

**Call for Papers - #pubarchMED Final Conference**  
**ARCHAEOLOGICAL PRACTICE AND SOCIETY IN THE**  
**MEDITERRANEAN REGION**



Topic:

The importance and impact of the presentation of cultural heritage in modern society, comparative analysis of archaeological practices in Croatia and Macedonia

Authors:

Stojanche Micev

Simona Goceva

Abstract:

In this text we will try to explain the importance and impact of the presentation of cultural heritage in the development of the society. Through comparative analysis we will try to provide insight into the level of development of archaeological practices in Croatia and Macedonia, and that will be based mostly on personal experiences, as well as conducted research. The purpose of this text is to encourage additional extensive research on this topic, to present some ideas for further action and through concrete examples to present the importance of modern technologies in a more successful presentation of cultural heritage and bringing archeology closer to the social masses.

Keywords: presentation, society, practices, archeological cultural heritage

## **Presentation**

The definition of the term cultural heritage presentation was formally approved for the first time in 2008 during the 16th General Assembly of ICOMOS in Quebec (Canada)<sup>1</sup>. Here the thesis that "presentation" means carefully planned communication with interpretive content through the arrangement of interpretive information, physical access and interpretive infrastructure of the cultural heritage site is the accepted definition.

The definition implicates a few different ways of presenting, and indicates that they can be used in the same time simultaneously. The first version of the precise definition of the term was made in 2002 during the initial preparation of this paper, but later on there are numerous critics and the subject of the presentation of the heritage has been completely removed from the paper.<sup>2</sup>

The 2008 definition works to this day, but it would be good to expand. The presentation is directly related to the interpretation, therefore, it is not possible to ignore this important aspect related to the necessity of creating a contact with our heritage from the past. Such contact improve the social understanding of the need to protect that heritage. One of the biggest challenges that archeologists face presenting this subject besides the interpretation is the way of presenting, because it is supposed to directly depend on the development level of a certain society. This means that in order to present a certain cultural heritage successfully, and for the wider social masses to accept it first a certain research must done. This research should focus on the development level of the society, and the level of the collective awareness on the subject. By studying these two segments we could get a broader understanding of the needs and requirements of the society. And according to those requirements we can adjust the interpretation, and select the way of presentation, sticking to impartiality and scientific independence. This approach to the subject allows us to bring the cultural heritage closer to the common man, it allows better understanding of its meaning, and also facilitates the social understanding regarding the need to protect this type of heritage. The new methods and techniques, as well as monitoring the development and modernization of technology should also be kept in mind. Using modern technology while presenting the subject has certainly increased the interest of the general public regarding this question.

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<sup>1</sup> [http://icip.icomos.org/downloads/ICOMOS\\_Interpretation\\_Charter\\_ENG\\_04\\_10\\_08.pdf](http://icip.icomos.org/downloads/ICOMOS_Interpretation_Charter_ENG_04_10_08.pdf).

<sup>2</sup> <http://www.enamecharter.org/downloads.html>

## **Comparative analysis of the archeological practices of presentation in Croatia and Macedonia**

Croatia and Macedonia are post-communist countries, or developing countries. Since 2013, Croatia has been accepted as a full member of the European Union, while Macedonia has not received full membership yet, but the European Union membership is the basic priority. After the split of Yugoslavia both countries established their own practices in the field of archeology in order to improve and promote their cultural processes. Both countries have rich archeological cultural heritage, but different strategies and different development levels on this subject. The level of development of archaeological practices in the presentation of archaeological cultural heritage directly depends on several factors: cultural politics, international cooperation, tourism development, education development, funding opportunities, cultural development in the countries etc. In this section through a few specific examples we will try to make a comparative analysis of archaeological practices in the presentation of archaeological cultural heritage, analyzing the strengths and weaknesses of both countries.

**Croatia**, in comparison with Macedonia has significantly better practice and experience in the presentation of the cultural heritage. The fast tourism development, good strategy and education, the constant international cooperation and the access to the European funds has significant contribution in the development of archeology in general.

The tourism is one of the main pillars of Croatia's economy therefore Croatia in addition to infrastructure projects has invested significant resources in the development and presentation of cultural tourism. Using European funds in the last few years Croatia has done many projects in the area of presentation and promotion of archaeological cultural heritage, especially in the coastal region.

One of the most significant projects is the "Archaeological Park Vižula" in the city of Medulin. The archeological site is a complex of Roman villas and has a chronological frame from the Neolith until Early Middle Ages. "Remains of a Neolithic settlement have been discovered, but the most significant is the Roman Villa, dating back to 1-2 century, and has been systematically processed for many years. There are three building stages established from the 6<sup>th</sup> century. The lower part of the Villa is now under the sea, whereas the remains of

other part can be seen on the harbor. The Villa is decorated with various mosaics and nearby has been found a lot of other archeological material.<sup>3</sup>

The main goal of this project is to connect the thematically related sites and offer the visitors an original experience to get in touch with ancient time in a peaceful ancient environment, where in the same time will contribute to the sustainable social and economic development of the city of Medulin.<sup>4</sup>

The project has officially started in September 2017 and ended in anpil 2019. The plan of the project was to do proper restoration, presentation and promotion as well as suitable valorization of this archeological site. Once this project was implemented the number of home and foreign tourists has rapidly increased. This project has a big influence on the economy of this area because with the investments made in infrastructure it has attract a lot of small and medium sized companies, which led to opening a lot of job opportunities. The project includes investments in conservation, restoration, revitalization and interpretation of mainland and underwater archeological sites, also landscaping the promenade as well as development of cultural and tourist content for visitors. In addition, it has an educational purpose, and also contributes to the sustainable management and presentation of cultural heritage, as well as branding, marketing and promotion of the archeological park Vižula as a cultural tourist destination. To achieve this goal, new and developed methods have been used, such as: precision measurements with a total station, 3D reconstructions, digital mapping, and drone scanning. As a main attribute to attract visitors is detailed presentation of the archeological site where are used 3D reconstructions of all objects and visitors can also use digital glasses and have a virtual trip through the past. For the purposes of this project a



*Picture 1. Presentation of the archeological cultural heritage through the use of 3D visual glasses, Vižula, 2019, <http://m.medulinriviera.info/sl/guide-medulin/villa-vizula/>*

documentary film named "The Secrets of Viula" has been made as well, and it was broadcasted on the Croatian National Television. In Croatia, several similar projects have

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<sup>3</sup> Obranič.S i A. Žigant, 2013, Zataj(e)na Istra – Imena naselja i rudina u hrvatskoj Istri – inventar za povijesno sjećanje. – Korenika. – Pula.

<sup>4</sup> <http://m.medulinriviera.info/sl/guide-medulin/villa-vizula/>

been realized which give a new light and great contribution to the presentation of cultural heritage.<sup>5</sup>

Although in **Macedonia** there is also a lot of capacity for the development of archeological tourism, such practices of presentation of the archeological cultural heritage are at a lower level. The shortage of professional staff, the frequent change of cultural policies and the insufficient investment in the archeological and cultural tourism does not provide conditions at all for improving the archeological practice and presentation of the cultural heritage. But in the last few years the terms in this area are changing and Macedonia is gradually advancing in that field. The access to the European funds, as well as the increased international cooperation contribute to the overall progress in the archeology. In recent years, several major projects in this area have been implemented in Macedonia. One of the most famous archeological sites, and one of sites that Macedonia has invested the most is "The Bay of Bones". The underwater archeological research of the site "Plocha Mikov Grad" in the Ohrid Lake, on the south cost of the Gradishte peninsula it was realized in year by year campaigns from 1997 until 2005. And in 2007-2008 a part of the settlement was reconstructed, which presents an attractive archeological site on an attractive area of the lake.<sup>6</sup>

With these research activities for the first time in Macedonia underwater archeology was acknowledged as official branch of archeology that deals with remains, protection and presentation of underwater cultural heritage. "At the site Plocha Mikov Grad, a prehistoric palafite settlement was discovered with a temporal belonging to the Late Bronze or Early Iron Age, and during the research so far 6000 remains of wooden piles were recorded in the waters at the bottom of the lake, at a depth of 3 to 5 meters that rested probably on a common wooden platform on which functioned



Picture 2. Panoramic view of the Bay of Bones - Ohrid, Water Museum, <https://www.discoveringmacedonia.com/2018/bay-of-bones-museum-ohrid/>

<sup>5</sup> <https://tvprofil.com/film/9686644/tajna-vizule>

<sup>6</sup> <https://core.ac.uk/display/286781326?source=3>

twenty prehistoric residential buildings, also built of wood. At the same time numerous moving finds from the Bronze and Iron Age period have been collected.<sup>7</sup> The site Plocha Mikov Grad in The Bay of Bones today is an attractive museum complex that has multiple parts: reconstructed settlement above the waters of the lake, Roman castrum that has been preserved, restored and is located on the highest plateau of the hill "Gradiste", accessible building with museum windows and a facility for underwater tourism, 24 reconstructed prehistoric houses on a wooden platform above the lake more reconstructed semi-open buildings, and other contents that enrich the overall ambience of the waters and the shore of Lake Ohrid. This way of presentation undoubtedly contributed to the development of archeological tourism and attracting visitors with the cultural heritage of Macedonia. In the last 5 years, the Bay of Bones has become the most visited and the most famous archeological site in Macedonia. However for a complete and modern presentation of this site, the practice of using modern technologies is missing. This site would attract even more visitors if the presentation process includes for example 3D visualization, digital glasses, and other tools that will help increase the interest of visitors to this site.

The development of the practice of presentation archeology in Macedonia is seen through the project for virtualization of museums, which is implemented in several museums in Macedonia. Also of great importance is the drone imaging and scanning of archeological sites and their 3D visualization, which began in 2019 and it's still ongoing. This type of projects are without a doubt very important, and have a great impact on the presentation of archaeological cultural heritage in modern society, so this practice should continue to develop even better and even faster.

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<sup>7</sup> <http://muzejohrid.mk/pristoriska-nakolna-naselba-vo-zaliv-na-koskite>

## **Conclusions**

The presentation of archaeological cultural heritage in modern society is of great importance for continuous and rapid cultural development. Following the world trends as well as innovation and international cooperation will contribute to an even greater impact on the development and knowledge of archeology, as well as the overall cultural development of the society. Analyzing the archaeological practices for the presentation of the archaeological cultural heritage in Croatia and Macedonia, through concrete examples we can conclude that although there are differences in the practice of presentation, in both countries in recent years significant progress has been made in this field. However some shortcomings have been noted in both countries. Analyzing the practices of more developed countries in Europe, such as Italy, Slovenia, Austria and others, we can conclude that both Croatia and Macedonia lag behind in the development of non-destructive archaeological research using geophysical and laser methods. For example, in Slovenia, Germany, Italy and other Western countries, significant progress in research and presentation has been made by the LIDAR system, as well as geophysical research. With the help of this type of research, Italian archaeologists near the city of Falerii Novi, about 50 miles [80 km] from Rome, discovered and presented an entire ancient Roman city using only a georadar. These types of technological development and innovations, experiences shared through international cooperation, as well as support from world scientific institutions and cultural - scientific organizations, will undoubtedly contribute to bringing archeology closer to each individual, and will certainly affect raising awareness and responsibility for the protection of cultural heritage in every society.

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