih industrijskih in poselitvenih območij.



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## PROJEKT NAVIS - PRESENTATION AND PROMOTION OF CULTURAL (ARCHAEOLOGICAL) HERITAGE THROUGH THE CONSTRUCTION AND USE OF HISTORIC VESSELS

## PROJEKT NAVIS - PREZENTACIJA IN PROMOCIJA KULTURNE (ARHEOLOŠKE) DEDIŠČINE SKOZI KONSTRUKCIJO IN RABO ZGODOVINSKIH PLOVIL

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### Abstract

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

### Izvleček

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





## OPPORTUNITIES AND CHALLENGES OF TOURIST VALORIZATION OF ZAMBRATIJA COVE (UMAG)

## OPPORTUNITIES AND CHALLENGES OF TOURIST VALORIZATION OF ZAMBRATIJA COVE (UMAG)

Ida Koncani Uhač  
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### Abstract

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

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

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

### Izveček

Območje okrog Zambratijskega zaliva je zaradi arheoloških zakladov edinstvena destinacija za raziskovalce. Leta 2008 so bile odkrite nove arheološke najdbe, ki veljajo za prvovrstna arheološka odkritja. Lokalni prebivalci, člani društva za morske in kulturne znamenitosti »Savudrijska batana – Batana salvorina«, se zavedajo kulturnega, zgodovinskega in biološkega pomena zaliva in vseh možnosti razvoja nove turistične, kulturne in izobraževalne ponudbe, zato so s podporo lokalne ribiške iniciative »Pinna nobilis« zagnali pilotni projekt »Posebno področje upravljanja v Zambratijskem zalivu (Umag)«.

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



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## UNDERWATER CULTURAL PARKS OF CROATIA WITH SPECIAL REGARDS TO MODERN SHIPWRECKS

## PODVODNI KULTURNI PARKI HRVAŠKE S POUĐARKOM NA SODOBNIH LADIJSKIH RAZBITINAH

Luka Bekić

### Abstract

State of Croatia has well organised system of in-situ underwater heritage tourism. Besides ancient shipwrecks, diving tourists are able to visit many historically valuable and important shipwrecks, which are protected by the laws of Republic of Croatia. Ministry of culture has given concession to various diving centres across the coast, so tourist can easily access the interesting sites. Controlled system is a key to preservation of the shipwrecks which are treasures of the state, but now also a main asset for many such centres.

### Izveček

Republika Hrvatska ima dobro razvit sistem turizma podvodne dediščine in-situ. Turistični potapljači lahko poleg podvodnih razbitin obišejo tudi zgodovinsko pomembne razbitine, ki so pod zaščito hrvaške zakonodaje. Ministrstvo za kulturo je različnim potapljaškim centrom vzdolž obale podelilo koncesije, tako da lahko turisti zlahka dostopajo do zanimivih najdišč. Nadzorovan sistem je ključnega pomena za ohranjanje razbitin, ki so državno bogastvo, obenem pa tudi pomemben vir prihodka za tovrstne potapljaške centre.



Co-funded by the EASME programme of the European Union



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