

Vjekoslav Vierda, BL
Institute for the Restoration of Dubrovnik

RESTORATION OF MONUMENTS AND TOURISM

UDK: 338.482:7.025(497.5)

Received (in revised form): 14th October, 1995

Review

The article considers the relationship between renewal of monuments and tourism from the aspect of a mutual experience of the future cultural historical monuments, as a part of a nation's total cultural heritage and as one of the most important preconditions for tourism development. Renewal of monuments is partly aimed at increasing the attractiveness of the tourism offer; at the same time it displays the relationship of a given tourist destination towards a country's cultural heritage and surroundings, and is a part of real tourism trends.

The mutual relationship between renewal of monuments and tourism is considered through two aspects:

1. Renewal of monuments as a precondition for securing a tourist attraction i. e. a monument which is already a tourist attraction, monument renewal as a condition for increasing the attractiveness of the same, and
2. Renewal of monuments as a tourist attraction sui generis, where the scheme of renewal attached to the monument's attractiveness is given as the initial theme, i.e. means of collecting financial aid for renewal, while a second theme considers the renewal as an attraction sui generis through all phases to finishing the renewal and introducing the monument.

Finally, the article gives suggestions on how to organize co-operation between institutions responsible for tourism, i.e. for the protection and renewal of monuments.

Key words: restoration, cultural heritage, tourism, financing.

INTRODUCTION

The restoration of cultural monuments in a wider sense is a set of activities aimed at the restoration of the cultural monuments up to the level that guarantees the utilization thereof without danger both for the monument itself and for the beneficiaries and/or visitors. In the restoration program are included the monuments that for internal or external reasons (e.g. disrepair, propensity of the site to earthquakes etc.) are endangered or the monuments which already suffered damage in an accident (e.g. war, terrorist attack, earthquake etc.). Finally, in the restoration program are included the monuments that should be returned to a previous state after inadequate changes - annexes and/or partitions - in the course of restoration due to any of the mentioned damages.

The restoration of monuments is a continuation of the activities of the Service for the Protection of Monuments which is supposed to carry out a series of preliminary research activities on the facility and/or its site and to prepare the documentation containing the historical analysis and restoration guidelines along with the permit for the restoration plan. After the start of the restoration this Service monitors the process till its completion with the right to stop it at every moment. Although the works of protection and restoration are most often performed by the same institution these tasks are not identical because they require different procedures. For great projects such as the restoration of the old town of Dubrovnik the state has established special institutions (in our case the Institute for the Restoration of Dubrovnik after the earthquake of 1979), detached from the institutions of protection.

Hereinafter the restoration of the monuments will be defined as a lege artis procedure under the permanent supervision of the Service for the Protection of Monuments. Moreover, the restoration process that would not include consulting, supervision and control elements of the protection branch can hardly be called a restoration of monuments.

RESTORATION OF MONUMENTS AND TOURISM

In our opinion there are at least two ways in which the restoration of monuments and tourism are connected, viz.:

- a) The restoration of monuments as a prerequisite of the re-establishment of a tourist sight, or - if a monument already has a tourist function - the restoration as a condition of the increase of its attractiveness, and
- b) The restoration of monuments as a tourist attraction sui generis

Cultural monuments, together with national parks are called national heritage making, as a whole, one of the most important features of a tourist attraction and of the tourist image of a country. We might say that the existence of one and/or the other element of the heritage represents a basis that facilitates the development of tourism. In fact, for many countries the existence of one or the other element is the conditio sine qua non for the tourism.

Restoration of Monuments as a Prerequisite of the Re-establishment of a Tourist Attraction or as a Condition of the Increase of its Attractiveness

This connection can be indicated by the following schemes:

1. Monument - tourism

A monument which is at least minimally activated for tourism

Investing in the restoration of the monument

More visitors and/or higher income

2. Investments in the monument which has no tourist use at all
State of the monument (level 0)
Investments up to the level of minimal attractiveness
Visitors and income
New state of the monument
Sufficient number of visitors / a part of the income is invested in the monument
3. Resources for restoration
 - 3.1. Resources that can be put up by the monument itself and used for its restoration
 - 3.2. Participation in the restoration out of the local sources
 - 3.3. Restoration with the budget resources of the state
 - 3.4. Donations and/or other income

Scheme 1. should in a simplified way exemplify the connection of the restoration and tourism for a monument whose state meets tourist needs. Investing in its restoration the level of the attractiveness of the monument is raised to a higher level. This refers to the "possibility" and comfort for the visitors, environment and utilities. The monument now can bear the tourist activity without grave consequences or some further step of restoration can be taken in order to prevent accidents. Restoration activities will be dealt with in more detail after considering the scheme no. 2.

Scheme 2. is somewhat different from Scheme 1 as it deals with monuments that meet not even minimal conditions for restoration based on income from the visitors: the reason may be the state of the monument itself or some other factor. Investment in the restoration of such monuments has to be seen as an investment that can only pay off in a certain amount of time.

(Note: This principle is followed by an Italian patronage institution which sees the restoration as a long term investment in accordance with all principles of modern capitalism. According to the results achieved so far this may become a general line to be followed in the fund raising for the restoration of monuments).

After a sufficient level of attractiveness of a monument is reached the second cycle can be started, identical to the one described in Scheme no. 1. It is clear that the restoration process is permanent and has certain features of a cyclical process. This is primarily due to the fact that the capacity of a monument is limited by the measurements set by the Service for the protection of monuments. In this sense we have different ways for development: a) to maximize the level of attractiveness of the monument, b) to maximize the number of visitors (up to the levels the monument can bear), c) to maximize the income and d) to reduce the restoration to a necessary minimum, which as a rule is very seldom so that realistically the item d) has to read: "optimal restoration". This is due to the fact that the monument gets "worn out" which implies a decrease of the income so the income is no longer maximal as has been supposed by item c).

Consequently the scheme could ideally read: a1) maximum level of the utilization of the monument, b1) optimal number of visitors, c1) optimal income and d1) restoration resources as required for the maintenance of item a1).

At this point we may mention some of the activities that have to be done at the same time or after the monument is restored in order for the listed objectives to be reached:

- adapting of the monument with all elements needed for the reception of visitors (marking, Fencing, lighting, guide and watchmen service, tickets, printed materials etc.),
- development of access roads (infrastructure, traffic),
- accommodation
- food (including refreshments at the entrance or at the monument itself)
- public needs (drinkable water, toilets, public telephone, first aid, disposal of garbage).

When the above is done - after the monument has been restored - we may be said to have a touristically attractive monument that can earn a sufficient income part of which is recycled in the restoration.

Scheme 3. considers various kinds of investments in the restoration of monuments. In the form presented above these investments are a sort of joint venture between the Service for the protection of monuments and the tourist industry. If there are no investments in the increase of the tourist attractiveness of the monuments then we can speak about the protection approach: that is to say that a monument is restored as a part of national heritage so the restoration relies solely on budget resources. In this paper such case is neglected as we deal with the restoration in the interaction with tourism.

We define the resources for the restoration of monuments as a total amount of resources from one or more sources mentioned:

- 3.1. Income from the monument itself
- 3.2. Participation from local sources
- 3.3. Budget resources
- 3.4. Other resources

The income from 3.1. can, as a rule, be expected only after the restoration of the monument has reached sufficient level and the number of visitors is near to optimal levels. It can only be reached through a participation paid by visitors (e.g. through ticket prices, tourist arrangements etc.) or as a part of the income from the monument (from rent, concession, advertisement etc.).

Participation from local sources (3.2.) mainly comes from special rights granted to the management of the monument (whatever may be their status: private, special institution, local corporation, enterprise etc.). These may include collecting local taxes as independent taxes or as a part of total taxes from all

tax-payers or from specific subjects (e.g. tourist consumption tax etc.) with compulsory investing of such resources in the restoration.

Budget resources (3.3.) are a classical form of investment in the restoration. They are obligatory item in the financing of the restoration of monuments whose state of preservation is 0. Through the development described in schemes 1 and 2 the participation of budget resources decreases to optimal levels. Ideally this item, after the process described in schemes 1 and 2, amounts to 0 and could be replaced by some other way of financing, e.g. by concession.

Other resources (3.4.) may come from donations, trusts, foundations etc. or from contributions by international organizations such as UNESCO.

There is only one organization in the Republic of Croatia that, as a rule, follows the above schemes: this is the Institute for the Restoration of Dubrovnik, established by a Law for the restoration of the monumental complex of Dubrovnik. This Institute restores the old nucleus of the town of Dubrovnik under the supervision of the State Direction for the protection of natural and cultural heritage: its activities include preparing and supervising the restoration of monuments, promotion, financial engineering (collecting of resources other than the budget resources of the Republic of Croatia intended for the restoration of Dubrovnik).

However, the organization of the restoration of Dubrovnik still suffers from various deficiencies. The respective law is antiquated and needs amendments in order to be adjusted to recent political changes in the country. Also necessary is the regulation of the management of the monuments, strict defining of competences of protection and restorations tasks respectively, constitution of "legal infrastructure" for the introduction of new forms of the utilization of monuments (concessions). Beside Dubrovnik there are some other monuments (the Fort in Osijek, Diocletian's Palace in Split) that are about to get similar status to that of the monumental complex of Dubrovnik.

Restoration of Monuments as a Tourist Attraction Sui Generis

The restoration of monuments passes through a series of stages and we can, in a simplified way, speak of the following:

1. Research stage,
2. Planning stage,
3. Restoration stage,
4. Postrestoration stage.

1. Research stage

Every monument is specific, having its own features, e.g. artistic viz. architectural value, oldness, state of preservation and/or symbolic viz. national value. Within the program of restoration the research suggests methods and specific solutions, having in mind for one thing the values of the monument. The methods to

apply and practical solutions in the restoration differ depending on the construction style, materials used and procedures applied (traditional tools etc.).

In view of the above the restoration at this stage can be touristically attractive as an occasion for professional meetings, organized visits to the monument. For the large audience the stage of the in situ research can also be interesting if the conditions of access, attractiveness of findings, duration of works and the scope of research are met.

The formation of the destination may be furthered by organizing an archaeological camping or a summer school for students, visits for art lovers etc.

2. Planning stage

This stage is not directly attractive for tourists. Indirectly however it is possible to promote the attraction through international tenders for preliminary design and/or project design or to have international jury preside over the choice of the project designs. For specially attractive monuments it is possible to present project designs through computer animation, models, maps and blueprints, photographs, video etc. on international tourist fairs. That way at least two effects can be reached:

- a) the attractiveness of the presentation of a destination as a whole is increased; actual trends of heritage preservation (within the framework of environment protection) are followed (our restoration philosophy is in harmony with international standards) and
- b) the foundations are laid for marketing research of international tourist audience and for creating tourist and financial management as a prerequisite for defining optimal conditions for possible concessions. This holds true especially when the financing of restoration is conceived so as to facilitate joint venture between restoration and tourist industry.

3. Restoration stage

Restoration stage can be more apt for tourist utilization than the other ones as at this stage specific features of site, methods, materials become visible. Moreover some parts of the monument may only be seen now and never again (e.g. a part of unearthed foundations, probes in the wall, roof construction without tiles etc.). At this time special visits can be arranged for narrow, i.d. expert audience while for the tourist audience information visits, guided sightseeing, restoration camping or summer schools can be organized.

At this stage it is very important to provide co-operation of specialists for tourist promotion and marketing as this is the moment when they can get first hand information along with photographic material of every restoration stage. This way a complete monitoring of the restoration of a monument can be assured which helps maintaining interest in the destination among tourist workers and the media while the restoration is under way (i.e. while its full utilization is

not possible). If we have to do with a monument that expects its first tourist presentation this is the best occasion for promotion.

4. Postrestoration stage

After the restoration is completed certain steps can still be taken before the full tourist utilization of the monument. Symposiums, seminars or other similar manifestations can be organized for the expert audience whereby every stage of the restoration and its results can be valued. Then the restored monument can have its presentation as an attraction of its own: it also has an additional function in the promotion of a destination especially in its relation to the heritage and environment.

CONCLUSION

This paper would certainly be incomplete without a question about how in fact looks the interaction of restoration and tourism.

Despite the danger of generalization it can be said that the interaction between the tourism and restoration of monuments was more a result of the concurrence of circumstances and the influence of individuals or institutions than any institutionalized co-operation in line with the outlined guidelines.

There are several reasons for this situation. This is first of all due to the fact that the restoration used to be mainly financed from budget resources while there were no possibilities of concession, joint venture etc. The Service and experts for restoration and protection were rather reserved about the tourism and, on the other hand, the tourist industry felt the restoration as a burden requesting the resources at the expense of tourist investments which made difficult and sometimes even impossible the development of tourist facilities and the accompanying infrastructure.

We think that the war situation, at least in those parts of the Republic of Croatia where partial or complete stand-still of tourist activities took place, gave an incentive to rethinking earlier policies: the momentaneous handicap might turn out to be a long-term advantage, activating a so-called special-interest tourism as a forerunner of classical tourism. It has to be pointed out that the restoration of monuments as a tourist attraction *sui generis* cannot guarantee an alternative to Croatian classical tourism but it still is one of the elements in enriching the tourist offer by introducing the special-interest offer in order to achieve optimal results.

For this purpose we suggest that an expert body should be established for the co-ordination of the activities of restoration connected with tourism. It should have, gathered at one place, all relevant information from the Ministry of Tourism, Croatian Tourist Office, Ministry of Culture and the State Direction for the Protection of Cultural and Natural Heritage. This body should nominate competent experts who would draw up a sort of a handbook intended

for managers of restoration and managers of cultural monuments exploited as tourist attractions. Such a handbook should give instructions how to provide tourist attractiveness of restoration and raise the levels of tourist exploitation of monuments keeping them safe, organize promotion and know-how for concessions and joint venture etc.

This way an additional element would be introduced in our tourist offer which follows a general trend in modern tourism, including the respect for tradition, environment protection, introducing new forms of tourism, diversification of the offer for different groups etc.

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Sažetak

SPOMENIČKA OBNOVA I TURIZAM

U članku se razmatra odnos spomeničke obnove i turizma kao međusobnog prožimanja, budući da je kulturno povijesni spomenik kao dio sveukupne baštine jednog naroda i države jedan od najvažnijih preduvjeta za razvoj turizma. Obnova spomenika koja u jednom svom dijelu ima i cilj povećanje njegove turističke privlačnosti, istodobno pokazuje, ne samo odnos određene turističke destinacije prema baštini i okolini, nego se uklapa i u aktualne turističke trendove.

Međusobni odnos spomeničke obnove i turizma razmatra se u dva aspekta i to:

1. spomenička obnova kao preduvjet uspostave turističke atrakcije, odnos kod spomenika koji je već turistički aktiviran, spomenička obnova kao uvjet povećanja njegove atraktivnosti,

2. spomenička obnova kao turistička atrakcija *sui generis*, gdje su za prvu temu navedene sheme obnove povezane uz atraktivnosti spomenika, odnosno načini prikupljanja sredstava za obnovu, dok druga tema tretira obnovu kao atrakciju *sui generis* kroz sve faze do okončanja obnove i predstavljanja spomenika.

Na kraju su, u tekstu sadržani prijedlozi kako organizirati suradnju između institucija zaduženih za turizam, odnosno zaštitu i obnovu spomenika.

Ključne riječi: obnova, kulturna baština, turizam, financiranje