"Heritage as economic resource: revitalisation, tourism, development"

Programme

December 06th 2013 (University of Zagreb, Trg maršala Tita 14, Zagreb)

10:00 **Welcome words**
- Prof. Srđan Novak (Head, University of Zagreb Centre for Research, Development and Technology Transfer)
- the highest representative from the **Ministry of Culture of the Republic of Croatia**
- the highest representative from the **Faculty of Humanities and Social Sciences**, University of Zagreb
- **Andreja Rihter** (Director, the International Foundation-Forum of Slavic Cultures)

10:20 **Session I** (moderator: Dr. Darko Babić, Faculty of Humanities and Social Sciences, University of Zagreb)

- Prof. Drago Roksandić (Professor, History Department, Faculty of Humanities and Social Sciences, University of Zagreb, HR) ***Setting the scene: Janković Castle***

- **Susan Cross** (Director, TellTale, UK& ex-vice Chair of the UK Association of Heritage Interpretation) ***Developing heritage tourism in areas of conflict: interpretation, remembering and forgetting***

- **Prof. Sérgio Lira** (Associate Professor, University Fernando Pessoa, Porto, PT& creator of the Hat Industry Museum in Portugal) ***Making of a Museum - the case of the Hat Industry Museum***

- **Annabelle Diot** (Associate Director, Avesta International Consultancy, FR) ***Are private developers and companies the future of heritage?***

- **Brice Duthion** (lecturer at *Conservatoire national des arts et métiers* - CNAM & member of scientific council of *Institut français du tourisme*, FR) **- Heritage and tourism in France**

12:00 Coffee break

12:15 **Session II** (moderator: Prof. Drago Roksandić, Faculty of Humanities and Social Sciences, University of Zagreb)

- **Prof. Irena Lazar** (Dean, Faculty of Humanities, University of Primorska, SI) ***Heritage education as the basis for development of heritage as economic resource***

- **Dr. Lidija Nikočević** (Director, Ethnographic Museum of Istria & President of ICOM Croatia, HR) - **Negotiating intangible culture: examples from the Ethnographic Museum of Istria**

- **Andreja Rihter** (Director, Forum of Slavic Cultures & President, European Museum Academy) - **Heritage of Socialismus for Tourists**

- **Goranka Horjan** (Director of the Museums of Hrvatsko Zagorje, HR & member of the Executive Board of ICOM Paris) ***Resource not a burden***

13:45 Discussion

14:15 Lunch

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Jankovic Castle : historic site, generating sustainable development of the Ravni Kotari region
(EUROPEAID/131266/C/ACT/MULTI)

December 07th 2013 (Study visits: Janković Castle, Islam Grčki + the city of Zadar)

08:00 Bus departure from the Faculty of Humanities and Social Sciences

12:00 **Janković Castle, Islam Grčki**
- Welcome by representatives of Desnica family
- Guided site tour of the Janković Castle and surrounding area

13:00 Departure for the city of Zadar

13:3o **Lunch break at the National Museum Zadar - Gallery of Fine Arts + visit to exhibition**

15:30 **Site visits - the city of Zadar**

17:00 Departure for Zagreb

20:45/21:00 Zagreb

There is no registration fee for participating still all interested **must register** by sending filled out registration form by e-mail to **Viktorija Kunštek (viktorija.kunstek@unizg.hr)** by **December 4th , 2013**.
For any further questions about the event please contact Dr. Darko Babic (Sub-Department of Museology and Heritage Management, Department of Information and Communication Sciences, Faculty of Humanities and Social Sciences, University of Zagreb) at **dbabic@ffzg.hr**

Note:
International seminar "Heritage as economic resource: revitalisation, tourism, development" is realised in assistance with:
- the International Foundation-Forum of Slavic Cultures
- ICOM Croatia
- the Ministry of Culture of the Republic of Croatia