

CultUrEn - RESEARCH METHODOLOGY OF AN EVOLVING URBAN ENVIRONMENT WITH MEMORY

Ani V. Istatkova

Faculty of History, Sofia University "St. Kliment Ohridski", Sofia, Bulgaria

Abstract

The main objective of the construction of a methodology for research of the evolving urban environment through the cultural heritage is to reach, by scientific means, applied solutions that reveal opportunities in the process of its transformation into a sustainable, intelligent and innovative. The long-term aspiration is to outline models of integration of cultural heritage in an urban environment as a prerequisite for interactions, which is the basis for open discussions with all interested parties, as well as to be used for borrowing good practices, creating cultural routes, and networks, and extracting added economic value.

The conclusions are result of research on the urban environment in 15 nationally representative of national specifics cities. The study of each of the cities is not the focus of the proposed paper, which is why they are not explicitly emphasized. The results, although achieved through the case study method, were used as a basis for the developed methodological framework. The legal framework, European policies and priorities, and good practices have been researched and presented in the article, and basic steps have been determined through which the methodology will lead to specific research and applied results, construction of an information array, synchronic analysis, diachronic analysis, analysis of the development of urban infrastructure and identified deficits.

Keywords: *urban environment, cultural heritage, methodology, memory, socialization of cultural heritage, innovations, sustainability*

1. INTRODUCTION

In response to the United Nations Sustainable Development Goals, to the recognized need of the Council of the European Union to bring cultural heritage to the forefront in European policies and use it to develop social and especially economic potential on a regional and national scale, can be formulated several necessities that provoke the work on constructing a methodology for research of a sustainable urban environment with memory through the factor a cultural heritage.

Necessity 1. Transforming cities into inclusive, safe, adaptive, and sustainable places to live.

Necessity 2. Awareness and strengthening of the role of cultural heritage for inclusive sustainable urbanization and participatory capacity; integrated, sustainable planning and management; ensuring sustainable patterns of consumption and production, as well as promoting sustainable, inclusive, and sustainable economic growth, full and productive employment, and promoting local culture.

Necessity 3. Exploring opportunities through the socialization of cultural heritage assets to work on creating a recognizable image (locally and nationally), diversifying tourism products, and overcoming seasonality in the sector.

Necessity 4. "Entrepreneurial discovery process" for determining economic priorities within research and innovation activities, to create a competitive advantage by developing and aligning one's own strengths in scientific research with the needs of industry with the participation of economic and scientific partners spheres, and also of civil society, to identify the areas in which the country has a chance to distinguish itself and to distinguish its image internationally.

Necessity 5. Stimulating the activity for the search for and introduction of new technologies.

From a socio-economic analysis of Bulgaria in the Innovation Strategy for Smart Specialization of the Republic of Bulgaria 2014-2020 - ISIS [1] and National Development Program "Bulgaria 2030"

Analysis of the socio-economic development of the country after it accedes to the EU, March 2019. [2], the country performs very poorly on the innovation indices - 2.97, and institutions - 3.38. The evaluation scale has a maximum value of 7. To improve its competitiveness, one of the necessary measures is to stimulate the activity of searching for and introducing new technologies, promoting the absorption of innovations, and constructing the capacity to absorb and adapt technologies and knowledge.

The main aspiration is to preserve diversity and to consider the role of cultural heritage assets, which are carriers of memory for the formation, preservation, and development of identity (Council conclusions on the need to bring cultural heritage to the fore across policies in the EU, 2018/C 196 /05 [3]), taking into account priorities related to the interaction of cultural heritage with the urban environment, defined in Innovation strategy for smart specialization of the Republic of Bulgaria, 2014-2020 and 2021-2027). The impact of the research work could provide tools for the economic recovery of specific urban parts, transforming the access conditions and presenting modern methods of using the cultural heritage in the construction of a technologically modern and culturally prominent, and recognizable urban image.

2. MATERIALS AND METHODS

2.1. Materials

For research, both primary sources of information such as archival documents, visual materials, urban planning plans, as well as bibliographic materials, and electronic resources were used. Also essential for the maximum completeness of the research is a survey of the opinion of local communities, local authorities, and all interested parties (interviews and surveys).

2.2. Methods

The methodology is a set of methods that explain the sequence of their use and interaction to achieve research results in the implementation of a specific idea. In this sense, after realizing the need to research the urban environment through the cultural heritage as a factor for its development, the subsequent action is the formulation of specific goals, the study of the legal framework, and survey of European policies, priorities, and good practices. Only after that, basic steps are determined through which the methodology leads to concrete research and applied results, such as constructing an information array and performing on its basis synchronous analysis, diachronic analysis, analysis of the development of urban infrastructure, and identification of deficits and of course, although ambitious and based on working hypotheses, to derive possible solutions.

The construction of the methodology for research of the urban environment and the interaction with the cultural heritage provides a means of achieving the main goals related to the transformation of the urban environment into a sustainable, intelligent, innovative, and developing environment with memory, and the steps that the scientific approach offers are the following:

1. An interesting narrative of urban history and cultural heritage. The main concept of these efforts is related to the importance of urban space as a generator of cultural memory, social identity, and cohesion. Given that identity is primarily formed through communication between members, as well as through the display of collective affiliations in a public space, the central role of urban space in such a process is easily understood.
2. Development of models for the integration of cultural heritage in the urban environment, which will provide opportunities for increased investments and the professional qualification of specialists working in the field of preservation and socialization of cultural heritage, as well as respond to the need of modernization, introducing innovations, modern design to ensure access of stakeholders and organizations to the heritage and increase the quality of life in cities.
3. Creation of a network between existing spaces, businesses, and the local community, with the main emphasis on the development of cultural and craft activities, the socialization of cultural heritage, its accessibility, and the development of ideas for ennobling the urban environment;

4. Development of a project for an active cultural zone, which would be important for the economic and cultural development of the city.

The legal framework on which the research is based is primarily in the Cultural Heritage Act (published, State Gazette, No. 19 of 13.03.2009) and specifically in the part on the passports of cultural assets with the status of a national treasure (Article 103, items 1-6, amended, State Gazette, No. 54 of 2011), and the list of archaeological reserves / Appendix to Art. 50, para. 3 (New - SG, No. 54 of 2011, amended - SG No. 16 of 2016, into force on 26.02.2016) [4], as well as the Convention for the Safeguarding of the Intangible Cultural Heritage (28.07.2006) [5].

Apart from them, almost all international legal acts of leading international organizations in the field of protection and management of natural and cultural heritage, regional and spatial planning, local self-government, and cross-border cooperation have been used.[6] [7]

3. RESULTS AND DISCUSSION

To achieve the set goals and specific research and application results, the proposed methodology is constructed in five main steps: *Step 1.* Mapping of the cultural heritage in the urban infrastructure in synchrony and diachrony and research of the current state; *Step 2.* Research of attitudes and policies related to the integration of cultural heritage in the urban environment through interviews, surveys, and workshops with representatives of local authorities and cultural institutions; *Step 3.* Active involvement of all interested parties - formal and informal groups during the research process; *Step 4.* Technological solutions taking into account the possible uses of digital and media literacy for the design of an integrated and sustainable urban environment; *Step 5.* Publicity and dissemination of the results of scientific studies, searching for applicability of the results, and open public discussion of current topics and problems.

The research and the results were carried out by an interdisciplinary team implementing the activities under the project “CultUrEn - cultural heritage as a factor for achieving a sustainable urban environment”, KII – 06-H45/ 6 - 08.12.2020, National Science Fund, Basic Research Projects – 2020, Research organization - Sofia University "St. Kl. Ohridski". The ambitious goal is, through a study of the urban environment in 15 cities representative of the national specifics, to outline models of integration of cultural heritage in the urban environment, which will be the basis for open discussions with all interested parties and used to borrow good practices, creating cultural routes, networks and extracting added economic value. The cities were selected according to predetermined comparable and empirically verifiable criteria, which are visualized in **Chart 1**, namely - different size, structure, geographical location, historical layering, and saturation of cultural heritage assets.

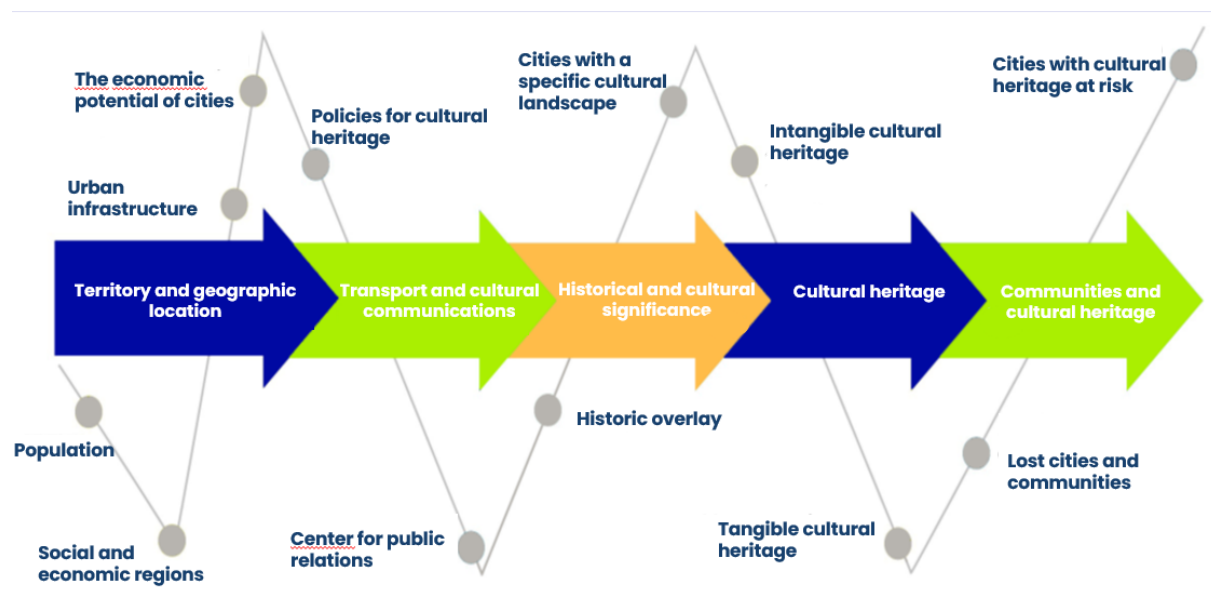


Chart 1. Criteria for selecting representative cities for the study

The cases selected for research are 15 cities - Sofia, Plovdiv, Smolyan, Kazanlak, Stara Zagora, Burgas, Nessebar, Varna, Shumen, Ruse, Veliko Tarnovo, Gabrovo, Koprivshitsa, Kyustendil, Vidin.

Although the specific research is based on the principle of a case study, it provides a basis on which to construct a methodological framework for the research of the urban environment through the factor of cultural heritage. This model implies expansion and upgrading.

The first step in the research process is the mapping of the cultural heritage in the urban environment, for which the definition of the description criteria, taking into account the specifics of the intangible and tangible cultural heritage, is of primary importance (*Step 1.*). The UNESCO classification for the types of cultural heritage was used - intangible cultural heritage and tangible (movable and immovable) cultural heritage. The criteria (Appendix) are developed as a result of research using broad interdisciplinary scientific expertise and discussed in scientific working meetings. They are specified based on verifiable and comparable data, to give a maximally complete description of the character, condition, connectivity to urban infrastructure, prospects in the preservation, management, and socialization of the cultural heritage (intangible and tangible), as well as local perceptions and policies.

The mapping of the cultural heritage in the urban environment, along with the description according to the relevant criteria, also requires the construction of an information array, the result of a documentary study, which includes: 1. Bibliographic lists of basic scientific studies on the cultural heritage assets of national importance (urban development studies; historical studies; archaeological studies; phototype editions of collections of archaeological monuments; scientific articles and monographs); 2. Archival materials from various state, regional, family, and personal funds (lists and digital collections; documents; urban planning plans; maps; photographs; engravings; postcards); 3. Electronic resources (electronically accessible documents, materials, and studies - list of links and digital content); 4. Research of the current state is carried out by studying mainly electronic sources, conducting interviews and surveys, and working on-site.

The expansion of the scope of the concept of "cultural heritage" and of the bearers of memory also increases its importance in society to the extent that its interaction with the environment could no longer be excluded. This means that (for example) cultural values that bear memory cannot be preserved in isolation or as museum exhibits and cannot be removed from urbanization processes, nor can they be isolated from ongoing changes in societies and the interests of communities. An inclusive approach should achieve planning, responsibility, and management that are perceived by all stakeholders as fair and mutually beneficial given their needs and expectations regarding the conservation, socialization,

and development of culture and heritage (Wijesuriya, Thompson, Young 2013, 13) [8] (Kabakov, Iv. 2022, 360) [9]. Conducting sociological research with surveys and interviews allows for additional research on attitudes and policies - *Step 2* of the Methodology and active involvement of all stakeholders - *Step 3*. It is aimed at local authorities, cultural institutions, and local communities, as well as at the external point of view regarding cultural heritage in the urban environment, its inclusion in urban life, and the resulting mutual influences. The target groups of the survey are interconnected. The study of attitudes and policies, the formation of strategies and plans, the use of good practices, as well as in general the active involvement of all stakeholders is a basic prerequisite for achieving a smart and developing urban environment, whose memory has the resource to build a recognizable image and increasing the quality of life.

Interdisciplinary scientific approaches and studies in symbiosis with technological solutions provide opportunities that are yet to be fully exploited to breathe life into the urban historical landscape. Awareness of the importance of cultural heritage for society turns people into a community united by the relevant heritage (Article 2a of the Council of Europe Framework Convention on the Value of Cultural Heritage for Society, Faro, 27.X.2005) [10], (Forrest, Craig. 2009, 67) [11]. Memory storage is basic. Otherwise, the material traces become only a shell of a bygone time and culture (*Step 4*). The possible solutions for visualization with the means of modern technologies are the digital perspectives for "revitalization" of immovable cultural heritage through digital "reconstruction" of archival materials or adaptive reuse; 3D models inscribed in the urban environment through augmented reality devices and applications; digital reconstruction of facades, plastic artistic decoration and other characteristic elements of architectural objects of cultural heritage, use of interpolation by coordinates from geodetic surveys of neighboring public buildings; 3D mapping, virtual tours, etc.; spatial representation of objects and elements through the Google Maps platform and their constant upgrading in the direction of augmented reality and interactivity. This is a step not only of socialization of the cultural heritage through its attractive presentation and popularization, by improving awareness and inclusion in the life of the community, but also by increasing the visibility and attracting the interest of tourists. In this sense, maps are useful not only for a specific city. The construction of such for each city, connecting them in a common platform and network, would provide a basis for scientific analyzes, models, and opportunities for creating cultural routes (Kabakov 2014, pp. 687-701) [12], better visibility and awareness to attract different audiences. All this ensures a competitive environment of heritages in different cities, competition of different brands in the cities, and the strategies and steps towards making practical and effective decisions can be based on good national and European practices.

For all this to acquire concrete practical dimensions and sustainability, simultaneous action is needed into an active involvement of all relevant formal and informal groups during the research process (*Step 3*) and to ensure publicity and open discussions on the tasks set and results achieved (*Step 5*).

The methodological framework outlined in these 5 main steps is the basis for building an information array or "passport" for each investigated city. The "passport" is structured as follows: Vision, where data such as - coat of arms, motto, webpage, and vision for the development of the city and the municipality are collected; Strategic documents and materials - Plan for integrated development of the municipality, Plan for the development of tourism, Plan for the protection and management of the cultural heritage, projects (national and international, past and current); Cultural heritage - list of objects, mapping according to certain criteria, visual material; Interviews and surveys - with representatives of local authorities and cultural committees, sociological surveys; Bibliographic and archival materials - bibliography, digital archival collection - lists and materials.

The simultaneous analysis of cultural heritage and urban infrastructure requires careful review and scientific precision in the use of key concepts and distinctions such as culture, cultural heritage, identities, technology, innovation, economy, society, cultural heritage policies, urban development policies, and synergies. Areas of interaction such as cultural heritage with the economy and tourism can be seen as a source of revenue and regional development. The emphasis is on interactions that enhance the public utility of cultural heritage, as well as those with media, advertising, and branding that enhance the presentation and create a distinctively recognizable image of contemporary cities.

The diachronic analysis of cultural heritage and urban infrastructure lends historical depth to the synchronic analysis. It builds based on mapping and documenting the history of a wider urban and non-urban area, researching the history and current state (urban development plans; archival documents); cultural heritage; the condition and significance of iconic buildings, objects, and elements of cultural heritage; migrations of people and cultural assets; settlers and urban development; historical retrospection and contemporary state of the city (archives, bibliography, interviews, surveys) and research of historical events, customs, celebrations and practices, which in their entirety transform the urban space into an environment with memory and a place for creative activity.

The main challenges in the development of modern cities and the preservation of the urban historical landscape are related to urbanization and globalization, which cause changes in the urban environment, economic development, climate change, and environmental changes. The rapid urbanization of cities since the beginning of the 20th century led to serious changes in the urban environment. This also has a strong impact on cultural heritage, especially in terms of its integration into modern urban infrastructure. The research analysis leads to some main problems and deficits regarding the incorporation of cultural heritage in the urban environment. "Deficit is an absence that could become a problem of conservation, socialization, and/or management of cultural heritage when relevant actions are not taken. In contrast, the problem is availability, which must be removed and which in most cases is reached as a result of professional incompetence. However, if this practice is permanently established over time and expands to other activities and segments, it would lead (for example) to a management deficit." (Kabakov, Koleva-Zvancharova 2020, p. 223).[13]

The identified deficits are related to the lack of a National Strategy for Cultural Heritage to "coordinate", synchronize and integrate the efforts of municipalities in the field of strategic planning of culture and, in particular, of cultural heritage at the local level; lack or insufficient flexibility of national and local management authorities, as well as local administrative capacity to manage significant financial resources from EU programs such as Horizon Europe, Creative Europe or the Recovery Plan; absence or impaired dialogue between stakeholders in the field of preservation, socialization and management of cultural heritage; inability to "think complexly" and apply an integrated approach to cultural heritage; inability of the local community to identify its interests in participating in the preservation, socialization and management of the cultural heritage of its territory (Kabakov 2021, p. 11) [14]; inability for shared management / participatory governance and responsibility of professional and local communities in the preservation and socialization of cultural heritage. The working hypotheses from the conducted research are that the problems are in: difficult to reach agreement on common actions of the interested parties; demonstration of "ownership" by various professional and local communities towards the conservation, socialization and management of cultural heritage; lack of funds for the protection of cultural heritage and the risk of remaining unfulfilled and other goals related to their socialization and integration into the urban infrastructure; abandonment of the current European trends of preservation and presentation of cultural heritage, as in working with audiences, introduction of interactive expositions, use of new technologies for displaying the collections, which limit both the perspectives and opportunities for integrating cultural heritage into the urban environment and infrastructure, as well as in revealing and creating the economic potential of cultural heritage with a view to its competitive and attractive presentation to various audiences (Kabakov, Koleva-Zvancharova 2020, p. 223) [13];

It is necessary to keep in mind that these are rather working hypotheses regarding deficits and problems to be verified in the field and in the interviews with the representatives of local authorities, communities, and cultural institutions, in cities on a wider national scale to achieve a more complete and comprehensive picture.

Research on the topic is guided by the guidelines of the European Union for bringing cultural heritage to the fore in EU policies, as well as the awareness of cultural heritage as a strategic resource for a sustainable Europe, with consideration of its extraordinary diversity of tangible - movable and immovable and intangible cultural heritage (including the industrial heritage, crafts, folklore, local customs, and traditions), evident from the methodology adopted and the cities "passports" prepared. In their entirety, policies and practices in the field of cultural heritage correspond to European policies, given that the European Union (EU) has limited competence in this area related to the support of member

states, and the Council of Europe mainly develops strategic and legal and normative acts, taking into account the peculiarities of the various types of heritage, which for the most part have been accepted, promulgated and entered into force in the Republic of Bulgaria, except the Framework Convention of the Council of Europe on the importance of cultural heritage for society. However, the peculiarities of the implementation of the already adopted strategic and legal-normative acts require additional efforts and a change in attitudes towards cultural heritage. Special attention should be paid to the European strategy for the cultural heritage of the 21st century, whose priorities about those in the indicated political and legal acts are directly related to the goals and work of researching the urban environment and the integration of cultural heritage as a prerequisite of interactions. Promoting Social Participation and Good Governance - The 'Social Component' (S) - focuses on the link between heritage and societies, citizenship, the transmission and sharing of democratic values through participatory governance, and good governance through participatory governance, while the other components focus on Sustainability of local and regional economic and territorial development - Component (D) - and the contribution of scientific research and training to increase knowledge and education - Component (K).

The presented research and the methodological framework that is being constructed are a result of activities in unison with the five pillars on which the European framework for action in the field of cultural heritage (document of European Commission) is based, namely: 1) Cultural heritage for the construction of inclusive Europe: participation and access for all; 2) Cultural heritage for making a sustainable Europe: smart solutions for a cohesive and sustainable future; 3) Cultural heritage for making a sustainable Europe: protection of endangered heritage; 4) Cultural heritage for making an innovative Europe: mobilizing knowledge and research; 5) Cultural heritage for building stronger global partnerships: strengthening international cooperation. (Kabakov 2022) [15].

It is particularly important to be aware of good practices applied at the national and European levels. The study of the urban environment and its development is the focus of the project "Creation of a standard for evaluation and monitoring of the quality of the urban environment", implemented with the financial support of the Metropolitan Municipality, Europe 2017 Program, in partnership with the "Sredets" district and the University of Architecture, construction and geodesy [16]. Its purpose is to create a standard for evaluating and monitoring the effectiveness of the urban environment, which will be useful for evaluating the results of urban spaces before and after the implementation of investment projects on the territory of the Metropolitan Municipality. It was developed as a logical continuation and upgrade of the project "Share a Neighborhood: A Model for Shared Development of the Living Environment in the City of Sofia [17], which studies the territory of the residential area "Yavorov" and "Tsar Ivan Asen II" Street, "Sredets" district and creates an analytical and applied model for the development of the urban environment with wide citizen participation. Both projects are mentioned because some objectives and approaches correspond to the added objective of the present scientific and the study is related to the CultUrEn project, based on which specific research results are derived, although cultural heritage is only one part of the many interactions of the urban environment rather than the basis of the study. In these two projects, principles, proposals, and an action plan for the development of the environment in the neighborhood in cooperation with the residents, businesses, and the local government are an example of good practices in the specific city - Sofia, and even more limited - municipality, but the utility lies in the approach, which could be adapted to other areas. Awareness and taking ideas from good practices are also evident in other local initiatives. "We saw in Plovdiv how "Kapana" was made - artistic, colorful, full of life - and we like it very much. We realized that there is no way to transfer the Kapana to Shumen, but we can invite the artists who painted it," says Petar Bodurov, creator of the "Podobri" foundation, which gave rise to the idea of painting the festive urban spaces and modernizing them through alternative art of the urban environment. [18]

From the site surveys and the conducted interviews, it is clear that the priorities identified by the municipal administrations and cultural institutes at the local level are generally aimed at realizing the heritage as a resource for the sustainable development of the municipality and that it enters into public policies not only in the field of culture but also in regional development, social cohesion, environment, tourism, education, digital technologies, research, and innovation, as set out in the Council conclusions of 21 May 2014 on cultural heritage as a strategic resource for a sustainable Europe (2014/C 183/08).

[19] Good practice in terms of cultural heritage is the policy of the Municipality of Plovdiv and the successfully conducted initiative "European Capital of Culture - Plovdiv 2019".

An example of European good practice is the catalog "Cultural heritage in action" [20], in which examples have been selected bringing together policies, projects, events, and/or organizational structures developed by local and regional institutions. They are innovative, inspiring for other cities and regions, and have a real impact on the ground. The focus of the catalog is on three main interrelated themes: Active dialogic management of cultural heritage; Adaptive reuse of tangible cultural heritage; Quality of cultural heritage interventions. The examples are mainly for architectural and industrial heritage - they combine innovative thinking and approach with technologies and show the possibilities of adaptive reuse of material cultural heritage and the synergy of different groups as an approach for the sustainable development of cultural heritage and the urban environment!

4. CONCLUSIONS

The research of the urban environment through the potential and integration of cultural heritage leads to the consideration of society as "heritage communities", to the search and realization of beneficial interactions through commonly shared values and interests. The connection between the urban environment and heritage is undeniable, but it goes through the human presence and awareness of the meaning of preserving memory and improving the living environment through cultural heritage. The working hypotheses are based on the documentary research carried out, empirical material, a network of contacts, and interdisciplinary expert opinions, which reflect the fact that the dynamics of urban development are so great that everything that is studied is largely constantly changing, which requires continuous attention and activity (institutional, civic, as well as the various sectors that are related to the urban environment and cultural heritage).

Perhaps the topic has recently been overexposed, too much talked about, and still poorly understood. The priorities we set for ourselves are indisputable, whether inspired by European normative documents or by funding programs, but it is a fact that the urban environment needs to be transformed into an interesting, attractive, and innovative center and an environment with memory. In this context, the cultural heritage is seen as a strategic resource for the sustainability of cities and regions by creating and improving social capital and economic impact, as well as by realizing the role and importance of methods of making green, open, and "smart" cities. The means for realizing these tasks in the presented methodology go through 1) constructing models for urban development, implementation of cultural initiatives in relation to the potential of cities and regions, urban transformation with the "participation" of cultural heritage; 2) full use of technologies to include the cultural heritage in an attractive way in the life of the local community, and to attract tourist interest to it by attracting interest to the cities from an informed public with an interest in culture; to revive memory by "reviving" lost cultural heritage (maps, applications, games - 3D mapping) or adaptive reuse, incl. industrial cultural heritage (an exceptional example of unexploited potential in this regard is the city of Gabrovo - (Berov 2022) [21]), as well as technological and ecological entry, with an innovative presentation, provoking interest in cultural heritage (an example is Chengene skele, Burgas) and contributing to development of the region; 3) building a network of interested persons to work in symbiosis to improve the quality of life; 4) construction of "cultural zones", inscribed in the life of the community, preserving the memory and breathing life into the cultural heritage in the present (an example is Kapana in Plovdiv, the Art Zone built in Sofia on the hill of "Budapest" Street, the activities of KvARTal; 5) Full use of good European and national practices – through their research and presentation in a platform that would have the capabilities of an "incubator".

The main thing in building a methodological framework for the research of the urban environment is that it is based on well-thought-out objectives, based on what has already been done, and on concrete steps to be followed to talk about upgrading, carrying out impact assessments, and good strategic planning to achieve scientific results that are applicable in practice and at the same time have an economic impact in terms of urban and social development.

ACKNOWLEDGMENTS

The presented research results are thanks to the work of colleagues from the CultUrEn project team - Prof. D.Sc. Ivan Kabakov (culturologist and lawyer), Associate Professor Dr. Hristo Berov (historian - the economic history of the Balkans and industrial cultural heritage, director of the digitization center at the Faculty of History), and architect Milena Krachanova (specialist with the profile of preservation and management of cultural heritage), whose analyzes form the basis of the conclusions and recommendations.

REFERENCES

- [1] Innovation strategy for smart specialization of the Republic of Bulgaria 2014-2020 (ISSS) - viewed 22.08.2022, <<https://www.mi.government.bg/>>.
- [2] National Development Program "Bulgaria 2030" - viewed 22.08.2022, <<https://www.strategy.bg/>>.
- [3] Council conclusions on the need to bring cultural heritage to the fore across policies in the EU. (2018/C 196/05) - Official Journal of the European Union, 8.06.2018, viewed 22.08.2022. <<https://eur-lex.europa.eu/>>.
- [4] Cultural Heritage Act (published, State Gazette, No. 19 of 13.03.2009); Article 103, items 1-6, amended, State Gazette, No. 54 of 2011; Appendix to Art. 50, para. 3 (New - SG, No. 54 of 2011, amended - SG No. 16 of 2016, in force from 26.02.2016, viewed 11.08.2022, <<https://www.lex.bg/>>.
- [5] Convention for the Safeguarding of the Intangible Cultural Heritage (amended, State Gazette, No. 61, 28.07.2006), viewed 21.08.2022. <<https://ich.unesco.org/>>.
- [6] European Commission, 2010. Europe 2020: A strategy for smart, sustainable, and inclusive growth. COM(2010) 2020 final, viewed 22.08.2022. < <https://www.eea.europa.eu/>>; Recommendation on the historic urban landscape, UNESCO, Paris, 10.11.2011, viewed 23.08.2022. < <https://whc.unesco.org/>>; Council conclusions of 26 November 2012 on Cultural Governance 2012/C 393/03 - Official Journal of the European Union, C 393/8, viewed 22.08.2022. <<https://eur-lex.europa.eu/>>; Council conclusions on participatory governance of cultural heritage (2014/C 463/01) – Official Journal of the European Union, 23.12.2014, C 463/1, viewed 22.08.2022. <<https://eur-lex.europa.eu/>>; Green paper. Unlocking the potential of cultural and creative industries Brussels, 27.4.2010 COM(2010) 183 final (State Gazette, No. 85 of 15.10.1991), viewed 22.08.2022. <<https://eur-lex.europa.eu/>>; European convention for the protection of the archaeological heritage (new edition), ratified by a law adopted by the 36th National Assembly on 04.1.1993 - SG No. 30 of April 9, 1993. Issued by the Ministry of Culture, promulgated, SG No. 70 of 10.08.2004, in force since 25.05.1995. Convention for the protection of the architectural heritage of Europe (ratified by a Decision of the Great National Assembly of 25.01.1991; SG. No. 13, into force on 1.05.1991), Pron. SG. No. 42, 28.05.1991; Report on an integrated approach to Europe's cultural heritage (24.6.2015 - (2014/2149(INI)) A8-0207/2015, viewed 21.08.2022, <<https://www.europarl.europa.eu/>>; European strategy for the cultural heritage of the XXI century, viewed 22.08.2022, <<https://www.open-heritage.eu/>>; UNESCO Database of National Cultural Heritage Laws, viewed 21.08.2022, <<https://en.unesco.org/>>.
- [7] Atanasova, Irina, *Analysis of legislation in the field of cultural heritage. Intellectual property as a means of protecting cultural heritage*, viewed 21.08.2022, <<https://www.researchgate.net/>>
- [8] Wijesuriya, G., Thompson, J., Young, C., 2013. WH. *Resource manual "Managing Cultural World Heritage"*. Published by UNESCO, World Heritage Centre – Managing Cultural World Heritage (unesco.org).
- [9] Kabakov, Iv. 2022, *Management approaches in the field of culture*. In: Strategies for Policy in Science and Education, Volume 30, Number 4.
- [10] Council of Europe Framework Convention on the Value of Cultural Heritage for Society, Faro, 27.10.2005), Council of Europe Treaty Series - No. 199, viewed 21.08.2022, <<https://rm.coe.int/>>.

- [11] Forrest, Craig. 2009, *International Law and the Protection of Cultural Heritage*, London.
- [12] Kabakov, I. 2014. *Thematic cultural routes*. In: Cultural heritage and cultural tourism: museum perspectives. Collection of papers from the International Scientific Conference dedicated to the 110th anniversary of RIM-Shumen, 25-27.06.2014, Shumen, pp. 687-701.
- [13] Kabakov, I. Koleva-Zvancharova, M. 2020. *Cultural heritage and its preservation, socialization, and management: what could be done?* In: Legislation and professional development in the field of cultural heritage. Historical reconstruction and current situation in the Republic of Bulgaria (Ivan Kabakov ed.). Sofia, Sofia University Press "St. Kliment Ohridski", pp. 222-228./, viewed 11.08.2022, <<https://kinnpor.uni-sofia.bg/>>
- [14] Kabakov, I. 2021. *What is participatory management? In: Model for participatory management of the Historical and Archaeological Reserve "Sboryanovo"*. Sofia, "My Museum" Foundation, pp. 11-17.
- [15] Kabakov, I. 2022 presented the project to the round table for presentation of scientific results and projects "Visual identity of the Faculty of Philosophy", Sofia 2022
- [16] viewed 11.08.2022, <<https://issuu.com/>>
- [17] viewed 11.08.2022, <<http://bgplanning.org/>>
- [18] viewed 11.08.2022, <<https://www.ngobg.info/>>
- [19] Council conclusions of 21 May 2014 on cultural heritage as a strategic resource for a sustainable Europe, 2014/C 183/08, 21.04.2014, viewed 22.08.2022, < <https://eur-lex.europa.eu/>>
- [20] viewed 11.08.2022, <<https://plovdiv2019.eu/>>; <<https://visitkapana.bg/>>
- [21] Berov, Hr. *Industrialists-entrepreneurs and the problem of industrial heritage as a cultural phenomenon*. In: Izvestia of the Regional History Museum – Gabrovo. vol. VIII, 2022. Paper presented to the scientific meeting “The economic culture of the Bulgarians and the example of Gabrovo in the XIX-XXI centuries”, Gabrovo 2022.

APPENDIX

THE CRITERIA FOR DESCRIPTION OF CULTURAL HERITAGE

INTANGIBLE CULTURAL HERITAGE

1. Name of elements
2. Image
3. Types of elements
 - folk singing and playing; folk dances and traditional children's games;
 - traditional rites and holidays;
 - Traditional Medicine;
 - traditional crafts, domestic activities, methods of agriculture and cattle breeding, cooking skills, foods;
4. Location/place of performance
5. Brief description
6. State of research
7. Vitality and Resilience/Transmission
8. Protection measures (undertaken/anticipated/persons and institutions)
9. Distribution of the element – national/regional/town/group. A tradition and culture bearers
10. Significance of cultural element / (cultural + historical significance)
 - Element inscribed on the UNESCO lists
 - National representative list
 - National System "Living Human Treasures"
 - National Register
 - Register of tourist attractions

FESTIVALS

1. Name
2. Description
3. Event profile
4. Scope
5. Organizer
6. Financing – state/municipal + private
7. Venue /Access
8. Releases
9. Periodicity
10. Duration
11. Program

TANGIBLE IMMOVABLE CULTURAL HERITAGE

1. Name of the cultural asset + identification number
2. Image;
3. Information on the type of cultural heritage - The electronic registers of the National Institute for Immovable Cultural Heritage (NIKN)
 - 3.1. Intangible cultural heritage
 - oral traditions and forms of expression
 - artistic and performing arts
 - social customs, rites, and celebrations;
 - knowledge and customs relating to nature and the universe
 - knowledge and skills related to other occupations.
 - 3.2. Material cultural heritage
 - Archaeological heritage
 - Architectural heritage
 - Historical heritage
 - Ethnographic heritage
 - Artistic heritage
 - Literary heritage
 - Documentary heritage
 - Audio-visual heritage
 - Religious heritage
 - Dissonant heritage/heritage in respect of which there is a dispute in society regarding its social and cultural significance.
4. Location/place of performance/data and location
5. Brief description;
6. Status of research
7. Level of risk / Current status:

Researched sources of information: Notification under Art. 72 of the Cultural Heritage Act; Minutes of Commissions under Art. 73 of the Civil Code; another document from the Municipality or the Inspectorate at the Ministry of Culture.

- 7.1. State of emergency / (conservation regulation / amended, SG No. 54 of 2011 by the Cultural Heritage Act) + hypotheses art. 49, para. 2 "a", "b", "c"
- 7.2. Potentially in risk
- 7.3. In good condition

The legal basis for the distinctions made is (Art. 49, Para. 1 and 2 of the Civil Code / Level of risk).

1. cultural heritage assets at risk - for which there is a potential threat of damage or destruction due to:
 - a) location in earthquake zones, areas of large-scale construction projects, near territories with a high risk of flooding or progressive changes from geological, climatic, and other natural factors;
 - b) danger of an outbreak of armed conflict and terrorist attacks;

2. cultural heritage assets at risk - for which there is a real danger of damage, vandalism, destruction, or a serious violation of their integrity due to:

- a) rapid decay of their original substance, leading to a serious change in structure;
- b) rapid deterioration of the environment;
- c) visible loss of the authentic appearance.

8. Preservation regimes / immovable cultural heritage / General development plans of municipalities + Ordinance No. 8 on the volume and content of development plans (2001).

9. Concentration of cultural assets / tangible cultural heritage Electronic registers of the National Institute of Natural Resources and Environment (regulations for protection, borders, and regimes) + (art. 48, items 1 and 2 of the Civil Code / spatial structure and territorial scope)

9.1. single;

9.2. group: / number of cultural heritage assets

- a) ensemble - a territorially distinct structure of objects of the immovable cultural heritage, the elements of which are located in certain semantic, spatial, and aesthetic relationships with each other and with their adjacent environment;
- b) complex - a variety of the ensemble, the elements of which are functionally connected;
- c) (new - SG No. 16 of 2016, into force on 26.02.2016) serial - consisting of two or more objects of immovable cultural heritage, regardless of their location and united by clear cultural, temporal, social, and/or functional relationships;
- d) (previous b. "c" - SG No. 16 of 2016, into force on 26.02.2016) historical settlement - an urbanized structure imbued with cultural and historical values from one or several eras; + area of heritage sensitivity (UNESCO Recommendation on the urban historic landscape).
- e) (previous b. "d" - SG No. 16 of 2016, into force on 26.02.2016) historical zone - a separate settlement, non-settlement, underground territory, or part of a water area saturated with cultural and historical values from one or several eras;
- f) (amended - SG No. 54 of 2011, previous paragraph "e" - SG No. 16 of 2016, into force on 26.02.2016, amended - SG No. 89 from 2018) archaeological reserve - a distinct territory or part of a water area saturated with archaeological cultural values discovered during archaeological research or subject to discovery under the surface or above ground, including archaeological structures, levels, and cultural layers.

10. Legal status (ownership) - The objects of cultural heritage in the urban environment are described, which are exclusive state property - the archaeological reserves (Appendix to Art. 50, Para. 3 of the Cultural Heritage Act (New - SG No. 54 of 2011, amended - SG No. 16 of 2016, into force on 26.02.2016) and public state property. They correspond in the part "significance of cultural assets" to "world significance" - those entered in the World Heritage List / UNESCO and "national importance" - the archaeological reserves, as well as other cultural objects of exceptional value for the culture and history of the country; + national wealth / movable cultural properties.

10.1. Exclusive state property / List of archaeological reserves / Appendix to Art. 50, para. 3 of the Civil Code (New - SG No. 54 of 2011, amended - SG No. 16 of 2016, effective from 26.02.2016)

10.2. Public state property

10.3. Public municipal property

10.4. Private state property

10.5. Private municipal property

10.6. Private property of legal entities

10.7. Private property of individuals

11. Accessibility of cultural heritage

11.1. Physical/intellectual access

11.2. Paid / Free (subsidized) access

11.3. Limited/unlimited access

- Physical access that is achieved through human senses used in real-time and space.
- Intellectual access, which is mediated by products of human intelligence and in most cases complements physical access to cultural objects through the possibilities of information and communication technologies, scientific conferences, advertisements, and educational programs.
- Limited access – the characteristics of the cultural objects or considerations for their conservation and preservation in most cases suggest this form of access. For example, some of the historical objects are in hard-to-reach places for a specific target group – people from the so-called third age or are dangerous and must be secured for another one - the learners because otherwise, they will become objects with restricted access.
- Unlimited access where the already commented features and limitations do not exist.
- Paid access - a tool that the organization uses to regulate public relations to secure additional funds from visits to cultural sites, taking into account the social and economic status of different groups and conducting a pricing policy that encourages attendance.
- Free access, which is such for the end user, but in most cases it is paid/subsidized by the state and/or municipal authorities, insofar as the use of public goods is ensured in this way.¹

12. Significance / (cultural + historical significance)

Cultural significance means the aesthetic, scientific, social, or spiritual value for past, present, and future generations. Cultural significance is embodied in the place itself, in its fabric, location, use, connections, meanings, archives, associated places, and associated objects. Places can have diverse values for different people or groups. (UNESCO recommendation on the urban historical landscape) + (art. 50, par. 1, items 1-5 of the Civil Code / cultural and scientific value and public significance)

12.1. world importance - those included in the World Heritage List / UNESCO;

12.2. national importance - archaeological reserves, as well as other cultural heritage objects of exceptional value for the culture and history of the country; + national wealth / movable cultural assets

12.3. local significance - related to the culture and history of settlements, municipalities, or regions;

12.4. ensemble meaning - supporting the spatial characteristic and architectural typology of the group value to which they belong;

12.5. (new - SG No. 54 of 2011) for information - independent regional objects of low individual value - carriers of information about the scientific and cultural information to which they refer.

13. Recognition of cultural value / (branding potential + advertising)

13.1. Local community/landmark in the urban space

13.2. Visitors/tourists

14. Level of socialization/integration

14.1. Integration into the urban infrastructure

14.2. Integration in national and municipal development strategies - from the website of the specific municipality

14.3. Integration into the local community's way of life

14.4. Integration in the tourist infrastructure

14.5. Integration into socialization networks (festivals, reenactments, exhibitions, cultural routes, and corridors)

15. Development potential/tourist + road infrastructure + project readiness (availability of projects) + forms of socialization (festivals, reenactments, expositions, cultural routes, and corridors).

Assessments in strategic documents.

TANGIBLE MOVEABLE CULTURAL HERITAGE

1. Name of movable cultural property

2. Image

3. Name of the museum that owns the movable cultural property

4. Information and description

5. Parameters

- Weight
- Dimensions
- Material
- Means or technique
- Condition of movable property
- Dating / historical significance
- Manufacturer, period, or workshop
- Technique
- Place of Creation
- Location
- Approximate value

6. Other features

7. Historical period under Art. 52 of the Civil Code

8. Scientific and cultural area under Art. 53 of the Civil Code

9. Criteria for national wealth under Art. 54 of the Civil Code

- To represent a single, most characteristic, or rare example of human activity or creativity for the period from which it originates;
- Be of proven authenticity and high scientific and artistic value
- Relating to or attesting to ideas, beliefs, events, or prominent individuals that were crucial to the development of society.

10. Accessibility of movable cultural properties

11. Recognizability of movable cultural properties

- Local community
- Tourist visitors