
Project AS

– an example of comprehensive heritage promotion

Project AS and the site

Irena Lazar, University of Primorska, Faculty of Humanities
Alenka Tomaž, University of Primorska, Faculty of Humanities

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Comprehensive heritage promotion

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

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

Interpretation centre for visitors

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

Program and contents for visitors with special needs

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

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

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

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

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

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

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

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

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

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

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

Heritage trails

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

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

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

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

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

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

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

Program and contents for collaboration with schools, kindergartens and universities

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

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

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

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

Local community

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

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

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

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

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

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

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

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

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

Povzetek

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

Summary

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

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

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

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

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

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

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

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

Bibliography

- Groh, Stefan, Sedlmayer, Helga. *Otium cum dignitate et negotium trans mare. La villa marittima di San Simone (Simonov zaliv) in Istria (Slovenia)*. Bologna: Ante Quem, 2017.
- ICOMOS, »Mednarodna listina o ohranjanju in obnovi spomenikov in spomeniških območij (Beneška Listina)« in Doktrina 1: Mednarodne listine ICOMOS, ed. Jovo Grobovšek (Ljubljana: združenje ICOMOS/SI, 1999), 25-28.
- ICOMOS, »Mednarodna listina o ohranjanju in upravljanju arheološke dediščine (Lausanska listina)« in Doktrina 1: Mednarodne listine ICOMOS, ed. Jovo Grobovšek (Ljubljana: združenje ICOMOS/SI, 1999), 45-50.
- ICOMOS. "Listina o interpretaciji in predstavitvi območij kulturne dediščine." Doktrina 2: Mednarodne listine in dokumenti ICOMOS, uredil: Jovo Grobovšek, (Ljubljana: Združenje ICOMOS/SI, 2008), 45-53.
- Karinja, Snježana, Čerče, Peter. "The Roman Port at the St. Simon's Bay, Izola. The 1994 rescue excavations." in Radić Rossi, Irena (ed.), Gaspari, Andrej (ed.), Pydyn, Andrew (ed.), Proceedings of the 13th Annual Meeting of the European Association of Archaeologists (Zadar, 18.-23. september 2007), Session: Underwater Archaeology, Zagreb, 2008, 196-206.
- Lazar, Irena. "Izobraževanje na področju kulturne dediščine: Fakulteta za humanistične študije Univerze na Primorskem." *Studia universitatis hereditati*, 2013, letn. 1, št. 1/2, 123-139.
- Lazar, Irena, (ed.). "Project AS. Archaeology for all. Revival of the Archaeological park Simonov zaliv. Project Manual." Koper: Založba Univerze na Primorskem, 2016.
- Lazar, Irena. "Short description of the project and šroject collaborators." in Lazar, Irena (ed.). Project AS. Archaeology for all. Revival of the Archaeological park Simonov zaliv. Project Manual, Koper: Založba Univerze na Primorskem, 2016, 8-15.
- Lazar, Irena, Mileusnić, Zrinka. "Heritage education and students' training – case study Faculty of Humanities University of Primorska." *Museologica Brunnensia*, 2018, št. 7/1, forthcoming.
- Lazar, Irena, Ravnik, Mateja, Šmid, Katarina. "New contents fort he visitors and tourists – heritage trails." in Lazar, Irena (ed.). Project AS. Archaeology for all. Revival of the Archaeological park Simonov zaliv. Project Manual, Koper: Založba Univerze na Primorskem, 2016, 166-183.
- Lazar, Irena, Tomaž, Alenka. "Presentation of the project AS and its objectives." in Lux, Judita (ur.), Kikelj, Martina L. (ur.), Kramar, Sabina (ur.). *Zaščita in vzdrževanje mozaikov in situ / Protection and maintenance of mosaics in situ*. Ljubljana: Institute for the Protection

of Cultural Heritage of Slovenia, 2018, forthcoming.

Stokin, Marko. Katharina Zanier, "Simonov zaliv." Vestnik, 23, Zavod za varstvo kulturne dediščine Slovenije, Ljubljana, 2011.

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

Dokument Europa Nostra o kulturnem turizmu "Encouragement of Cultural Tourism and the Mitigation of its Effects". 2007.

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

Mednarodna listina o kulturnem turizmu, 1999, Doktrina I, Mednarodne listine ICOMOS, 2003, 61-67.

hereditati