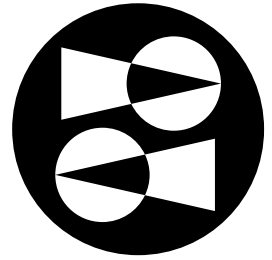


# Cultural Heritage and Cultural Heritage Tourism – Constraints and Synergies



## University of Ljubljana Summer School on Sustainable Heritage 2024

1-7 July 2024

Faculty of Architecture, Ljubljana +  
Gutenbrunn, Austria + online



Photo: sloveniainfo, Marcela Krničar

This year's summer school will take place in Slovenia and Austria

1–3 July 2024: Faculty of Architecture, University of Ljubljana, Ljubljana, Slovenia + online

4–7 July 2024: Gutenbrunn, Vienna, Austria + online

Between 1 and 7 July 2024, the Interdisciplinary Institute of the University of Ljubljana for Sustainable Protection of Heritage (ITD UL) is organising the 4th University of Ljubljana's Sustainable Heritage Summer School, titled Cultural Heritage and Cultural Heritage Tourism – Constraints and Synergies in cooperation with ICOMOS Slovenia, ICOMOS Austria, ICOMOS Germany, ICOMOS Hungary, ICOMOS Switzerland, and the ICOMOS International Scientific Committee for Cultural Tourism. This will be the first time that our Summer School is organised in the framework of the ICOMOS Europe University Forum.

The Summer School will focus on the challenges of heritage conservation and management in the circumstances of increasingly intensive tourist use of cultural heritage sites and destinations. First and foremost, we will explore the heritage of castles and other complex historical heritage sites. We will also present the latest international document of the ICOMOS organisation, the *ICOMOS International Charter for Cultural Heritage Tourism: reinforcing cultural heritage protection and community resilience through responsible and sustainable tourism management*, which was drawn up in 2022 to prevent the degradation of cultural heritage due to touristification and highlight the importance of tourism-related social, ethical, cultural, environmental, and economic rights issues.

We will analyse the conditions for successful cooperation between all the stakeholders involved and explore their roles through concrete examples of successful practices. We will familiarise ourselves with examples of good heritage management related to tourism as well as with the challenges faced by the managers. During the excursions, we will examine several examples of the integration between heritage and tourism in Slovenia and Austria, where we will explore the heritage of the Wachau Valley cultural landscape, a UNESCO World Heritage Site; the Traisental cultural landscape with its historic castles, farms, village wine cellars, and an abandoned mining town; as well as the UNESCO heritage site of the Schönbrunn Palace and gardens – one of the world's busiest tourist sites. We will conclude the Summer School with a visit to the Tourism exhibition at the Austrian Architecture Museum in Vienna.

We will be looking for answers to the following questions:

What are the crucial challenges of cultural heritage tourism?

How to tackle challenges in an inclusive way?

How to ensure a better collaboration for the benefit of the heritage and the local communities?

### Why?

Because we need to strive to develop and manage cultural tourism in a way that contributes to the preservation of cultural heritage, as it is vital to empower communities, achieve greater social resilience, and ensure everyone's well-being and a healthy environment for all. These principles, summed up from the *ICOMOS International Charter for Cultural Heritage Tourism 2022*, must be central to heritage planning and management in order to contribute to a just future for everyone. It is therefore important to thoroughly familiarise ourselves with them.

### For whom?

The Summer School is intended for Master's and doctoral students as well as for all professionals who deal with the subject under consideration in practice: experts in the field of heritage protection, tourism, architecture, urban planning, and various heritage disciplines, representatives of local communities, and decision-makers at all levels in Slovenia and abroad

### Where?

The Summer School will be held live, first in Slovenia and then in Austria. For the first three days, the entire programme except the excursions will also take place in a hybrid format using the Zoom online platform.

The participants who register for online participation will receive a link three days before the beginning of the Summer School. Some of the introductory lectures will also be streamed live on the YouTube channel.

### Way of work

Active participation is foreseen for all participants. Anyone who would like to present the challenges related to their environments in the framework of thematic workshops is cordially invited. The presentations should be between 5 and 7 minutes long.

Please send your five-page presentation proposals in the ppt or pdf format to the e-mail address [trajnostna.dediscina@fa.uni-lj.si](mailto:trajnostna.dediscina@fa.uni-lj.si) until 27 June 2024.

## Introductory speakers

The Summer School will feature lectures by renowned international and Slovenian experts who conduct research and work on issues related to heritage conservation and tourism. The keynote speaker Professor Dr Celia Martínez Yáñez from the University of Granada is a member of the ICOMOS Board, the vice-president of the ICOMOS International Committee for Cultural Tourism, and coordinator of the latest ICOMOS International Charter on Cultural Heritage Tourism.

The introductory thematic lectures will be given by Professor Dr Ljubica Knežević Cvelbar from the Faculty of Economics, University of Ljubljana, who will focus on the relevance of cultural heritage tourism for the sustainable development of local communities; Dr Matthias Ripp, a senior-level heritage manager and author focusing especially on UNESCO World Heritage Cities, will address the topic of the management of World Heritage Sites; and Professor Dr Kurt Luger, a chairholder of the UNESCO Chair for Cultural Heritage and Tourism, University of Salzburg, will focus on the issue of the touristification of cultural heritage sites.

**Celia Martínez Yáñez**

Prof. Dr Celia Martínez Yáñez is an art history professor at the University of Granada, Spain, where she lectures and mentors students in the field of cultural heritage preservation. She is the director of the *erph\_ Scientific Electronic Journal of Historical Heritage* (WOS ESCI indexed). Since 2017, she has been the vice-president of the ICOMOS International Scientific Committee for Cultural Tourism. In this function, she coordinated the ICOMOS International Charter for Cultural Heritage Tourism: reinforcing cultural heritage protection and community resilience through responsible and sustainable tourism management 2022. She was a member of the ICOMOS Spain National Board between 2018 and 2023 and is a member of the ICOMOS Board since 2023.

She is expert and an evaluator of the European Commission's Research Executive Agency since 2021. She is a co-coordinator of the ICOMOS University Forum Europe, which brings together the ICOMOS members working in academia.

**Ljubica Knežević Cvelbar**

Prof. Dr Ljubica Knežević Cvelbar is a full professor at the School of Business and Economics, University of Ljubljana, and a visiting professor at more than thirty universities worldwide. She holds a PhD in Economics from the University of Ljubljana. Her expertise includes tourism economics and sustainable development. Ljubica has fifteen years of academic and professional experience as a professor, researcher, and consultant. As a researcher or consultant, she has been involved in more than seventy projects, including European Commission-funded projects, UNDP grants, research and consulting projects for the national governments of Slovenia, Croatia, Macedonia, and Montenegro, as well as many consultancy projects for local municipalities and SMEs. She has published more than forty papers in refereed tourism journals, including top-tier publications such as the *Journal of Travel Research*, *Annals of Tourism Research*, and *Journal of Sustainable Tourism*. Her research work has made a significant impact on sustainable tourism development globally, and she received some of the most prominent international scientific awards in tourism, including the Tea Sinclair Award for Article Excellence (2016, 2019) and the 2019 Charles R. Goeldner Article of Excellence Award. Ljubica also serves as an editorial board member for six international academic journals and is a member of the Aiest (International Association of Scientific Experts in Tourism). She is also the president of the Strategic Partnership for Research and Innovation in Tourism, a cluster of more than fifty crucial tourism stakeholders in Slovenia.

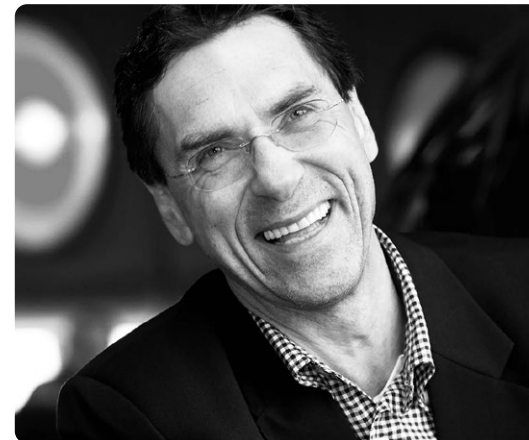


**Matthias Ripp**

Dr Matthias Ripp is a senior-level heritage manager with ten successful years in heritage conservation and management, project development, and international strategic policy coordination. He is a professional skilled in management, especially leadership and moderation of integrated working groups, as well as consulting, architectural history, urbanism, social planning, and tourism. His strengths include leadership, strategic planning, creative solutions, general management, and moderation skills. He is a heritage management pioneer specialising in fostering successful partnerships in international heritage communities. He published his contributions, focusing on new approaches to managing historic towns with particular attention to UNESCO World Heritage Cities, in many German and English-language publications.

**Kurt Luger**

Prof. Dr Kurt Luger studied communication science and economics in Munich and Salzburg and obtained a doctorate in 1979 and his post-doctoral qualification in communication science in 1989. He is a distinguished author and a chairman of the Society for Cooperation Alps–Himalaya – EcoHimal (based in Salzburg and Kathmandu, Nepal). He runs the INIT (Institute for Interdisciplinary Tourism Research) in Salzburg and is a chairholder of the UNESCO Chair in Cultural Heritage and Tourism at the University of Salzburg.



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## Programme

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### Day 1 Monday, 1 July 2024

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| 9.00  | Registration / Zoom link activation   |
| 9.30  | <b>Welcome speeches</b><br>Assoc. Prof. Dr Sonja Ifko – head of the ITD UL and head of the 2023 Summer School<br>Prof. Miha Dešman, M.Sc. – Dean of the Faculty of Architecture, University of Ljubljana<br>Gašper Hrastelj – Secretary General of the Slovenian National Commission for UNESCO |
| 9.45  | <b>Presentation of the University of Ljubljana's Sustainable Heritage Summer School</b><br>Assoc. Prof. Dr Sonja Ifko – Faculty of Architecture, University of Ljubljana, ICOMOS Slovenia   |
| 10.00 | <b>Introductory lecture</b><br><b>Cultural heritage tourism as a development resource for local communities</b><br>Prof. Dr Ljubica Cvelbar Knežević – Faculty of Economics, University of Ljubljana  |
| 10.45 | <b>Art and Culture, the Slovenian Tourist Board's main theme for the 2024–2025 period</b><br>Barbara Zmrzlikar – Slovenian Tourist Board  |
| 11.00 | <b>Tourism and culture?</b><br>Goran Završnik – Public institute for Tourism Kamnik, NGO Priden možic   |
| 11.15 | Coffee break  |
|       | <b>THEMATIC WORKSHOP 1</b><br><b>Identifying challenges for the effective and inclusive planning of cultural heritage tourism</b>   |
| 11.45 | <b>Does Alpine tourism need to step on the brakes? An example of tourism in the mountains</b><br>Saša Roškar – Institute for the Protection of Cultural Heritage of Slovenia  |
| 12.05 | <b>Urban heritage, tourism and gentrification: examples from Ljubljana</b><br>Assist. Prof. Dr Miloš Kosec – Faculty of Architecture, University of Ljubljana   |

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| 12.25 | <b>Examples of summer school participants*</b><br>*the participants may present examples from their own environments, which we can discuss together<br><br>Group work: Identifying challenges  |
| 14.00 | <b>Presentation of the Thematic workshop 1 results</b>   |
| 14.30 | Lunch break  |
| 16.00 | <b>A guided tour of Ljubljana Castle – the most visited tourist site in Slovenia</b><br>Marija Režek Kambič – Institute for the Protection of Cultural Heritage of Slovenia, ICOMOS Slovenia<br><br>mag. Darja Pergovnik – Institute for the Protection of Cultural Heritage of Slovenia<br>Simona Kokalj – Ljubljana Castle         |
| 18.00 | <b>Introductory lecture</b><br><b>The ICOMOS International Charter for Cultural Heritage Tourism: reinforcing cultural heritage protection and community resilience through responsible and sustainable tourism management</b><br>Prof. Dr Celia Martínez Yáñez – University of Granada, Spain, ICOMOS University Forum, ICOMOS ICTC |
| 19.00 | End of the day 1   |

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### Day 2 Tuesday, 2 July 2024

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| 9.00  | Registration / Zoom link activation   |
| 9.15  | <b>Instructions to participants on how to prepare the combined outcome of the joint summer schools</b><br>Prof. Dr Ulrike Herbig – TU Wien, ICOMOS Austria  |
| 9.30  | <b>Heritage Interpretation in the Context of Changing Communication Models and Heritage Practice</b><br>Dr Matthias Ripp – University of Regensburg, World heritage coordinator in Regensburg, ICOMOS Germany |
| 10.30 | <b>Rihemberk Castle, Branik, Slovenia – incremental renovation and inclusive management</b><br>Nataša Kolenc – Municipality of Nova Gorica, ICOMOS Slovenia   |

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| 11.00 | Coffee break   |
|       | <b>THEMATIC WORKSHOP 2</b><br><b>How to plan for the benefit of heritage and local communities?</b>  |
| 11.15 | <b>Reading cultural landscapes – heritage interpretation through architectural design</b><br>Assist. Prof. Aleksander Ostan – Faculty of Architecture, University of Ljubljana, Atelje Ostan Pavlin  |
| 11.35 | <b>Castle art heritage in Slovenia: between the challenges of conservation and touristification</b><br>Assist. Prof. Dr Blaž Šeme – Academy of Fine Arts and Design, University of Ljubljana   |
| 11.55 | <b>Examples of summer school participants*</b><br>*the participants may present examples from their own environments, which we can discuss together<br><br>Group work: How to plan?  |
| 14.00 | <b>Presentation of the Thematic workshop 2 results</b>   |
| 14.30 | Lunch break  |
| 16.00 | <b>Guided tour of the interpretation center and the UNESCO World Heritage Site Pile dwellings on Ljubljana Marshes</b><br>Assist. Prof. Aleksander Ostan – Faculty of Architecture, University of Ljubljana, Atelje Ostan Pavlin<br><br>Dr Elena Leghissa – Research Centre of the Slovenian Academy of Sciences and Arts<br>Research Centre of the Slovenian Academy of Sciences and Arts, Department of Archeology |
| 19.00 | End of the day 2   |

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## Day 3 Wednesday, 3 July 2024

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| 9.00 | Registration / Zoom link activation  |
| 9.30 | Journey to the fragile highlights of culture and nature<br>Prof. Dr Kurt Luger – UNESCO Chair in Cultural Heritage and Tourism, University of Salzburg, ICOMOS Austria |

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| 10.30 | <b>Slovenian Cultural Routes of the Council of Europe – an opportunity for heritage and local communities</b><br>Assoc. Prof. Dr Maja Turnšek – University of Maribor, Faculty of Tourism                            |
| 11.00 | Coffee break   |
|       | <b>THEMATIC WORKSHOP 3</b><br><b>How to ensure a better collaboration for the benefit of the heritage and the local community?</b>   |
| 11.15 | <b>Posavje Museum Brežice: a castle, museum, and co-creator of the regional cultural landscape and tourism</b><br>Alenka Černelič Krošelj – Posavje Museum Brežice, Slovenia, ICOMOS Slovenia                        |
| 11.35 | <b>Mekinje Monastery: Tourism in the public sector</b><br>Goran Završnik – Public institute for Tourism Kamnik   |
| 11.55 | <b>How to engage in community work: the example of the Gorenjska Village Architecture project</b><br>Saša Roškar – Institute for the Protection of Cultural Heritage of Slovenia                                     |
| 12.15 | Group work: How to improve collaboration?  |
| 13.45 | <b>Presentation of the Thematic workshop 3 results</b>   |
| 14.15 | Lunch break  |
| 15.30 | Group work   |
| 17.30 | <b>Summary of the results of the thematic workshops 1, 2, and 3</b>  |
| 18.30 | The conclusion of the first part of the University of Ljubljana's Sustainable Heritage Summer School and the awarding of the participation certificates to those who only attend the first part of the Summer School |
| 19.00 | End of the day 3   |

**Day 4 Thursday, 4 July 2024**


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| 7.00  | Departure from Ljubljana   |
| 8.30  | <b>Šoštanj and Dvorec Gutenbüchel, a guided tour</b> Cultural heritage and bottom up cultural tourism management   |
| 11.30 | <b>Cmurek Castle and the Museum of Madness, a guided tour</b><br>Assist. Prof. Dr Miloš Kosec – Faculty of Architecture, University of Ljubljana<br>Museum of Madness team |
| 19.00 | A dinner with the participants who attended the workshop in Austria  |
| 22.00 | Accommodation at the Göttweig Benedictine monastery, Göttweig  |

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**Day 5 Friday, 5 July 2024**


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| 9.00  | A bus excursion to the Wachau Valley cultural landscape, a UNESCO World Heritage Site, with guided tours focusing on the integration of heritage and tourism: Göttweig, Krems, Stein, Spitz, Melk |
| 17.00 | A discussion on the key characteristics of the heritage management for cultural heritage tourism in the Wachau Valley   |
| 19.00 | Conclusion  |

**Day 6 Saturday, 6 July 2024**


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| 9.00  | A bus excursion to the Traisental cultural landscape with its historic castles, farm estates, village wine cellars, and an abandoned mining site: Walpersdorf, Statzendorf, St. Pölten Wasserburg, Jeutendorf, Freundorf |
| 17.00 | A final discussion on the key issues of the heritage management for cultural heritage tourism  |
| 19.00 | The awarding of certificates to participants and a gathering   |

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**Day 7 Sunday, 7 July 2024**


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| 8.00–13.00  | A guided tour of the UNESCO World heritage site Schönbrunn Palace and gardens  |
| 14.00–17.00 | A guided tour of the Tourism exhibition at the Architekturzentrum Wien <a href="https://www.azw.at/en/event/ueber-tourismus/">https://www.azw.at/en/event/ueber-tourismus/</a> |
| 19.00       | Return to Ljubljana, farewell  |



## More information and application

### Language

The summer school will be held in English.

### Certificate and credits

By taking part in the Summer School, each participant will receive a participation certificate and earn the following credits:

University and master's degree students: 2 ECTS\* / 3 ECTS\*\*

Doctoral students of the Architecture University of Ljubljana programme: 3 ECTS\* / 5 ECTS\*\*

ZAPS Members: 7 ECTS\* / 10 ECTS\*\*

\*Slovenia or Zoom / \*\*Slovenia + Austria

### Application

You can register for the Summer School using the online link

### Application deadline 27 June 2024

### Registration fee

|   |                               |
|---|-------------------------------|
| Undergraduate and Master's programme students   | 50€* / 50€**                  |
| EUTOPIA Undergraduate and Master's students (University of Ljubljana)                       | 50€* / 50€**                  |
| ICOMOS SI student members   | 50€* / 50€**                  |
| Employees, doctoral students  | 190€* / 390€**                |
| EUTOPIA employees, doctoral students (University of Ljubljana)                              | 160€* / 340€**                |
| EUTOPIA networks: <a href="https://eutopia-university.eu">https://eutopia-university.eu</a> |                               |
| ICOMOS SI, SKD, ICOM SI members   | 100€* / 300€**                |
| Groups of three or more persons   | 160€*/person<br>340€**/person |

\*Slovenia or Zoom / \*\*Slovenia + Austria

The registration fee includes the following: lectures, workshops and excursions as well as all bus transport, accommodation in Austria, meals in Austria, all entrance fees in Austria and Slovenia.

Accommodation in Ljubljana is the participants' own responsibility.

More information on accommodation is available at:  
<https://www.visitljubljana.com/en/visitors/plan-your-visit/accommodation/>

### Payment

Payment is required before registration, and the receipt must be attached to the registration form.

Account No.: SI56 0110 0603 0707 895

SWIFT: BSLJSI2X

Payment purpose: "PŠ UL 2023 + name and surname of the participant(s)"

Univerza v Ljubljani, Fakulteta za arhitekturo, Zoisova 12, 1000 Ljubljana  
The invoice will be issued after the service has been provided.

### Budget users

If you are a budget user in the Republic of Slovenia and wish to pay based on a purchase order, please send us the relevant purchase order with the names of the Summer School 2023 participants to the e-mail address [trajnostna.dediscina@fa.uni-lj.si](mailto:trajnostna.dediscina@fa.uni-lj.si).

After the completion of the Summer School, the original invoice will be sent to the address provided on your registration form.

### Additional information

[trajnostna.dediscina@fa.uni-lj.si](mailto:trajnostna.dediscina@fa.uni-lj.si)

### Registration

[Link](#) to the registration form



**INŠTITUT UL  
ZA TRAJNOSTNO  
DEDIŠČINO**



**UNIVERSITY  
OF LJUBLJANA**

**FA**

**Faculty of  
Architecture**



**UNIVERSITY  
OF LJUBLJANA**

**ALUO**

**Academy of  
Fine Arts and Design**



**UNIVERSITY  
OF LJUBLJANA**

**EF**

**School of Economics  
and Business**



**ICOMOS Slovenia**

In cooperation with

**ICOMOS  
UNIVERSITY FORUM**



**ICOMOS**  
International cultural tourism committee

**ICOMOS  
A U S T R I A** 



University of Maribor

Faculty of Tourism



**TECHNISCHE  
UNIVERSITÄT  
WIEN**  
Vienna University of Technology



Javna agencija za znanstvenoraziskovalno  
in inovacijsko dejavnost Republike Slovenije



**unesco**

Slovenian  
National Commission

Additional info  
and application

