

Dialogue Among Civilizations

SUMMIT of HEADS of STATE
of SOUTH EAST EUROPE
MANAGEMENT of HERITAGE DIVERSITY
AND ITS PROMOTION FOR TOURISM

CETINJE, MONTENEGRO,
3-4 JUNE 2009



Filip Vujanović

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Stjepan Mesić
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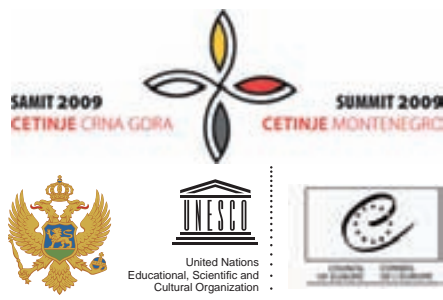
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Management of Heritage Diversity and its Promotion for Tourism
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*Flowers will sprout and grow in our graveyards
for some distant future generation.*

Petar II Petrović-Njegoš
The Mountain Wreath, 1847

FOREWORD

I am particularly pleased to issue this seventh publication in the Dialogue among Civilizations series of Proceedings of Summits of Heads of State and Government of South East Europe. This volume, on the “Management of Heritage Diversity and its Promotion for Tourism”, contributes to the overall corpus of works which began in Ohrid, the Former Yugoslav Republic of Macedonia in 2003. This process was originally launched at the High-Level Conference on Strengthening Co-operation in South East Europe held at UNESCO Headquarters on 5 April 2002.

We owe a debt of tremendous gratitude to the enormous contribution made by Macedonian President Boris Trajkovski who tragically lost his life in an aircraft accident in 2004, in organising that historic Summit held on the shores of Lake Ohrid in June 2003. That meeting brought together – for the first time since the cessation of violent conflict and ethnic hostilities and atrocities in the region – the leaders of South East Europe who were willing to work together constructively for a future based on mutual respect and understanding, the celebration of cultural diversity, and the promotion and protection of the common heritage of the region.

The Cetinje Declaration on the “Management of Heritage Diversity and its Promotion for Tourism” reflects the region’s strong commitment to the development of sustainable tourism in South East Europe and clearly sets out the principles and action for future cooperation in this field.

This declaration, together with the previous six policy statements agreed upon by participating Heads of State contain a wealth of concrete measures for co-operation in the region. Together, they form an exemplary documentary record of vision, political will and a commitment to concrete actions.

Over the years, the need to promote values education, enhance scientific exchange and foster respect for religious and cultural pluralism has been underscored, alongside the importance of communication for building a Europe free of ethnic or cultural divisions.

The need for exchanging knowledge about heritage in the region and in particular the shared responsibility for its preservation and safeguarding for future generations has been emphasized.

The key features of “cultural corridors” and the fundamental role played by cultural heritage in the development of South East Europe have been highlighted; and cultural diversity has been defined as a bridge between cultural heritage and the culture of the future.

Last year focused on the significance of water routes as cultural resources that can contribute to further unifying the region, and today we have before us a regional commitment to develop strategies for strengthening sustainable tourism – an area with a clear development potential.

This Summit was my last opportunity to participate in these now-annual events since my mandate as Director-General of UNESCO expires in November 2009. I would like to express my profound appreciation for the earnest commitments of each Head of State and Government to using South East Europe’s rich heritage as a basis for increased regional cooperation. It has been an extraordinary experience, guided by one single motive: the will of an entire region to move beyond intolerance, misunderstanding and conflict towards a brighter, more prosperous and peaceful future.

It is my sincere hope and express desire that this process will continue to gain strength in the future – notably in 2010 in Turkey on the subject of “Music as a metaphor of Cultural Dialogue” – with a view to further increasing regional cooperation through the political wisdom of its leaders and their belief in the pursuit of dialogue and exchange for the common good.

As UNESCO’s Director-General, I am proud that the Organization has been able to contribute its specialized knowledge, expertise and vision as a co-organizer of the process. Presidents Stjepan Mesić and Boris Parvanov have participated in every one of the Summits. Many others have been present at several of them, thus forming strong personal bonds that have helped push the process yet further.



Koïchiro Matsuura
*Director-General of the United Nations Educational,
Scientific and Cultural Organization
(UNESCO)*



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**“MANAGEMENT OF HERITAGE DIVERSITY
AND ITS PROMOTION FOR TOURISM”**

CETINJE DECLARATION
4 JUNE, 2009

We, Heads of State and other High-level representatives of South East Europe, meeting in Cetinje (3-4 June, 2009) within the framework of the Regional Summit Forum of South East Europe 'Management of Heritage Diversity and its Promotion for Tourism', organized under the auspices of the President of Montenegro, Mr Filip Vujanović, the Director-General of UNESCO, Mr Koïchiro Matsuura, and the Secretary-General of the Council of Europe, Mr Terry Davis:

Reaffirming the ideals and principles laid down in the Charter of the United Nations, the Constitution of UNESCO, the Statute of the Council of Europe, the Universal Declaration of Human Rights and the International Covenant on Economic, Social and Cultural Rights;

Gathered with the aim of promoting sustainable management policies and understanding the varied roles of heritage, its important values within the framework of tourism development and promotion that transcend boundaries and may create the conditions for broad regional cooperation;

Recognizing the common responsibility of all structures of society and all actors involved in this process for a successful management of heritage;

Recalling the importance of the preservation and promotion of heritage as an important element of national identities;

Affirming that the diversity of national identities forms the foundation and represents a precondition for regional cooperation, including the regional cooperation necessary for heritage preservation;

Acknowledging that the management of cultural and natural heritage must be based on a broad and profound historical, cultural and environmental knowledge of the specific resources of an area, its sensitive issues that are subjected to threats and pressures, and the opportunities that may arise from the protected status, having a potential for sustainable development;

Recognizing the role that cultural and natural heritage plays in the life and development of our societies and the immense potential of sustainable cultural tourism in regard to experiencing the diversity of our heritage, thus fostering intercultural exchange and dialogue;

Also acknowledging that tourism constitutes a tool for the safeguarding and promotion of cultural diversity, an important vehicle of dialogue between cultures and a source of socio-economic development;

Emphasizing that the present declaration is in continuity with the Message on the Dialogue among Civilizations (Ohrid, 2003), The Summit Declaration on Inter-religious and Inter-Ethnic Dialogue in South East Europe (Tirana, 2004), The Declaration on Cultural Corridors of South East Europe, Common Past and Shared Heritage – A Key to Future Partnership (Varna, 2005), The Declaration on Communication of Heritage (Opatija, 2006), The Declaration on Cultural Diversity – a Bridge between Cultural Heritage and the Culture of the Future (Bucharest, Sibiu, 2007), and The Declaration on Intercultural Encounters on Maritime, River and Lake Routes of South East Europe (Athens, 2008);

Also emphasizing the importance of the Cultural Routes, Itineraries and Corridors of South East Europe, highlighted in the Varna Declaration (2005) and further developed in the Opatija Strategy and Action Plan for Cultural Corridors in South East Europe (2006), with the scope of a coordinated and coherent promotion of the cultural diversity of the region;

We express particular satisfaction with the progress achieved in fulfilling the objectives of the previously adopted Declarations and with the fact that this year's Summit, emphasizing the diversity of cultural heritage, is held in Montenegro, which as a society is founded on multi-ethnic and multi-cultural harmony;

I

Guided by:

- (a) the principles contained in the relevant international instruments and standards of the United Nations, UNESCO and the Council of Europe: Convention for the Protection of Human Rights and Fundamental Freedoms (1950), Convention for the Protection of Cultural Property in the Event of Armed Conflict (1954), and its two Protocols (1954 and 1999); Convention on the Means of Prohibiting and Preventing the Illicit Import, Export and Transfer of Cultural Property (1970); Convention on the Protection of the World Cultural and Natural Heritage (1972); European Cultural Convention (1954), Convention on the Protection of Underwater Cultural Heritage (2001); Convention on Safeguarding of the Intangible Cultural Heritage (2003); Convention on the Protection and Promotion of the Diversity of Cultural Expressions (2005); Convention on the Protection of Architectural Heritage of Europe (1985); European Convention on the Protection of Architectural Heritage (revised) (1992); European Landscape Convention (2000); Framework Convention on the Value of Cultural Heritage for Society (2005);
- (b) the significant role of the international organizations participating in the Summit, namely:
 - (i) UNESCO, and its role as a platform for strengthening international and regional cooperation, in particular through a series of standard-setting instruments in

the field of culture, with special attention paid to the creation of conditions for dialogue based on mutual respect for the values of all the civilizations and cultures, as well as to the preservation and promotion of the values of cultural and natural heritage and public awareness on strengthening the development of cultural identity and diversity,

- (ii) the Council of Europe, and its mission to promote human rights, democracy and the rule of law, including the fostering of the importance of European cultural identity and diversity by means of protecting and enhancing cultural heritage through preservation and rehabilitation in the framework of the Regional Programme for Cultural and Natural Heritage of South East Europe; as a joint initiative with the European Commission, this integrated approach contributes to the social and economic development of local communities in order to improve the well-being of citizens and greater understanding and reconciliation between cultures of the Region;
- (iii) the European Union and its support of programmes and initiatives for a balanced sustainable regional development and for sustaining heritage of South East Europe;

II

Gathered for the seventh time aiming at the same objective: the strengthening of the regional cooperation, taking into consideration that we are coming from different cultural milieus, through our own example we acknowledge and demonstrate our conviction to the models of multiculturalism as a foundation of democratic societies,

Assured that the recognition and acknowledgement of cultural diversity constitute an important vehicle for respecting the rights and freedoms of the individual, reiterating our determination to strengthen these democratic principles in our societies, we hereby declare that we shall:

1. With the Universal Declaration on Cultural Diversity as a starting point, in which the dignity, culture and their mutual dialogue, mutual enrichment of new knowledge and respect for values such as tolerance and diversity are highlighted as a fundamental basis for the attainment of international peace and security, enhance and strengthen the regional and international cultural cooperation, as well as contribute to the respect between cultures and the understanding and tolerance among people;
2. Strive to include the care and respect for heritage among the priorities of national policies and to promote through respect for cultural diversity also intercultural dialogue as a basis of our future cooperation,
3. Be committed to devising mechanisms of support for cultural diversity in order to affirm multiculturalism as a foundation of the societies which we represent today;

4. Create models of support for promoting the principles of democracy and the rule of law through culture and for celebrating cultural heritage as a meeting point of the diversity from which we can learn how it brings us closer together;
5. Invent efficient and integral instruments of management, in order to strengthen the benefits of tradition and protect them from certain features of globalization, thereby empowering us to address future challenges;
6. Work to raise awareness regarding the importance of cultural and natural heritage, and the preservation of integrity and authenticity of the protected property and its environment in everyone's interest, bearing in mind that it represents a significant resource for the sustainable development of the entire community;
7. Ensure that the development of protected areas and their immediate surroundings be adequately planned, guided and controlled, in the context of a vision for long-term development;
8. Promote the establishment of participatory management plans for heritage sites and protected entities, including sustainable visitor management policies and practices, which shall define a strategic approach for the protection, valorisation and presentation of the historical, cultural and natural values of heritage;
9. Promote projects in the field of cultural and natural heritage contributing to sustainable development; seeking and benefiting from new funds for rehabilitation of the cultural and natural heritage sites of South East Europe with a special emphasis on youth education and cross border activities and networking;
10. For the purpose of high quality tourism promotion and valorisation of the destinations of South East Europe, emphasize the use of cultural heritage artefacts as vectors of cultural diversity and the centuries-long coexistence of the region's cultures, ethnoses, religions and nations;
11. Develop capacity-building activities in tourism management, guidance and handicraft design in order to improve the quality of tourism while preserving and enhancing the values of heritage;
12. Encourage the local authorities and inhabitants to take responsibility for and to involve themselves in the protection and conservation of their heritage and in the decision-making processes related to the management of the cultural sites;
13. Develop strategies for strengthening sustainable tourism as an integrated approach to cultural and ecological tourism in South East Europe recognizing its important developmental potential;
14. Further support regional initiatives, considering the successful impact of the "Integrated Rehabilitation Project Plan/Survey of the Architectural and Archaeological Heritage" (IRPP/SAAH), a joint initiative of the Council of Europe and the European Commission, and in the context of the forthcoming Ljubljana Conference on funding

of the Heritage Rehabilitation in South East Europe (6-7 November 2009), we encourage the involved Ministers of Culture of the countries of the Region to:

- (a) take stock of the results of this joint action;
- (b) continue their involvement and assume the responsibility for its implementation, and also;

Support the Recommendations resulting from the annual Ministerial Conferences on Cultural Heritage in South Eastern Europe, of which the next one will take place in Montenegro at end of 2009, proposing a new regional cooperation strategy for enhancing culture as a key resource in fostering sustainable development;

III

We welcome the proposal of the President of the Republic of Turkey, Mr Abdullah Gül, to be the host of the 2010 Regional Forum “Music as a metaphor of Cultural Dialogue”.

STATEMENTS by THE CO-ORGANIZERS

Filip Vujanović

PRESIDENT of MONTENEGRO

It was with particular pleasure that we received the decision of the last-year Summit to entrust Montenegro with the duty of hosting this conference and to choose Cetinje as the site of our reassembly after our meeting in Athens, the cradle of European civilization.

Our meetings have always affirmed peace, tolerance, regional cooperation and development by acknowledging cultural heritage wealth, but also contemporary cultural creation of the South-East European countries, which establishes permanent and strong bonds between us.

But it also obliges us to remember the hard times in our history, particularly the recent history of the Western Balkans and the former Yugoslav countries. It is the tragedy which should always stand as a warning but also as a reminder of the need to build our European future together - the future where differences will be considered advantage and our individual successes a common asset.

The Regional Forum of the Presidents of South-East European countries, which is taking place for the seventh time with a particularly significant support of the UNESCO and the Council of Europe deals this time with the topic: 'Management of Heritage Diversity and its Promotion for Tourism'.

It is my duty and my great pleasure to express gratitude to the UNESCO for promoting the dialogue of cultures and civilisations as the basis for mutual understanding and partnership at the High-Level Conference on Strengthening Co-operation in South-East Europe held in April 2002. We extend our gratitude to the Director General of the UNESCO Mr Koïchiro Matsuura, whose mandate will be remembered and respected in our region because of his full commitment to the implementation of this noble mission.

I express my utmost respect for the Council of Europe, which, with the support of the European Commission, has been implementing the Regional programme on cultural and natural heritage in South-East Europe since 2003, providing significant support to the restoration of cultural and religious heritage. I wish to extend my special gratitude to the Secretary General of the Council of Europe, Mr Terry Davis for giving his strong and outstanding personal contribution in that process.

The dialogue of cultures and civilisations has always enjoyed an open, continuous and generous support of the presidents of the states of the region. From Macedonia and Ohrid, through Albania and Tirana, Bulgaria and Varna, Romania and Bucharest and Sibiu, Greece

and Athens, all the way to Montenegro and Cetinje and further to Turkey, the host countries have been giving strong support to the valuable messages of our summits.

It is my wish to uphold the project of cultural corridors through which the President of Bulgaria Georgi Prvanov sent us the message of cultural routes without borders. On behalf of Montenegro, believing that the Presidents of other countries of the Region share the same view, I hereby want to support the appointment of Irina Bokova for the future Director General of the UNESCO, whose nomination was clearly and convincingly presented to us by Mr Prvanov at our last summit in Athens.

Taking the idea of multiculturalism as a starting point, we have gathered to support cultural diversity and to recognize cultural heritage as a direct contributor to the socio-economic development, constituting thus a valuable part of tourist offer.

Indeed, the essence of cultural heritage is not in closeness, isolation or self-consciousness, but in openness, universalness and continuous promotion which confirms its values. That is why its omnipresence is of particular importance for tourism.

It is quite natural to assume that primarily natural beauties and cultural heritage will incite interest in tourism. Cultural ties, which go beyond state borders, encourage joint tourism promotion. In such a way, culture and tourism create the opportunity, but also impose the obligation of stronger regional networking.

As the youngest UN member and as an old European country, Montenegro has very rich cultural heritage. Such cultural heritage confirms the multi-ethnic and multi-confessional harmony of three great civilizations and religions that have left numerous and diverse spiritual and material values to Montenegro – the Orthodox, the Catholic and the Islamic.

Located on the borderline between the East and the West, Montenegro was influenced by several civilisations which, leaving their traces, have jointly created a wealth of great diversity in its culture. The influences of the Illyrian, Greek, Roman, Byzantine, Islamic and Slavic culture have made an unusual mosaic with clear specific features, but also with the beauty of their coexistence. This is why it is natural that visitors to Montenegro are interested in its cultural heritage and it is equally natural that cultural heritage is what Montenegro is remembered by.

The message we are sending today from Cetinje, the old royal capital of Montenegro, is absolutely clear. It is the message that we are fully committed to continue fostering intercultural dialogue, but also aware of the need to promote cultural heritage in order to ensure that its value is permanently recognized.

And it is precisely from Montenegro and Cetinje that this kind of message can and must originate from.

The importance of this town is reflected in the fact that its magical spirit has never lost its value despite the changes in historical and economic circumstances and various external influences. Cetinje has never lost its appeal and power to inspire. Its tangible and intangible heritage constitutes true fundamental value of Montenegrin people.

Determined to protect and properly recognize the cultural heritage of Montenegrin old royal capital, we started the initiative for the development of the Management plan of Cetinje Historic Core, as a strategic management plan. This project has been implemented with the support of the Government of Italy within the UNESCO Regional Project “Cultural Heritage: a Bridge towards a Shared Future”.

The designed Management plan focuses on the real values of Cetinje historic core, promoting the resources of its cultural heritage as its development potentials, as well as its ambition to be inscribed into the World Heritage List.

For years we have been putting efforts in the activities aimed at obtaining for Cetinje historic core the adequate international treatment in line with the Convention Concerning the Protection of The World Cultural and Natural Heritage from 1972.

And that’s why it is in the name of the current and future values of Cetinje and in the name of our respect for the past that I am sending the message of the eternal value of the dialogue among cultures and civilizations.

I would like to conclude by recalling a message of the Prince and King of Montenegro Nikola I Petrovic Njegos. After Montenegro had been proclaimed a kingdom, when opening the National Theatre in Cetinje, the centenary of which we will celebrate next year, Nikola I said: – “It gives me great spiritual satisfaction to see my beloved country taking increasingly confident steps on the paths of culture and progress. Today, as we are opening the National Theatre we are laying yet another cornerstone for the great edifice of intellectual development ...”

Sharing this understanding of culture expressed by the great man of our past, the present and future generations of Montenegro have the duty to continue taking the increasingly confident steps on the paths of culture and progress.



KOÏCHIRO MATSUURA

DIRECTOR-GENERAL of UNESCO

I am delighted to join you in Montenegro's royal cultural capital, Cetinje for the seventh Summit of Heads of State of South-East Europe.

Let me first thank President Filip Vujanović for his gracious hospitality. Since becoming UNESCO's 192nd Member State in 2007, Montenegro has demonstrated its commitment to working with the international community to advance the Organization's mission and priorities. Indeed, President Vujanović, your participation in these Summits is rather unique. In Opatija, Croatia, just three years ago, you took the floor in this arena for the first time as President of the independent and sovereign Montenegro and today we have the honour of being hosted by you in the former government palace of King Nikola Petrovic-Njegos, your country's renowned national poet and statesman.

Allow me equally to pay tribute to all assembled Heads of State with whom – individually and collectively – UNESCO enjoys close cooperation.

I would also like to extend warm greetings to the representatives of our distinguished partners in this endeavour – in particular the Council of Europe.

We have come a long way together.

As President Vujanović has stressed from their origins in a ministerial meeting at UNESCO in 2002, our summits in Ohrid in 2003, Tirana in 2004, Varna in 2005, Opatija in 2006, Budapest and Sibiu in 2007, and Athens 2008 have been highly significant for the entire region.

Through constant dialogue at the highest level, we have succeeded in constructing a new South-East Europe, based on mutual understanding and increased regional cooperation – something that appeared so elusive during the civil strife and war of the 1990's. We can take pride in this.

These encounters have given rise to political commitments at the highest level and provided the opportunity for all countries of the region to work towards mutually beneficial objectives. In this, they have set an encouraging example for other parts of the world.

They have also positioned culture at the heart of a regional development and cooperation agenda. As the sole United Nations agency with a specific mandate in the field of culture, and responsible for a number of heritage conventions, including the 1972 World Heritage Convention, the 2001 Convention on the Protection of the Underwater Cultural Heritage and the 2003 Convention for the Safeguarding of the Intangible Cultural Heritage, UNESCO

believes that protecting heritage assets is indispensable for safeguarding the world's diversity and for development. It is one of our top priorities, along with fostering intercultural dialogue for tolerance, mutual understanding and peace.

Allow me to add that I am very happy to see more and more South-East European countries ratifying the 2001 Convention. It is my hope that this Convention will open up new areas of regional cooperation for safeguarding the region's coastline and off-shore cultural heritage.

The subject of this year's Summit, "Management of Heritage Diversity and Its Promotion for Tourism" is challenging and essential for all countries of the region.

Over recent decades, tourism has emerged as a thriving global industry, expanding by four to five percent annually and experts predict that volume is expected to double over the next fifteen years. Revenues from international tourism reached a staggering US\$ 825 billion in 2008.

Moreover, trends indicate an increasing worldwide demand for travel associated with cultural and natural heritage. According to the UNWTO, cultural tourism accounted for forty per cent of total world tourism revenues making heritage tourism an essential instrument for economic development. In the current unprecedented economic crisis, whose impact on all nations - particularly those in the developing world - cannot be overestimated, we must expect to see some degree of downturn. However, when recovery comes the strength of this market segment should be a crucial factor for rekindling regional economic vitality.

In addition to its obvious economic benefits, heritage tourism can contribute to the conservation of heritage assets which constitute key attractions for local and international visitors. And if such tourism is developed in an integrated and participatory manner, it can be a powerful tool for regional integration.

Heritage tourism is a complex issue involving interrelated economic, social, political and cultural considerations. Careful planning, development and management are needed to ensure that tourist flows do not threaten or adversely affect the integrity of the natural or cultural asset or that of the local culture. These actions must address the relationships between stakeholders in such a way that they contribute to sustaining heritage values and sense of place, while generating lasting socio-economic benefits to the local population.

I am pleased to report that these necessary processes of sustainable heritage tourism will be demonstrated here in Montenegro through a UNESCO sustainable tourism initiative involving the Durmitor National Park World Heritage site and Tara River Man and Biosphere Reserve. The initiative, which is being undertaken in close cooperation with the Ministry of Tourism and Environment, builds on UNESCO's long-term presence in Montenegro. The World Heritage Centre and the UNESCO Office in Venice have joined forces with the United Nations Development Programme in a fine example of UN joint action in the region.

The model initiative will facilitate tourism planning and stimulate local economic development, by encouraging the use of the site as a hub, radiating collective knowledge and regional economic development possibilities, and creating links to neighbouring World Heritage sites and other heritage areas and assets.

The present summit is devoted to examining joint policies aimed at promoting intercultural dialogue through tourism. UNESCO is prepared to share its experience in implementing initiatives on which sound policies can be built.

Toward this end, I hope that the Summit will provide an opportunity to launch a series of joint pilot projects such as the one I just mentioned and another currently underway in Romania's Danube Delta World Heritage site and Biosphere Reserve. That is, projects devoted to transforming the principles of intercultural dialogue, heritage tourism and local economic development into an ever-widening circle of concrete actions that will serve as a showcase of best practices.

Allow me to reassure you that UNESCO is firmly determined to accompanying you in this process. I wish you much success in your deliberations and thank you for your attention.



TERRY DAVIS

SECRETARY-GENERAL OF THE COUNCIL OF EUROPE

During a recent flight, I glanced through one of the glossy airline magazines, and I came across an advertisement for an expensive watch. It said that you never actually own that particular brand of watch; you only look after it for the next generation. I did not buy the watch, but the advertisement sums up very well how I feel about cultural heritage.

We do not “own” cultural heritage, not as a generation, not as a country, not as an ethnic group and not as a religious group. A precondition for any effective and meaningful policy on cultural heritage is to move from the concept of ownership to the concept of responsibility. In a broader sense, there is only one category of cultural heritage – our cultural heritage. That is why I was outraged when the Taliban demolished the ancient statues of Buddha in Afghanistan, and when churches, monasteries, bridges, palaces and historic cities were deliberately shelled and set on fire during the wars in South-East Europe. I am not a Buddhist, I am not from Afghanistan and I am not from South-East Europe, but I was outraged because it was my heritage. It was the heritage of all of us. This is of course the idea behind the very valuable work by UNESCO and its World Heritage List. But it should not only be a list, it should be an attitude.

According to the Council of Europe Framework Convention on the Value of Cultural Heritage for Society, which was opened for signature in October 2005, cultural heritage is, and I quote, “a group of resources inherited from the past which people identify, independently of ownership, as a reflection and expression of their constantly evolving values, beliefs, knowledge and traditions. It includes all aspects of the environment resulting from the interaction between people and places through time.”

That is quite a mouthful. But what it means is that cultural heritage is like a history book which reflects who we were and who we are, and helps us to decide who we want to become. It helps us to learn about our past, and it help us to learn about each other. And that is important for the future.

What the Council of Europe is trying to do, through our policy on cultural heritage, is to get that history book off the shelf, to remove the dust and encourage people to read it, to use it and to enjoy it.

This is the philosophy underlying our Framework Convention, which provides an added value to other existing international instruments relating to heritage, by highlighting the potential of cultural heritage to bring benefits to our societies.

The fact that almost half of the fifteen countries which have signed the Convention to date are from South-East Europe testifies to the importance attached by your countries to the role of cultural heritage in the overall cultural, educational and economic development.

The Convention does not limit itself to definitions and expressions of general commitment to the protection of cultural heritage. It calls for “integrated strategies” to foster

an economic and social climate which supports participation in activities connected with our cultural heritage. The key word is integrated. The Convention advocates a comprehensive approach which takes into account the importance of cultural heritage when adopting policy measures in all relevant areas – and vice versa. The objective is to achieve convergence between economic efficiency, cultural diversity, social cohesion and ecological balance.

Economic policies are particularly important. The Convention explicitly calls on participating countries to raise awareness and utilise the economic potential of cultural heritage and to take into account the specific character and interests of cultural heritage when devising economic policies. It also warns that such economic policies must respect the integrity of the cultural heritage without compromising its inherent values.

One of the sectors of the economy in which all these considerations are of particular importance is tourism and especially in the region of South-East Europe with its wealth of cultural and natural attractions.

Tourism can both help and benefit from cultural heritage, provided that tourism strategies are properly drawn up, guaranteeing the sustainability of cultural and natural resources.

Cultural heritage also has a huge potential in terms of intercultural dialogue, which is another priority activity for the Council of Europe.

At the Council of Europe we have long experience in promoting tolerance and respect for human dignity through standard-setting, monitoring, training and policy advice. The “White Paper on Intercultural Dialogue”, launched by the Foreign Ministers of our 47 member states a year ago, introduced a set of specific, coherent and result-oriented policy measures. Its title is “Living together as Equals in Dignity” – an excellent summary of our approach to intercultural dialogue.

The emphasis on equality and dignity marks our determination to fight any form of discrimination and intolerance.

The key to successful intercultural dialogue is to encourage people to learn about each other and to accept, respect and embrace differences, to celebrate diversity. It is obvious that cultural heritage plays a very important role in this respect.

Council of Europe projects such as “Intercultural Cities” enable urban and rural areas to make the leap from discourse into practice – and from merely containing intercultural tensions to developing intercultural governance and policies which help us to turn diversity into an asset instead of a threat.

Council of Europe programmes like the European Heritage Days and the European Cultural Routes are unique, practical tools for raising awareness about diverse culture and heritage within and across borders.

Last year 20 million people across Europe learnt about their own heritage and the common heritage of Europe during the European Heritage Days. Over five million people

visited sites which are included in the European Cultural Routes – which is a Council of Europe label for initiatives focused on shared heritage and cross-border heritage education and exchange.

If I may return to the efforts to promote viable and sustainable policies to protect and promote cultural heritage in this region, I must also mention the Integrated Rehabilitation Projects Plan and Survey of the Architectural and Archaeological Heritage. This activity, also known under its much more user friendly name “Ljubljana Process”, aims to promote 26 Consolidated Projects through the mobilisation of national resources and the participation of the European Union. With the economic potential of cultural heritage in mind, the “Ljubljana process” also strives to attract investment from the private sector and the banks.

The Slovenian Chairmanship of the Committee of Ministers of the Council of Europe will organise a conference in Ljubljana in November, but I would already like to use this opportunity to encourage all of you to continue and extend your ownership of this programme after the Joint Council of Europe and European Union programme comes to an end in 2010.

In many ways, the countries in the region of South-East Europe are ahead of the rest of Europe when it comes to cross-border cooperation in the protection and promotion of cultural heritage. As I have already mentioned, virtually all countries in this region have signed our Convention, and several more are about to ratify it. The attendance at this Summit is another example of the political will and the interest of your countries in regional co-operation. You have an opportunity to set a model and inspire people, in other regions in Europe, and beyond, to follow suit.

If there is one piece of advice I would leave with you, it would be to stay practical and specific. Political declarations are important, but they must be followed by action. I am telling you this not only as the Secretary General of the Council of Europe, but also as an interested individual. I should perhaps explain that many, many years ago, I travelled through South-East Europe with my wife, and we visited Cetinje in the course of our travels. When I speak about the potential of cultural heritage for the development of tourism, I speak from the first hand experience. My visit today is a very short one, but I will certainly come again – to Montenegro and to all the countries in the region. There is so much to visit, so much to see and so much to learn, and that is one reason why I am looking forward to the end of my term as Secretary General.



STATEMENTS by THE HEADS of STATE
AND HEADS of DELEGATIONS

BAMIR Topi

PRESIDENT OF THE REPUBLIC OF ALBANIA

Please allow me at this time to express my pleasure for participating in this Forum, which has unequivocally established, at the highest political level, the most welcomed tradition of the culture of dialogue among the states in our region, to protect and encourage the diversity of cultural heritage. I would also like to communicate to you my conviction that this meeting in the historical host town of Cetinje will serve to complete this objective and the interests of our states and nations.

It is the view of Albania that the initiative of General Director of UNESCO, Mr Matsuura on our periodical meetings, positions the spiritual and material heritage of our region at the heart of the agenda on political cooperation, by establishing a new background of good neighbourly relations and mutual understanding. This initiative was joined and also fully supported by international organizations of great significance, such as the Council of Europe and European Union.

It is our historical prerogative to incorporate the past with the future and to live harmoniously in peace with our contemporary values, by eliminating prejudice, stereotypes and misjudgement of any type wherever they still exist in our region. This spirit must be transmitted to our young generations, as a product with universal character of coexistence, and as a guarantee for a more vital future of our cultural heritage.

Albania and the whole Albanian world, which have always acted with a multicultural tendency, have contributed to the drafting of policies by the UNESCO countries, Council of Europe, and European Union. These policies are aimed at diminishing the negative effects from the globalization and social processes, which could have brought upon the stability of physical, natural and material heritage and also upon the spiritual and non-material values. Thus, we have been the first to support the adoption of UNESCO Convention on Protection and Encouragement of Cultural Values, which is an important instrument of the international community serving to fully know cultural products and the individuality of peoples, their history and culture.

Albania already has an ambitious strategy of development of cultural tourism, which functions as an integral part of the National Strategy for Development and Integration and establishes links among over two thousand historical monuments, museums, natural and cultural sites, different cultural practices and expressions, artistic education, intercultural dialogue and multi confessional existence.

In July of last year, upon the registration of the city of Berat, known as “the city of one window above another”, in the List of World Heritage, Albania has established a Golden Triangle of inheritance. This has made possible the recognition, actualization, protection and administration of these three wonderful sites, according to widely accepted standards encouraging cultural tourism.

It is an exceptional privilege that such a small region as ours, can communicate to other cultures a unique and great heritage of thousands of years. However, the advance of the diversity of cultures, their diversification and installation of a real intercultural dialogue demands to us a more active participation in the Alliance of Civilizations.

At the eve of the Istanbul Forum, Albania approved the Strategy of Inter Cultural Dialogue, the two-year Action Plan, as well as has established the Inter-Ministerial Committee for the implementation of these main documents.

The Forum on Religious Dialogue in South-East Europe, that took place in Tirana on January 16th of this year, heading towards the installation of open dialogue on overall religious tolerance in our region, has established solid benchmarks. Some of those decisions deal with the identification of positive practices of management of different faiths and cultures that exist in our region. Based upon its own history and unique example, Albania remains fully engaged in encouraging harmony and eliminating prejudice, different stereotypes, and misjudgement in this region or around the world.

At this point, Albania supports the proposal on holding the Sarajevo conference during 2009. This conference aims at compiling a Regional Strategy on Intercultural Dialogue among the countries of South-East Europe, in cooperation with the Secretariat of the Civilizations Alliance, agencies of UN and other international or regional organisms where our country participates.

Any other initiative of cultural or tourist character, can not possibly leave out the existence and valuable contribution of the people of Kosovo and this beautiful ancient country, as well as their culture as a contribution to the history of tolerant, ethnic and religious coexistence.

Keeping in mind the major responsibility of Kosovo's leadership for the preservation of the precious cultural and religious heritage in Kosovo – a responsibility to which the government of Kosovo is greatly committed, – its exclusion from this Forum does not serve to the overall interest of the region. Kosovo must responsibly play a role in the regional exchanges of policies, economy, culture and sports. It is also to the interests of the countries which have still not recognized the Republic of Kosovo to accept the commitment of Kosovo's government to responsibly preserve the cultures in cooperation with the neighbours.

The Republic of Kosovo shows today the perfect example of how the future of our children's coexistence challenges the past, as much painful as it would be, in a time when in our region there is not just a past but also a new future, where we all have the duty to contribute.

Albania believes in this spirit and will continue to do so, in order to honestly serve the future improvement of inter-ethnic and country relations, throughout our region.

GEORGI PARVANOV

PRESIDENT of THE Republic of BULGARIA

First of all, I would like to thank our hosts of the Republic of Montenegro and President Vujanović in person for the excellent conditions and organization of today's regional forum. I also believe that Montenegro, a place where nature and people, the mountain and the sea, the sky and the earth meet by the seashore, is more than aptly chosen as a venue to inspire our imagination, political commitment and long-term vision for the management and socialization of the rich heritage of South-East Europe.

We have come a long way since Ohrid 2003, when we launched our summit meetings, and since 2005, when we purposefully shifted the emphasis to the cultural heritage as the key engine of future partnership in our region. Over these years we have been successfully discussing the paths that bring us closer together and build our sense of common destiny and identity. Our persistent efforts and dialogue impose a new type of management and integrated preservation and socialization of our rich natural, intangible and tangible heritage. Moreover, these efforts of ours reaffirm our common understanding that such dialogue should be pursued not just between the heads of state or cabinet ministers, but that we should seek such mechanisms that would enable our common project to reach the minds of our young citizens, the strategies and business plans of those who can translate our ideas into genuine economic and social accomplishments. In my view, this is what really counts, if we want to reap any benefits from the discussion that we have been conducting within our circle every year.

Therefore the subject matter of today's meeting and its specific aspect: 'Management of Heritage Diversity and Its Promotion for Tourism', is particularly relevant and important. We all know that the tourist industry generates vast financial resources and that, in the conditions of today's unprecedented crisis, this is the sector that, albeit with some downturn, has been doing well in 2008, too – an observation that is of exceptional significance for our region.

I was particularly struck by some data of the World Tourism Organization, according to which, while back in 1950 the top 15 destinations worldwide accounted for 98 percent of the international tourist flow, in 1970 their share was 75 percent, and in 2007 it dropped to 57 percent; with new destinations accounting for the remainder, including ones in this very region of ours.

According to the UN World Tourism Organization, the last decade has seen a powerful upsurge in new types of tourism: cultural, environmental, and educational. There is an apparent increase in public interest in these new types of tourist journeys. Such global

tendencies prompt the indisputable conclusion that the heritage should, with the help of cultural tourism, be utilized as a powerful resource for sustainable social development.

In this context I believe we will all agree with the observation that the present level of that segment of the tourist market in the region does not yet fully reflect its wealth of resources and the remarkable combinations of natural and cultural assets. Our dialogue, aimed at the creation of a common vision for the region as a promising cultural destination, drawing on our rich heritage, calls upon us to work persistently in several directions:

- First, for the establishment of a modern common regional tourism marketing in the heritage sphere, that would promote our idea of South-Eastern Europe as a promising regional destination;
- Second, for setting up a fully operational information system in respect of the region's cultural heritage, based upon national marketing data;
- Third, for broad and efficient utilization of modern forms of popularizing the cultural and natural heritage by means of regional tourist advertising and marketing, joint websites, infomercials, and joint participation in world tourism markets.

Although there are museums, information and visitors' centres set up with a large proportion of the significant monuments of culture, showcasing exhibits and information about the sites themselves, on the whole we fail to utilize in a satisfactory manner the opportunities of the regional context of that heritage, in order to highlight the potential of not just the national but also the regional market of tourist services.

Our dialogue, that has already become traditional in the five or six previous editions of this summit, enables us to claim that we can effect a quantum leap towards a new quality, a new stage in our cooperation: we should commence with joint efforts the positioning of South-Eastern Europe as a destination for sustainable tourism, based upon modern management, and protective of the cultural and natural diversity.

Here I cannot but mention yet again one subject that is directly related to that of tourism: the subject of infrastructure. Without proper and adequate transport links – by road, air, or rail – between the countries in our region, we cannot expect or attract more tourists. Progress in bilateral talks is a good thing, they show some good potential, yet it is even more important to seek interaction and solutions on a regional level.

Over the past years we have managed to create a genuine community, a club of like-minded individuals who have taken on board the messages of UNESCO and the Council of Europe for protecting the cultural diversity and heritage. Bulgaria, as a member of the EU, is aware of its enormous responsibility in working for the benefit of the entire region, which gives us all the more reasons to support the bid of Mrs. Irina Bokova, our Ambassador to France and Permanent Representative of Bulgaria to UNESCO, for the position of Secretary General of that organization. I believe you are all familiar with Ambassador Bokova's rich professional experience in the area of multilateral international relations. I thank President Vujanović for the kind words spoken on her behalf at the opening of this Forum. I wish to

express my hope that you will support her candidacy, as we are convinced that she will be a worthy representative of our region and will make her contribution to the consolidation of UNESCO's noble role in all spheres of its activity.

Within the framework of its national traditions and accumulated experience, Bulgaria has commenced implementing a series of concrete projects.

In June 2008, at the Athens Summit, we proposed the establishment of a Heritage Academy. The Academy had its launch in Bulgaria in 2009, and I now propose to you that we build this Academy into a regional youth network, as an institution supported by the EC, UNESCO, and the Council of Europe. At our next forums, we could define a medium-term strategy and, given your consent, Bulgaria could act as the coordinator of such a common project. Because we recognize its great role and significance as an opportunity for us to work for the benefit of the entire region, to help create partnerships between young people, between local authorities, especially in cross-border regions, and to build our common future within the framework of a united and strong Europe.

A few years ago, we all had the ambition to lay a qualitatively new foundation for our communication in South-Eastern Europe, to transcend the clichés of the crime and disaster pages in the media, while highlighting the positive potential of our cooperation, of our cultures and societies. The time has come for the seemingly difficult yet responsible steps: of joint practical actions, of joint projects supported by our international partners: UNESCO, the Council of Europe and the European Commission.



NEBOJŠA RADMANOVIĆ

CHAIRMAN of the PRESIDENCY of BOSNIA and HERZEGOVINA

At the beginning I would like to express my gratitude to the organizers and auspices of this important forum, primarily our host, President Vujanovic, for a well-organized event and the opportunity to exchange our views on such important topics and the issues concerning the countries of our region.

I would also like to thank Mr Koïchiro Matsuura, the Director-General of the UNESCO, and Mr Terry Davis, the Secretary General of the Council of Europe, for cordial assistance they have been providing all these years since the forums are held of the South-East European countries devoted to establishing and building the cultural corridors between our states.

This gathering of the representatives from the countries of South-East Europe is a continuation of our previous forums related to the topics of richness of the cultural heritage and possibilities of cooperation in this area, as well as of the initiated conversations in the course of the last year, which was declared the European Year of Intercultural Dialogue.

South-East Europe is an area of different cultures, national traditions, but also the common values of civilization. In addition to geographic proximity, our peoples and states are linked by the interweaving of different national cultures and traditions that build a unique cultural mosaic of Europe. Over sixty cultural monuments and natural properties of South-East Europe are inscribed in the UNESCO World Heritage List, with more than a hundred sites on the national lists that are being prepared for a nomination, which speaks enough about the cultural diversity and richness of this region. In the past, on the territory of Bosnia and Herzegovina, there were mixtures of various ancient civilizations and cultures, which are still recognizable in the archaeological sites, written cultural resources, religious cultural monuments and the urban and historic values.

Historical researches confirmed that in the past there existed strong cultural relations of the peoples of Bosnia and Herzegovina with the European peoples and their countries. Many European and the world travel writers that were travelling in the last century throughout Bosnia and Herzegovina directed the attention of the European and world public to its cultural and historical heritage and natural beauty. What we failed to do - attract the world to our cultural wealth - has been made by the passengers and passers-by through Bosnia and Herzegovina, among whom there were prominent figures, ranging from writers, archaeologists, ethnologists to diplomats. On the other hand, many famous scientists, artists, writers and cultural creators from Bosnia and Herzegovina, have worked in other European countries. In the past, students from Bosnia and Herzegovina were educated on the prestigious

European universities thus spreading knowledge about our cultural and historical values and natural attraction. Thus our cultural and historical monuments, religious buildings, bridges, fortresses, but also traditional folk customs passed from travel writings into the tourist maps of Europe.

Bosnia and Herzegovina with its unique and rare cultural and historical monuments, has given a significant contribution to the cultural civilization heritage of Europe. Today, Bosnia and Herzegovina has two properties on the UNESCO's World Heritage List, the Old Bridge Area of the Old City of Mostar and the Mehmed Pasa Sokolovic Bridge in Visegrad. Ongoing are the activities regarding the nomination of the old city core of Jajce, and in the future, it is planned to nominate a few more cultural and historical monuments of the unique value. As an example of regional cooperation between the countries in the field of cultural heritage during this year it is expected the joint nomination of the medieval tombstones, by Bosnia and Herzegovina, Serbia, Croatia and Montenegro.

Cultural and historical heritage is not only an expression of our identity, but also a powerful stimulus of economic development and tourist offer of our countries. Today the culture, understood in its broadest sense, is an important content of the tourist offer of many developed countries. Experts believe that in the process of globalization the future of tourism will be in the cultural offer because the people like what is authentic, original and different. This is the reason why many countries today are investing significant resources in culture and cultural heritage thus strengthen their overall tourist capacity and competitiveness in the world market. South-Eastern Europe with its rich cultural and historical heritage has been recognized as an important tourist destination, which is evident from the tourist visits to the countries of the region.

Cultural tourism as a specific form of tourism, which includes the visit motivated by the interest for cultural and historic heritage, still does not take place it deserves in the tourist offer of Bosnia and Herzegovina. The reasons for this situation are in the war devastations of many cultural and historic buildings and sites, weak investments in their reconstruction, negative image of the entire region, and insufficient promotion of the wider regional and global scale.

In the general post-war reconstruction in Bosnia and Herzegovina, there was the restoration of damaged or destroyed buildings and cultural monuments. I would especially point out the Old Bridge in Mostar, to the reconstruction of which the UNESCO has given a great contribution, Mehmed Pasa Sokolovic Bridge in Visegrad, the Old City Core of Jajce, the Ferhad Pasa Mosque and the Kastel Fortress in Banja Luka, the Orthodox Monastery Zitomislj, the City Hall in Sarajevo, cultural and historical objects in Kraljeva Sutjeska, Pocitelj, Blagaj and numerous churches, mosques, monasteries, cathedrals and other cultural monuments of national and world importance.

I would also like to point out the three important archaeological sites from prehistoric, ancient and the Roman period in the place Donja Dolina near the town Gradiska, natural reserve Hutovo blato and Skelani.

I have to also mention the outstanding natural sites in Bosnia and Herzegovina, unique in the world. These are the wildlife reserve of Bardaca near the town of Srbac, which is enlisted on the World List of protected swamp areas, Perucica Forest, one of remaining primeval forests in Europe within the National Park Sutjeska, Blidinje Cultural Landscape and Vjetrenica Cave, the second cave in the world in terms of biodiversity.

In the era of globalization, cultural identity and cultural diversity have become the values of key importance for every individual, ethnic and cultural community. On this basis, there is an interest in introducing other unknown cultures and civilizations.

This year, Bosnia and Herzegovina was the host of the World Rafting Championship, which was held in Banja Luka and Foca, on the rivers Vrbas and Tara, the largest sports events since the Winter Olympic Games in Sarajevo in 1984. On that occasion, apart from the athletes, thousands of tourists and other businessmen and journalists from around the world visited Bosnia and Herzegovina.

Next year, Bosnia and Herzegovina will be the host of the European Fly Fishing Championship, also a very important sport, cultural and tourist event.

Culture and tourism may be one of the ways for a common change of a negative image that the countries of the Western Balkans still have, because of the recent war history. It is easier to change this negative image through a joint promotion of our cultural and historical heritage and tourist offer, rather than separately and individually, as it has been the case so far.

World economic crisis will be reflected on tourism as well as on reduced possibilities of making investments in culture. In such a situation, a common cooperation of the countries may reduce the negative consequences of the world economic crisis on cultural tourist offer.

Bosnia and Herzegovina through regional cooperation with countries that have a stronger tradition in tourism and the economy, can significantly improve its tourist and development performances. Unfortunately, Bosnia and Herzegovina still does not entirely use its cultural diversity and richness for tourist purposes. In addition to the significant monuments of culture and natural beauty, for increased visits of international tourists, it is necessary to change the previous bad habits, accept the new European standards and train tourism managers and tourism workers. Tourist image of Bosnia and Herzegovina will be improved by the construction of the highway Corridor VC which connects the countries of our region.

Our goal in Bosnia and Herzegovina is to, preserving its cultural and historical identity and the richness of diversities, be a part of the wider European cultural and economic space. This can be achieved through tourism and opening of our cultural and historical sights to guests and tourists from both Europe and the world.



STJEPAN MESIĆ

PRESIDENT of CROATIA

It is a great pleasure to greet you at our seventh Summit, assembled here in Cetinje today and guided by the idea of mutual cooperation and regional dialogue in the field of culture.

Over the past seven years, starting with Ohrid where we started with the topic of dialogue of civilisations, we have discussed inter-religious and interethnic dialogue; cultural diversity and communication of heritage; establishment of cultural corridors and maritime routes. Today we are discussing a topic which faces us – in spite of all adopted conventions and declarations – always anew with the question how to preserve heritage, how to manage heritage and what is the proper way for heritage to be finally understood as a substance of every strategy of sustainable development.

Circumstances in which we hold our discussions at this moment in our region are under the burden of the past, the time when heritage belonged to everyone and no one. This was “heritage without an heir” as Croatian Professor Milan Prelog put it.

Experts and Ministries of Culture dealt with heritage and managed it and each reference to heritage in the economic context was considered to be blasphemous. The idea of a Croatian politician Dr Stipe Šušvar - who in the late 1970s said that one should not protect monuments from society by laws but rather that one should, through laws, motivate society to accept heritage and incorporate it into the society’s life in order to safeguard it for the future - could be applied today as well. Unfortunately, we cannot boast that this idea has been understood or universally accepted.

If we add to this socialist model of heritage management - which was dominant in the most part of our region - consequences of a profit-oriented plunder of free space in town-planning of the transition years, then war devastations in some parts of the region and finally globalisation and recession – then it becomes clear that the context in which we speak about the promotion of sustainable development policies and understanding of multi-layered importance of heritage is very complex indeed.

However, none of this can serve as an alibi for non action. If we do not make a breakthrough as soon as possible, then we shall simply surrender our heritage to the entertainment and quick profit industry with all the disastrous consequences that such a move entails.

For, heritage must not be only another “attraction” attracting tourists to fill our beaches, hotel beds and tourist statistics. Heritage must not be an exclusive obsession of some scholars on which the community is compelled to spend its money. Once heritage moves to the very

core of development planning it becomes the basis for sustainable development, which can have a significant impact on the prosperity of the community, country and the region as well as on the quality of the development itself.

A story about heritage is a story about identity. Heritage management – participation in the promotion of a site or a country – is in fact shaping the image of that identity both in the singular and in the plural. For all identities and all cultures are equally important and entitled to preservation regardless of how different they may be. This cultural diversity is something our countries and our region abound in.

This is – in addition to the importance that the tourist sector has in our national economies – a sound basis for development of a stronger regional cooperation.

We live in a competitive world and are all aware that we need to attract as many tourists as possible. The age of tourism consisting of offering the sun and the sea is definitely behind us. The world is turning from “blue” tourism to “grey” tourism, to heritage tourism.

Tourism changes more quickly than new hotels are built. At this moment the whole world is on the move and at the very next one all of this changes due to terrorism, some flu or recession. Sustainable tourism or heritage tourism brings more benefits and fewer costs to local communities, it extends the tourist season since it is not linked to summer months. These are the problems most of the countries of this region face.

A frequent objection to the cultural tourist is that he – in spite of spending more money than other tourists – stays shorter even in the most interesting destinations. This is a fact that we, representatives of a region that is so rich in heritage and so geographically condensed, should use as an advantage and promote it through our joint appearance. The key word again is cooperation and this means establishment of links in traffic, in expertise, among institutions, in the marketing sector.

However, although cultural tourism is today a universally accepted fact, although there are references to it as to the fastest growing segment of the tourist market and although it is known that tourism relying on heritage in European metropolises generates the largest share of tourist proceeds – the relationship between heritage and tourism is not idyllic.

Cooperation of culture and tourism is from the very start on handicapped by the orientation towards common good by one side and towards profit by the other. One side sees heritage through the prism of its use while the other mostly sees its useless aspects. Moreover, heritage and tourism are in most countries under the jurisdiction of separate institutions of public administration – heritage in the Ministry of Culture, tourism in the Ministry of the Economy. It is no surprise then that this lack of institutional links between heritage and tourism results in non-existent synergies.

Heritage is a generative part of each development strategy no matter how forgetful we might be of that fact at all levels of the government. Heritage management is gaining importance in this very age of globalisation, at the time of fear of acculturation or internationalisation of cultures.

Responsibility for making decisions about our future directions rests on us. For this reason, heritage management should not only turn into an instrument for development but also to a constituent part of the process of establishing lasting peace and trust through preservation of the inherited richness in diversity – for the sake of the future, for the sake of the forthcoming generations.

Finally, I would like to thank our host, President Vujanović and his associates, for cordial hospitality and excellent arrangement of this conference.



ĐORĐE IVANOV

PRESIDENT OF THE FORMER YUGOSLAV REPUBLIC OF MACEDONIA

It is a particular honor and pleasure for me to greet this distinguished forum on behalf of the Republic of Macedonia, and to express my gratitude for the Mediterranean hospitality and Balkan persistence in the excellent organization of this event by Montenegro and its president, Mr Vujanovic.

I would also avail myself of this opportunity to express a special recognition to UNESCO and its Director General, Mr Matsuura, as well as to the Secretary General of the Council of Europe, Mr Davis, for the strong support and understanding they keep providing to the countries of Southeast Europe in their commitments to preserve and promote mutual dialogue and cooperation, in order for our countries to become a part of the dream of Victor Hugo and the reality of Jean Monnet, Konrad Adenauer and Robert Schumann.

The organization of this Regional Summit in Cetinje demonstrates clearly and beyond any doubt our joint readiness, as Southeast European countries, to cooperate within organizations such as UNESCO, the European Union, the Council of Europe, but also in general as neighboring countries working on the promotion of common European values and the preservation of diversity which is a feature of Europe as a whole, but also a feature of every nation and state it comprises.

The continuity of these regional meetings at the highest level, starting from Ohrid in 2003, then Tirana, Varna, Opatija, Bucharest - Sibiu, Athens, and now Cetinje, as well as the regional ministerial conferences on cultural heritage, conveys a message of priceless and long-term value. These messages have been continuously transmitted, thus providing a basis for a realistic evaluation of our efforts. And we all strive and spare no efforts to translate this priceless heritage of ours in the form of new spiritual and material works.

The regional meetings organized so far have inspired and provided new possibilities for realization of a series of beneficial events in the Region in all areas, especially in the area of culture and cultural heritage. This is why culture is perhaps one of the most important export products of our countries; a segment jealously preserving the identity of a nation and permitting a lively and intensive communication, exchange of experiences, promotion of cultural values with other countries, but also a possibility for establishment of bilateral agreements and programs in order to find new resources of financial and technical assistance for our projects and initiatives.

The promotion and respect of different cultural expressions in all their forms, management of cultural heritage, strengthening of cultural tourism and their promotion through various joint coordinated projects are all part of the planning of a high quality development policy.

The policy of respect for cultural diversity, respect of rights and freedoms of individuals, free flow of information and mutual cooperation will, and I am deeply convinced in this, greatly contribute to the creation of a world with a better perspective, with much less prejudice and misunderstandings.

The cooperation among Southeast European countries in all aspects of cultural, social, economic and political life is not only possible, but it is also a necessary precondition to the development, integration and inclusion of the region in the contemporary cultural trends in the European Union.

I wish to state with great pleasure that the Republic of Macedonia also contributed to the realization of these commitments of UNESCO, by organizing the first regional summit entitled “Dialogue among civilizations” in Ohrid, in 2003, followed by the Regional ministerial conference on cultural heritage in Ohrid in 2006, the World Conference on dialogue among religions and civilizations again in Ohrid in 2007. The latter will have its continuation in May 2010, and this I hope again with the support of UNESCO, but the eventual assistance by the Council of Europe and other international organizations would be more than welcome.

Ladies and Gentlemen, We are aware that culture is the fundamental development resource of every country. It is a matrix of endless possibilities and choices, the pillar of freedom, the source of productive potentials of the nation. The Republic of Macedonia has always supported projects aiming at the promotion and development of cultural diversity and intercultural dialogue. Therefore, as a member state of the UNESCO Convention on protection and promotion of the diversity of cultural expressions, through the Ministry of Culture, we realized and supported many projects implementing this Convention.

Apart from the events I previously mentioned, and the traditional manifestations such as Struga poetry evenings, Ohrid summer festival, Balkan folklore festival, Youth open theatre and other, last year and this year as well, we realized several events of international importance whose aim was to promote intercultural dialogue and cultural diversity. I would like to take this opportunity to mention only some of them:

- Two meetings of the International committee for preparation of the Second World conference on interreligious and intercultural dialogue scheduled to take place in Ohrid in 2010. The organization of this Conference comes as a result of the successful realization of the first one, held within the Decades of UN and UNESCO “Decade for dialogue among civilizations” and “Decade for a culture of peace”.
- In 2008, with the support of the Italian Government and the UNESCO Regional bureau BRESCE, we continued with the activities for establishment of the Regional center for digitalization of cultural heritage seated in Skopje, which was officially opened in March 2008 by UNESCO Director General, Mr Matsuura during his official visit to Macedonia. In September, we also realized a training course on digitalization of cultural heritage with experts from “Minerva”, Italy.

- The project “Cultural heritage of Macedonia” realized with the financial assistance of UNESCO, is currently in its final phase. This project foresees the issuing of 4 publications in Macedonian and English language : Macedonian churches, Ottoman monuments, Cultural heritage of Ohrid and Archaeological sites. All of the publications have been printed, except for the one dedicated to the Cultural heritage of Ohrid, whose printing is underway. The authority in charge of this project is the Office for protection of cultural heritage within the Ministry of Culture, and it is part of the BRESCE regional project for promotion and development of cultural tourism.
- On February 27, 2009, the Ministry of Culture in cooperation with the University of Audiovisual arts ESRA Paris - Skopje - New York, hosted the conference entitled "Culture and audiovisual communications - a vector of peace and European future of Southeast European countries", attended by the Ministers of Culture of the SEE countries, representatives of UNESCO, the EU and other experts. One of the results of the Conference was the creation of a working group in charge of preparing the joint project of all 12 SEE countries entitled "S", which will be broadcasted in the form of a 60 minute culture magazine at all 12 national television stations in the 12 countries.
- Within the Regional programme on cultural and natural heritage in SEE, the Ministry of Culture of the Republic of Macedonia, through the Office for protection of cultural heritage, implemented the Joint rehabilitation project plan.
- Evaluation of architectural and archaeological heritage. The implementation of this project in SEE countries began in 2003 with the support of the European Commission and the Council of Europe. According to the 2008 and 2009 plan, each of the participating countries proposed monuments/sites for the so-called consolidated projects as part of the final phase of this regional project, the so-called Ljubljana process.
- Funding of the rehabilitation of cultural heritage, whereby we proposed three monuments: the church St. Gjorgija in Staro Nagoricane, Zlatkova tower in Kratovo and Virgin Mary Perivlepta church in Ohrid.

In the end, I would like to express my belief that by strengthening our mutual cooperation and with the support by UNESCO, the EU and the CoE we will be able to enforce the decisions we have made at these important meetings. In this way, we will manage to leave to the next generations in the Region a future with better perspectives based on our mutual tolerance, established dialogue and respect for cultural differences which are of utmost importance for the preservation of cultural values and identity of the peoples in the region and beyond. Monet once said something which should, in my opinion, be the historical screen on which we will read the wise message addressed to us: If I had the opportunity to create Europe all over again, I'd start with culture.”

BORIS TADIĆ

PRESIDENT OF SERBIA

I would like to salute the leadership of UNESCO's outgoing Director-General. We all owe you, Mr Matsuura, a debt of gratitude for your dedication, your resolve, and your vision. You will leave behind a memorable legacy – a part of which is this tradition of annual summits, initiated by our late ambassador to UNESCO Mr Dragoljub Najman.

I am also pleased to acknowledge the Secretary-General of the Council of Europe, Mr Terry Davis. Your devotion to this region, through initiatives such as the Ljubljana Process of the Regional Programme for Cultural and Natural Heritage for Southeast Europe, is well known and greatly appreciated.

Our theme this year is about building bridges through the promotion of cultural tourism. Now, we all know that bridges don't just appear. They need to be artfully designed, carefully built, and constantly maintained.

This is our obligation under the UNESCO Constitution. Its words ennoble our work, by reminding us that “the wide diffusion of culture, and the education of humanity for justice and peace, are indispensable to the dignity of man, and constitute a sacred duty which all the nations must fulfill in a spirit of mutual assistance.”

It tells us that we are the bridge-builders. It helps us understand our shared responsibility to care for what we are constructing together. And it complements the determination of all the countries of the Western Balkans – as democracies – to achieve our common strategic objective: membership in the European Union.

We therefore gather in Cetinje to strengthen and expand the bridges we have built for the sake of the generations to come. To establish a healthy, cooperative inter-dependence that sees diversity as a source of strength. And to embrace the view that individual cultures genuinely prosper and progress when they come into contact with other cultures. Only in this way can we inexorably turn the tide in favor of peace, equitable solutions, and a common sense of destiny.

My country, as a strategic anchor of stability in the Western Balkans, will continue to play a leading role in promoting and deepening regional cooperation – a vital component of the democratic consolidation of peace, stability and reconciliation. We have actively participated in these annual summits, and so I would like to propose that Serbia hosts this important regional event in 2011.

And we declare that an important contributor to this historic journey we are on is the promotion of cultural tourism throughout Southeast Europe.

Cultural heritage has long been an impetus for modern economic and social development. By emphasizing its regional dimension, we underline the importance of intercultural dialogue, discovery, and understanding.

Cultural tourism can help revitalize less developed, more rural parts of our respective countries. I single out a few examples. The first is the concept of the ethno village, pioneered in Serbia decades ago with the establishment of the Sirogojno complex. There, visitors experience, in a holistic manner, the rural way of life as it once was, without leaving a carbon footprint behind.

More recently, two Serbian towns with much to offer – Senjski Rudnik and Bač – have drawn from their distinctive histories to produce compelling cultural narratives designed to attract a new generation of eco-tourists. Thanks to a grant from the European Commission, these two localities – together with a number of others throughout the region – have been able to develop a cultural program that combines environmental awareness with educational travel.

Another example is the success of the Gamzigrad Felix Romuliana imperial Roman palace complex and spa – named a UNESCO World Heritage Site in 2007. It has rapidly become the most popular stop on the *Itinerarium Romanum*, the cultural road of 17 Roman emperors born on the territory of Serbia.

A rival in popularity to Gamzigrad is Viminacium, an incredible Roman archaeological site next to town of Kostolac, on the Danube river. Just a few days ago, near the site's imperial mausoleum, more than million years old skeletal remains of a huge mammoth were discovered. This unearthing will only add to the various attractions this intriguing place has to offer.

There is also Kovačica, a small, vibrant ethnic-Slovak town in Serbia's northern province of Vojvodina with a long, world-famous naïve art tradition that goes back centuries. Through a UNESCO-funded project called Living Human Treasures, we have been able to promote a number of talented artists in places as far away as Japan, where their art has been exhibited to great acclaim.

An additional trans-national cultural tourism project we are involved in is called Sound in the City. Its premise is simple: bring together towns and municipalities that share a common Roman heritage. Organize music festivals, arts and crafts exhibitions, gastronomic competitions, and traditional trade fairs, in locals stretching from Italy, through Slovenia and Croatia, to Albania, Bosnia and Serbia. It helps to develop local communities, while promoting a more down to earth approach to cultural tourism.

There is also a Council of Europe-sponsored program I should like to mention. It centres on Serbian participation in the Transromania European Cultural Route. By highlighting the monasteries of Žiža, Gradac, Djurdjevi Stupovi, Studenica, and Sopocani – the last three of which are also UNESCO World Heritage Sites – as outstanding Serbian examples of Romanesque architecture, a multi-cultural bridge of great diversity was built to many places

in Germany, Austria, Italy, France and Spain. This enriching program has helped bring us closer together, to the common benefit of all Europeans.

To protect and enhance the myriad cultural achievements of humankind in this region and throughout the world – this is a great task before us all. It is high time to re-dedicate ourselves once again to this noble, 21st-century undertaking of man.

UNESCO-sponsored programs such as this one has stood the test of these times of transition and rough weather. The cultural bridges we are here to discuss began to be built against the backdrop of the reconciliation efforts of restored democracies, in response to the open wounds caused by civil conflicts orchestrated by dictators throughout the region.

And they have stood fast throughout this decade of accomplishment – and through setbacks, such the attempts by the ethnic-Albanian authorities of our southern province of Kosovo to artificially separate a foundational part of Serbian patrimony from the rest of it in other parts of our country, by politicizing cultural heritage or destroying it whole-scale.

I want to be clear: the renewal of our patrimonial sites will go on, thanks to the hard work of the Serbian Orthodox Church, UNESCO and the Council of Europe. We remain grateful for your efforts to enrich the cultural fabric torn asunder by conflict and prejudice.

At the same time, the Pristina authorities have tried to use Serbian patrimony in Kosovo as pawns in a dangerous game of identity creation. Textbook after textbook is published, making preposterous claims that Serbian Orthodox heritage from the medieval period is in fact Kosovo Albanian heritage.

Such attempts to re-write history must be condemned in the strongest possible terms. We in the region, as well as UNESCO and the Council of Europe, amongst other multi-state organizations, must not be passive.

By promoting heritage through cultural tourism, each and every one of us can help bring to life the provisions of the Cetinje Declaration, which the Republic of Serbia fully endorses.

Let us therefore commence the work of the future now. Let us build even more of those bridges.



DANILO TÜRK

PRESIDENT OF THE REPUBLIC OF SLOVENIA

I would like to express my delegation's gratitude to you and to your country, Montenegro, for having invited us and for your great effort in the preparation of this conference. We are grateful for the elegant environment in which we are working and for the text of the Cetinje declaration which will be an important document and will provide guidance for the future.

I would also like to pay tribute to Mr Koïchiro Matsuura, Director-General of UNESCO, who started the process of strengthening of cultural heritage and also for his guidance he shared with us at the beginning of this conference. I'd like to express my gratitude to Secretary General of the Council of Europe Mr Terry Davis for his inspiring words and his very wise suggestions regarding the current and future work in the management of cultural diversity and in the strengthening our cultural heritage.

Culture is a concept which invites definitions. There are many definitions of culture and usually they are all correct. Great French historian Fernand Braudel once described culture as the oldest content of history. He was right, because history of human society starts with the culture of identification, with culture in its basic artistic or other expression. Other thinkers who emphasize the dialogue as a dimension of culture would speak about culture as a way of strengthening peace or as a way to strengthen dialogue and alliances of civilizations. Some would recall that the Charter of UNESCO speaks about the culture of peace as something that begins in the minds of men. Culture is an important factor of the strengthening of peace. Earlier this morning we were reminded that we should look at cultural heritage and at the agenda of culture in general not in terms of ownership or property but rather in terms of its possibilities. This was a very important thought which, I believe, will inspire our work at this meeting and later on.

Let me add another dimension to many dimensions they were described in the definition of culture. Culture is a never ending process that has its origins, its history, but it also has its current experience and it has, very importantly, its future. So when we are talking about cultural heritage we are not talking only about distant history or history in general, but about attitudes towards culture today and about our destiny for tomorrow. Let me mention an example. In February this year, I visited Skopje, the place which invites thinking about ancient history. However, one of the most powerful experiences in Skopje was a visit to the gallery of contemporary painting. There, I have seen such a wonderful display of cultural creativity of the entire region that I thought that modern painting in fact belongs to the most important aspects of cultural heritage in the region of South-East Europe. The experience convinced me that we have to think about our cultural heritage in a broad, holistic way and see what can be done to strengthen it with a view to the future cultural development. We have

to be practical, we have to be organized and we have to find ways of exchanging experience, ways to transfer knowledge, to identify and to support best practices.

As many other countries, Slovenia has ratified all the necessary international conventions, we participate in a variety of projects and we understand the great importance of international forums such as UNESCO and, more recently, the Council of Europe as means of practical cooperation. We are very happy to see that in the Council of Europe the cultural dimension is moving more and more towards the centre of its attention. We are happy to see that UNESCO is developing ever more interesting ideas and programmes in the area of culture. One of the areas in which culture has a special importance is tourism. Tourism is a great opportunity, especially if one keeps in mind that the entire development of tourism is moving towards its cultural dimensions. Modern tourists need cultural elements in their programmes. They need culture as a source of inspiration for the choice of destinations. But we also heard in a very inspiring statement by Mr Mesić, President of Croatia, about problems that characterize this tendency, problems which are resulting from our contemporary economic reality, especially in the regions of South and East Europe. Our economic transition has been difficult and has not yet been completed. We have to put together our forces to develop policies which will indeed offer tourists the best we can offer. We also have to demonstrate that we are serious about preservation of cultural heritage and that we would like it to have a future. Slovenia is committed to this kind of approach and has been participating since 2003 in different programmes for the preservation of cultural and national heritage in South and East Europe. In particular, we are supporting the project formulation and development of the methodology and the implementation of final projects in this domain.

I would like to emphasize a particular dimension of this approach and the variety of activities, which we pursue in Southeast Europe, i.e. the expansion of our partnerships. The region has already organized a series summits. This is the seventh summit on cultural heritage and the earlier summits represent an important framework of cooperation among our countries. We are also very supportive of UNESCO and Council of Europe. In addition, we in Slovenia believe that we all need to strengthen the ties with the EU and with private sector in the field of culture and cultural cooperation as important partners to Governments.

It was already mentioned that Slovenia has during its presidency of the EU started what is called Ljubljana process which we hope will continue in the future with success with which has been conducted so far. EU is an important partner and will be helpful in the future. Currently, Slovenia is chairing the Council of Europe and we would like to help in the process of moving the cultural elements of Council of Europe's work more and more to the centre of that organization's activity. These are some among the reasons why we have decided to convene a ministerial conference of the Ljubljana process. This meeting will take place on the 6th and 7th of November this year in Ljubljana and we hope that it will lead to further progress.

When we talk about progress we obviously mean the evaluation of work done so far, a very clear assessment of where we are and also a practical definition of continuity. We have to be practical, we have to be persistent and we have to have a long-term vision. We

have to think about the transformational effects of culture for the future. When I emphasize continuity I would also like to say that the regional project for cultural and national heritage in South-Eastern Europe has been going on for a while now and continuity for the future will demonstrate, that it is a project of great quality and as such needs to be supported.

I would like to say just a few words about the importance of the Cetinje declaration. This meeting produced a document that contains all the necessary concepts and defines the elements of cultural policy with the necessary clarity and in a very systematic way. I believe that we have reached the point at which we already have a very solid platform for our future activity. I would like to say, Mr President that our delegation is supporting the Cetinje declaration. We support ideas that were expressed a round this table, with respect to various projects that have been proposed. There are many reasons why countries present around this table have to cooperate in the future.

Let me, in conclusion, emphasize once again: Culture is something that has to be seen as a matter of continuity. Something which has its history and has its present day identity, but which also has future, and we have to think about all this. We have to nurture our cultural cooperation and support the continuation of practice of convening the summits of heads of states of Southeast Europe to do precisely that.

MEHMET Aydın

MINISTER OF STATE OF THE REPUBLIC OF TURKEY

I am honoured to be in Montenegro's historical capital Cetinje to attend the Seventh Meeting of the Summit Forum of the Heads of State of Southeast European Countries. I would like to express my gratitude, on behalf of myself and my delegation, for the warm hospitality extended to us from the moment we arrived in your beautiful country.

In accordance with the importance he attaches to the process of the Summit Forums of the Heads of State of Southeast European Countries on Cultural Corridors, His Excellency Mr Abdullah Gül, President of Republic of Turkey, was strongly willing to participate in the Cetinje Forum and to visit friendly and brotherly Montenegro on this occasion. However, since the developments in his working schedule have required him to remain in Ankara, he couldn't attend this Summit Forum. His Excellency Mr Abdullah Gül has requested me to convey his sorrow and best wishes to Your

In addition to this, His Excellency Mr Abdullah Gül has instructed me to express his happiness to host Your Excellencies in Turkey on the occasion of the next year's Summit Forum in Istanbul.

I also would like to congratulate our host His Excellency Mr Filip Vujanovic for his excellent choice of theme for the Seventh Summit. As we all know, by virtue of drawing people from different cultures together, tourism contributes greatly to our efforts to create a multi-cultural and peaceful world based on mutual respect. With its rich historical, cultural and humanitarian values and ethnic composition the region we have been sharing reflects a unique identity and culture.

As peoples of this region, for the sake of our region's future, it is our duty to preserve and promote the historical and natural heritage, which is the most precious legacy of our peaceful coexistence to our successors.

We sincerely believe that the regional cooperation we are trying to form will be to the benefit of not only our countries and our region but of wider Europe. On the road to Euro-Atlantic integration, our common objective should go beyond reconciliation of our interests and endeavour for a wider and deeper integration. The unique character of our region's identity is the utmost determinant of our privileged position within the larger European community. I strongly believe that the Balkan identity, which is based on partnership and mutual respect, will contribute immensely to the richness of European Culture.

In light of this approach, we attach great importance to the Summits that focus on different Cultural Corridor themes every year. These Summits have proven very effective in

generating closer cooperation among us on the basis of cultural richness of the Balkans and our shared values, setting leading examples for our nations.

We are of the opinion that, this Summit in the newly independent Balkan state, Montenegro, will open up new areas of collaboration and partnership, broadening our horizons. The participant states' firm determination to remain true to this path affirms and consolidates our faith in each other.

Today, a significant number of Turkish and Muslim communities live in Balkans. At the same time, we have a considerable population of Turkish citizens from Balkan origin in our country. Therefore, Balkans and Anatolia are two regions intertwined with deep rooted ties.

In this context, Turkey has always attached great importance to construction and preservation of peace in the Balkans as a priority in Turkish Foreign Policy. Peace and stability in the Balkans means stability in the wider Europe.

We are of the opinion that we should encourage all countries of the region to integrate with European and Euro-Atlantic structures in order to transform the region into an area of peace and stability. As we all know, such kind of structures have the capability of ensuring the settlement of the questions in the countries they include. In this respect, accession to the European Union and NATO is of vital importance and should be the ultimate goal of all the countries in the region.

We sincerely believe that as a result of this process, it will be possible to build an enduring confidence and friendship environment between the countries and the peoples of the region, to strengthen the multi-cultural and multi-ethnic social structure of the Balkan countries on the basis of the principles of democratization and pluralism and to pave the way for the development of the region in all terms.

Turkey strongly desires lasting peace to triumph in the Balkans whose past is full of painful memories. For the Balkans to emancipate itself from its past yet take a lesson from history, heal its wounds and establish peace, a regional cooperation effort that involves all the countries of the Balkans is needed.

Likewise we strongly believe that a consolidated regional cooperation will contribute greatly to the welfare of the region by means of tackling inequality among the countries.

In light of this, we support Southeast European Co-operation Process together with its operational arm "Regional Cooperation Council" as well as other regional initiatives.

As we all know, Summit of Heads of State and Government of the countries participating Southeast European Cooperation Process will be held tomorrow (5 June 2009) in Chisinau and Turkey will take over the presidency from Moldova. On this occasion, I would like to share my happiness for that development. During our presidency, we will try not only to strengthen regional cooperation but also to give impetus to the region's integration process with Europe.

During our presidency, integration with the European Union will constitute the focal point of our agenda. We shall host considerable number of representatives from the participating states of Southeast Europe Cooperation Process in our different cities such as Istanbul, Ankara, Izmir and Antalya on the occasion of the Summit of Heads of State and Government, Meetings of Parliament Speakers and Foreign Ministers, as well as various meetings of the other Ministers and Experts.

I, hereby, would like to bring to your attention our invitation to host the next Summit Forum of the Heads of State of Southeast European Countries on Cultural Corridors in Turkey in 2010. The experts we have appointed for the preparation of this event have recommended "Music as the Metaphor of Cultural Dialogue" as the central theme of the next year's Summit Forum. We believe that, music, with the contribution of common friendship melodies which constitute the basis of our collective cultural identity beyond our memories, is a cultural corridor that should be protected and strengthened through joint research activities. The organization of the next Summit Forum in Istanbul in 2010 together with the Istanbul 2010 European Cultural Capital year will constitute an important gain in terms of cultural opening to Europe.

Before concluding, I would like to reiterate my gratitude to our host His Excellency Mr Filip Vujanovic, President of Republic of Montenegro, for this very successful Summit Forum and my best wishes for the happiness and welfare of our friendly and brotherly people of Montenegro.

I sincerely salute Your Excellencies with the hope of seeing you in Istanbul next year.



THEODOR PALEOLOGU

MINISTER OF CULTURE, RELIGIOUS AFFAIRS AND NATIONAL HERITAGE OF ROMANIA

Mr Traian Băsescu, President of Romania, send his cordial greeting to His Excellency Mr Filip Vujanović, President of Montenegro, the distinguished host of this year's Summit of the Heads of State of South-East Europe, to Mr Koichiro Matsuura, Director General of UNESCO and to Mr Terry Davis, Secretary-General of the Council of Europe, which patronize this event, also to his counterparts and to the other leaders of the missions present at this summit.

Personally, I am very honoured to have the privilege to be here at this important event for the cultural heritage field in our countries, which was a real success ever since its first edition.

The Forum of this year, dedicated to cultural heritage diversity and its touristic promotion, couldn't have a more appropriate host than Montenegro, a country with cultural heritage that represents a true image of the multicultural and the multiethnic cooperation.

Representing Romania, a place with similar valence, we are convinced that the value of the cultural heritage in this region consists of the diversity of cultural expressions and, we consider to be our duty to promote these values as an important contribution to the great European culture.

We submit to your attention, on this line, our own example of successfully promoting, in a touristic context, the diversity of a certain cultural heritage: in 2007 the Romanian Town of Sibiu, nominated European Capital of Culture, held its programs under the motto: "*City of Culture. City of Cultures*" celebrating in this way the unity in diversity and highlighting the harmonious coexistence of different cultures.

Dedicated to a strategic approach of protecting cultural heritage, we have emphasized this aspect by reorganizing the Romanian central authority in the field of culture. The current name of Ministry of Culture, Religious Affairs and National Heritage, includes the express reference to the national heritage, as a proof of the fact that we offer priority to this special domain in our projects.

Supporting the role of the cultural heritage as a factor of stability in this region, Romania's contribution to the regional cooperation process in South-East Europe is materialised in several ways of action.

We remind you in this context, that Romania hosted in 2007 the Summit of the Head of States on **Cultural diversity – a bridge between cultural heritage and the culture of the future** and in 2008 the Ministerial Conference of Ministers of Culture.

We would like to use this opportunity to present our special consideration for all the regional initiatives promoted in this region by the Council of Europe, UNESCO BRESCE/ UNESCO Office in Venice – UNESCO Regional Bureau for Science and Culture in Europe.

We welcome the success of the initiative UNESCO BRESCE “Cultural Heritage – A Bridge Towards a Shared Future” which, with the help of the Ministerial Conferences on Cultural Heritage in South-Eastern Europe and the activity of the International Working Group has given an impulse for setting up a viable cooperation framework in this region. On this line, we support the commitments expressed in the declarations adopted during previous years by the ministers of culture and, especially, within the framework of this reunion, we support the recommendations stated by the International Working Group, during the Reunion in March 2009 in Sofia.

The development of the financial mechanisms intended for sustaining the actions preservation of the local cultural heritage, with the help of each interested country, the transnational and transfrontier dimension fosterage of the operationally activities, the continue development of the professional centres founded for provide expertise to the entire region, the active network of experts institution, the build-up of a common data base regarding cultural heritage administration, as well as local communities involvement in sustaining cultural resources are only a few of the concrete directions of action proposed and whose we have to pay our attention in the next future.

We emphasize the importance of the Regional Programme for South-East European Cultural and Natural Heritage, which fosters the enhancement of regional cooperation in South-East Europe, within the framework of a partnership process, in respect for the past and with responsibility for the future, towards common cultural heritage.

In this cooperation framework, we mention that, in Romania implements nowadays a Local Development Pilot Project for micro-region of Rupea-Cohalm, that stresses on local development starting from cultural and natural heritage resources, with the help of local community.

In the meantime, in the context of the component regarding the integrated rehabilitation and preliminary technical evaluation of the cultural and archaeological heritage in the South-East of Europe, Romania included 16 objectives on the list of priority interventions. Three of them are also included in the **Ljubljana Process**.

We are pleased to support the process of strengthening cooperation by a proactive contribution, setting our own programs oriented to developing the capacity of regional cultural heritage administration. We mention the Annual Regional Museum Conferences, initiated by the central Romanian authority, in 2005, events that bring together each year experts from countries in the South-East of Europe and disseminate the newest trends in the field of museums, with a stress on education, communication and marketing, in order to make museum institutions more active and strengthen their role in promoting cultural mobile heritage.

We would like to take this opportunity for renewing our invitation addressed to all the experts in the field of Intangible Cultural Heritage within the countries represented at this forum, regarding the participation to the meeting of the International Experts Network of the countries in the South-East of Europe, which will take place in Romania next year. According to the decision of the Zagreb Reunion this year, the meeting in Bucharest will have as main topic the revitalisation of the Intangible Cultural Heritage. We hope that the cooperation regarding this area in the near future will be extended and permanent outside the official framework of these meetings, for a better knowledge of the legal instruments for protecting, safeguarding, improving, preserving and promoting this type of heritage in each of the countries in the south-east of Europe. This need comes also from the fact that there are, at this regional level, plenty of common interests regarding the situation of the Intangible Cultural Heritage.

Choosing as topic of our debates the management of the heritage diversity and promoting it for tourism, we don't have to forget the fact that the latter, as important factor of economic development, may represent, in less cautious circumstances, a source of risk for the cultural heritage. Our strategies for promoting tourism have to comprise evaluation studies for these risks, exploring and finding tools which maintain a balance between preservation and improvement.

In this context, the international legislative instruments Romania ratified in a considerable amount, in the field of protecting cultural heritage and diversity, represent a real support in guiding our actions, for a coherent protection, planned with professionalism, of the common natural and cultural legacy.

We fully support the Declaration from Cetinje, and we appreciate the fact that, in the context of protecting natural and cultural heritage in the South-East of Europe, an integrated approach, centred on the promotion of the cultural diversity and expression of this region is the only way to convert this resource into a significant one for the economic development of our region.



GIORGOS AVGOUTIS

AMBASSADOR OF THE HELLENIC REPUBLIC TO MONTENEGRO

I would like to thank and congratulate his Excellency the President of Montenegro for the excellent organization of the 7th Summit of Heads of States of South-East Europe on the subject “Management of Heritage Diversity and its Promotion for Tourism”, which shall serve as another link in the chain of cooperation between the South-East Europe countries in the sector of culture, the peak of which is the organization of the annual regional Summits which are held during the last years in our area.

The Cetinje Summit follows the South-East Europe Heads of States Summit held in Athens, in June 2008, on the subject “Intercultural Encounters on Maritime, Lake and River Routes of S.E. Europe”. The Athens Summit focused on the catalytic role that the element of water has played for the formation of civilization in our region and for the promotion of fruitful intercultural dialogue through time.

It is now a common place that the culture constitutes a fertile field for dialogue, cooperation and tightening of the relations between our countries, self-respect and mutual understanding, as well as a decisive factor of progress and sustainable development through the promotion of cultural tourism. The care for the correct management thereof, the protection and showing off thereof, is, especially in our days, one of the societies’ primary duties. It is worth noting that Greece recently organized, in cooperation with UNESCO, the first international workshop on Disaster risk management at world Heritage properties, offering an example of good practice at international level in this sector.

What has been stressed once again is the undeniable fact that cultural heritage constitutes a powerful bond between the countries of South-East Europe and that we have an obligation to ensure its preservation for the next generations. Further, we consider that the implementation of Pilot Projects on Cultural Water Corridors, that was recommended in the Athens Declaration, will play a significant role in strengthening cooperation between countries in the region, in the fields of education, science and tourism and, furthermore, it will make a definitive contribution to the showing off of the diversity of the cultural heritage in the area of SE Europe and to the correct management thereof through the diffusion of knowledge, the exchange of expertise, the conservation and preservation of tangible and intangible cultural heritage, the fight against illegal trafficking of cultural objects and the protection of cultural heritage more generally.

We believe that Cultural Water Corridors foster cultural relations and interactions between populations. They constitute an invaluable and dynamic tool that highlights the distinctive character of the region’s multicultural heritage and promotes cultural, economic

and social development through the promotion of cultural tourism. We expect that, in good time, the materialisation of these Corridors will contribute not only towards a respect for diversity and intercultural dialogue, but also towards recognising common traits among the cultures of the SE Europe, traits that constitute common cultural resources and are able to operate in a unifying manner, thus contributing to the stability of the region.

The programme of water corridors constitute a pilot programme on the basis of which the many different Cultural Corridors of South-East Europe may be drawn, thus not only would it illustrate diachronically the region's intricate cultural heritage, which also forms an integral part of European cultural heritage, but it would also function as a model of cooperation between the region's countries.

With the expectation of further tightening the cooperation between the people of our area towards the benefit of our common cultural heritage and through proper management and promotion of cultural tourism in connection to the Pilot Projects on Cultural Water Corridors, we would like to thank again His Excellency the President of Montenegro for the excellent organization of the Summit and the warm hospitality.

PHOTO GALLERY



Vladin Dom,
Montenegrin Governmental Palace
in the Royal and Historic Capital of Cetinje,

location of the 7th Regional Summit of Heads of State
of South-East Europe



**Heads of State and High-Level Representatives
to the Cetinje Summit**

from left to right:

- Georgi Parvanov, *President of the Republic of Bulgaria;***
Bamir Topi, *President of the Republic of Albania;*
Mehmet Aydın, *Minister of State of the Republic of Turkey;*
Koïchiro Matsuura, *Director-General of UNESCO;*
Boris Tadić, *President of Serbia;*
Filip Vujanović, *President of Montenegro;*
Đorđe Ivanov, *President of the Former Yugoslav Republic of Macedonia;*
Terry Davis, *Secretary-General of the Council of Europe;*
Daniilo Türk, *President of the Republic of Slovenia;*
Nebojša Radmanović, *Chairman of the Presidency of Bosnia and Herzegovina;*
Theodor Paleologu, *Minister of Culture, Religious Affairs and National Heritage of Romania;*
 and
Stjepan Mesić, *President of Croatia*



The Cetinje Summit of Heads of State of South-East Europe



Hans d'Orville, UNESCO's Assistant Director-General for Strategic Planning reading the Cetinje Declaration while Presidents Vujanović, Ivanov, Topi and Director-General Matsuura listen



Press Conference following the adoption of the Cetinja Declaration

from left to right:

Mehmet Aydin, *Minister of State of the Republic of Turkey;*
Đorđe Ivanov, *President of the Former Yugoslav Republic of Macedonia;*
Koichiro Matsuura, *Director-General of UNESCO;*
Filip Vujanović, *President of Montenegro;*
Danilo Türk, *President of the Republic of Slovenia;*
Terry Davis, *Secretary-General of the Council of Europe;*

and

Theodor Paleologu, *Minister of Culture, Religious Affairs and National Heritage of Romania;*



Plenary Session of the Experts' Meeting

from left to right:

Lidija Ljesar, *Coordinator, Cetinje Management Plan;*
Ann-Belinda Preis, *Senior Programme Specialist, UNESCO Bureau of Strategic Planning;*
Marija Raznatovic, *Secretary General of the National Commission for UNESCO;*
 and
Mikhael de Thyse, *Head, Regional Co-operation Division, Directorate for Culture*

and
Cultural and Natural Heritage, Council of Europe



The UNESCO Team

from left to right:

- Ann-Belinda Preis, *Senior Programme Specialist, Bureau of Strategic Planning;***
Andrei Chevelev, *Liaison Officer, Sector for External Relations and Cooperation;*
Françoise Rivière, *Assistant Director-General for Culture;*
Marie-Paule Roudile, *Head of Section, UNESCO Regional Bureau for Science and Culture in Europe;*
Koïchiro Matsuura, *Director-General of UNESCO;*
FW (Russ) Russell-Rivoallan, *Programme Planning Specialist,*
Office of the Assistant Director-General for Strategic Planning;
Hans d'Orville, *Assistant Director-General for Strategic Planning;*
Engelbert Ruoss, *Director of the Regional Bureau for Science and Culture in Europe;*
 and
Krista Pikkat, *Executive Officer, Office of the Director-General*

ANNEXES

ANNEX 1

CETINJE HISTORICAL CORE MANAGEMENT PLAN

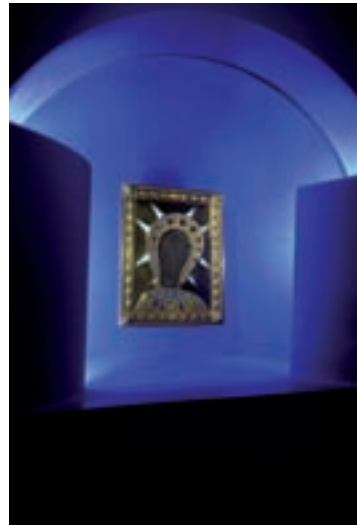
SUMMARY

Cetinje Historical Core is a monument of culture of the First category, due to the exceptional values possessed by this urban agglomeration with the artistic and cultural-historical qualities of individual monuments. This protected core constitutes a harmonious combination of different elements, individually protected facilities, park structures, regular urban matrix.

Cetinje Historical Core is an example of a unique and authentically preserved urbanism of small towns, adjusted to its environment, with high quality architecture.

The protection, preservation and development of the historical core, as a multi-functioning organism, with cultural, political, public, residential and economic activities, are challenging and responsible tasks. Its success requires long-lasting commitment of all structures of the society.

The establishment of an efficient management system, protection, evaluation and promotion of cultural heritage, is an obligation of present generations, in order for the future ones, rightly, to feel Cetinje a centre of historical and national identity, memory and continuity of Montenegrin people.



The Management Plan contains the identification, descriptions and management of all the aspects of the Historical Core. The Plan recognizes all issues of importance for the protected core, risks and threats in particular, suggests policies, issues guidelines



and introduces measures aimed at the preservation and utilization of its values.

The main objective of Cetinje Historical Core Management Plan is to protect, evaluate, and promote their values of cultural and natural heritage, as well as to secure the effective protection of exceptional values, and successful management of the protected ensemble. As a strategic plan,

which sets the primary framework for integral management, it contributes to the better understanding of the Historical Core values, promotion of cultural heritage resources and their use as a potential for the progress of the local community and its citizens.

Chapter 2 describes the status, authenticity and integrity of Cetinje Historical Core values, which constitute the starting basis for all managerial activities and a necessary prerequisite for the understanding of its qualities. With the purpose of more effective protection of the Historical Core, the Plan points out to the significance of determining the protected area and its boundaries, as a necessary instrument for the protection of inherited values.



The Plan sets out in the **Chapter 3** the objectives and the European principles for the protection of unmovable cultural heritage, which integrate the architectural heritage into one wider system of the comprehensive preservation and protection.

With the purpose of successful drafting and the implementation of the Management Plan, relevant state and local bodies, institutions, NGOs have been included in the process of drafting the same.



Chapter 4 contains the historical development of Cetinje and the way of life in Cetinje, since the comprehensive knowledge of historical values and tradition is the basis for the management of resources.

Chapter 5 identifies and describes exceptional cultural, natural and socio-economic values, for the purpose of recognizing the opportunities being offered by them for the development of Cetinje and its broader cultural and natural surroundings.



The Management Plan, in the **Chapter 6**, contains the factors which endanger the values, current and future threats and challenges, among which special place is occupied by negligence and uncontrolled urban development.

Based on all knowledge acquired in the process of drafting the Management Plan, **Chapters 7 and 8**, offer the development potentials and the Vision for the period of fifteen years. Future development of Cetinje, its Historical

Core and wider surroundings is possible through the promotion of the rich architectural, historical, cultural-artistic, ambiental and spiritual heritage. The development will be based on the respect and improvement of the inherited cultural heritage and harmonious interaction between the protection of the cultural and natural setting and contemporary development.

Chapter 9 contains General objectives of the Management Plan for the achievement of Development Vision of the protected Historical Core of Cetinje, for a longer period of time.

Chapter 10 deals with key issues, which the effectiveness depends on when the management of Cetinje Historical Core cultural and natural heritage is at stake. In that sense, the Plan recognizes the most important issues related to the political and legal framework for the protection, cultural heritage and environment condition, condition of the protected area infrastructure and the management in tourism, personnel potentials and ultimately, the proposed measures.



Chapter 11 contains detailed structure, funding and obligations of the managerial system and control mechanisms for the implementation of the Management Plan.

Special segment of the Management Plan is represented in the **Action Plan**, which points out to priority activities and measures in short-term, mid-term and long-term perspective, with the leaders of the activities and performance indicators.

ANNEX 2

PROGRAMME OF THE SUMMIT OF HEADS OF STATE OF SOUTH EAST EUROPE

WEDNESDAY, 3 JUNE 2009

Arrival of delegations at the Airport Tivat
Accommodation in Hotel "Avala Resort & Villas", Budva

Note:

- | | |
|-------------|---|
| 18.00-20.00 | Possibility for the bilateral meetings in Hotel "Avala Resort & Villas" |
| 20.00-20.15 | Departure of the Heads of the States to Miločer
(individual motorcades) |
| 20.30 | Informal dinner hosted by H.E. Mr Filip Vujanović, President of
Montenegro, for the Heads of State arriving on 3 June
Hotel "Villa Miločer", Miločer |
| 21.00 | Dinner hosted by Mr Branislav Mićunović, Minister of Culture,
Sports and the Media of Montenegro for the members of the official
delegations and experts
Restaurant "Citadela"
Hotel "Avala Resort & Villas", Budva

Dinner for the members of the accompanying delegations at the
Restaurant of the Hotel "Avala Resort & Villas", Budva
1st Floor |
| 22.00 | Departure of the Heads of State from Miločer to the Hotel "Avala
Resort & Villas", Budva |

THURSDAY, 4 JUNE 2009

Private breakfast in the Hotel “Avala Resort & Villas”, Budva

Note:

09.00-10.00 Possibility for the bilateral meetings in Hotel “Avala Resort & Villas”

10.15 Departure of the experts to Cetinje

10.30 Departure of the delegations to Cetinje

10.45-11.00 Departure of the Heads of State to Cetinje
(Individual motorcades)

Note:

Delegations arriving on 4 June are advised to use Airport
in Podgorica

Delegations are welcomed by:

Assistant to Minister of Foreign Affairs for Bilateral Relations

Chief of Diplomatic Protocol

Ambassador

Liaison Officer

11.15 Arrival of the Heads of State in Vladin Dom, Cetinje

11.15-11.30 Gathering of the Heads of State

Welcome by H.E. Mr Filip Vujanović, Atrium, Vladin Dom

Family photo in the “Ivan Crnojević” Hall, Vladin Dom
(official photographs and photoreporters)

Heads of State take their seats accompanied by protocol

11.30 Opening of the First Plenary Session

Opening address by H.E. Mr Filip Vujanović

Address by H.E. Mr Koïchiro Matsuura

Director-General of UNESCO

Address by H.E. Mr Terry Davis

Secretary General of the Council of Europe,

Addresses by Heads of State and Heads of Delegations
(addresses 10 min)

13.30 End of the First Plenary Session

Guided Tour of the History Museum

Bilateral meetings

- 14.00 Departure of the Heads of States to the Plavi Dvorac
- Note:* In case of good weather the Heads of States will walk to the Plavi Dvorac 10 min
- 14.15 Official Lunch in honour of the Heads of State and High Representatives co-hosted by H.E. Mr Filip Vujanović, President of Montenegro and H.E. Mr Koïchiro Matsuura, Director-General of UNESCO
Plavi Dvorac, Cetinje
- Note:* Buffet lunch for remaining members of the official delegation in Plavi Dvorac
Lunch for the experts and members of the accompanying delegations
Hotel Grand, Cetinje
- 15.30 End of the Official Lunch
- Note:* In case of good weather the Heads of States will walk back to the Vladin Dom 10 min
- 15.40 Beginning of the Second Plenary Session
Presentation and adoption of Joint Declaration
Closing remarks:
H.E. Mr Koïchiro Matsuura
Director-General of UNESCO
H.E. Mr Filip Vujanović
- 15.15 End of the Second Plenary Session
- Note:*
- 16.15-17.00 Possibility for the bilateral meetings in Vladin Dom
- 17.00-17.30 Joint Press Conference
Departure of the delegations from Cetinje

ANNEX 3

LIST OF DELEGATIONS

Montenegro

Filip Vujanović

President of Montenegro

Branislav Mićunović

Minister of Culture, Sports and Media

Ivan Leković

Foreign Policy Advisor to the President

Aleksandar Bogdanović

Advisor to the President for Economic Relations

Milica Pejanović Đurišić

Ambassador and Permanent Delegate of Montenegro to UNESCO

Albania

Bamir Topi

President of Albania

Aleksander Flloko

Secretary-General

Tonin Beci

Ambassador of Albania to Montenegro

Arben Cici

Diplomatic Affairs Advisor

Maksim Cikuli

Advisor for Education and Culture

Rexhep Uka

Member of Parliament

Eni Juka

Secretary-General of the National Commission of Albania for UNESCO

Bosnia and Herzegovina

Nebojša Radmanović

Chairman of the Presidency of Bosnia and Herzegovina

Almir Šahović

Ambassador and Permanent Delegate of Bosnia and Herzegovina to UNESCO

Branimir Jukić

Ambassador of Bosnia and Herzegovina to Montenegro

Nina Sajić

Foreign Policy Advisor to the Chairman

Željko Knez

Advisor to the Croatian Member of the Presidency of Bosnia and Herzegovina

Adnan Kapo

Advisor to the Bosnian Member of the Presidency of Bosnia Herzegovina

Bulgaria

Georgi Parvanov

President of Bulgaria

Nikola Kolev

Chief of Cabinet of the President

Irina Bokova

Ambassador and Permanent Representative of Bulgaria to UNESCO

Maia Dobрева

Ambassador of Bulgaria to Montenegro

Pavlina Popova

Foreign Policy Secretary to the President

Boyka Bashlieva

Press Secretary to the President

Diana Danailova

Director of "European Union and International Cooperation" Directorate

Croatia

Stjepan Mesić

President of Croatia

Jasen Mesić

State Secretary in the Ministry of Culture

Maja Kocijan

Advisor to the President for Culture

Anica Đamić

Advisor to the President for EU Integration

Petar Turčinović

Ambassador of Croatia to Montenegro

Danja Šilović Karić

Head of Public Relations of the Presidency

Hellenic Republic

Georgios Avgoustis

Ambassador of the Hellenic Republic to Montenegro

Romania

Theodor Paleologu

Minister of Culture, Religious Affairs and Cultural Heritage of Romania

Alexandru Balasescu

Advisor

Mihail Florovic

Ambassador of Romania to Montenegro

Bogdan Ignac

Advisor, Embassy of Romania to Montenegro

Serbia

Boris Tadić

President of Serbia

Zoran Lutovac

Ambassador of Serbia to Montenegro

Jovan Ratkovic

Advisor to the President for Foreign Affairs

Mladen Đorđević

Advisor to the President

Zorica Tomić

President of the National Commission of Serbia for UNESCO

Damjan Krnjević

Advisor in the Office of the Minister of Foreign Affairs

Nebojša Krstić

Advisor to the President

Slovenia

Danilo Türk

President of Slovenia

Majda Širca

Minister of Culture

Jernej Videtič*Ambassador of Slovenia to Montenegro***Mojca Seliškar Toš***Chief of Cabinet of the President***Dušan Snoj***Advisor to the President for Diplomatic Affairs***Vesna Jurca-Tadel***Secretary, Department for European Affairs and Cultural Development,
Ministry of Culture***The Former Yugoslav Republic of Macedonia****Đorđe Ivanov***President of the Former Yugoslav Republic of Macedonia***Stefan Nikolovski***Ambassador of the Former Yugoslav Republic of Macedonia to Montenegro***Boris Josifovski***National Policy Advisor to the President***Cvetin Čilimanov***Public Relations Advisor***Zoran Pavlov***Head, Ministry of Culture***Miomir Ristovski***Minister, Embassy of the Former Yugoslav Republic of Macedonia to Montenegro***Turkey****Mehmet Aydın***Minister of State of Turkey***Murat Oguz***Ambassador of Turkey to Montenegro***Cemil Ferhat Karaman***Minister, Deputy Director-General for Multilateral Cultural Affairs - Ministry of Foreign
Affairs***Mehmet Kalpakli***Member of the Executive Board of the Turkish
National Commission for UNESCO and Chairman,
the Expert Committee for Cultural Corridors of the National Commission***Süleyman Erdal***Chief of Cabinet of the Minister of State*

Council of Europe

Terry Davis

Secretary-General of the Council of Europe

Matjaz Gruden

Political Adviser and Spokesperson of the Secretary General

Mikhael De Thyse

Directorate of Culture and Cultural and Natural Heritage, Council of Europe

UNESCO

Koïchiro Matsuura

Director-General of UNESCO

Hans d'Orville

Assistant Director-General for Strategic Planning

Françoise Rivière

Assistant Director-General for Culture

Engelbert Ruoss

Director, UNESCO Regional Bureau for Science and Culture in Europe, Venice

Marie Paule Roudil

*Head of Section, Senior Programme Specialist (Culture),
Regional Bureau for Science and Culture in Europe, Venice*

Ann-Belinda Preis

Senior Programme Planning Specialist, Bureau of Strategic Planning

FW (Russ) Russell-Rivoallan

*Programme Planning Specialist, Office of
the Assistant Director-General for Strategic Planning*

Krista Pikkat

Executive Officer, Office of the Director-General

Andrei Chevlev

Liaison Officer, Sector for External Relations and Cooperation

ANNEX 4

List of EXPERTS

Bosnia and Herzegovina

Jelena Vuković

Professional consultant for culture in the Ministry of Civil Affairs

Muhamed Hamidović

Adviser to the Minister for Culture – historical heritage in the Federal Ministry of Culture and Sport

Bulgaria

Peter Miladinov

Head European Integration and Relations with International Institutions Department in the Ministry of Culture

Rumyana Mihneva

expert on UNESCO in the Administration of the President, Vice President of the National Association Bulgarian Heritage

Nikolay Ivanov

Representative of the Cabinet of the President

Alexander Savov

Secretary General of the Bulgarian NatCom for UNESCO

Deiana Danailova

Director EU and International Relations Ministry of Culture of the Republic of Bulgaria

Montenegro

Marija Ražnatović

Secretary-General of the NatCom for UNESCO

Lidija Ljesar

Senior Adviser for Immovable Cultural Heritage in the Ministry of Culture, Sports and Media

Milica Nikolić

IRPP/SAAH Project Coordinator in the Ministry of Culture, Sports and Media

Gordana Jovanović

LDPP Project Coordinator, Local Development Pilot Project Office in Skadar Lake

Ružica Ivanović*Director of the Regional Institute for Protection of Cultural Monuments, Kotor***Aleksandra Bošković***Adviser for International Cultural Cooperation, Ministry of Culture, Sports and Media***Greece****Aspasia Gkioka***Archaeologist, Directorate of Prehistoric and Classical Antiquities, General Directorate of Antiquities and Cultural Heritage, Hellenic Ministry of Culture***Olga Zafeiri***Senior Officer Directorate of International Relations, Department of International Organizations, Hellenic Ministry of Culture***Elena Korka***Head of the Directorate of Prehistoric and Classical Antiquities General Directorate of Antiquities and Cultural Heritage, Hellenic Ministry of Culture***Eleni Rapti***Archaeologist, General Directorate of Antiquities and Cultural Heritage, Hellenic Ministry of Culture***Croatia****Radoslav Bužančić***Head of Conservation Department in Trogir, Ministry of Culture***Macedonia (The Former Yugoslav Republic of)****Zoran Pavlov***Head of Sector for documentation, international cooperation and general affairs in the Department for Protection of Cultural Heritage in the Ministry of Culture***Romania****Raluca Capota***Expert, Directorate for Museums, Collections and Visual Arts***Slovenia****Špela Spanželj***Senior Counsellor, Directorate for Cultural Heritage, Ministry of Culture***Serbia****Borislav Šurdić***Head of Sector for International Relations, European Integrations and Development of Management in Culture in the Ministry of Culture*

Turkey**Cemil Ferhat Karaman**

Minister, Deputy Director-General for Multilateral Cultural Affairs - Ministry of Foreign Affairs

Mehmet Kalpakli

Member of the Executive Board of the Turkish National Commission of the UNESCO and Chairman of the Expert Committee for Cultural Corridors of the National Committee

Makbule Okat

Culture and Tourism Assistant, Specialist in the General Directorate of Copyrights and Cinema in the Ministry of Culture and Tourism

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Taking the idea of multiculturalism as a starting point, we have gathered to support cultural diversity and to recognise cultural heritage as a direct contributor to the socio-economic development, constituting thus a valuable part of tourist offer.

Indeed, the essence of cultural heritage is not closeness, isolation or self-consciousness, but in openness, universalness and continuous promotion confirming its values. That is why its omnipresence is of particular importance to tourism.

Filip Vujanović

President of Montenegro

Heritage tourism is a complex issue involving interrelated economic, social, political and cultural considerations. Careful planning, development and management are needed to ensure that tourist flows do not threaten or adversely affect the integrity of the natural or cultural asset or that of the local culture. These actions must address the relationships between stakeholders in such a way that they contribute to sustaining heritage values and sense of place, while generating lasting socio-economic benefits to the local population.

Koïchiro Matsuura

Director-General of UNESCO

We do not “own” cultural heritage, not as a generation, not as a country, not as an ethnic group and not as a religious group. A precondition for any effective and meaningful policy on cultural heritage is to move from the concept of ownership to the concept of responsibility. In a broader sense, there is only one category of cultural heritage – our cultural heritage.

Terry Davis

**Secretary-General
of the Council of Europe**

For further information about UNESCO's activities related to the Dialogue among Civilizations, please consult:
www.unesco.org/dialogue

... the management of cultural and natural heritage must be based on a broad and profound historical, cultural and environmental knowledge of an area's specific resources, its sensitive issues that are subjected to threats and pressures, as well as areas where opportunities can arise from the protected status, and in which there is a potential for sustainable development... [T]ourism constitutes a tool for the safeguarding and promotion of cultural diversity, an important vehicle of dialogue between cultures and a source of socio-economic development ...

**Excerpt from the
Cetinja Declaration
Management of Heritage Diversity
and its Promotion for Tourism
4 June 2009**



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