

## Chapter 13

# Sustainability of Cultural Heritage in Inland Territories: The Case of World Heritage in Serbia

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### ABSTRACT

*This chapter researches the possibilities for the sustainability of cultural heritage in inland territories, focusing on the case study of two archaeological sites in Serbia. Two plans, the plan for the archaeological site of Gamzigrad-Romuliana and the plan for the archaeological site of Caričin grad (Justiniana Prima), were analyzed from the aspect of sustainable development. These plans were prepared in compliance with the principles of preservation, protection, revitalization, and use of immovable cultural property for the purposes of science, education, presentation to the public and tourism. The conflicts between cultural heritage protection and development of tourism were analyzed. As a result of the analysis, recommendations for the sustainability of cultural heritage in inland territories are given in the chapter.*

### INTRODUCTION

The sustainability of World Heritage is a real challenge. Numerous conflicts have arisen in protected areas between the protection of cultural (and natural) assets on the one hand and development on the other. Construction in such areas is limited, and it has to be planned in accordance with the permitted capacities and protection regimes. In the process of preparing planning documents, it is necessary to systematize all these conflicts and find ways to harmonize them. This applies throughout the planning process and involves numerous actors.

Depending on their significance, according to the Law on Cultural Heritage, there are three categories of cultural heritage in Serbia: cultural heritage, cultural heritage of great importance and cultural heritage of exceptional importance (Zakon o kulturnim dobrima, 1994–2011). The environment surrounding immovable cultural property also enjoys protection, as well as the cultural property itself. Six cultural

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heritage sites on the territory of the Republic of Serbia are inscribed on the World Heritage List, and another eleven are proposed for enrollment.

This chapter, which presents a case study of the archaeological sites Gamzigrad-Romuliana and Caričin grad, researches the possibilities regarding the sustainability of World Heritage in inland territories. The main research question is: how can conflicts between cultural heritage protection and the development of tourism be harmonized in inland territories?

Gamzigrad-Romuliana and Caričin grad were selected for the analysis because both sites are of international importance and are located in inland territories. Gamzigrad-Romuliana (inscribed on the World Heritage List) is located in Eastern Serbia, on the administrative territory of Zaječar. Caričin grad (Justiniana Prima) (tentative UNESCO list) is located in Southwest Serbia, in the municipality of Lebane. Both sites have plans which were prepared in compliance with the principles of preservation, protection, revitalization and use of immovable cultural property for the purposes of science, education, presentation to the public and tourism.

Firstly, the key points of the institutional and planning frameworks for both sites are presented, in order to understand the broader institutional environment. Secondly, the detailed regulation plans for Gamzigrad-Romuliana and Caričin grad are analyzed from the aspect of sustainable development. Special attention is given to the integral treatment of immovable cultural heritage within its surrounding area, and to protection and revitalization based on integral and continuous spatial and urban planning. The conflicts between cultural heritage protection and the development of tourism are analyzed. By researching planning solutions and the mechanisms for coordinating actors and institutions included in the process, general recommendations for improving the sustainability of cultural heritage in inland territories are given.

## **BACKGROUND**

In terms of covering the dimensions of sustainability, despite an increasing number of references in cultural heritage as a key for sustainable urban development, there is a lack of interdisciplinary understanding of how urban dynamics interact with cultural heritage (Guzmán et al., 2017). At the practical level, operational gaps emphasize a need to focus even more on developing incorporation and planning tools (Mubaideen & Kurdi, 2017).

Being registered on the UNESCO list comes with a great responsibility, both nationally and locally, to protect and preserve the World Heritage site for future generations. Indeed, legislation, policies and strategies should ensure protection of the outstanding universal value of World Heritage properties, promote active participation by the community and all stakeholders, and support the preservation of natural and cultural heritage (UNESCO WHC, 2016).

According to Li et al. (2020a), international cultural heritage management develops an inclusive and integrated approach primarily through a bottom-up process of decision making. This process seeks to collaborate with and empower local communities in the entire process of cultural heritage management (Li et al., 2020a). Local administration should promote new management approaches of world heritage cities, such as a process-oriented approach, which is sufficiently flexible, organizationally decentralized, favouring a multi-stakeholder approach (Petricić et al., 2020).

In order to increase tourism attractiveness of UNESCO World Heritage sites, policy makers and hospitality managers should secure a better allocation of local resources and expertise to implement

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