



# Routes4U

*Feasibility Study  
on the Roman Heritage Route  
in the Adriatic and Ionian Region*



## Routes4U Project

Funded  
by the European Union  
and the Council of Europe



EUROPEAN UNION

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by the Council of Europe

**ROUTES4U**

**FEASIBILITY STUDY ON THE ROMAN HERITAGE ROUTE  
IN THE ADRIATIC AND IONIAN REGION**

February 2019

*The present study has been developed in the framework of Routes4U, the Joint Programme between the Council of Europe and the European Commission (DG REGIO). Routes4U aims to foster regional development through the Cultural Routes of the Council of Europe programme in the four EU macro-regions: the Adriatic and Ionian, Alpine, Baltic Sea and Danube Regions. A special thank you goes to the author Vlasta Klarić, and to the numerous partners and stakeholders who supported the study. The opinions expressed in this work are the responsibility of the author and do not necessarily reflect the official policy of the Council of Europe.*

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## INTRODUCTION

*The Cultural Routes Programme fosters regional development through its members at local and regional level, through sustainable European networks of history, art and landscape worth exploring, particularly in less known destinations. Both these topics and localities fit very well with the mission and activities promoted by the Directorate General for Regional and Urban Policy (DG REGIO) of the European Commission.<sup>1</sup>*

Speaking at the EU Strategy for the Adriatic and Ionian Region (EUSAIR) 9th Thematic Steering Group Pillar4 (TSG4) meeting in 2018, Constanze Metzger stressed that the Routes4U project aims to enhance regional development through the Cultural Routes of the Council of Europe in the Adriatic and Ionian Region.<sup>2</sup>

Tourism expert Vlasta Klarić MSc was contracted by the Council of Europe, Routes4U project, to assist with the preparation of this study. Research was initiated and supported by the members at the same 9th TSG4 meeting on 14 November 2018, in Mali Lošinj, Croatia,.

The content of this study is based on the description of tasks in the Contract for the performance of the Feasibility Study on the Roman Heritage Route in the Adriatic and Ionian Region.

The methodology used in this work was survey, desk research, stakeholder analysis and assessment of available resources in relation to the description of tasks and the EUSAIR context. Until the end of January 2019, at least partial feedback was received from all eight countries. The findings are analysed and presented in this study. In order to examine the existing and potential destinations and their relevance for the route, especially in less-known destinations, the expert worked closely with the main stakeholders, the TSG4 members, and working alongside them, recommended national experts, scientists and archaeologists to design an appropriate analytical framework. In this aspect this study required an extensive and scientifically based methodological approach.



*Apollonia, Albania*

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1. Dominioni, Stefano, Routes4U project interview, February 2018, available at [www.coe.int/en/web/cultural-routes/-/routes4u-interview-stefano-dominioni](http://www.coe.int/en/web/cultural-routes/-/routes4u-interview-stefano-dominioni), accessed 11 February 2019.

2. Metzger, Constanze. Presentation of the Routes4U project at the EUSAIR 9th TSG4 meeting in Mali Lošinj, Croatia, 14 November 2018.

## **EXECUTIVE SUMMARY**

Recent history has been marked by rapid globalisation, changes in social environment and connectivity, extensive communications, tourism fluctuations and most of all the (r)evolution in technological innovations. Connectivity and communication are defining our times. Yet, despite all our communications, we may say that there is still much we do not know about our countries, our neighbours, our neighbourhoods. Mega-spectacular attractions and the hyper-world have diverted our view from some hidden corners of our world, some neglected and forgotten spaces of Europe. The world that we know is fragmented, and the knowledge that we possess is dispersed.

On one side we see overcrowding and overtourism in some destinations, while on the other side we have virgin areas that still see no tourists. One of the regions where that is most obvious is the Adriatic and Ionian Region, heavily burdened with tourism along its coastline but largely undiscovered inland, especially on its eastern side. Huge differences exist in the visitor levels of major destinations such as Dubrovnik or Venice in comparison to the inland micro-cities of Croatia or Bosnia and Herzegovina. The area is full of hidden spots with long histories and abundant in stories. The Adriatic and Ionian Region thus still requires investigation, to discover and research its historical and heritage values. This specifically is true for the archaeological research in Instrument for Pre-Accession Assistance (IPA) countries, where funding has been a crucial challenge.

This research has been focused on ancient Roman archaeological sites in the AIR region. This study covers:

I. State-of-the-art analysis of Roman heritage in the AIR:

1. Geographical distribution
2. Relevance for the different countries of the AIR
3. Details and number of Roman heritage sites per country

II. State-of-the-art analysis of the protection and management of AIR heritage entities/networks

1. Management of selected archaeological sites
2. Possibilities for co-operation
3. Obstacles and opportunities for co-operation, in the framework of a possible Cultural Route

III. Expert's recommendations on the assistance which is needed to support the creation of a network taking responsibility for a Roman Empire heritage route (the recommendations must number at least 16, must be concrete and must give details of how and with whom they can be implemented).

Annex 1: Roman Empire heritage inventory of sites and destinations, with related managing authorities.

Annex 2: List of references.

Annex 3: The questionnaire

### Methodology

The survey was conducted in a form of questionnaire sent on 2 January 2019 (the last results arrived on 1 February 2019) to the countries of the Adriatic and Ionian Region (AIR). It aimed to research the potential for creating an umbrella organisation for a cultural route of Roman heritage in the AIR. The questionnaire was structured in a manner that would reveal the geographical distribution of Roman heritage sites in EUSAIR countries, the relevance of the proposed key Roman archaeological sites for

different countries of the AIR, their unique selling point (USP), their managing authorities, presentation and interpretation models, visitor numbers and openness to co-operation. More than thirty people were involved who answered the questionnaires.



*Amphitheatre, Salona, Croatia*

# I. STATE-OF-THE-ART ANALYSIS OF ROMAN HERITAGE IN THE AIR

## 1. GEOGRAPHICAL DISTRIBUTION

The Adriatic and Ionian Region covers a territory of some 556 424 sq.km with about 67.65 million inhabitants.<sup>3</sup> The area has a tradition of welcoming tourists, although tourism flows are not distributed evenly. The region is characterised by the contrast between the coastal areas, in which most of the tourist activity takes place, and the wider hinterland. Adriatic Ionian recognised tourism attraction is the long coastline, which on its eastern side is rather indented, marked by numerous islands and islets varying in size. Tourism in the region is characterised by high seasonality, with lower levels of development and utilisation of capacity in the hinterland, especially in the non-EU countries.

The area faces a typical “increasing spatial imbalance in development between dynamic coastal areas, heavily populated and characterised by intensive levels of land use and consumption, and inland areas declining in number of inhabitants”, as detected in Croatia.<sup>4</sup> Equally valid for the Adriatic and Ionian Region is the fact that overtourism has endangered its primarily cultural destinations, which are burdened with a large number of tourists, cruise ships and passengers.<sup>5</sup> In the Region as a whole, visits to the coastline destinations are still growing at a higher rate than to other destinations visited by foreign tourists.

The AIR countries represent very different tourism development levels, ranging from those which are established and mature, with dynamic and expanding destinations, to others in emerging or early stages of development. The World Travel & Tourism Council (WTTC) survey on The Economic Impact of Travel and Tourism on each of the AIR countries provides proof of that. Comparatively speaking, the differences are huge in arrival numbers, in receipts, in the contribution to gross domestic product (GDP), in tourism infrastructure development and in the number of jobs directly supported by travel and tourism in 2017:

- 93 500 jobs in Albania,<sup>6</sup> or 7.7% of total employment
- 23 000 jobs in Bosnia and Herzegovina<sup>7</sup> or 3.2% of total employment
- 138 000 jobs in Croatia<sup>8</sup> or 10.1% of total employment
- 459 000 jobs in Greece<sup>9</sup> or 12.2% of total employment
- 1 490 500 jobs in Italy<sup>10</sup> or 6.5% of total employment
- 14 500 jobs in Montenegro<sup>11</sup> or 7.6% of total employment

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3. Brignani, Gramillano, Palloni and Preku (2015).

4. Kožić, Čorak, Marušić *et al.* (2016).

5. *Ibid.*, p. 4.

6. The economic impact of travel & tourism: Albania 2018, available at [www.wttc.org/-/media/files/reports/economic-impact-research/countries-2018/albania2018.pdf](http://www.wttc.org/-/media/files/reports/economic-impact-research/countries-2018/albania2018.pdf), accessed 27 January 2019.

7. The economic impact of travel & tourism: B&H 2018, available at [www.wttc.org/-/media/files/reports/economic-impact-research/countries-2018/bosniaherzegovina2018.pdf](http://www.wttc.org/-/media/files/reports/economic-impact-research/countries-2018/bosniaherzegovina2018.pdf), accessed 27 January 2019.

8. The economic impact of travel & tourism: Croatia 2018, available at [www.wttc.org/-/media/files/reports/economic-impact-research/countries-2018/croatia2018.pdf](http://www.wttc.org/-/media/files/reports/economic-impact-research/countries-2018/croatia2018.pdf), accessed 25 January 2019.

9. The economic impact of travel & tourism: Greece 2018, available at [www.wttc.org/-/media/files/reports/economic-impact-research/countries-2018/greece2018.pdf](http://www.wttc.org/-/media/files/reports/economic-impact-research/countries-2018/greece2018.pdf), accessed 25 January 2019.

10. The economic impact of travel & tourism Italy 2018, available at [www.wttc.org/-/media/files/reports/economic-impact-research/countries-2018/italy2018.pdf](http://www.wttc.org/-/media/files/reports/economic-impact-research/countries-2018/italy2018.pdf), accessed 27 January 2019.

- 37 000 jobs in Serbia<sup>12</sup> or 1.9% of total employment
- 101 500 jobs in Slovenia<sup>13</sup> or 11.9% of total employment

Tourism's contribution to gross domestic product (GDP) is higher in Croatia, Greece and Montenegro, strong in Italy and Slovenia and rather weak in Bosnia & Herzegovina and Serbia. Tourism's impact and pressure on the area and population heavily depends on seaside tourism and is subject to seasonality. This uneven distribution is equally reflected in the general tourist numbers of more or less touristically developed Adriatic and Ionian Region countries:

**Table 1: The impact of tourism in the Adriatic-Ionian Region countries, 2017**

2017	Albania	Croatia	B&H	Greece	Italy	Montenegro	Serbia	Slovenia
Area sq. km	28 748	56 594	51 129	131 940	301 338	13 812	77 453	20 273
Population	2.8 mn	4.1 mn	3.5 mn	10.7 mn	60.4 mn	0.6 mn	7.0 mn	2.0 mn
Arrivals <sup>14</sup>	4.6 mn	15.5 mn	0.9 mn	27.2 mn	58.2 mn	1.9 mn	1.5 mn	3.5 mn
Museum visitors	0.7 mn <sup>15</sup>	4.6 mn <sup>16</sup>	0.5 mn <sup>17</sup>	16.5 mn <sup>18</sup>	50.1 mn <sup>19</sup>	0.26 mn <sup>20</sup>	2.1mn <sup>21</sup>	3.2 mn <sup>22</sup>
Receipts <sup>23</sup>	1.9 \$bn	10.9 \$bn	0.82 \$bn	16.5 \$bn	44.2 \$bn	1.0 \$bn	1.5 \$bn	2.7\$bn
Total T&T as % of GDP		25%	9.6%	19.7%	13%	23.7%	2.6%	11.9%
Direct T&T as % of GDP	8.5%	10.9%	2.6%	8%	5.5%	11%	0.9%	3.3%

Although the Adriatic and Ionian Region today presents a small part of what was once the huge geographical area of the Roman Empire, it has approximately the same number of inhabitants as the

11. The economic impact of travel & tourism Montenegro 2018, available at [www.wttc.org/-/media/files/reports/economic-impact-research/countries-2018/montenegro2018.pdf](http://www.wttc.org/-/media/files/reports/economic-impact-research/countries-2018/montenegro2018.pdf), accessed 23 January 2019.

12. The economic impact of travel & tourism Serbia 2018, available at [www.wttc.org/-/media/files/reports/economic-impact-research/countries-2018/serbia2018.pdf](http://www.wttc.org/-/media/files/reports/economic-impact-research/countries-2018/serbia2018.pdf).

13. See [www.total-slovenia-news.com/business/975-tourism-indirectly-responsible-for-11-9-of-slovenia-s-gdp-in-2017](http://www.total-slovenia-news.com/business/975-tourism-indirectly-responsible-for-11-9-of-slovenia-s-gdp-in-2017), accessed 17 January 2019.

14. UNWTO (2018), see [www.e-unwto.org/doi/pdf/10.18111/9789284419876](http://www.e-unwto.org/doi/pdf/10.18111/9789284419876), accessed 17 January 2019.

15. INSTAT Albania, see [www.instat.gov.al/media/4609/tourism-in-figures-2018.pdf](http://www.instat.gov.al/media/4609/tourism-in-figures-2018.pdf), accessed 17 January 2019.

16. MDC (Museum Documentation Centre, Croatia), see <http://mdc.hr/files/file/muzeji/statistika/Posje%C4%87enost%20hrvatskih%20muzeja%20u%202017.pdf>, accessed 17 January 2019.

17. BHAS, see [www.bhas.ba/tematskibilteni/CUL\\_00\\_2017\\_Y1\\_0\\_HR.pdf](http://www.bhas.ba/tematskibilteni/CUL_00_2017_Y1_0_HR.pdf), accessed 17 January 2019.

18. Hellenic Statistical Authority, see [www.statistics.gr/en/statistics/-/publication/SCI21/-](http://www.statistics.gr/en/statistics/-/publication/SCI21/-).

19. Mibact-Ufficio Statistica, 2018 ("dati provvisori suscettibili di variazioni"), available at [www.beniculturali.it/mibac/export/MiBAC/sito-MiBAC/Contenuti/visualizza\\_asset.html\\_249254064.html](http://www.beniculturali.it/mibac/export/MiBAC/sito-MiBAC/Contenuti/visualizza_asset.html_249254064.html), accessed 17 January 2019.

20. MONSTAT Statistical Office of Montenegro, see [www.monstat.org/eng/page.php?id=336&pageid=78](http://www.monstat.org/eng/page.php?id=336&pageid=78), accessed January 16 2019.

21. EGMUS, see [www.egmus.eu/nc/en/statistics/complete\\_data/country/serbia/year/0/z/0/?itemM=&itemT=0&yearCountry=&idCountry=&druk=1](http://www.egmus.eu/nc/en/statistics/complete_data/country/serbia/year/0/z/0/?itemM=&itemT=0&yearCountry=&idCountry=&druk=1), accessed 17 January 2019.

22. Statistical Office of Slovenia, see [www.stat.si/StatWeb/en/News/Index/7583](http://www.stat.si/StatWeb/en/News/Index/7583), accessed 17 January 2019.

23. UNWTO (2018), see [www.e-unwto.org/doi/pdf/10.18111/9789284419876](http://www.e-unwto.org/doi/pdf/10.18111/9789284419876), accessed 17 January 2019.



entire empire had. It also is one of the richest areas in ancient Roman heritage, yet there are no exact statistical data on the number of still existing Roman sites, to which we should add that new discoveries and excavations are still happening in the area and revealing new finds.

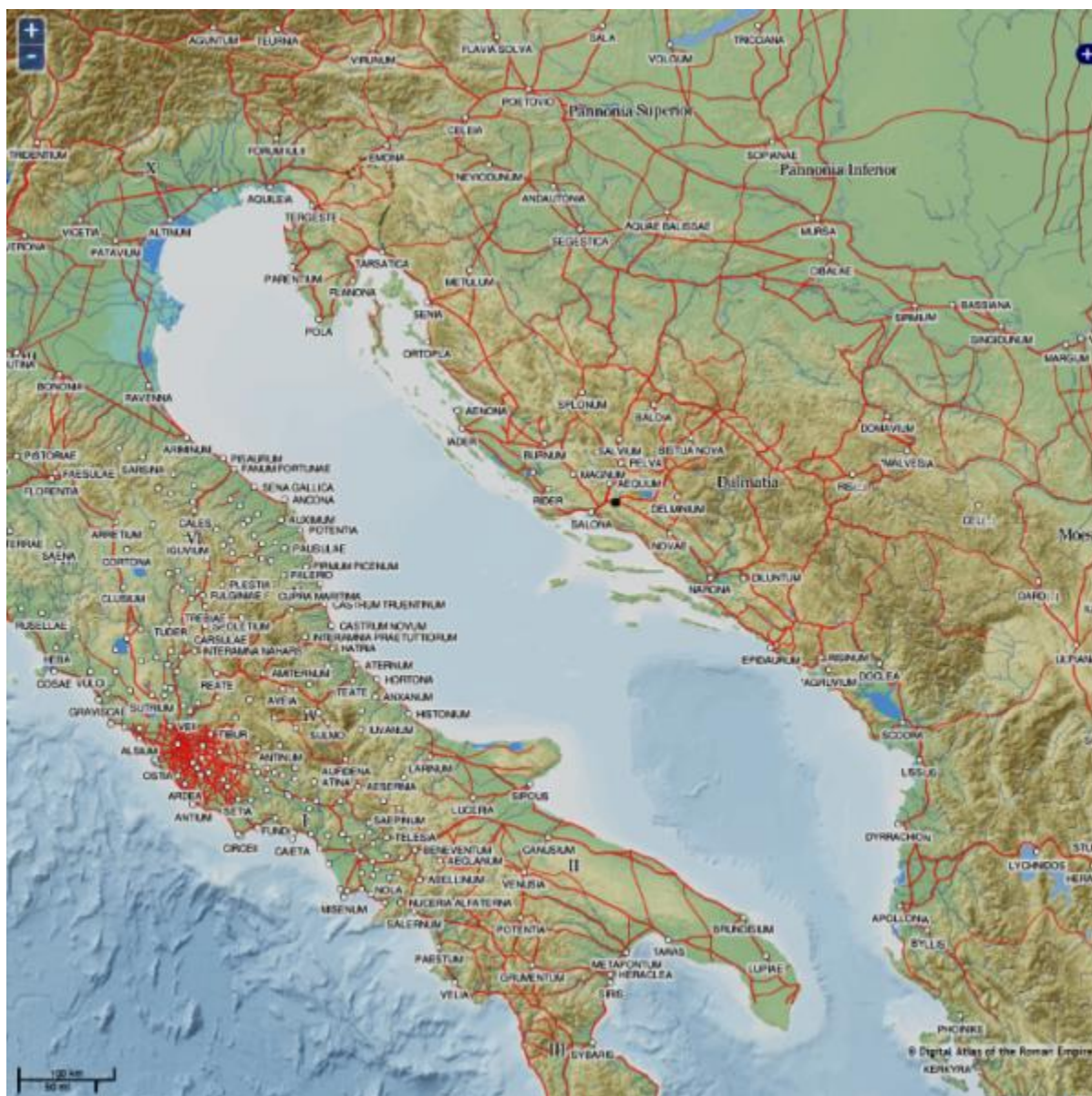
The Roman Empire was an exceptional phenomenon. At its height, in the 2nd century AD, it comprised 60 million inhabitants living in an area covering 5 million sq. km.<sup>24</sup>



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24. See [www.culture.si/en/Emona, Legacy of a Roman City](http://www.culture.si/en/Emona_Legacy_of_a_Roman_City), accessed 17 January 2019.

Figure 1: Roman heritage sites in western AIR countries.



Recording the location of Roman archaeological sites has so far been done most extensively through the *Digital Atlas of the Roman Empire (DARE)* project, the work of Johan Åhlfeldt in collaboration with the Pelagios project. The second version of the *Atlas* was inspired by the *Barrington Atlas of the Greek and Roman World* (Talbert, 2000). It was created as the part of an online historical geographic information system called the DARE project hosted by the Department of Archaeology and Classical History, Lund University, Sweden, and available at <http://dare.ht.lu.se>. "The most prominent change is however the addition of 9 111 places (and buildings) with a different provenance than the *Barrington Atlas of the Greek and Roman World*."<sup>25</sup> Although the *Atlas* used to be updated regularly, and 822 new places were added in 2015, still it does not show some of the sites named and proposed by the AIR countries, such as Selce, Pogradec, Gorica Grude, Golik and Posuški Gradec.

25. About DARE, <http://dare.ht.lu.se/>; see also <http://commons.pelagios.org/2012/09/a-digital-map-of-the-roman-empire/>, accessed 31 January 2019.

According to the work of J. W. Hanson, there were some 1 400 sites with urban characteristics in the Roman imperial period,<sup>26</sup> but Mumford regards it as a vast city-building enterprise with a much higher number of 5 627 civic bodies existing before the Roman Empire fell into ruin.<sup>27</sup>

When one speaks of the ancient city of Rome one thinks at once of its empire: Rome with its symbols of visible power, its aqueducts and its viaducts,<sup>28</sup> paved roads, amphitheatres, theatres and high culture of living. Out of some 230 amphitheatres detected and recorded by *DARE*, more than a hundred were built in the Adriatic and Ionian area. Equally frequent were the theatres, of which 31 are in the AIR. Out of 70 UNESCO sites in the AIR, there are 8 from the ancient Roman period, not all of them presented in the study.

All these Roman heritage remains bring benefit to the countries and destinations in which they are situated. Some of the AIR countries successfully use the attraction of their cultural heritage for tourists and visitors. This is quite evident from the number of visitors to museums and sites (see Table 2).

**Table 2: Visitors to museums and sites**

Total	Albania	Croatia	B&H	Greece	Italy	Montenegro	Serbia	Slovenia
78 mn	0.7 mn <sup>29</sup>	4.6 mn <sup>30</sup>	0.5 mn <sup>31</sup>	16.5 mn <sup>32</sup>	50.1 mn <sup>33</sup>	0.26 mn <sup>34</sup>	2.1 mn <sup>35</sup>	3.2 mn <sup>36</sup>

26. Hanson (2016).

27. Mumford (1961), pp. 239-81.

28. Ibid.

29. INSTAT Albania: see [www.instat.gov.al/media/4609/tourism-in-figures-2018.pdf](http://www.instat.gov.al/media/4609/tourism-in-figures-2018.pdf), accessed 17 January 2019.

30. MDC, Museum Documentation Centre Croatia: see <http://mdc.hr/files/file/muzeji/statistika/Posje%C4%87enost%20hrvatskih%20muzeja%20u%202017.pdf>, accessed 17 January 2019.

31. BHAS: see [www.bhas.ba/tematskibilteni/CUL\\_00\\_2017\\_Y1\\_0\\_HR.pdf](http://www.bhas.ba/tematskibilteni/CUL_00_2017_Y1_0_HR.pdf), accessed 17 January 2019.

32. Hellenic Statistical Authority: see [www.statistics.gr/en/statistics/-/publication/SCI21/-](http://www.statistics.gr/en/statistics/-/publication/SCI21/-).

33. Mibact-Ufficio Statistica, 2018 ("dati provvisori suscettibili di variazioni"): see [www.beniculturali.it/mibac/export/MiBAC/sito-MiBAC/Contenuti/visualizza\\_asset.html\\_249254064.html](http://www.beniculturali.it/mibac/export/MiBAC/sito-MiBAC/Contenuti/visualizza_asset.html_249254064.html), accessed 17 January 2019.

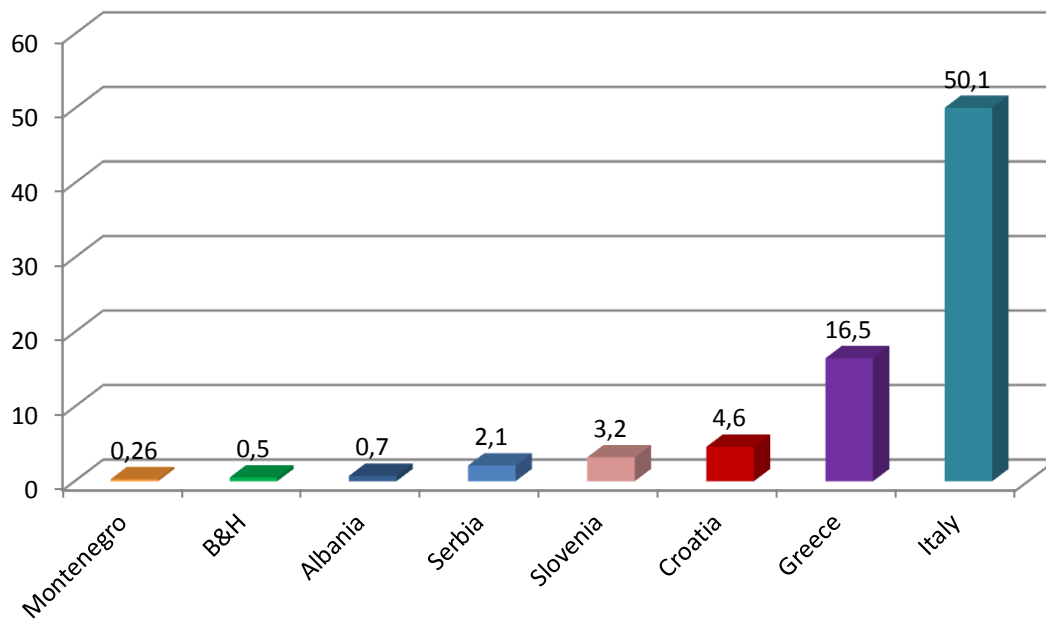
34. MONSTAT Statistical Office of Montenegro: see [www.monstat.org/eng/page.php?id=336&pageid=78](http://www.monstat.org/eng/page.php?id=336&pageid=78), accessed 16 January 2019.

35. EGMUS: see

[www.egmus.eu/nc/en/statistics/complete\\_data/country/serbia/year/0/z/0/?itemM=&itemT=0&yearCountry=&idCountry=&druck=1](http://www.egmus.eu/nc/en/statistics/complete_data/country/serbia/year/0/z/0/?itemM=&itemT=0&yearCountry=&idCountry=&druck=1), accessed 17 January 2019.

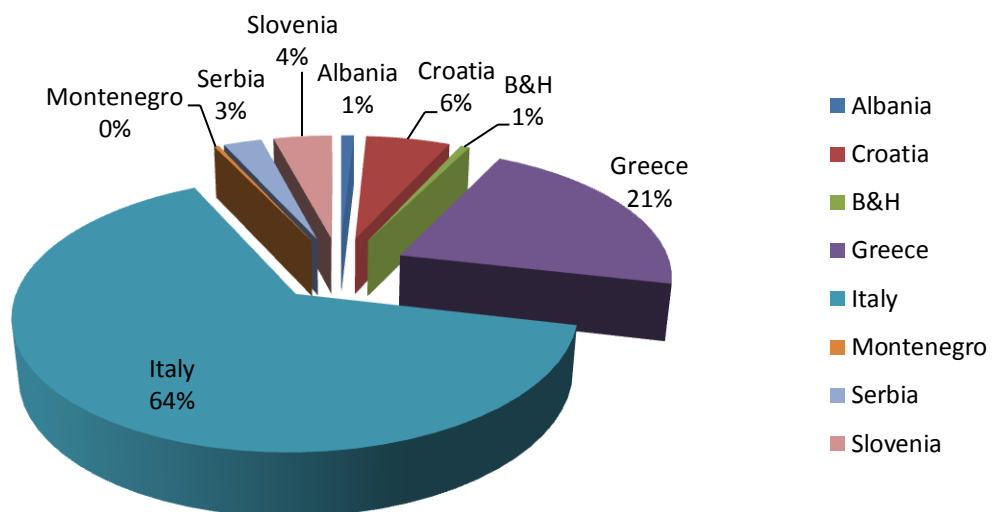
36. Statistical Office of Slovenia: see [www.stat.si/StatWeb/en/News/Index/7583](http://www.stat.si/StatWeb/en/News/Index/7583), accessed 17 January 2019.

**Figure 2: Visitors to museums and sites**



However not all of the countries have equally recognised the attractive power of their heritage. We can easily conclude that if we look at the proportion of visitors attracted by each of the participating countries within the Adriatic and Ionian Region.

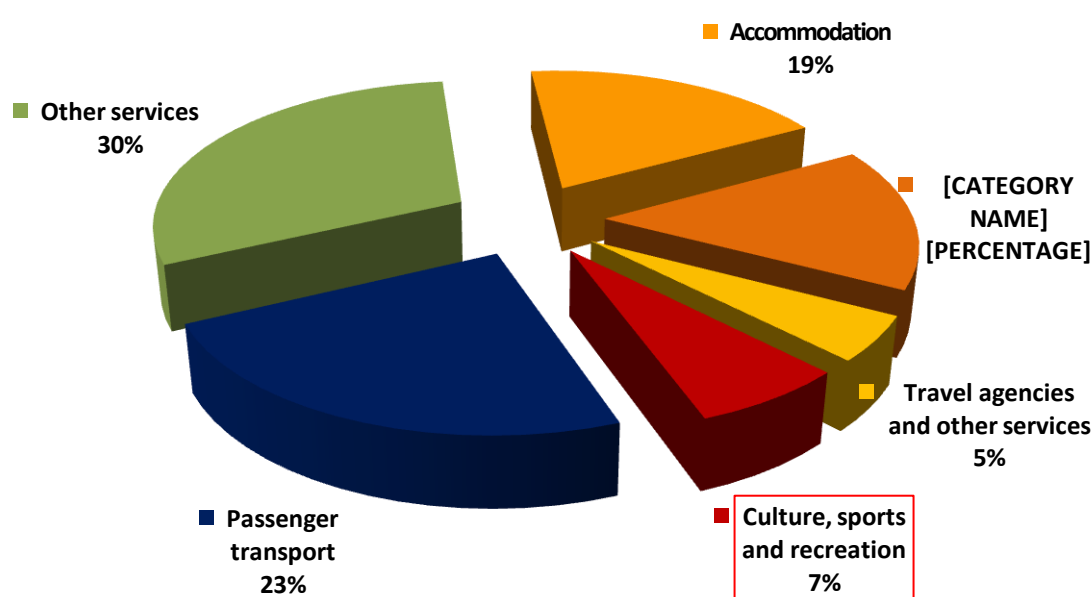
**Figure 3: Visitors to each country, as a proportion of all visitors to the AIR**



Yet some countries have rather high numbers of visitors to sites and museums. Theoretically speaking, in Italy (the whole country) and Slovenia almost every visitor at least once visits a museum or an archaeological site; in Greece and Bosnia & Herzegovina it is every second visitor, in Croatia every third one, and in Albania and Montenegro every sixth one. Only in Serbia does every visitor make more than one visit, namely 1.4 visits to museums and sites.

Tourism consumption is very important for the Adriatic and Ionian Region, and equally consumption of culture as part of that. The important role which culture plays in tourism can be seen from the OECD research results shown in Figure 4.<sup>37</sup>

**Figure 4: OECD 2016 Tourism consumption by product**



Although cultural richness and safety are common travel and tourism competitive advantages for the majority of European countries, not all countries are capitalising equally on the rich historical and architectural heritage that they offer to visitors. This we can see from Table 3, which shows the travel and tourism competitiveness index scores for cultural resources in the AIR countries.<sup>38</sup>

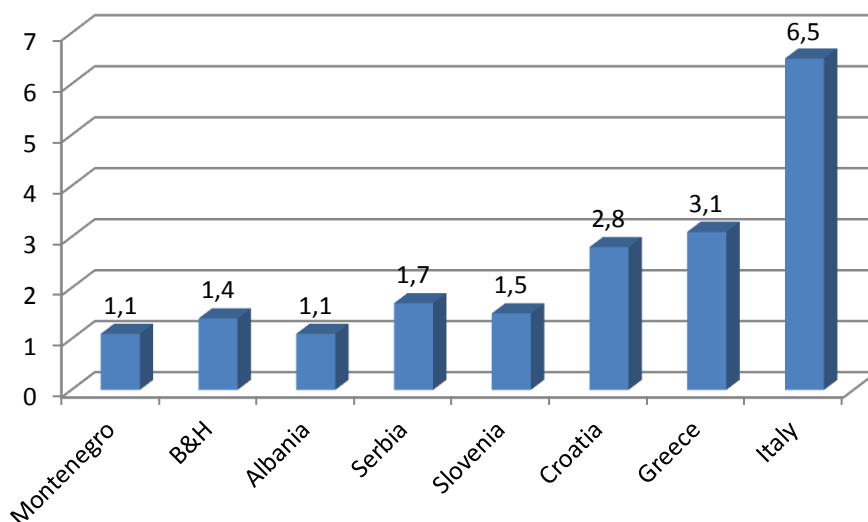
**Table 3: Travel and tourism competitiveness index, scores for cultural resources**

2017	Albania	Croatia	B&H	Greece	Italy	Montenegro	Serbia	Slovenia
Attractions index/score	1.1	2.8	1.4	3.1	6.5	1.1	1.7	1.5

37. OECD (2018), figures for selected OECD countries, 2016.

38. WEF Travel and Tourism Competitiveness Report (2017), available at <http://reports.weforum.org/travel-and-tourism-competitiveness-report-2017/europe-and-eurasia-results/>, accessed 3 February 2019.

**Figure 5: Travel and tourism competitiveness index, scores for cultural resources**



Italy is the EUSAIR country with the strongest overall competitiveness in travel and tourism performance, according to WEF TTCR research. "It sustains its 8th position globally despite its mixed performance. The country's travel and tourism competitiveness is driven by its exceptional cultural (5th) and natural resources (12th) and world-class tourism infrastructure (11th), which continue to attract international tourists".<sup>39</sup>

It needs to be said, however, that the cultural resources sub-index captures the principal "reasons to travel",<sup>40</sup> including the number of World Heritage cultural sites and intangible phenomena in the country. What is measured is actually not the quality of overall resources by country, their inner strength, beauty or value based on scientific research, but (besides the number of UNESCO protected resources) their visibility and promotion. Visibility is the key element to be obtained in the society of hyper-consumerism, spectacular entertainments and unlimited communications.

## 2. RELEVANCE FOR THE DIFFERENT AIR COUNTRIES

For several centuries the Roman Empire, as the most extensive political and social structure of its time in Western civilisation, intensively developed the Adriatic and Ionian Region. Lewis Mumford said "Rome itself was once upon a time 'the greatest show on earth'"<sup>41</sup> and as such it left behind significant architectural and urban heritage.

39. Ibid.

40. WEF (2017), p. 8, available at [www3.weforum.org/docs/WEF\\_TTCR\\_2017\\_web\\_0401.pdf](http://www3.weforum.org/docs/WEF_TTCR_2017_web_0401.pdf), accessed 25 January 2019.

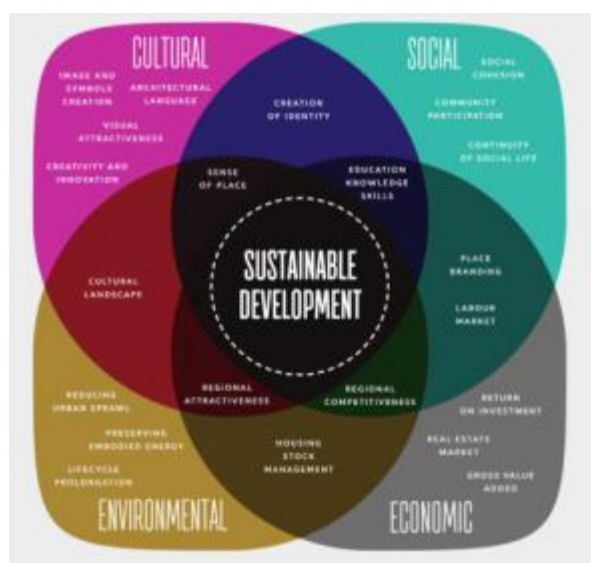
41. "Rome from megalopolis into necropolis", extract from Chapter 8 of Mumford (1961); see [www.panarchy.org/mumford/rome.html](http://www.panarchy.org/mumford/rome.html).

## The sites

Ancient Roman heritage sites play an important role in the Adriatic and Ionian Region because of their significance in historical events, their specific setting or their architectural design, quality and beauty, inspiring for centuries generations of artists, urbanists, architects and others.

Specific sites in this study have been proposed by the relevant national institutions and experts in each country.<sup>42</sup> Most of the destinations presented are in less-developed regions, although successful tourist cities are not ignored completely. Some of the destinations are already part of Roman Emperors route, but their significance is so powerful that they could not have been excluded.

**Figure 6: Sustainable development.**



These sites, presenting potential destinations of the future Roman Heritage Cultural Route, come from various periods, from early (2nd century BC) to late Roman Antiquity, and the first period of the Christianisation of the Roman Empire (4th and 5th centuries AD). The intention behind this Cultural Route is to form a network of the most important achievements of ancient Roman heritage through all of its development phases that are present in the AIR.

The proposed sites very often have additional quality from their particular situation, some immersed in their natural surroundings some off the beaten track (e.g., Butrint, Naron), some not yet fully discovered, and some being part of micro urban centres that are already known 'honey pots' (e.g., Arena Pula, Aquileia, Apollonia) directing visitors towards these unknown, virgin destinations. They all have a strong sustainable dimension, sustaining the smaller, underdeveloped communities in which they exist and sustaining their cultural and environmental value with basic economic support for the both the community and the destination. The impacts that we recognise are those as presented in the study Cultural Heritage Counts for Europe.<sup>43</sup>

Since the existing cultural routes covered the imperial and military aspects of life in the empire, the new goal was to turn towards the everyday aspects of Roman life in the Adriatic and Ionian Region

42. With thanks for the assistance and data from EUSAIR TSG4 members.

43. Cultural Heritage Counts for Europe: The CHCfE report (2015), Kraków, available at [http://blogs.enactc.org/culturalheritagecountsforeurope/wp-content/uploads/2015/06/CHCfE\\_FULL-REPORT\\_v2.pdf](http://blogs.enactc.org/culturalheritagecountsforeurope/wp-content/uploads/2015/06/CHCfE_FULL-REPORT_v2.pdf).

through the imperial centuries. This was the opportunity to capture all key aspects of the old Roman society, from communications (roads, aqueducts, bridges) to its highly social character (urbanisation, forums, emporiums, basilicas), including architectural marvels and cultural venues (amphitheatres, theatres, urban villas and palaces, mosaics, frescoes, heating systems, triumphal arches), facilities for health and activity (thermae, stadiums) or spirituality (temples) and protective structures, such as fortifications and walls. All these were built not only for the imperial elite, but also for common citizens, veterans, traders and others. This is why the proposed sites include structures from every aspect of Roman life (see Table 4).

**Table 4: Structures of everyday Roman life**

	The home	Society	Health	Spirit	Architecture	Connectivity
	domus	forum	stadiums	temples	amphitheatres	roads
	villa	emporium	thermae	libraries	aqueducts	bridges
	frescoes	basilicas	gymnasiums	nymphaei	heating	fortifications
	mosaics	theatres			urbanism	etc.

What do we know Rome for? Mostly for its military power, wars and emperors, but the empire also brought new communication, commercialisation and even leisure. Rome was a transmitter of information. The holistic approach was inherited from the Greeks. Ancient knowledge of conquered territories was adopted, digested, enriched and transferred. People migrated, but information and new knowledge began travelling too. Copying, recombining and learning from each other were the keys to new intelligence.<sup>44</sup> The exchange of ideas led to prosperity and strong cultural evolution.

## Roman cities

Ancient Roman cities had a strong organisation and structure. Adopting the Greek holistic approach to human needs, they developed architectural patterns that took into account all the specific functions of a city – commerce, culture, health, activity and spiritual needs – and added a highly social quality.

“The regular chequerboard layout within the rectangular boundary, the arcaded walks, the forum, the theatre, the arena, the bath, the public lavatories were standard equipment ... Similar forms were repeated from one end of the empire to the other”.<sup>45</sup> Roman cities captured people, started intensive communication, trade and travel, and thus generated new ideas, ingenuity, so that cities became engines of invention. To quote Pliny the elder: “Each city was a whole universe in itself, satisfying completely the needs of its citizens”.

Away from hectic Rome, peripheral micro urban centres were developing too.<sup>46</sup> The landscape in which this was happening was often wild and challenging. The settlements of what is nowadays the AIR were founded next to towns in some cases, but also in forests, on islands, next to thermal springs or on the banks of rivers, knitting together the road networks, the connections, for all. The landscape

44. Chudek, Muthukrishna and Henrich (2015).

45. Mumford (1961).

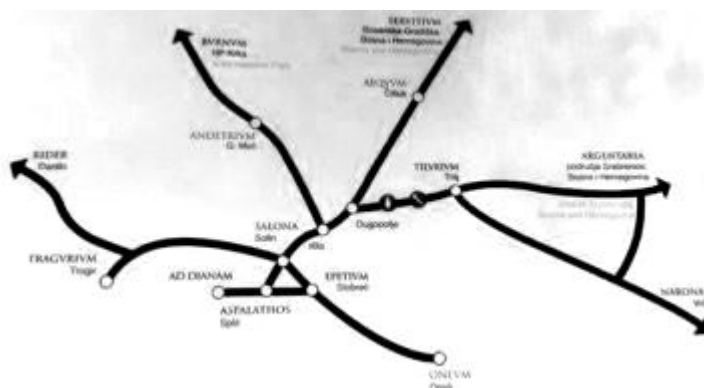
46. Ibid.



was opening up, not only for military veterans, but even more for traders, architects, artists, miners, craftsmen, travellers and emperors. Sociability was at the heart of the ancient Roman civilisation.

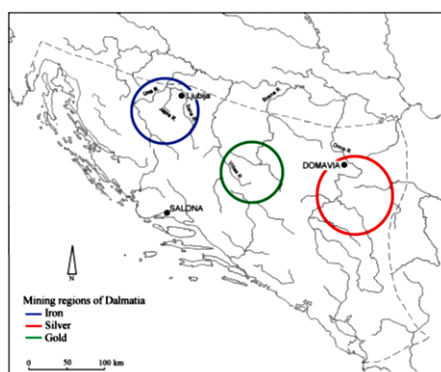
## Roman roads

Figure 7



Romans are renowned for making the most of natural topography; thus most of their roads were laid along valleys, ravines and rivers. South Pannonia in the territory of present-day Croatia is an example of such a construction approach. The main roads ran along the rivers Sava and Drava and another main road (the Limes Road) ran along the Danube, connecting border fortifications. Towns were founded along the main roads, and stopping places (*mansiones*) and way stations for changing horses or carriages (*mutationes*) were built at regular intervals.

Figure 8: Major metal mining regions of Dalmatia



Source: K. Glicksman, 2009.

The building of the road along the Sava, started in Augustus' time, was then continued by Tiberius and finally finished by the time of the Flavians. The *Tabula Peutingeriana* contains very useful data on the part of the Roman road route Aquileia–Emona–Siscia–Sirmium in the territory of the present-day Croatia. Although the data in that source are not always reliable and are very schematic, it provides a very good basis for orientation.<sup>47</sup>

47. Kušan Špalj (2016).

One of the amazing facts is that from Salona, at the time of Emperor Tiberius, a Roman governor, Publius Cornelius **Dolabella** (AD 14-20), built about 550 Roman miles of roads that connected Salona with the most distant parts of the empire.<sup>48</sup>

It is not only that roads were built, but mining was developed too, with an obvious purpose: they constantly required precious metals for the minting of coins and iron for the supply of the army.<sup>49</sup>

*Not only did the interior regions of Dalmatia possess an abundance of gold, silver and iron, but the province, while itself stable and peaceful, was also conveniently situated near the Danube frontier.”<sup>49</sup>*

Although all eight EUSAIR countries were actively part of the Roman Empire, and Roman heritage is an important part of their culture today, the Roman remains are not entirely evenly distributed. Equally today the distribution of economic power and the power of tourism, of attractiveness and infrastructure, is not even.

## ALBANIA<sup>50</sup>

The area of present-day Albania played a strategic role in the ancient times. It was a meeting point of the Illyrian, Greek and Roman civilisations.

Its geographical importance can be recognised when we realise that in the seas close to what is now the Albanian coast two famous wars took place, one between Caesar and Pompey and the other between Octavian, and Antony and Cleopatra. The results of those wars had a great influence on the further course of European history.<sup>51</sup>

Great archaeological richness that was hidden is now revealed, not only in the already developed archaeological sites of Durrës, Apollonia and Butrint, but also in Selca, Pogradec, Devoll, Phenicia, Byllis and Shkodr.

Heritage sites related to the Roman imperial period are distributed through all Albania, but mainly located close to the Adriatic and Ionian seas.

It is important to say that, as of 2018, there are three sites in Albania inscribed on the UNESCO list and a further five sites on the tentative list.<sup>52</sup> The first site in Albania to be put on the list was the ancient city of Butrint, which was added by UNESCO in 1992.

In the year 2017 Albania recorded in total 663 022 visitors to museums, archaeological sites and castles. Out of that number, 260 888 were visits to archaeological parks and 200 000 were visitors to museums. Statistical data on the number of visitors are available at [www.instat.gov.al](http://www.instat.gov.al).

Albanian archaeological sites are managed by the Ministry of Culture and the Regional Directorates of National Culture.

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48. Roman Roads of Dalmatia: [www.dugirat.com/turizam/37-turizam/22280-obnovljenim-rimskim-stazama-turisti-ce-upoznavati-bremenitu-povijest-dalmacije](http://www.dugirat.com/turizam/37-turizam/22280-obnovljenim-rimskim-stazama-turisti-ce-upoznavati-bremenitu-povijest-dalmacije), accessed 9 September 2018.

49. Glicksman (2018).

50. Data provided by Arta Dollani, Director of Instituti i Monumenteve te Kultures, Albania.

51. UNESCO World Heritage Centre. See <http://whc.unesco.org/en/list/570>, accessed 8 September 2018.

52. UNESCO Tentative List Albania. See <http://whc.unesco.org/en/tentativelists/state=al>, accessed 9 January 2019.

## Pojan, Archaeological Park Apollonia – The city of philosophy

**Relevance for the Adriatic and Ionian Region:** Apollonia was founded in 588 BC by Greek colonists from Corfu and Corinth on a site where native Illyrian tribes, the Taulantii, lived. It was perhaps the most important of the several classical towns known as Apollonia. The city began to decline in the 3rd century AD when its harbour started silting up as a result of an earthquake. It was abandoned by the end of Late Antiquity.

Apollonia Archaeological Park, the largest in Albania, is located at Pojan village, only 12 km west of the city of Fier. The archaeological site covers an area of 120 ha within its walls and over 680 ha as archaeological "B" area of the Apollonia Archaeological Park.

*Storytelling: In 2005, Apollonia Archaeological Park was inscribed on the UNESCO Tentative List.*

Apollonia is considered as one of the largest ancient cities in Albania, as well as among the 24 Apollonias in the whole ancient Mediterranean coast.

The most interesting monuments are the Bouleterion (city council), library, triumphal arch, temple of Artemis, Odeon, theatre, Nymphaeum, villa with Impluvium, Gymnasium, Athena's House and the two-storey 77m long Stoa.

### Good practice

Taking into account **unique stories:** Apollonia flourished in the Roman period and was home to a renowned school of philosophy.

**Octavian** (before becoming Rome's emperor) studied in this city, while the Apollonian School of Arts was well known throughout the Mediterranean. After Octavian become emperor, he gave to the town the privilege of being "civitas libera et immunis" (a free and immune city).

*Storytelling: The famous Roman orator Cicero, astonished by the beauty of the city, called it, in his Philippicae, Magna Urbs et Gravis – "a great and important city".*

Near to the site is the Archaeological Park of Bylis as a supporting attraction. This site is part of the Via Egnatia route.

**Recommendation: visibility, route destination design. Accessibility.**

**VISIBILITY** presents one of the key issues for the archaeological sites that are beyond the main tourism flows. Co-operation through a cultural route provides new visibility and stresses the quality of the diversified heritage of Europe. This is why the design of a cultural route might be an open opportunity for gathering together thematically connected sites, on a national and international level, for better visibility and product development aimed at niche markets.

**ROUTE DESTINATION DESIGN** is one of the first steps in this process. A cultural route presents a multi-level destination with specific needs. Setting a **networking diagram**, with the inventory of possible stakeholders and partners, is the first step. Regulating the partnership and defining the lead partner form the next stage.

Further steps would be setting and regulating common high standards (image, identity, quality, safety). Finally the matter of services is equally important, so provision of the necessary infrastructure (accessibility roads, hospitality, visitor centres) would be another of the key elements to be initiated.

**Managing authority of the Roman heritage site:** Administration and Co-ordination Office of the Archaeological Park of Apollonia.

**The site interpretation is supported by a** visitor centre, interpretative centre, billboards, displays and signs, guide, leaflets and brochures and video material, events, and guiding.

**Museum:** Archaeological Museum situated in Saint Mary's Monastery.

**Tourism infrastructure supporting the site:** two restaurants, parking; the site is part of local, national and international tourist packages.

## Butrint, Buthrotum – a unique UNESCO and Ramsar site

**Relevance:** Butrint, located in the south of Albania, approximately 20 km from the city of Saranda, has a special atmosphere created by a combination of archaeology, monuments and natural wetlands in a Mediterranean climate. With its hinterland, it constitutes an exceptional cultural landscape, which has developed organically over many centuries.

Prehistoric sites have been identified within the nucleus of Butrint, the small hill surrounded by the waters of Lake Butrint and Vivari Channel, as well as in its wider territory. From 800 BC until the arrival of the Romans, Butrint was influenced by Greek culture, bearing elements of a *polis* and being settled by Chaonian tribes. In 44 BC Butrint became a Roman colony and expanded considerably.

A new forum, an aqueduct and some public baths were constructed for the new inhabitants of the colony. The empire's interest was renewed during Nero's rule. Afterwards, Butrint experienced significant changes, particularly around AD 260, when the city centre and peripheries were abandoned. By the end of the fifth century a new fortification wall had been built to fend off raids by the Goths and Vandals. Several other monuments were built during this Late Antiquity period.

The ancient city of Butrint was first proclaimed a cultural monument in 1948. Due to its importance for the preservation of archaeological and historical heritage, Butrint was designated in 1992 as a UNESCO World Heritage Site.<sup>53</sup>



***Good practice: Management model – commitment to cultural resources, conservation and protection of environmental setting***

**Managing authority of the Roman heritage site:** Administration and Co-ordination Office of Butrint.

**Management of the site:** Butrint Archaeological Park was established by the Government of Albania under the Law for the Protection of Cultural Property in 1999, and covered an area of 25 sq. km.<sup>54</sup> Financing is secured through The Butrint Foundation, established in 1993 by Lord Rothschild and Lord Sainsbury, aiming at protection of the Butrint archaeological site and its surroundings.<sup>55</sup>

***Good practice: Interpretation model***

**The site interpretation is very elaborate** and supported by the visitor centre, interpretative centre, billboards, displays and signs, a guidebook, leaflets, brochures, **video** material, events and on-site guiding. There is also a 3D reconstruction of Butrint.<sup>56</sup>

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53. Bego and Malltezi (2010).

54. Ibid.

55. See <https://rothschildfoundation.org.uk/what-we-do/major-initiatives/butrint-foundation/>, accessed 11 January 2019.

56. Butrint 3D reconstruction: see <http://butrinti2000.com/places/>, accessed 3 February 2019.

*Interpretation: In 228 bc Buthrotum became a Roman protectorate alongside Corfu. In the next century, it became part of the province of Macedonia. In 48 bc, Caesar designated Buthrotum as a colony to reward soldiers who had fought for him against Pompey. Local landowner Titus Pomponius Atticus objected, in a letter to his correspondent Cicero, who lobbied against the plan in the Senate. As a result, only small numbers of colonists were settled. In 31 bc, Emperor Augustus, fresh from his victory over Mark Antony and Cleopatra at the battle of Actium, renewed the plan to make Buthrotum a veterans' colony. New residents expanded the city and new construction included an aqueduct, a Roman bath, houses, a forum complex and a nymphaeum. During that era the size of the town was doubled. <sup>[13]</sup>*

**Tourism infrastructure supporting the site:** souvenir shop, restaurant, bar, parking; the site is part of local, national and international tourist packages.

Despite the historical turbulence, the site became a major port in the province of Old Epirus in the Late Antique era. This period left behind the grand Triconch Palace, the house of a famous local resident built around AD 425.

Butrint is part of the Dinarides Network parks.<sup>57</sup> According to chair of the Butrint National Park, Gjergji Mano, in 2016, three years "in a row, Butrint has reached an amount of incomes over 600 000 euros. We had a budget of 1 million euros, which was used for several projects that we wanted to add to our service for visitors".<sup>58</sup>

Durrës, Dyrrachium – Amphitheatre<sup>59</sup>**Relevance:** Durrës is one of the oldest cities in Albania. The city was founded as Epidamnos in the ancient region of Illyria in 627 bc by ancient Greek colonists from Corinth and Corcyra, modern-day Corfu. The Romans replaced the rule of Teuta with that of Demetrius of Pharos, a Roman general.

After the Illyrian Wars with the Roman Republic ended in a decisive defeat for the Illyrians in 229 bc, the city passed to Roman rule, under which it was developed as a major military and naval base. The Romans renamed it Dyrrachium. **Julius Caesar's** rival **Pompey** made a stand there in 48 bc before fleeing south to Greece. Under Roman rule, Dyrrachium prospered; it became the western end of the Via Egnatia, the great Roman road that led to Thessalonica and on to Constantinople. Another lesser road led south to the city of Buthrotum, the modern Butrint. The Roman emperor **Caesar Augustus** made the city a colony for veterans of his legions following the Battle of Actium, proclaiming it a *civitas libera* (free town).

*Storytelling: For Catullus, the city was Durrachium Hadriae tabernam, "the taberna of the Adriatic", one of the stopping places for a Roman travelling up the Adriatic, as Catullus had done himself in the sailing season of 56 bc.*

*Civitas  
Libera*

In the 4th century AD, Dyrrachium was made the capital of the Roman province of Epirus Nova. It was the birthplace of the Emperor **Anastasius I** about AD 430. Sometime later that century, Dyrrachium was struck by a powerful earthquake which destroyed the city's defences. Anastasius I rebuilt and strengthened the city walls, thus creating the strongest fortifications in the western Balkans. The 12-metre-high (39-foot) walls were so thick that, according to the Byzantine historian Anna Komnene,

57. Butrint Dinarides Parks: see [https://parksdinarides.org/en/park/national\\_park\\_butrinti/](https://parksdinarides.org/en/park/national_park_butrinti/).

58. See <https://invest-in-albania.org/increased-number-of-visitors-to-butrint-raises-new-challenges/>.

59. Data provided by Arta Dollani, Director of Instituti i Monumenteve te Kulture, Albania.

four horsemen could ride abreast on them. Significant portions of the ancient city defences still remain, although they have been much reduced over the centuries.

The Amphitheatre of Durrës (Dyrrachium) is one of the largest in the Balkans. It is remarkable for its functional architecture and its construction, and is the only one of its kind discovered in Albania. Dating back to the 2nd century AD, the monument was only discovered in the 1960s and it is still partially buried today. The construction began under the Emperor **Trajan** in the 2nd century AD and it was destroyed twice by earthquakes, in the 6th and 10th centuries.

The size and building technique of this amphitheatre testify the prosperity of the ancient city of Durrës during the first centuries AD. "The amphitheatre has an elliptical shape, with the longest axis of 136 metres (446 ft), and it was 20 metres (66 ft) high. It had a capacity of up to 20 000 spectators. After the 4th century AD, the amphitheatre ceased to serve its purpose and was gradually abandoned. Systematic excavations on the site started in 1966".<sup>60</sup> The monument was later the site of an early Christian chapel, beautifully decorated with mosaics and frescoes, and a 13th-century chapel.

Total number of all tourists in Durrës in 2018 was 163 575.<sup>61</sup>

Christianity



**Managing authority of Roman heritage site:** Regional Directorate of National Culture, Durrës.

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60. See [https://en.wikipedia.org/wiki/List\\_of\\_World\\_Heritage\\_sites\\_in\\_Albania#cite\\_note-12](https://en.wikipedia.org/wiki/List_of_World_Heritage_sites_in_Albania#cite_note-12), accessed 16 April 2019.

61. INSTAT Albania: [www.instat.gov.al/media/4609/tourism-in-figures-2018.pdf](http://www.instat.gov.al/media/4609/tourism-in-figures-2018.pdf), accessed 17 January 2019.

**Museum:** Situated nearby the Archaeological Museum of Durrës, it is nowadays one of the most visited cultural attractions in Albania.

**The site interpretation** is supported by the visitor centre, interpretative centre, billboards, displays and signs, guides, leaflets, brochures and video material, events and guiding.

**Tourism infrastructure supporting the site:** souvenir shop, hotels, restaurant, bar, parking; the site is part of local, national and international tourist packages.

### ***Recommendation: key principles – excavations, preservation, revitalisation***

An excellent and unique site. Recommendation goes towards integrated **multidisciplinary approach** to further research, protection and presentation within the cultural route.

Defining key principles and standards would raise the profile of the site:

- Commitment to further resources research, excavations, preservation, presentation and revitalisation with an eye to the entire area
- Encouraging sustainability through tourism, addressing targeted responsible audiences, cultural tourism products development (as a cultural route orientation)
- Addressing environmental issues and integrated management of the site
- Development of co-operation, knowledge exchange through networking
- Stimulating better visibility through network

## **Oikum, Orikos<sup>62</sup> – the Ancient City of Orikos, Archaeological Park of Orik**

**Relevance:** Orikos is an ancient city at the south end of the Bay of Vlora. It had military importance under Roman rule, serving as a base during Rome's wars with the Illyrians and with Macedonia (which occupied it for a time). It was the first city taken by **Julius Caesar** during his invasion of Epirus, and he provides a vivid description of its surrender in Book 3 of his *De Bello Civili*.

*A harbor*

The city was situated in a favourable geographical position where the Adriatic and Ionian Seas meet. Its proximity to Italy and Greece made Orikum an important harbour on the Adriatic coast. Eventually it achieved the status of a *polis*, and from around 230 to 168 BC it issued its own coins.

*Storytelling: According to Pseudo-Scymnus, the city was settled by the lost Euboeans, who were blown off course by strong winds on their return voyage from the battle of Troy.*

After the decline of Rome, the Ottomans renamed Orikum as Pashaliman, "the Pasha's harbour", and the lagoon still bears this name, as does the nearby Albanian navy base.

The excavation works led by a Swiss-Albanian team have so far revealed a layer of ruins of a city which dates from 6th or 7th century BC. Presently, the ruins are preserved within the archaeological park, which was proclaimed as such in 2005.

62. Data provided by Arta Dollani, Director of Instituti i Monumenteve të Kulturës, Albania.



**Managing authority of the Roman heritage site:** Regional Directorate of National Culture, Vlora.

**The site interpretation is supported by** visitor centre, interpretative centre, billboards, displays and signs, guides, leaflets, brochures and publications, events, educational programmes and guiding.

**Tourism infrastructure supporting the site:** hotels, restaurants, bars, parking; the site is part of various tourist packages.

## Supporting destinations

### *Selce e Poshtme*

The Albanian Ministry of Culture is engaged in promoting less-known archaeological sites, including the many cities that were developed in the area during Illyrian times. Among them was the capital of the Illyrian Kingdom, Pelion, situated most probably in what is nowadays the village of Selce e Poshtme in the Mokra region. The construction of the Via Egnatia, bypassing the city, led to its decline.

During the 4th century AD Selca was refortified with stone walls, it being a military centre, and its houses were constructed from reused Roman and Illyrian masonry. Two active building phases belonged to the time of Valentinian I (364-375) and to the time of Justinian I (518-565)

### *Pogradec*

Pogradec is a city situated in central Albania, on the shores of the Ohrid lake. During the Roman period, the Via Egnatia connected the Adriatic port Dyrrachium (today's Durrës) to Byzantium, passing along the shores of the Ohrid Lake, and this area had an important role connecting the Adriatic coast and the inner Balkan lands.

**Golik Village bridge** in the Municipality of Pogradec, **Gradishte Castle** and the tombs of lower Selce in the Municipality of Maliq and Municipality of Pogradec are all part of the Via Egnatia road and equally part of the IPA CBC 2014-2020 project co-operation.

These developing archaeological sites present a serious attempt of Albania to focus on new or less-known destinations in line with their sustainability.

### ***Recommendation: clustering, stakeholders' engagement***

This recommendation aims at an integrated networking approach, clustering less-known sites that are related to neighbouring larger sites. This approach requires:

- Identification of all stakeholders
- Preparation of networking diagram of stakeholders
- Preparation of influence map of stakeholders
- Identification of common goals and benefits
- Understanding diverse expectations and integrated management

## BOSNIA AND HERZEGOVINA<sup>63</sup>

From the conquered regions of the western part of the Balkan Peninsula and parts of the Pannonian Basin, the Romans formed two provinces, Dalmatia and Pannonia.

The Romans finally put these regions under their control after the Batonian War (AD 6 to 9). They started raising military camps and building structures of economic significance. By settling permanent military garrisons, they began the process of Romanisation and urbanisation of the province.

The Roads

Through the area, one of the main routes went from the Adriatic Sea to the Sava River and Pannonia, connecting the Salona (Solin near Split) and Servitium (Gradiska), where it connected to the main road from Siscia (Sisak) to Sirmium (Sremska Mitrovica).

Alongside this main route, a cell system was developed and a large number of military camps were established, including Castra (Banja Luka), Ad Ladios (Trn) and Ad Fines (Mahovljani). This road went through the valley of Vrbas from Banja Luka to Sava and passed through today's settlements of Trn, Glamocani and Laktaši.

The West Herzegovina Canton belonged to the hinterland of the province of Dalmatia in Roman times, situated between East and West. To better control the area, the Romans mostly used prehistoric buildings at the tops of hills for their fortification system. The main line of communication to this area was along the Neretva river, which was used by the Illyrians, Greeks and Romans. Being close to two main centres of the province of Dalmatia, Salona and Narona, was very important for development of this area.

Construction of the road network enabled the import of building material. With the import of materials, craftsmen arrived as well and raised buildings in the manner of standardised Roman architecture.

Ancient Roman culture had an urban character. This was new for most of the Illyrian space. An example of **systematic urbanisation** is the forum in Delminium. In the forums, apart from the administrative buildings, there were also the temples of the state cult. Public architecture in the hinterland of the Roman province of Dalmatia was modestly equipped. Private houses were decorated with mosaics and wall paintings. Cities initially had an open character. Art monuments were very rare and were often imported.<sup>64</sup>

Urbanisation

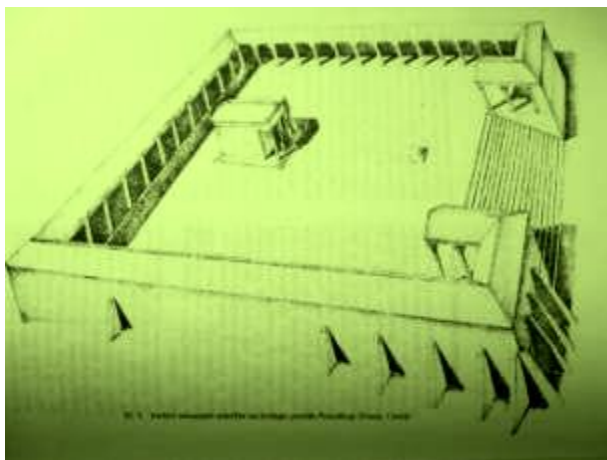
The Romans left many traces of cultural sites, for future generations and scientific research to explore. It is significant that West Herzegovina Canton boasts about **500 archaeological sites**.

In the area of Herzegovina there are many sites with traces of Roman existence, from Mogorjelo, Villa Višići, near Čapljina, and many other sites, but the sites chosen from west Herzegovina are: the military camp Gračine, the Gorica complex (a site with traces of life from prehistory, Roman times, early medieval to late medieval times) and Posuški Gradac, a place with ruins of a Roman temple and a Late Antique basilica of the 5th or 6th century AD. All of these sites have been excavated, but it will also be necessary to revisit excavations with modern technology, especially the site in Posuški Gradac, which is completely in ruins.

63. Data and contributions for all Bosnia and Herzegovina provided by: Snježana Marić, Jelena Gavrilović, Farida Cikotić, Inja Bubalo-Hadžialić, Biljana Čamur, Aleksandra Sorajić, Maja Soldo.

64. D. Sergejevski: *Kulturna povijest Bosne i Hercegovine*, Doba rimske vladavine, Sarajevo 1955, pp. 55-111.

## Posuški Gradac, Posušje: the Roman temple



Since the middle of the 19th century, the site has been used as a source of building material, so many parts of the building have been significantly damaged or have been reused.

**Relevance:** The sanctuary of the Roman temple was, according to the inscription, dedicated to **Marcus Aurelius, Faustina the younger** and their ruling son **Comodus**, and erected in AD 183. It covers a rectangular space of 75m x 61m. The 3m thick wall was reinforced with massive supports in prominent places on the outer and inner sides. In the free plain space, closer to the stairs, there was an ara or a statue, and behind it one or more temples. Along the wall around the sanctuary there was a porch. The oldest of buildings would be those erected by M. E. Lepida, a man who for his own merit and knowledge of the situation in Illyria, deserved the title of praetor, and thus gained the right to raise his own monument. Currently this site is in ruins, so the first task would be to revisit the excavations of more than 100 years. After adequate conservation it would be a potential tourist destination.

### ***Recommendation: excavations, preservation, revitalisation***

An unknown and unique site. The recommendation is for further research and presentation within the cultural route.

Defining these key sustainability principles and standards would raise the profile of the site:

- Commitment to further resources in research, excavation, preservation, presentation and revitalisation with an eye to the entire area
- Addressing environmental issues and integrated management of the site
- Development of co-operation, with knowledge exchange through networking
- Encouraging sustainability through tourism, stimulating visibility through the network

The site itself presents **evidence of the oldest traces** of Romans in this area and thus is a potential tourist destination supported by the nearby prehistoric site of Gradine, the Late Antique basilica of the 5th/6th centuries AD and the late medieval necropolis of stećci (carved tombstones). Being situated

near the natural heritage sites Blinje Nature Park, Brina canyon and Tribistovo lake, it has great potential.

**Managing authority of the heritage site:** the Franciscan parish office in Posuški Gradac.

**Number of visitors** has doubled, from the year 2015 to 2017, from 500 to 1050.

**The site interpretation is supported** by billboards, signs, brochures, video.

**Museum:** some artefacts from the site are exhibited in a small Franciscan museum in Posušje municipality, but most findings from this municipality can be seen in Zemaljski Muzej, Sarajevo.<sup>65</sup>

**Tourism infrastructure supporting the site:** several motels, bars, restaurants in the vicinity.

## Gračine Bigeste – Roman military camp

The Gračine site of the Roman military camp Bigeste<sup>66</sup> is situated in the Municipality of Ljubuški.

The ancient history of the area around today's city Ljubuški was marked by wars between the Illyrians and Romans, until the latter finally won at the beginning of the first century AD. Many material remains and ruins testify to Roman rule in the vicinity of Ljubuški, especially the large number of tombstones and architectural buildings.

For six centuries, Roman soldiers stayed in the military complex, which is now called Bigeste, at the site of Gračine. This property, near the Franciscan friary in Humac, can boast remnants of saunas, baths, ceramics, jewellery, coins, tools and weapons. The sauna and bath were heated by an underground heating system, and there was a similar facility for the soldiers, near the military camp. A village called Pagus Scunasticus is another known Roman site, located between Mostarska Vrata and Pregrade.<sup>67</sup>

*Everyday  
life of the  
soldiers*

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65. Basler (1990).

66. See <http://bratovstina.com/franjevaka-arheoloka-zbirka-u-gorici/>.

67. "Meet Herzegovina" visitors site: [www.meet-hercegovina.com/ljubuski/natural-cultural-heritage/gracine-roman-excavations.html](http://www.meet-hercegovina.com/ljubuski/natural-cultural-heritage/gracine-roman-excavations.html), accessed 12 January 2019.



When the Romans in the year AD 9 broke the resistance of the militant Illyrians, Delmatae and Pannonians, they began building roads, bridges and forts. One of the small military camps, which could accommodate a cohort of four hundred soldiers and a hundred horsemen, was situated in the area of Ljubuški. It is assumed that the camp was located at the site of Gračine in Humac. According to numismatic, metal and ceramic finds it was built in the 1st century AD, probably during the reign of **Tiberius**, when the Salona—Narona road was completed. Its role was primarily **strategic and defensive**, to protect the valley of the River Neretva and the area of the Narona colony from the intrusion of Illyrian peoples from the hinterland.

Protection

Only one part of the Roman complex has been examined, an area of 2350sq.m. Material for the construction of the walls came from the nearby quarries in Bijača, Hardomilje and Crveni Grm. In the central part of the complex were the baths, mainly used by the military and civilian elite. Near the camp there were a lot of accompanying craftsmen — **blacksmiths, hairdressers, shoemakers, stonemasons, gunsmiths** – and probably a military brothel. In the complex itself several fragments of tiles with stamps of military units have been found, so it is assumed that the legions and cohorts made roof tiles and bricks for construction in furnaces.

The baths

The craftsmen

This potential attraction is the oldest Roman military camp in Bosnia and Herzegovina. With almost 50 Roman grave monuments (the largest group in the country), Roman republic artefacts (military equipment, numismatic finds) and ceramics from Hispania, north and south Italy, the west coast of Asia and north Africa, this site has the potential for new archaeological excavations.

50 Roman graves

The Gračine site is situated in the municipality of Ljubuški, near the small local Franciscan museum (the oldest in Bosnia and Herzegovina, 1884), where finds from the most famous sites in Herzegovina, from prehistory to late medieval times, are exhibited. Among the supporting tourist attractions to Gračine are the oldest **archaeological museum** in the country, at Humac, the fortress of Herceg Stjepan (feudal ruler of the Hum district in Middle Ages) and the medieval necropolis of stećci (carved tombstones) in Bijača (UNESCO listed), together with the waterfalls of Kravica and Koćuša.

UNESCO nearby

**Managing authority of the Roman heritage site:** The site is managed by the public institution Parkovi L.L.C. Ljubuški.<sup>68</sup> At this moment the site is part of a project called "Soldiers, Veterans and Civilians in the Hinterland of a Roman Colony".

Normally closed to visitors, but can be opened by calling the Franciscan office that takes care of the site; free entrance. For visitors: [www.kravica.ba/hr/za-posjetitelje-2/sadrzaji/item/327-gracine.html](http://www.kravica.ba/hr/za-posjetitelje-2/sadrzaji/item/327-gracine.html).

**Number of visitors:** Since the location is still not properly validated for tourism, the numbers of visitors are not recorded.

**The site interpretation is supported by:** billboards, signs and guiding by curator archaeologists.

**Tourism infrastructure supporting the site:** hotel Bigeste and motel Zelić.

Nearby is Medjugorje, which has large accommodation capacity.

### ***Recommendation: awareness raising, forming partnerships***

How much do we know about Gračine? Who are the visitors today?

Awareness-raising campaign – engaging communities

- Giving an insight into co-operation possibilities through cultural routes as one of the cornerstones to better visibility and creation of cultural tourism products
- Raising awareness of the potential benefits and other impacts of tourism – knowledge exchange with other experienced partners on the route
- Forming partnerships on regional level – engaging businesses, institutions, local communities

## **Skelani. Roman municipium Malvesiatium – everyday military life**

**Relevance:** In Skelani, a small village on the left bank of the Drina river, administratively belonging to the municipality of Srebrenica, is the Roman municipium Malvesiatium, one of the most important archaeological sites in Bosnia and Herzegovina.

When in 2008 the remains of a Roman settlement were found in Skelani, with two fragments of mosaics from the Roman city hall, the archaeologists and architects involved in this research were delighted. The archaeological site at Skelani was soon designated as a national monument of Bosnia and Herzegovina.

Archaeological research revealed ornaments of the **Roman mosaics** from the 3rd and 2nd centuries AD. An administrative building of the 1st or 2nd century AD and **two early Christian basilicas** from the 4th century AD were excavated to a depth of 90 cm. The archaeological complex today covers some 280 908 m<sup>2</sup>.

This old Roman city was situated in an area rich with water and minerals, in what used to be the Roman province of Dalmatia.

Mosaics

Christianity

68. See [http://old.kons.gov.ba/main.php?id\\_struct=6&lang=1&action=view&id=1839](http://old.kons.gov.ba/main.php?id_struct=6&lang=1&action=view&id=1839), accessed 5 January 2018.

Three archaeological locations – Branko’s field, Anka’s yard and the Co-operative Centre – confirm with their finds that this was a big city, with palaces, richly decorated villas and other buildings. In this area a lot of inscriptions with the name of this city and its officials were found.

The most extensive research was conducted on the Co-operative Centre site, where a 900 m<sup>2</sup> Roman villa rustica with hypocaust (underfloor heating) has been recently discovered.<sup>69</sup>

The site today consists of: the Roman settlement, two early Christian basilicas and graves with crypts, with movable finds located in the museum. The museum preserves archaeological finds from everyday life, made of metal, glass and ceramics. The sites are well preserved, and projects for covering the mosaics are under way.

Christianity

**Supporting site:** The Romans built another settlement, the Malvesiatium municipium Flavium, upstream from Skelani near the Drina; it was named after the Flavian dynasty of the emperors, during whose reign the municipality was founded. Later on nearby the Romans also built the famous Domavia, which today is Srebrenica. Domavia was a very important centre of Roman mining in eastern Dalmatia and south-eastern Pannonia. It was a strong metalworking centre. “We know without doubt that the Romans extracted gold from the river basins of central Bosnia ... by far the most important region for the mining of both silver and lead is around Srebrenica”.<sup>70</sup> The richness of archaeological findings suggests that Domavia was also economically and culturally significant as a Roman settlement. It gained the status of *vicus* in the 1st and 2nd centuries.

Silver mining

**Managing authority of the Roman heritage site:** the Archaeological Museum Municipium Malvesiatium at Skelani.

**Number of visitors:** 1000 in 2017.

**The site interpretation is supported by:** visitor centre, signs, brochures, video and guidebooks, and guiding by curator archaeologists.

**Museum:** Movable finds in the National Museum of Bosnia and Herzegovina in Sarajevo and the Roman Municipium Archaeological Museum in Skelani, municipality of Srebrenica.

**Tourism infrastructure supporting the site:** a motel, hostel and guesthouses with about 100 beds, souvenir shop, restaurant, bar, playground and parking.

**Co-operation possibilities:** Any model of co-operation is possible.

### ***Recommendation: multidisciplinary management establishment***

Multidisciplinary levels of stakeholder engagement – management of the route, involving representatives of all destinations of the network in committees of three types:

- Scientific – thematic level, providing scientific background and sites assessment
- Technical – providing technical co-ordination and management of the site
- Structural and service level – providing business and infrastructure co-operation

69. See [www.municipiumskelani.net/](http://www.municipiumskelani.net/).

70. Glicksman (2018).



## Banja Luka, Castra – Fortress Kastel

**Relevance:** Having suppressed the resistance of the Balkan Illyrian tribes, after AD 9, the Romans successfully settled in these parts. They used the conquered regions to form the Illyricum province, which, from AD 10, they divided into two provinces: Pannonia and Dalmatia. The Kastel Fortress (Castra) was, most probably, built by Romans in the 2nd century. Castra was located on the borders of these two provinces but it belonged to Dalmatia. Over the course of time, a number of remains dating from the Roman period have been found.

*Between the borders*

The Kastel is a multi-layered archaeological site, which has exceptional cultural and historical significance, as a site where many different cultures meet and have fused. Therefore, this area is culturally relevant to the countries of the Adriatic and Ionian Region. Archaeological finds discovered on the territory of what is now the Kastel include Roman ceramics, money and architecture. A particularly important find is the antique altar dedicated to Jupiter, found in 1885 during construction of the bridge.

*Off the beaten track*

Fortress Kastel is the oldest historical monument in the city of Banja Luka. It is located in the centre of the city. The oldest traces of settlement on the territory of Banja Luka are the remnants of a Neolithic settlement, which were found on the site of the city fortress Kastel. In the past, the Kastel was a strong fortification and it protected the basin of the River Vrbas from the enemy. The fortress is surrounded by thick stone walls on all sides.

Based on data from historical sources and archaeological excavations, it was assumed that the Kastel was originally a Roman military camp (Castra). The Romans were exposed to frequent invasions of barbarian nations, and they had strong reasons to defend the road that passed through the basin of the River Vrbas. The first archaeological research was carried out from 1871 to 1874. The results of this were the discoveries of substructures characteristic of ancient construction work. Along with the ceramic fragments, the site featured glass, jewellery and Roman coins, dating from the 3rd and 4th centuries AD. In 1991 new fragments of ceramics and coins were discovered.

*Jewellery and coins*

This archaeological site and the city of Banja Luka are part of the cultural route for domestic tourists and welcome foreign tourists from all over the world, but they are not yet part of any EU cultural route.

**Managing authority of the Roman heritage site:** Cultural centre Banski dvor, Banja Luka.



**Number of visitors.** 1 000 in 2017.

**The site interpretation is supported by:** visitor centre, interpretative centre, signs, brochures and video material, digital applications, events and a website at <http://banskidvor.org/>.

**Museum:** Archaeological material from Kastel is located at the Museum of Republika Srpska in Banja Luka. Nearby are additional attractions: the National Theatre, Ethnographic Museum, etc.

**Tourism infrastructure supporting the site:** hotels, motels, bars, restaurants, souvenir shop, parking, the summer stage, a playground for children and a national restaurant are situated nearby.

**Co-operation:** any model of co-operation is welcome.

### ***Recommendation: profiling a destination***

Profiling a destination is much easier within a Cultural Route

- Identifying unique selling point, key features, compatibility models, historic characters
- Presentation – presentation standards, identity standards
- Interpretation – research and translation of scientific data into storytelling for written, oral, interactive, virtual ... interpretation
- Structuring tourist experience – focal points, itinerary models, thematic segments, hybrid content

Product development: stimulating and supporting product development, investment and business performance, co-operation, networking for visibility

## **Laktaši, Zidine – Balneum Roman Baths**

**Relevance:** The architectural remains of the building at the Zidine archaeological site, with the foundations of the former Roman public bath, **the Balneum**, are located in the centre of Laktaši, next to the facility of the Tourist Organisation of the Municipality of Laktaši. They originate from the period from the 1st to the 4th century AD.

The Balneum Roman baths were mostly used for military purposes, and later for the needs of citizens. Spas are regarded as fully Roman heritage, and in fact they had an important role in the lives of Romans. Bathing itself was a long and complex procedure that was done in a group, the price was minimal and the spas were available to everyone. Roman public baths were not only used to maintain physical hygiene, but they also had rooms in which visitors could practise activities and have fun. Roman baths consisted of several rooms: bathrooms with hot and cold water, hot air rooms, exercise rooms, massage rooms and rooms for conversation.

*Interpretation: Roman spas were heated by a sophisticated hypocaust system, in which heated air flowed through the hollow bricks of the wall (tubuli) and through the space below the floor, which lay on pillars, thus heating the pools and the rooms. The rooms were also heated by warm air circulating through special panels in the walls as well as through the cavities in the floors.*

*Health and  
spas*

*Social life*

The 1998 explorations confirmed the existence of the Roman spa. On that occasion, archaeologists discovered the remains of a Roman architectural complex with special arrangements for dining, as well as many ordinary and hypocaust bricks, pottery and glass. In 2008, the conservation of the exposed remains of the Roman public bath was initiated.

All archaeological objects found are now protected and stored in the museum.

The Spa Laktaši medicinal bath today is a homeotherma, with a temperature of up to 31 degrees Celsius. The chemical composition of the water is the reason why the Laktaši spa is one of the best in Europe, so it is not surprising that patients from all over the world seek a cure in Laktaši.

**Managing authority of the Roman heritage site:** The Roman baths are managed by the Laktaši Municipalities and the Public Institution Tourist Organisation of the Laktaši Municipality.

**Number of visitors:** 5 000 in 2017.

**The site interpretation is supported by:** tourist information centre, souvenir shop, signs, brochures, video material, spatial models and guiding by curator archaeologists.

**Museum:** Museum of Republika Srpska. A catalogue *Laktaši through the ages* has also been published, presenting the finds from the period between the 1st and 4th centuries.

**Tourism infrastructure supporting the site:** the Banja Laktaši spa, with 4-star hotel and hostel, motels, guesthouses, souvenir shop, restaurants, bar, playground, parking etc.

**Co-operation possibilities:** Any model of co-operation is possible.

### ***Recommendation: clustering, stakeholders' engagement scope***

The recommendation aims at an integrated networking approach, clustering less-known sites that are related to neighbouring larger sites.

Scope of stakeholders' engagement needs to be defined:

- Identification of the stakeholders' scope of influence and action
- Harmonising the balance of power among stakeholders
- Taking into account management models of sites – harmonising approach
- Benefits and challenges – evaluating partnership benefits and challenges
- Benefits of establishing business relationships among stakeholders

## Supporting sites

### Gorica Grude



Recent archaeological excavations at the Šamatorje site in Gorica confirm that in ancient times a significant Roman settlement existed on this soil. The presence of the Romans is evident from the commercial road passing through the region and connecting the two great ancient trading centres, Salona and Naronia.

The ancient settlement in today's Gorica probably belonged to the administrative territory of the municipium and the Salonitan convention. Gorica was on the Salonitan border with the Naronite convention. Salona, Scardona and Naronia were the three centres of the Roman province of Dalmatia. Gorica was located in the hinterland of the Roman province of Dalmatia, in the area that represented the point of contact between East and West. This site in western Herzegovina exhibits a complex of remains, from prehistory to the 19th century.

The explored remains of architecture and the accidental finds at Šamatorje, Grabarje, Ograda and Grotuša are part of a larger Roman settlement stretching from the old church to the foot of Pit (the name deriving from *oppidum*).

In the preserved remains we can see that residential and commercial buildings and **luxurious villas** were equipped with underfloor heating and decorated with mosaic floors and wall decorations.

Commerce

The remnants of **craftsmen's dwellings** point to a functional way of life in this, apparently, developed settlement. Fragments of tombstones, stone urns and several excavated graves were part of a necropolis where the inhabitants of Roman Gorica were buried. There are also indications of a pagan temple or monumental public building. The settlement has not been fully explored so we do not know the layout and purpose of certain buildings. Everything points to a settlement built at the foot of a prehistoric fortress at Pit during the period of Roman Antiquity.

Everyday life

Mosaics

Nearby a prehistoric site of the Ravlić cave can be visited, as well as the Pit hillfort and Krenica Lake.

**Managing authority of the Roman heritage site:** This site has public–private management, mostly in hands of the Franciscan parish office of Gorica, and partly in the hands of local people, privately managed.

**The site interpretation is supported:** billboards and signs, brochures and guiding by curator archaeologists.

**Tourism infrastructure supporting the site:** in the vicinity a motel, restaurant and country house.

**Co-operation possibilities:** Institutional co-operation.

### ***Nevesinje Roman Road***

A Roman road of the first order passed through Nevesinje, connecting the provinces of Dalmatia and Pannonia, and today's three countries (Croatia, Bosnia and Herzegovina, Serbia). The road started from Narona (Croatia) and led to Sirmium (Serbia), through Nevesinje and Sarajevo (Bosnia and Herzegovina).

The road crossed the River Zalomka on the site of today's Ovcji Brod bridge, after which one branch led to Zalom and Gacko, and the other to Drenovik, where the largest Roman settlement in Nevesinje was located. The construction of the road began during the time of **Emperor Augustus**. Today there is a well-preserved section of Roman road, which is about 500m long. A Roman altar, found in the vicinity of the road, testifies to the existence of a Roman settlement and a station of consular beneficiaries in the area of Drenovik. The First Auxiliary Legion was stationed here (Legio prima Adiutrix).

## CROATIA

Croatia was a part of the Roman Empire, close to its central power base in Rome, so Roman imperial heritage sites in Croatia are numerous.

Roman urbanization and cultural influence on the territory of Croatia intensified in the first century when Roman peace was ensured as an economic basis for cultural progress. The overwhelming Roman culture blended with the local tradition, creating a new provincial culture with local features, as a stone in the great mosaic of Roman cosmopolitanism. Old Greek colonies – Issa (Vis), Pharos (Stari Grad), Corcyra Melaina (Crna Korčula) – and city bases on land, Tragurion (Trogir), Epetion (Stobreč) and Salona (Solin), would be the economic and cultural founders of the promotion of Roman culture on other islands and in the hinterland. They established the Province of Illyricum, which would later be divided into the provinces of Dalmatia and Pannonia.<sup>71</sup>

### Pula – Arena/Amphitheatre<sup>72</sup>

The first hillfort settlement in the territory of present-day Pula was created about 3 000 years ago. Historical records for the first time mention the city of Pula in the 1st century BC. At the time of Roman rule, Pula experienced a huge boom. As the largest and most important city in ancient Istria, Pula was elevated to colonial rank during Caesar's dictatorship, in 46–45 BC. The city had space for 4000 to 5000 residents, while rural areas around it were known for rich farms.

At the time of the Roman Empire Pula and Istra were part of the X district of Venetia et Histria. There were numerous imperial and Senate lands in the area of Pula and Istra.



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71. Garčević (*sine anno*).

72. Data provided by Darko Komšo, director of Pula Archaeological Museum, and Vesna Jovičić, Tourism Office, Pula, Croatia.

**Relevance:** The Arena of Pula is the sixth largest Roman amphitheatre in the world and one of the most famous amphitheatres from the imperial era, owing to its excellent conservation and beauty. The arena was built in local limestone in the 1st century AD, during the reign of Emperor Titus Flavius **Vespasian**. According to legend, the amphitheatre was built by the emperor in honour of his mistress Antonia Cenida, a woman of exceptional beauty and intelligence, who lived with him as an illegitimate wife until his death in AD 75.

This arena is the only remaining Roman amphitheatre to have four side towers and all three Roman architectural orders entirely preserved. It is elliptical in form, with axes approximately 132m and 105m long. In Roman times the arena had a dozen entrances, and it is assumed that it could accommodate 20 000 spectators. Gladiator fights took place in the central flat area of the arena, while spectators sat on the stone steps or stood in the gallery. In the Middle Ages it was a place of knights' tournaments and fairs. In Antiquity, Pula had its own water supply. The large cemetery (mentioned by Dante in his *Divine Comedy*) was located outside the city. A series of fragments of marble statues, representing emperors and members of their families were found on the main square, the forum. Rich Roman houses were decorated with mosaics. Roman Pula, with its magnificent arena, also had two theatres.

Mosaics

2 theatres

Pula and its surroundings are rich with monuments, particularly from the period of Antiquity and the Middle Ages. Among them are the arena, a small Roman theatre, the **Temple of Augustus** and Temple of Diana, the **Triumphal Arch, Hercules Gate, Twin Gates**, city walls, numerous smaller monuments and mosaics, the Cathedral, the Basilica of **St Mary Formosa**, the Franciscan friary and the City Palace.<sup>73</sup>

Temple of Augustus

### **Good Practices: participatory approach**

#### **Recommendation: HR development – sharing knowledge**

Pula has an excellent and unique participatory model, the site being well managed and interactive in approach, with full potential for knowledge exchange and education of partners

The recommendation aims at:

- Supporting human resource development and training
- Exchange of knowledge and good practices, with mixed teams for education in a potential Excellence centre for the cultural route
- Expert to Expert Exchange (E2EE)
- Networking for visibility

**Interpretation:** Live play and living history events, engaging visitors and citizens, using scientific research to stimulate intellectual curiosity through participatory engagement.

**Managing authority of the Roman heritage site:** Archaeological Museum of Istria.

**Number of visitors:** From 400 809 in 2015, the number rose to 432 405 in 2017.

**The site interpretation is supported by:** visitor centre, billboards, signs, guides, leaflets, brochures and video material, electronic guide, living history, guides, expert guidance by curators of

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73. Ibid.

archaeological site, interpretative exhibition, cultural events, bronze 3D model of the historical city centre.

**Museum:** The exhibition "Viticulture and olive oil production in Istria during the Roman Period", in the subterranean section of the amphitheatre, explores the production of high-quality olive oil and wine, products that were from Roman times among the most important factors in the Istrian economy.

**Tourism infrastructure supporting the site:** 14 hotels, 14 hostels, 2 camps, 6 resorts, 3 marinas, souvenir shops, restaurants, bars and parking.

**Co-operation possibilities:** Cultural routes.

## Zagreb – Archaeological Museum of Zagreb

The classical antiquity collection of the museum, containing approximately 40 000 items of Greek and Roman provenance, is primarily represented by material from various sites in Croatia.



The material from the Roman period is much more abundant and varied. Most of it comes from the Danubian-Pannonian areas, but monuments from the southern or Adriatic-Croatian regions are also well represented, as are those of foreign origin. The latter include a group of luxurious stone monuments, marble sculptures, reliefs, inscriptions and decorative elements that once belonged to the Nugent Collection, originally from various Italic regions, particularly the city of Minturno. Of the stone monuments from Croatian sites, particular attention is drawn by several portrait busts from Salona, including the famous head of a young woman from Salona (perhaps a portrait of the empress Plautilla), by many considered to be the most beautiful female portrait in Roman art, as well as numerous funerary monuments, sarcophagi, stelae and so forth. The museum also possesses many varied metal artefacts from the Roman period, including numerous miniature bronze sculptures. One of the most valuable of these is the famous Siscia head (of somewhat larger dimensions), held by some to represent Mithra and according to others another Oriental deity, Attis. The collection also includes statuettes of Minerva, Hercules and many other deities.

One outstanding item is an early Christian marble *altar mensa* from Solin, decorated with reliefs of Christ and his disciples and Old Testament scenes from the life of Jonah.

The wide selection of Roman stone monuments, organised into several thematic units, is exhibited partly in the ground-level entrance to the museum, but primarily in the garden courtyard of the museum, both under modern arcades and in the open air, as stated at the site of the Archaeological Museum in Zagreb.<sup>74</sup>

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74. For the Archaeological Museum in Zagreb, see <http://amz.hr/home/departments/collections/the-greek-and-roman-collection.aspx>, accessed 20 December 2018.

**Managing authority:** Archaeological Museum in Zagreb, which is also in charge of the Andautonia Archaeological Park (Roman urban architectural complexes at Scitarjevo near Zagreb) and Aquae Iasae at Varaždinske Toplice.

**Co-operation possibilities:** Cultural routes.

## Solin, Salona<sup>75</sup>

**Relevance:** Salona (colonia Martia Iulia Valeria) was founded on the east coast of the Adriatic, next to the delta of the small River Jadro. Once a small port of the Illyrian tribe of the Delmati, Salona soon attracted a large number of Roman citizens. Thanks to its good geographical position and the combination of favourable historic events, Colonia Martia Iulia Salona, founded by Julius **Caesar**, became the metropolis of the Roman Province of Dalmatia.



Sarcophagus , 3rd c.ad photo A. Verzotti

This is when significant building activity started in the town with its walls and fort towers. There is the monumental eastern town gate, Porta Caesarea, and the political and religious centre of the town, the forum, with the temple consecrated to Jupiter, Juno and Minerva and a theatre from the 1st century AD. A remarkable three-storey building, the amphitheatre was built in the very north-western part of the town in the second part of the 2nd century.

Metropolis

Salona was the capital of the Roman province of Dalmatia, and it was the birthplace of Emperor Diocletian. Its best preserved features are the amphitheatre and theatre. There are more than 6 000 Roman inscriptions in Latin and Greek, and Roman sarcophagi with exceptional mythological and biblical scenes.

At the end of the 3rd century, during Diocletian's rule, Salona was a densely populated town with large numbers of Christians. In later centuries Salona became an important pilgrimage centre based on the Christian martyrs.

Christianity

Supporting sites in the vicinity are: buildings from the early medieval Croatian state, Gospin otok (a religious and pilgrimage centre), Klis (medieval fortress), Diocletian's palace in Split (UNESCO listed), the historic city of Trogir (UNESCO listed), Siculi and Epetium.

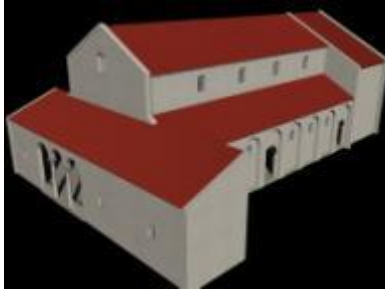
**Famous personalities that have visited the site** are Rev. Frane Bulić, Ejnar Dyggve, Emperor Franz Joseph of Austria, George Bernard Shaw and Agatha Christie.

**Managing authority of the Roman heritage site:** Archaeological Museum in Split.

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75. Data provided by Ema Višić Ljubić, senior curator Archaeological Museum-Split, Salona archaeological site, Croatia.





**Number of visitors:** 24952 in 2017.

**The site interpretation is supported by:** visitor centre, interpretative centre, billboards, displays and signs, guides, leaflets, brochures and video material, electronic guide, expert guidance by curators of archaeological site, exhibition of 3D models of some sites (Episcopal centre, Marusinac-early Christian cemetery with basilicas, Mausoleum of St Anastasius).

**Tourism infrastructure supporting the site:** 3 hotels, private accommodation, souvenir shop, restaurant, bar, playground and parking.

### *Good practices*

Organisation of events, conferences with related topics.

Interactivity aimed at visitor participation to stimulate intellectual curiosity, using Augmented Reality or Virtual Reality.

### *Recommendation: marketing strategy for further profiling of destination*

- Market research is needed for the entire cultural route, to be done in partnership
- Profiling the destination, integration into the route – building a personal story
- Projecting contemporary values (green archaeology) could be the motto of the route
- Relating local brands (social and economic sustainability for community)
- Networking for visibility
- Responsible tourism



## Vid, Narona – Augusteum *in situ* museum



**Relevance:** The largest group of 19 Roman marble imperial statues ever found inside the remains of a Roman temple were excavated in 1995-96 in the Roman city of Narona, which is now in the village of Vid in Dalmatia, near the town of Metković. Narona belonged to the Roman province of Dalmatia in imperial times and had the rank of a colony.

Narona Archaeological Museum is the first Croatian *in situ* archaeological museum (2007). It displays a unique collection of antique marble statues of Roman emperors made sometime between the late 1st century BC and the middle of the 1st century AD. It is built on the site of an ancient temple

dedicated to the first Roman Emperor Augustus. The Naron Archaeological Museum presents a unique and unmissable destination for all those who love culture, arts, history and archaeology.

Near the site are the attractive Neretva River Delta and the city of Ston.

**Managing authority of the Roman heritage site:** Ministry of Culture of the Republic of Croatia; Naron Archaeological Museum.

**Number of visitors:** 16 185 in 2017.

**The site interpretation is supported by:** visitor centre, billboards, displays and signs, guides, leaflets, brochures and video material, electronic guide, living history events, expert guidance by curators of archaeological site, exhibition of 3D model.

**Tourism infrastructure supporting the site:** private accommodation, souvenir shop, restaurant, bar, and parking.<sup>76</sup>

## Mali Lošinj, Osor – Roman maritime trade routes<sup>77</sup>



**Relevance:** The exquisite Museum of Apoxiomenos (Lošinj Museum) is named for its bronze statue of an *Apoxiomenos*, a young athlete in the act of scraping dust and sweat off his body. It witnesses the existence of Roman maritime trade routes, since the statue of the young athlete comes from the cargo of a Roman ship that sank in 1st century AD in the waters near Veli Lošinj.

The Museum of Apoxiomenos in Mali Lošinj is the first museum on the Adriatic fully dedicated to **underwater archaeology**. It indirectly presents the northern Adriatic (the Kvarner Bay) as an area of high classical civilisation. In this museum exhibition, one exhibit, presented in an entirely **modern concept of artistic projection** and promotion, changes the perception of the cultural heritage space, extending it from the coast to under the sea.

Apoxiomenos, a bronze statue of a young athlete, represents a unique find in the Adriatic, but also in the world. Its integrity and beauty of design distinguish the statue from other finds as a work of art of exceptional quality. It was made in Greece in the 2nd or 1st century BC.

The Archaeological Collection of Osor (Apsarus) represents the Roman way of life from the 2nd century BC to the 4th century AD.

76. Data provided by Konstanta Bukovac and Toni Glučina, Naron Archaeological Museum, Croatia.

77. Data provided by Zrinka Ettinger Starčić, Director and senior curator of Lošinj museums, Croatia.

Osor played an important role in communication between the eastern and western coasts of the Adriatic in ancient times. The importance of that route is embodied in the statue of Apoxiomenos: Greek in origin and cultural background, Roman in ownership (Italy being its probable final, or at least temporary, destination), but the eastern coast of the Adriatic being its final resting place. It is a magnificent piece of art standing at the cultural crossroads of Osor.

The sea off the islands of Cres, Lošinj and their neighbours abounds with diverse archaeological material and is a source of rich cultural heritage. Systematic archaeological reconnaissance has identified more than 20 underwater archaeological sites, mainly from Roman times. Numerous archaeological discoveries have established that the islands of Lošinj and Cres have been important elements in navigation routes throughout history.

The islands of Cres and Lošinj are places of many mythological events, as well as being seen as major strategic points of maritime trade routes. Because of the amber trade, they were associated with the name of the Electrides, or Amber Islands, while the name of the Apsyrtides refers to the voyage of the Argonauts and the tragic destiny of Apsyrtus, son of King Aeetes of Colchis. The earliest forms of the name of the island have been preserved in works by Hellenic and Latin writers (Pseudo-Scylax, Pseudo-Skymnus, Apollonius of Rhodes, Strabo, Pliny).

The recent discoveries also confirm the continuity of traffic between the Croatian and Italian coasts and the high standard of living in this region. In accordance with the needs of maritime trade, Osor was developed into perhaps the most prominent metropolis of Kvarner as well as the safest city on the eastern Adriatic coast in the period of the early and Roman history. Osor became an inevitable centre of transport in the northern Adriatic, overseeing one of the important and vital communication routes running from northern and central Europe to the Mediterranean.

This attraction is part of the ancient Antique Routes at a national level.

**Managing authority of the museum:** Lošinj Museums and the Diving centre Subseason.

**Number of visitors:** 30 000 visitors in 2017.

**The site interpretation is supported by:** museum, displays and signs, living history events, ancient culinary festivals, guides, brochures and video, digital application, electronic video guides.<sup>78</sup>

**Co-operation possibilities:** open to co-operation within project networks.

**Tourism infrastructure supporting the site:** souvenir shop, nearby hotels, restaurants, bar, private accommodation, playground and parking, diving tourism and other packages.

### *Good practice: creative museum, creative destination*

- Site with the power of enhancement of memory, history and European heritage
- Site with contemporary cultural and artistic practices, ancient culinary workshops
- Site with developed visitor-friendly infrastructure
- Diving centre for underwater archaeology

Some 20 underwater archaeological sites are known, mainly from Roman times. The diving centre Subseason offers courses of underwater archaeology and the possibility of diving on underwater

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78. For video, see: [www.muzejapoksiomena.hr/en/](http://www.muzejapoksiomena.hr/en/).

Roman sites that explain the glorious past of these islands, as recorded in mythographic traditions and proving that even in ancient traditions there is a bit of historical truth.

### **Recommendation: HR development – museum - sharing knowledge**

Excellent and unique museum, well managed, creative in approach, has full potential for knowledge exchange and education of other network members as an Excellence centre

The recommendation aims at:

- Supporting human resource development and training
- Exchange of knowledge and good practices – teams for education
- Expert to Expert Exchange (E2EE) for product development and destination enhancement

## Vinkovci – Cibalae<sup>79</sup>

**Relevance:** Colonia Aurelia Cibalae was the third largest Roman town in Pannonia Secunda and the birthplace of two Roman emperors (**Valentinian I** and **Valens**). It was an important logistical hub for the Danubian *limes* (frontier lines) with well-developed urban infrastructure. So far 100 pottery kilns have been excavated, pointing to a developed pottery industry.

In 2012 one of the largest late Roman silver hoards, containing some unique vessels, was excavated here. It is currently under conservation and is due to return to Vinkovci as soon as the process is complete. The museum holds and displays various artefacts (a replica of the Tantalus bowl of the Vinkovci silver hoard being one of the most remarkable Roman artefacts), and Roman architecture can be seen in two office buildings in Vinkovci.

Kamenica, an imperial donation from the 4th century, is the largest early Christian complex in continental Croatia. It was built at the place of martyrdom of a local saint, Polio of Cibalae. From the preserved trial manuscript, we know details of the martyrdom of St Polio, who was burned alive one Roman mile outside Cibalae. A large complex of more than 10 000 m<sup>2</sup> was built on that spot in the early 4th century and continued to function at least until the 7th century. The main basilica was decorated with luxurious marbles from Greece, the Middle East, Africa and Italy and was an **imperial donation**, most likely by Valentinian I. So far three seasons of trial excavations have been conducted, revealing structures that look promising from a presentation perspective. Some of the graves excavated contain well-preserved frescoes. The land has been bought by the Town of Vinkovci and excavations and presentation of the whole site are planned for coming years.

Nearby attractions include the town of Vinkovci and the archaeological prehistoric sites at Sopot and Vučedol.

**Managing authority of the Roman heritage site:** Town of Vinkovci and Vinkovci Municipal Museum.

**Number of visitors:** has varied from 17 556 in 2015 to 26 817 in 2016, but only 8 790 in 2017.

**The site interpretation is supported by:** the living history event, a re-enactment festival bringing back to life Roman traditions and customs, each year with a different theme. It offers a selection of Roman foods and beverages as well as a craft beer festival, based on the well-documented tradition of Pannonian people preferring beer to wine.

79. Data provided by Martina Matković, director of the Tourism Office of Vinkovci, Croatia.

**Tourism infrastructure supporting the site:** hotels, private accommodation, restaurant, bar and parking.

**Co-operation possibilities:** open to co-operation within project networks.



### ***Supporting sites:***

#### ***The Island of Krk, Mirine Fulfinum***

**Relevance:** The city of Municipium Flavium Fulfinum had a port, forum, two necropolises, city districts, suburban villas and, according to an inscription found on the site, aqueducts. In the 5th century AD, on the outskirts of the city there was an early Christian meeting place at Mirine, surrounded by a Late Antique necropolis with mausoleums. As an extremely demanding and expensive project, the basilica could only have been an imperial or episcopal investment whose purpose was to show their power. With this church on the ruins of the Roman town of Fulfinum, a new Christian city was begun, but experts are yet to discover its secrets.

*Christian  
basilica:  
Imperial  
investment*

Recent research at the city forum also confirmed the continuity of the city during Late Antiquity. Although the city withered away after the 6th century, Mirine remained active in the early Middle Ages

when, in a partly destroyed suburban villa built on the western edge of the city, a little church with three inscribed apses was erected.

In the archaeological park, on the slopes and by the sea at Sepen bay, you can visit the forum of the city created in the 1st century (with temple, basilica and remains of a portico and taverns) and part of the port with a defensive tower. It is possible to visit the scene of the early Christian assembly at Mirine from the 5th century, with the church preserved up to the wall tops, as well as the atrium, mausoleums and suburban villa with interpolated early medieval church, having a well-preserved ancient floor. In this part of the site it is possible to see the archaeological research, in consultation with the managers of the park.

**Managing authority of the Roman heritage site:** Municipality of Omišalj.

**Number of visitors:** open site with no tickets, with some 7500 visitors in 2017.

**The site interpretation is supported by:** billboards, displays and signs, living history events, guides, leaflets, brochures, web and video material.<sup>80</sup>

**Tourism infrastructure supporting the site:** photo-tourism and other packages, nearby hotels, private accommodation, restaurants, bar, and parking.

**Co-operation possibilities:** open to co-operation within project networks.

### Rijeka, Tarsatic Principia – Clastra

**Relevance: Tarsatic Principia Archaeological Park** is a unique monument of Late Antiquity in the Old Town of Rijeka. The *principia* was the administrative and religious centre of the *castrum* and also the only public space. It was centrally located, at the intersection of the main communication routes: the wider *via principalis* (or *cardo maximus*) and narrower *via praetoria*. The *principia*, the military command of Roman Tarsatica, was built during the reign of **Emperor Galien** (AD 253 to 268), when Tarsatica became a strategic point in the defence of Italy. In the 4th century it became the part of the defence system of the Empire, known as the Wall of the Julian Alps (*claustra alpium iuliarum*), and it was the only seaport and the military command in the **Claustreae system**. Construction of the *principia* represents a turning point in the development of Tarsatica and the beginning of strong urban and social development of the city. Although the Roman Empire was extremely unstable, for Tarsatica it was the beginning of the most prosperous period in its history. The Tarsatic *principia* was destroyed and abandoned most likely early in 5th century.<sup>81</sup>

**Interpretation and presentation:** Tarsatic Principia Archaeological Park is a superbly designed space by architect Nenad Fabijanić, within which very well-preserved structures of the *principia* quarter are presented, primarily the well-preserved huge stone arch of the main gates in Stara vrata street, built of partially worked stone, entirely without mortar, 4.5 m high and 2.75 m in diameter. A large part of the stone-paved, uncovered square inner courtyard (square, *carré*) is presented, around which the western and northern perimeter walls and the remains of four side rooms are visible. The northern

Military  
command

Clastra –  
defence  
system

Superb  
presentation  
design

80. See <https://darkoantolkovic.files.wordpress.com/2015/02/munic.jpg>; and [www.visitkrk.hr/en/home/](http://www.visitkrk.hr/en/home/). See also video at: <https://youtu.be/n5gAfotcvN4>.

81. Karković-Takalić, Predoević-Zadković and Višnjic (2015).

side is dominated by a monumental stone front of the central representative command building (basilica).<sup>82</sup>

### ***Supporting attractions: Claustra***

The Claustra route in the territory of Primorje-Gorski, Kotar County, and the international project on Stone Barriers of the Roman Empire.<sup>83</sup>

Claustra Alpium Iuliarum, one of the largest and most complex monuments of Late Antiquity in Croatia, is a late Roman defence system that protected the passages to the heart of the Roman Empire. Archaeological remains of the system span from Rijeka in Croatia to the Posočje in Slovenia; the barriers purposefully follow natural features of the rugged terrain. The Claustra system represents an outstanding example of the integration of architecture into the natural environment. Since the archaeological remains are mainly located in wooded areas, the experience is merged with the natural environment. The project Claustra+ has the aim of stimulating proper conservation, accessibility and visibility of the connected sites, increasing their visibility as a common destination for cultural and green tourism.<sup>84</sup>

**Managing authority of the Roman heritage site:** Municipality of Rijeka.

**Number of visitors:** an open site with no tickets with 200-500 visitors on a daily basis.

**The site interpretation is supported by:** billboards, displays and signs, living history events, guides, leaflets, brochures and videos at <https://youtu.be/n5gAfotoN4> and [www.youtube.com/watch?v=oAsQ9OyKYC0](http://www.youtube.com/watch?v=oAsQ9OyKYC0).<sup>85</sup>

**Tourism infrastructure supporting the site:** nearby hotels, photo-tourism and other packages, private accommodation, restaurants, bar, and parking.

**Co-operation possibilities:** open to co-operation within project networks.

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82. See [www.visitrijeka.eu/what\\_to\\_see/attractions/principia\\_at\\_tarsatica](http://www.visitrijeka.eu/what_to_see/attractions/principia_at_tarsatica).

83. The Claustra Project: Stone Barriers of the Roman Empire is approved by the IPA Cross-Border SLO-CRO. See [www.h-r-z.hr/en/index.php/djelatnosti/international-projects/1082-the-claustra-project-stone-barriers-of-the-roman-empire-approved-by-the-ipa-cross-border-cooperation-programme-slovenia-croatia](http://www.h-r-z.hr/en/index.php/djelatnosti/international-projects/1082-the-claustra-project-stone-barriers-of-the-roman-empire-approved-by-the-ipa-cross-border-cooperation-programme-slovenia-croatia).

84. See <http://ppmhp.hr/en/claustra/>, accessed 12 February 2019.

85. See <https://darkoantolkovic.files.wordpress.com/2015/02/munic.jpg>; [www.visitkrk.hr/en/home/](http://www.visitkrk.hr/en/home/).





## GREECE<sup>86</sup>

After the mid 2nd century BC and particularly after the year 146 BC, the Romans had completed the conquest of Greece. It later became Achaia, the key province of the Eastern Roman Empire. Roman rule caused many changes in Greek cities, changes in government, the economy and everyday life. Despite its political collapse, Greece was the origin of the great Hellenistic culture. From the 1st century BC onwards, the term '**Greco-Roman**' is used for the Eastern Greek world.<sup>87</sup>

Several emperors contributed new buildings to Greek cities, and there are Pan-Hellenic sanctuaries of classical times all over the country, from Macedonia to Crete:

- in northern Greece: via Egnatia, Thessaloniki, Dion, Philippi, Traianoupoli
- in western Greece: Nikopolis Action, Dodone
- in the Peloponnese: Corinth, Patras, Sparta, Messene
- in the islands and Crete: Lesbos, Delos, Rhodes, Kos, Knossos and Gortys.

The most prominent monuments of the euergetism of Roman patrons and emperors are in Athens.

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86. For further data contact Hellenic Ministry of Culture and Sports: Directorate of International Relations and EU (Mr George Kalamantis, Head of Directorate; Mrs Marianthi Anastasiadou, Head of Department of International Relations; Mr Fotis Vlachos, executive in Department and member of EUSAIR TSG, Pillar IV), General Directorate of Antiquities & Cultural Heritage (Mrs Polyxeni Adam-Veleni, General Director; Mrs Eleni Rapti, Archaeologist), Directorate of Prehistoric and Classical Antiquities (Mrs Elena Kountouri, Director; Konstantina Benissi, Head of the Department of Foreign Institutes and International Relations; Sophia Spyropoulou, Archaeologist).

87. Cook (1972).

## Athens

### *The Roman Agora, Temple of Olympian Zeus and Hadrian's Arch*



Knowledge  
transfer

Cicero  
Horace  
Ovidius

For Athens, the 1st century BC under Roman rule was a period of political and economical instability and devastation.

The recovery from such devastation was arduous and quite slow. However, Athens during that period still remained an attractive place for illustrious and wealthy Romans, philosophers, and poets such as **Pomponius Atticus, Cicero, Horace, Ovidius, and Virgil**. All the above persons had visited Athens because they wanted to see and admire the magnificent buildings and statues in the Acropolis and Agora. Also they wanted to walk in the park of Academy and particularly they wished to hear rhetorical and philosophical lectures. The donations they had offered regarding the repairs and restorations of the monuments were considered as a proof of their respect and affection towards them.<sup>88</sup>

Roman houses were numerous in Athens.<sup>89</sup>

Among the donations were those for the Roman Agora. The Market was constructed from the funds donated by Julius Caesar and Augustus in the 1st century BC.<sup>90</sup>

The Roman Agora,<sup>91</sup> also known as the Agora of Caesar and Augustus, was built between 19 and 11 BC, in an area which already had a commercial character; it was the centre of organised commercial activity in Athens during the Roman period.

It was a large enclosed space, measuring 111 x 104m and comprising a spacious rectangular courtyard surrounded by stoas, shops and storerooms. It had an east, Ionic propylon and a west, Doric propylon, known as the Gate of Athena Archegetis. Among other commercial activities, **trade in oil** took place in the Roman Agora, as testified by an inscription (a decree) of Hadrian's era,

Commerce

Oil trade

88. Choremi A., *The Roman Agora: the first commercial centre of Athens*, available at [www.eie.gr/archaeologia/En/chapter\\_more\\_5.aspx](http://www.eie.gr/archaeologia/En/chapter_more_5.aspx), accessed 10 January 2019.

89. For *An industrial district of Ancient Athens*, see [www.ascsa.edu.gr/uploads/media/hesperia/146745.pdf](http://www.ascsa.edu.gr/uploads/media/hesperia/146745.pdf).

90. Hoff (1989).

91. Contribution and data provided by staff of the Ephorate of the City of Athens: Mrs Eleni Banou, Director; Mrs Sophia Moshonisioti, Vice Director; Mrs Maria Liaska and Mr Dimitris Sourlas, archaeologists.

preserved *in situ*. Much later, during the Ottoman period, the Roman Agora is known to have been called "Staropazaro", being a wheat-marketing space.

The Temple of Olympian Zeus and Hadrian's Arch, distinctive architectural landmarks to this day, are among the most important Roman monuments in Athens and the Mediterranean area. They are directly connected with Publius Aelius Hadrianus, who reigned over the empire for 21 years, from AD 117 to 138. The colossal temple shows Hadrian's desire to strengthen traditional religion, at the same time tying local elites to the emperor. Hadrian's initiatives emphasised the role of Greek culture in the Roman world. He intended Athens to be the spiritual centre of a revitalised Greek East.

*The Personal Story: Hadrian visited Athens three times during his lifetime and stayed there longer than he stayed in any other city but Rome. It is in this city that his sound political and strategic aspirations gave birth to an ambitious building programme, including the Temple of Olympian Zeus.*

**The Temple of Olympian Zeus**<sup>92</sup> – At the end of the summer of AD 131/132, Hadrian inaugurated a temple whose foundations had been set 650 years earlier by the Peisistratids. The temple, one of the largest in the ancient world, was built of Pentelic marble and measured 110.35 m by 43.68 m.

It is estimated that an impressive 15.5 tons of marble were used for the columns alone, four times the marble used for the columns of the Parthenon. The *cella* of the temple housed the colossal gold-and-ivory cult statue of Zeus. Completion of the temple of Olympian Zeus in record time was a clear expression of Hadrian's respect for Athens as an emblematic city, the cradle of civilisation.

**Hadrian's Arch** – The Athenians, in order to honour Hadrian for his benefactions, raised in AD 131/132 an honorary arch on the axis of an earlier, possibly processional, road leading from the centre of the city to the sanctuaries of Ilissos. The Gate was made of Pentelic marble, with a height of 18 m and a width of 13.40 m. Above the arch there are two inscriptions which render the Gate a landmark between the old Athens of Theseus and the new city of Hadrian:

On the west side is written: This is Athens, the former city of Theseus.

On the east: This is the city of Hadrian and not of Theseus.

**Managing authority of the Roman heritage site:** Hellenic Ministry of Culture and Tourism, Ephorate of Antiquities of the City of Athens.<sup>93</sup>

**Number of visitors:** Roman Agora 195 030 in 2017.

**Site interpretation:** Signposting (also in Braille system), displays. Guides, leaflets, plans, images. Exhibitions, educational programmes, thematic presentations for specific groups, concerts, theatrical performances, tour guiding, occasionally archaeologists on sites.<sup>94</sup>

**The site is fully supported** by all tourism infrastructure.

The site has a European Heritage Label.

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92. Ibid.

93. See

[http://odysseus.culture.gr/h/3/eh330.jsp?cat\\_id=103&e\\_s=0&d\\_s=6&n\\_s=0&t\\_s=0&keyword=efaath@culture.gr](http://odysseus.culture.gr/h/3/eh330.jsp?cat_id=103&e_s=0&d_s=6&n_s=0&t_s=0&keyword=efaath@culture.gr)

94. More on [http://odysseus.culture.gr/h/3/eh351.jsp?obj\\_id=2402](http://odysseus.culture.gr/h/3/eh351.jsp?obj_id=2402); <http://theheartofancientathens.gr/en/>.



## Delos: The Roman Agora

**Relevance:** Delos is a UNESCO site by Criterion ii. Delos had considerable influence on the development of architecture and monumental arts during the Greco-Roman period, as seen in its immense Hellenistic sanctuary. A great part of its treasure of masterpieces was found during excavations and is exhibited today in the Delos Museum. This influence was matched later by the important role it has played since the 15th century in furthering our knowledge of ancient Greek art from a widely renowned site, which was among the first sites in Greece that captured the attention of archaeologists and travellers.<sup>95</sup>

The island was first settled in the third millennium BC. After 167 BC, the Romans declared Delos a free port, and all the commercial activity of the eastern Mediterranean was concentrated on the isle. Rich merchants, bankers and shipowners from all over the known world settled there, attracting many builders, artists and craftsmen, who built for them luxurious houses, richly decorated with frescoes and mosaic floors. The small island became soon the *maximum emporium totius orbis terrarum* (S. P. Festus, 2nd century AD) – “the greatest commercial centre of the whole world”. The prosperity of the island and its friendly relations with the Romans were the main cause of its destruction. Delos was attacked and looted twice. After that, the island fell rapidly into decline and was gradually abandoned.<sup>96</sup>

Commercia  
/

Ancient monuments testify to its importance: villas, mosaics, frescoes, temples and ancient agora from the Roman period, 31 BC-AD 324.

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95. See UNESCO: <https://whc.unesco.org/en/list/530>.

96. Ibid.

Delos provides an early example of the systematic creation of shops and workshops in a domestic setting that formed part of the **commercial cityscape**. Delos was a step between the self-sufficient economy of Classical households and the specialised economy of the Roman city. Recent studies have suggested that the architecture of commercial buildings on Delos corresponds to the developments taking place in Republican Italy.<sup>97</sup> For example, shops and workshops were walled off from private houses, and their upper floor was accessible through a separate entrance from the street and could be let separately. The development of Delian domestic architecture provides a parallel for the shops and workshops in domestic settings that we know so well from the well-studied examples of Pompeii and Herculaneum.<sup>98</sup>

The "Agora of the Italians" in Delos is in many aspects unique in the Hellenistic world. It is a monumental, fully closed, luxurious porticus-complex that was built by the Italian community in Delos in the 120s BC and used until at least 69 BC. It offered spaces for all kinds of meetings, pleasant strolls and stays, and relaxing bathing, all within an extravagant ambience, but it also served as an honorific courtyard, a symbol of power and status, and a means of identification for the Italians. The building's honorific role is evident through the character of its setting, equestrian and other statues, and inscriptions.

**Managing authority of the Roman heritage site:** Hellenic Ministry of Culture and Tourism, Delos (Ephorate of the Cyclades).

**Number of visitors:** 135 392 in 2017.

**The site interpretation is supported** by various media and fully supported by all tourism infrastructure.

## Palaio Préveza – Nicopolis

**Relevance: Actia Nicopolis** was founded, on the neck of the peninsula of Préveza, by Octavian in 29 BC to commemorate his victory over Antony and Cleopatra at the **naval Battle of Actium** in 31 BC. This victory put an end to the Roman civil war, and it marked the start of a new era: Pax Romana.

*Pax Romana*

It enjoyed a strategic position, controlling the entrance to the Ambracian Gulf and navigation in the northern Ionian Sea towards Dalmatia and Italy. The new town was dedicated to Actian Apollo, the Trophy of Actium was erected and **the Actian Games** were re-established. Monumental buildings decorated the town and Octavian gave economic privileges and tax reliefs. In the town a **mint** was active from the town's founding until the reign of Gallienus (AD 260-268). Most surviving ancient literary sources concerning Nicopolis relate to the period when Augustus was in power and named the city "**Nicopolis romana colonia**", "civitas libera Nicopolitana" or "Colonia Augusta". In the second half of the 3rd century AD Nicopolis was invaded by barbarians. The invasions of the 10th and 11th centuries led to the gradual abandonment and desolation of the city.

*Free Trade*

Excavations started in Nicopolis in 1913, when A. Filadelpheas, Director of Antiquities, reached Préveza. Many significant monuments were revealed or identified, as follows.

97. See [www.chs-fellows.org/2013/10/25/the-city-of-late-hellenistic-delos/#\\_ftn42](http://www.chs-fellows.org/2013/10/25/the-city-of-late-hellenistic-delos/#_ftn42), accessed 12 February 2019.

98. See [www.chs-fellows.org/2013/10/25/the-city-of-late-hellenistic-delos/](http://www.chs-fellows.org/2013/10/25/the-city-of-late-hellenistic-delos/).

**Roman Nicopolis:** The walls, the Trophy of Augustus, Stadium, Gymnasium, Theatre, Odeum, Thermes, Cemeteries, Nymphaea, House of Manius Antoninus, House of Ekdigos Georgios,<sup>99</sup> and the Roman villa of Antoninus with beautiful mosaics (video: [www.youtube.com/watch?v=pL6ZVwSRJts](http://www.youtube.com/watch?v=pL6ZVwSRJts)).

**The aqueduct** of Nikopolis, which brought water to the town from the Louros river over a distance of about 50 km, is one of the most significant remains. The aqueduct bridge over the river is one of the very few remaining in Greece today. Recent research has assigned its construction to Hadrian's rule, in the 2nd century AD. Ancient sources mention that in the 4th century AD the aqueduct needed repairs, which were undertaken by Emperor Julian. The aqueduct ceased to operate in the mid 5th century.

Roman  
Innovations  
: the  
aqueduct

**The stadium**, located in the "Proasteion" (sacred grove) of Nikopolis was built for the famous Actian Games, together with the nearby gymnasium, theatre and hippodrome. The stadium, of an ellipsoid shape, had a capacity of 10 000 spectators. At the south side of the stadium there were inns, shops, lodgings etc.

**The theatre** is characterised by the unique blend of elements of Greek and Roman architecture. The theatre's *cavea* lay both on the natural slope of the hill, following Greek standards, and as part of the built infrastructure, according to the Roman system.<sup>100</sup>

**Early Christian Nicopolis:** the wall, Church of Nicopolis (Basilica a Dometius, Basilica B Alkison, Basilica D), houses.

**Museum:** Archaeological Museum of Nicopolis.

**Managing authority of the Roman heritage site:** Hellenic Ministry of Culture and Sports, Préveza (Ephorate of Préveza)

- New archaeological Museum of Nicopolis (Greek Ministry of Culture)
- "Aktia Nicopolis" Foundation (private organisation)
- Organisation for Researches in Nicopolis (private organisation)

**Number of visitors:** 14 435 in 2017.

**The site interpretation is supported by:** billboards, displays and signs, living history events, guides, leaflets, brochures, video material, also **video:** [www.youtube.com/watch?v=RoYjOiyTGY8](http://www.youtube.com/watch?v=RoYjOiyTGY8).

**Tourism infrastructure supporting the site:** nearby hotels, private accommodation, restaurants, bar and parking.

Nicopolis is part of the "Cultural Route in Epirus' ancient theatres".

## Corinth,<sup>101</sup> Korinthos – ancient Corinthus

The **Basilica Julia in Foro Romano** was built on a site previously occupied by the old Basilica Sempronia. It was named after **Julius Caesar**, who dedicated the original version, along with his new Forum and the Temple of Venus Genetrix, completed by Augustus, which was burned down and rebuilt in AD 12, this time dedicated to Gaius and Lucius Caesar (Augustus' deceased heirs).

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99. Data for Nicopolis provided by staff of the Ephorate of Preveza (Mrs Anthi Aggeli, Director; Evangelos Pavlidis and Athanasia Giovanoglou, archaeologists) and Christina Aivalotou, Hellenic Ministry of Tourism.

100. For more on Nicopolis, see [www.diazoma.gr/en/theaters/ancient-theater-nicopolis/](http://www.diazoma.gr/en/theaters/ancient-theater-nicopolis/).

101. Contribution and data provided by Mrs Panagiota Kassimi, Director of the Ephorate of Korinthos and Mr George Spyropoulos, Vice Director of the Ephorate of Korinthos.

**Relevance:** the basilica is one of the most influential innovations of Roman architecture, partly because it seems to **prefigure the form of the early Christian Basilica**. Usually it was a long covered hall with a peristyle or rows of internal colonnades supporting the roof. The axiality implicit in its length was enhanced by the addition of an apsis on one of its sides, pierced in many cases by niches for statuary and marble columns projecting between them. The use of an apsis, the simple or complex vault, the domed roof, the clerestory windows, in other words the enclosure of space, became a key feature of Roman architecture, which could be both mystifying and physically overwhelming.

Roman  
Innovations  
: the  
basilica



The Julian Basilica in ancient Corinth was a two-storey structure comprising a cryptoporticus with an impressive vaulted arch below and a peristyle hall above. The building, which probably served as a law court or as a seat of the imperial family, as was the case with the majority of Roman basilicas, was decorated with statues of the Julio-Claudian family, including Augustus, and Gaius and Lucius, his grandsons. Redecoration and renovations took place both in the mid 1st century AD and again in the Antonine period, judging by marble revetments, some of which carried inscriptions.

### Fountain of Peirene

**Relevance:** **Water became a luxurious element** in the Roman period. Thanks to technological advances, such as new **aqueducts, fountains and villas** were supplied with a surplus of water to be used in new ways, including small and large water-displays that provided architectural backdrops, using the movement of water as the focal point of a space. Large channels of water – sometimes described as *euripi* – could evoke exotic water landscapes, such as the strait between Euboea and Boeotia in Greece.

Roman  
Innovations  
: the luxury  
of water

The Fountain of Peirene, accordingly, was an important **centre of symbolism** and tradition in the urban landscape of the Greco-Roman world. Although attempts at water supply were made during the Geometric period, it was in the 2nd century AD that water supply was facilitated, with the fountain

consisting of six chambers providing access to three deep draw basins that were supplied with water by four huge reservoirs.

**Managing authority of the Roman heritage site:** Hellenic Ministry of Culture and Sports. Ephorate of Antiquities of Corinth.

**Number of visitors:** rose from 153 307 in 2016 to 196 993 in 2018.

**The site interpretation is supported by:** guides, video.

**Tourism infrastructure supporting the site:** nearby hotels, private accommodation, restaurants, bar, parking.

**Co-operation possibilities:** not specified.

## Thessaloniki<sup>102</sup> – The Roman Agora and Galerian Palace

**Relevance:** The battle of Pydna (168 BC) signalled the collapse of the Macedonian Kingdom, and in 148 BC Macedonia was fully incorporated into the Roman world. Before the imperial period Macedonia was divided into four independent administrative areas (*merides*), each with its own capital (Amphipolis, Thessaloniki, Pella and Pelagonia). The cities were distinguished by their legal status. Most of them were cities (*civitates stipendiariae*) obliged to pay tribute to Rome. Only a few cities were free (*civitates liberae*), such as Thessaloniki and Amphipolis. During the imperial period some cities, such as Thessaloniki, participated in the political developments of Roman history and flourished.

The **Roman Agora** complex was built in the 1st century AD and was organised around a **paved square**. There were double porticoes on three sides, with **columns and mosaic floors**. In the same area there were workshops and clay extraction pits even in Hellenistic times (late 4th to mid 2nd century BC). Buildings with a public function (**the mint**, the **Odeum** and the city's public archives) were clustered in the east wing. The south portico was built above the cryptoporticus, which due to the slope of the ground was at a lower level than the square.

Along the length of the cryptoporticus there were commercial shops facing onto a marble-paved road.

In the mid 5th century AD, the Agora was abandoned and the whole area was subsequently occupied by workshops, commercial shops, and private homes, depending on the needs of each age.

The ruins of the Roman Agora have been gradually revealed since the 1960s, and today the ancient square, shops, and public buildings are open to visitors.

The **Galerian palace** was part of a large complex, comprising the Thessaloniki Rotunda, the Arch of Galerius and the Hippodrome. The whole complex was built beside the eastern walls of the city.

The central unit of the palace was built on the remains of a luxurious villa dating to the 2nd and 3rd centuries AD. It consists of a peristyle with 11 rooms organised around three sides of a square courtyard. This building formed a closed unit surrounded by wide corridors covered with mosaic floors.

Mosaics

At the east side of the palace the basilica was placed, a magnificent building paved with marble slabs and mosaics, functioning as a reception and audience hall. Close to it were a cistern, baths and the Octagon, a monumental edifice consisting of an octagonal hall and a vestibule, with marvellous marble revetments.

The basilica

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102. Contribution and data provided by staff of the Ephorate of Thessaloniki city: Mr George Skiadaresis, Director; Mr John Karliabas, Archaeologist; Mrs Maria Miza, Architect; Mrs Sultana Protopsalti, Archaeologist.



**Managing authority of the Roman heritage site:** Greek Ministry of Culture and Sports – Ephorate of Antiquities of Thessaloniki City.

**Museum:** Museum of Byzantine Culture, Art Museums of Thessaloniki (MOMus).

**Number of visitors:** 27 100 in 2017; Galerian palace 15 000.

**The site interpretation is supported by:** signs, guides, leaflets, brochures and video material.

**Tourism infrastructure supporting the site:** all kind of services and hospitality are available because the site is located in the centre of the city.

**Co-operation possibilities:** not specified.

## Philippi – Augusta Iulia Philippensis Archaeological Site<sup>103</sup>

**Relevance:** Philippi is a highly cohesive, comprehensive and lively archaeological site with a rich linear history associated with major global events, but also a number of smaller stories to tell. It is a focal point for the cultural and educational life of the region and attracts pilgrims from far and wide.

The site was founded as Krenides in about 360/59 BC by the Thracians, who chose the location due to the proximity of gold mines. In c. 356 BC they asked king Philip II of Macedon to help them against local tribes. Philip refounded the city, named it after himself and provided it with walls and a theatre. Philippi was a **battlefield** during the Roman civil war and it was there that the armies of **Octavian and Marc Anthony** collided with the armies of Brutus and Cassius in 42 BC. After the defeat of the republicans and the suicide of Brutus, Octavian refounded the city as a Roman colony (Colonia Julia Augusta).

*Saint Paul*

Saint Paul, after having a vision while in Troas, Asia Minor, disembarked at the port of Neapolis (today Kavala) and, following the Via Egnatia, he reached Philippi, where he started preaching, which caused him to be arrested and jailed. This is where St Paul baptised the first Christian in Europe, a woman named Lydia.

The city of Philippi has two assets:

1. Its strong historic background: Philip II, Romans (battle), St Paul and the Christianisation of Europe and a panorama of early Christian Architecture.
2. The archaeological landscape, formed by over 100 years of excavation and conservation work, is one of the most comprehensive and cohesive in Greece and internationally. An urban centre in its final, Late Antiquity form virtually breathes in front of the visitor, presenting its walls and street grid, theatre, forum and neighbouring buildings, basilicas and the Octagon complex.

**Managing authority of the Roman heritage site:** Hellenic Ministry of Culture/Ephorate of antiquities of Kavala.

**Museum:** Museum of Philippi, Museum of Kavala, Museum of Drama, Museum of Amphipolis, Museum of Thasos.

**Number of visitors:** rose from 48 850 in 2015 to 49 952 in 2017.

**The site interpretation is supported by:** billboards, displays, signs, guides, leaflets, brochures, theatrical performances, spatial models and guiding.

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103. Contribution and data provided by Stavroula Dadaki, Director of the Ephorate of Kavala.

**Tourism infrastructure supporting the site:** all kind of services are available because the site is located in the centre of the city.

***Recommendations: human resources development – sharing knowledge***

Greek sites, researched, systematically excavated, infrastructurally equipped and well managed, have potential for knowledge exchange and education.

- Human resource development and training through an Excellence centre
- Exchange of knowledge and good practices – teams for education
- Expert to Expert Exchange (E2EE)

***Threats of overtourism - setting standards for sustainability principles***

- Addressing environmental issues
- Introducing responsibility rules for visitors

***Smart specialisation: Networking for new meanings – Greece through the eyes of Romans***

Visitors can gain new insight through the routing process and by connection to the new theme, Greece Influencing Rome, and Roman responses in the introduction of innovations (basilicas, aqueducts).

Thematic focus on special interest content sheds new light on existing heritage.

## ITALY

The total number of visitors to Italian archaeological sites and museums in 2017 was 50 million, with total receipts of 193.6 million euros.<sup>104</sup>

### Aquileia

(UNESCO Site of Archaeological Area and the Patriarchal Basilica of Aquileia)

**Relevance:** The most complete example of an early Roman city in the Mediterranean world.

Aquileia, founded by the Romans in 181 BC, was a cultural city at the crossroads of religions, as well as the seat of an episcopacy and the Venetia et Histria government. This ancient site overflows with superlatives. It was one of the biggest cities of the Roman Empire, one of the liveliest communities of early Western Christianity, and one of the most important ancient ports on the Adriatic Sea. It was also the starting point of the main commercial, cultural and military roads into north-eastern Europe.

Aquileia was named a UNESCO site in 1998, but it is the reason for its inclusion that indicates the site's importance. The ancient city had survived intact and unexcavated. Furthermore, the Patriarchal Basilica Complex had played a key role in the spread of Christianity into central Europe in the early Middle Ages.

The main attractions are the Basilica with its mosaics, the National Archaeological Museum, the **early Christian Museum** and the archaeological areas: Forum, river port, necropolis, bishop's palace, domus of Tito Macro, markets, Sudhalle.

Aquileia is a UNESCO site with numerous highlights:

- It was one of the biggest towns in the Roman Empire
- The Basilica has **the largest mosaic floor** (750 sq. m) in western Europe<sup>105</sup>
- There are many restoration works and archaeological campaigns, so every year the visitor can see something new. The *sepolcreto* (necropolis) is very interesting and unique.
- The archaeological areas show the grandeur of Aquileia (Forum, river port, markets, Thermae)
- You can see a portion of an ancient Roman road

Key highlights are: the Mosaics: It is possible to visit the areas with a tablet and 3D reconstructions showing how they looked like in Roman times.

Aquileia is the right place for slow tourism, immersion in nature, good food and wine, and biking.

**The site interpretation:** Aquileia offers many types of cultural activity in order to attract different target groups (audience development): scientists, general public, families, children, schools, national and international visitors.

The basilica

Slow  
tourism

Culinary  
culture

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104. Mibact-Ufficio Statistica, 2018 ("dati provvisori suscettibili di variazioni"), available at [www.beniculturali.it/mibac/export/MiBAC/sito-MiBAC/Contenuti/visualizza\\_asset.html\\_249254064.html](http://www.beniculturali.it/mibac/export/MiBAC/sito-MiBAC/Contenuti/visualizza_asset.html_249254064.html) [www.statistica.beniculturali.it/Visitatori\\_e\\_introiti\\_musei\\_17.htm](http://www.statistica.beniculturali.it/Visitatori_e_introiti_musei_17.htm), accessed 4 February 2019.

105. Contribution and all data for Aquileia provided by Marco Marinuzzi.



### ***Good practice***

#### **Site with a personal story**

Detailed assessment of the site has proved that the site satisfies further criteria, being:

- The site with a personal story – stimulating intellectual curiosity with interactivity
- The site with the power of enhancement of memory, history and European heritage
- The site with contemporary cultural and artistic practices (movie festival, interactivity)
- The site with developed visitor-friendly infrastructure (digital and other media)

**Participatory approach** – engaging visitors, engaging citizens, stimulating curiosity

#### ***Recommendation: HR development – sharing knowledge***

Excellent and unique site, well managed, interactive in approach, has full potential for knowledge exchange and education through the Excellence centre.

The recommendation aims at supporting:

- Human resource development and training
- Exchange of knowledge and good practices – teams for education
- Expert to Expert Exchange (E2EE)
- Networking for visibility



The **managing authority** is Fondazione Aquileia. It is an innovative management model of cultural heritage, a public–private multilevel foundation established in 2008 for the management of the archaeological site of Aquileia. Its constitution follows the 10-year State–Region Agreement for Aquileia (renewed in 2018 for another 10 years) and Regional Law 18/2007 of Friuli Venezia Giulia for the valorisation of Aquileia. Fondazione Aquileia manages the archaeological areas and the museums. Ownership still belongs to the State. Its founder members are the Italian Ministry for Culture, Friuli Venezia Giulia Autonomous Region, Province of Udine and City of Aquileia. Another shareholder (a private, non-profit body) is the Archdiocese of Gorizia.

*The most important summer event is the Aquileia Film Festival, an international festival of archaeological movies and meetings with cultural and scientific personalities organised by Fondazione Aquileia in collaboration with the magazine Archeologia Viva. The Festival is held annually over three days in the last week of July, when the Piazza Capitolò is turned into a charming open-air cinema hall.*

**Number of visitors:** The increase has been obvious, from 89 862 visitors in 2015, to 167 713 in 2016 and 174 444 in 2017. This was also shown by annual revenue, which rose from 67 000 euros in 2015 to 91 000 euros in 2017.

**Tourism infrastructure supporting the site:** Tourism services and infrastructure for visitors are abundantly developed;<sup>106</sup> see [www.fondazioneaquileia.it](http://www.fondazioneaquileia.it).

## Sicily

The most significant Roman imperial heritage sites are in the eastern half of Sicily, in the provinces of Enna, Catania, Siracusa and Messina, though evidence of ancient Roman life can be found all over Sicily.

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106. Contribution and data for Aquileia provided by Marco Marinuzzi, Studio Marinuzzi, International consultant.

### **Sicily: Catania – Roman Theatre and Odeon – social and cultural living**<sup>107</sup>

**Relevance:** The most significant Roman imperial heritage sites are settled in the eastern zone of Sicily in the Provinces of Enna, Catania, Syracuse and Messina even if evidences of ancient Roman life can be found all over Sicily.



The Roman Theatre of Catania was built in the 1st century AD on an existing Greek building, of which some structures in the stage have been recently discovered. It is located in the historic centre of the town. Its current aspect dates back to the 2nd century and it was brought to light at the end of the 19th century. On its western side it shares a property boundary with a minor theatre called the Odeon. Perhaps originally covered with a roof, **the Odeon** was used for poetry, music contests and rehearsing performances that took place in the theatre, to which it is structurally related. Built in lava stone and brick, it seems to belong to the phase of expansion of the theatre, which involved the construction of a monumental complex with two buildings for shows, as at Pompeii.

Also very important is the **Roman amphitheatre**, not far from the theatre and built in the same period, the largest in Sicily; it could accommodate 15 000 people. **Uniqueness:** The theatre is likely the only one in the world built by using the **dark lava rock**, as is the whole town of Catania. It is perfectly integrated with the baroque character of the town, considered as UNESCO heritage, and with this it creates an amazing polychromic effect.

**Managing authority of the Roman heritage site:** Regional Department of Cultural Heritage, Polo Regionale di Catania.

**Number of visitors:** rose from 45 000 in 2015 to 90 540 in 2017, with revenue of 267 666 euros.

**The site interpretation is supported by:** the visitor centre, billboards, displays and signs, publications, brochures and external professional guides, role plays and more.

### **Sicily: Casale – the Casale Roman villa in Piazza Armerina**<sup>108</sup>

**Relevance:** This villa is one of the most important Roman archaeological monuments in Sicily and the Mediterranean area, included in the UNESCO list from 1997. Its famous mosaic floors, created by North African masters and mostly very well preserved, are historically particularly important as they provide a kind of illustrated catalogue of the culture and ideology of the senatorial aristocracy to which the owner belonged.

*Mosaics: a catalogue of culture*

107. Contribution and data for Catania provided by Giuseppe Avenia, Responsabile UO S2.2 "Programmi di internazionalizzazione e cooperazione internazionale".

108. Ibid.

The villa, articulated in spectacular perspective in sloping terraces, was built at the beginning of the Constantine Age (AD 304-310) on the site of a former rustic villa. It was the centre of an enormous estate, the *massa Philosophiana* known from late ancient sources, and it included the representative residence of a *dominus* but also the baths, spaces for the administration, warehouses for agricultural products and living quarters for servants.

The subjects of some of the mosaics represent the status of the owner–commissioner, such as the horse racing at the Circo Massimo in Rome in the corridor of the “**Great Hunt**” and the well-known mosaic of the **girls in bikinis**, while the mythological mosaics of the great *triclinium* portray life as a contrast between civilisation and the state of nature.

The villa was widely explored in the second half of the 20th century and restored through a project that privileged the overall restitution of the volume of the villa. The most recent conservation project was completed in 2012.

**Managing authority of the Roman heritage site:** Regional Council and Department of Cultural Heritage and Sicilian Identity.

**Number of visitors:** rose from 312 895 in 2015 to 344 485 in 2017.

**The site interpretation is supported by:** the visitor centre, billboards, displays, signs, brochures.

### ***Sicily: Tellaro – the Tellaro Roman villa (Municipality of Noto) – home design***

**Relevance:** The only villa of the Roman imperial period on Sicily’s Ionian coast that is currently accessible.

The Roman villa is on a low knoll on the right bank of the Tellaro river, about 7 km from the coast.

The villa, dating back to the late Roman Empire (around the second half of the 4th century AD), had a peristylum 20m in length, surrounded by a portico, with several rooms opening onto it. The rooms on the west side were most likely rather modest service areas or for storage, while the more noble areas of the villa, decorated with marvellous mosaics, were located to the north, south and east. To the north of the peristylum, the portico extended over a length of 15 m, with a continuous polychrome mosaic floor featuring laurel wreaths, medallions and geometric motifs.

*The story of  
mosaics*

Three adjoining rooms opened onto this long portico, all covered by mosaics. The mosaic in the first room (from the east) illustrated the ransom for the **redemption of Hector’s body**; the mosaic in the central room featured **satyrs and maenads**; the mosaic in the third room featured a series of hunting scenes around a large central female figure, probably **the personification of Africa**.

The villa was likely owned by one of the powerful aristocratic Sicilian families whose wealth derived from management of the large estates on the fertile land surrounding the villa, which is still farmed today. It was destroyed by a fire around the middle of the 5th century AD and was never rebuilt. Although severely damaged, first by the fire and then by the foundations of a modern farm, the mosaics, consisting of small, coloured stone tiles made by African craftsmen, are still impressive, and display not only the high artistic levels achieved by the craftsmen, but also the wealth, refined tastes and high culture of the owners.

**Managing authority of the Roman heritage site:** Regional public property (Demanio regionale BB.CC. Cultural Heritage).S. 36 Polo regionale di Siracusa per I siti e Musei archeologici.

**Number of visitors:** 34 228 in 2017.

**The site interpretation is supported by:** visitor centre, billboards, displays, signs and publications.

### **Sicily: Taormina - the Ancient Theatre**<sup>109</sup>

Taormina, known as the Pearl of the Ionian Sea, is the most important tourist destination in Sicily. Founded in 396 BC by Sicilian natives, it lies on Monte Tauro at 200 m above sea level and was under Greek domination until 212 BC. Once it became a Roman colony, Taormina was a free city (*civitas libera*) and exempt from paying any tribute to Rome. Many Roman families chose it for their retirement, attracted by its beauty and the mild climate. The city enjoyed (up to 133 BC) a period of peace, during which the Theatre (of Greek origin) was renovated and new monuments were built, energising the architectural development of the city. Cicero stayed in Taormina and dedicated to it some prayers. Over the centuries the city passed under many different rulers, but preserves much of its Roman heritage; even today, archaeological excavations are still being carried on.

**The Ancient Theatre** is the most important and best preserved monument in Taormina, built in a wonderful position from which you can admire the volcano Etna and a panorama of the Ionian Sea. It dates back to the period of Greek domination (3rd century BC) but was rebuilt in the Roman era in the 2nd century AD. The Cavea, the stepped auditorium space, has a diameter of about 109 m and is divided into nine sectors. At the top of the steps there is a double arcade, covered by a vault. The 36 small niches on the wall of the arcade perhaps accommodated statues.

*Interpretation: The ancient Theatre, originally built for dramatic or musical performances, in Roman times was given over to venationes, performances of fights between gladiators and wild animals. As a result the orchestra was expanded for the new arena function.*

In Roman times, the Theatre Orchestra was transformed into an arena for gladiator games. The scene has three large openings, flanked by niches and columns replaced in the 19th century. For many years now, the Ancient Theatre of Taormina has been the marvellous setting of international events. Taormina is an international tourist resort, famous for its natural beauty and landscapes, for its hospitality and for its monuments. The Ancient Theatre is the main destination for each tourist and for thousands of spectators who attend the events scheduled from May to October. In Taormina there are many Roman remains: the Odeon, the Naumachie, the monumental fountain with water games, the Baths and the Domus of Saint Pancrazio.

**Managing authority of the Roman heritage site:** The monuments belong to the Sicilian Region/ Department of Cultural Heritage.

Preservation is entrusted to the Archaeological Park of Taormina/ Naxos for the ordinary management of the place, i.e. bookings for musical and theatrical events, management of visits and maintenance.

Taormina Arte Sicilia Foundation – as per the agreement with the Archaeological Park – is responsible for the groundwork of the Ancient Theatre. It provides for the assembly of all the structures it owns (parterre, tribune, dressing rooms, stage) and obtains authorisation of the space by the authorities responsible for security; it also arranges numerous musical and theatrical events from May to October. The Foundation, in collaboration with the Archaeological Park, reopened the Odeon for a small musical and theatrical schedule in October 2018 and in 2019 it planned to create a new set-up for use of the space, for events from May to October.

**Number of visitors:** 809905 in 2017.

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109. Data provided by Dr Pietro de Micelli, Fondazione Taormina Arte.



**The site interpretation is supported by:** accommodation, restaurants, visitor centre, displays, signs, guides, brochures, video, digital applications and electronic guides; for theatrical performances, see [www.taormina-arte.com](http://www.taormina-arte.com); for the Film Fest, see [www.taorminafilmfest.it](http://www.taorminafilmfest.it).

## Apulia, Egnazia – Archaeological Site<sup>110</sup>

**Relevance:** Cited by some famous authors, such as **Pliny, Strabo and Orazio**, this town was very important in the past, thanks to its geographical position, its port and the **Via Traiana**. In fact Egnazia was an important **commercial centre**. This was the last stop on the trip to Brindisi along the ancient road, as the Latin poet Orazio documented.

Pliny  
Strabo

**The National Archaeological Museum of Egnazia** is located outside the defensive wall circuit, 4th century BC, that encloses the area of the ancient city Gnathia.

The archaeological site of Egnazia, with its favourable natural and environmental context between old olive trees and the sea, is one of the most interesting sites in Apulia.

The museum documents the history of Egnazia, starting from the first forms of settlement in the 16th century BC, continuing with the development of the urban structure of the site and its monument from the Messapian and Roman periods, and Late Antiquity.

Egnazia still maintains the massive Messapian defensive wall and the necropolis, with its pit chambers and semi-chamber tombs, some of which are enriched by pictorial decorations. There are many remains dating back to the Roman Age: the Via Traiana, the Civil Basilica with the Hall of the Three Graces, the Temple of Oriental Cults, the Amphitheatre, the Porticoed Square and the Roman Bath. Among the best preserved buildings is the cryptoporticus, an underground quadri-arcade structure that can be walked through. There are also two early Christian basilicas situated near the Roman-era private houses. Black pottery, finely decorated with white, yellow and red pictures, is named "**Gnathia pottery**" (4th-3rd century BC).

**Managing authority of the Roman heritage site:** Ministero per i Beni e le Attività Culturali – Polo Museale della Puglia – [www.egnazia.eu/en/the-museum/](http://www.egnazia.eu/en/the-museum/).

**Number of visitors:** 28 210 in 2017.

**The site interpretation is supported by:** the visitor centre, displays and signs, guides, brochures, other publications, video, digital applications and electronic guides, theatrical performances.

## MONTENEGRO

### Doclea/ Duklja UNESCO Site

The Roman town Doclea is the most significant ancient site in Montenegro, only 4 km from Podgorica. During the Roman period, Doclea was the most important urban centre in the area. Positioned near the junction of several main roads, of which the road from Naron (Vid near Metković), leading to

The story of  
mosaics

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110. Data provided by Bianca Bellino, Regione Puglia, Coordinamento Politiche Internazionali.

Scodra through Montenegro, was one of the most significant Roman routes. It occupied the wide plateau between the rivers Zeta, Moraca and Siralija Creek.

The strategic position was the main reason why the town was built at this specific place. Although it was protected by rivers, it was also fortified by mighty walls, towers and bastions which surrounded the plateau on which the town was situated.<sup>111</sup> Massive walls 22-50 m thick surrounded the town, with towers and battlements in the most important places, and fortified bridges across the rivers.

The founding of Doclea is assigned to the beginning of the 1st century. The town became a *municipium* under the Flavian Dynasty, in the reign of Vespasian, when most of the *municipia* were established in the area of the Roman province of Dalmatia. Doclea was named after the Illyrian tribe **Docleati** on whose territory it was built.

The town was built according to the classic urban scheme with two main streets, *cardo* and *decumanus*, which intersected at right angles, while all other streets were parallel with them, creating in that way a grid of square blocks. The triumphal arch dedicated to the Emperor **Galien** was erected not far from the Siralija Bridge, near the town centre.

The forum was situated near the place where the two main streets intersected, opposite the *thermae*, with the basilica on the western side of the forum. The part-inscription that is preserved on the basilica epistyle proves the dedication of this building to the 15-year-old boy Flavie Frintan Balbino, whose gilded statue on horseback decorated the forum.

From the 4th century AD, Christians lived in the eastern part of the town, where they built churches and a large episcopal basilica. The **Podgorica Glass**, a plate with scenes from the Old and New Testament, dates from this period. At the 4th Ecumenical Council held in Halkidon in 451, episcopo Evandros of Doclea was mentioned as a participant.

The buildings so far identified of the Roman town include two temples, the forum, basilica and public baths, with possibly one private house and a pair of late antique churches.<sup>112</sup>

**Managing authority of the Roman heritage site:** JU Muzeji i galerije Podgorice.

**The site interpretation is supported by:** billboards, displays and signs, living history events, guides, leaflets, brochures and video material.

**Tourism infrastructure supporting the site:** nearby hotels, private accommodation, restaurants, bar, parking.

**Co-operation possibilities:** contact JU Muzeji i galerije Podgorice, Marka Miljanova 4, 81000 Podgorica. Telefon: +382 (0)20 242-543, E-mail: [pgmuzej@t-com.me](mailto:pgmuzej@t-com.me).

## Municipium S

**Relevance:** Excavations of Municipium S... confirm the presence of Roman civilisation in the contours of the Roman city, with its walls, monumental buildings, city streets and necropolis. Placed on an important line of communication, it had strategic and economic importance, and was the centre of this large military and administrative area.

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111. See [www.antickadukljacg.com/en/doclea](http://www.antickadukljacg.com/en/doclea), accessed 27 January 2019.

112. Unfortunately, since their discovery a railway line has been built across the site, which partially cuts the bath house and completely obscures the Temple of Diana. See [www.antickadukljacg.com/pdfs/ZbornikI.pdf](http://www.antickadukljacg.com/pdfs/ZbornikI.pdf).

The municipium was situated in a plain, enclosed by high mountains, not far from another big Roman settlement in present-day Kolovrat near Prijepolje. During the detailed archaeological excavations (1964-75) two Roman city cemeteries were discovered with almost 700 graves, many of them with written inscriptions. The finds from the excavated cemeteries prove that the Roman city existed for some three and a half centuries, from the 1st to the 4th century AD. Since the citizens holding municipal offices appear in the inscriptions, it is evident that the settlement had municipal status, although the actual name of the municipium has not yet been uncovered. The abbreviation 'S' in one inscription might refer to the name of the municipium.

The story of  
mosaics

All the movable heritage from this site, relating to Roman religion, culture, economics and many articles for daily use, is preserved in the Regional Museum in Pljevlja.

**Managing authority of the Roman heritage site:** JU Zavičajni Muzej Pljevlja.

**The site interpretation is supported by:** billboards, displays and signs, living history events, guides, leaflets, brochures and video material.

**Tourism infrastructure supporting the site:** photo-tourism and other packages, nearby hotels, private accommodation, restaurants, bar and parking.

## RISAN – Mosaics in Roman villa, Risan, Kotor Bay

(UNESCO World Heritage Site)

**Relevance:** The unique mosaics in the Roman Villa Urbana are testimony to the **exceptional artistic achievement** and refined taste of the inhabitants of Risan in the Roman era. Risan is one of the richest, but currently one of the least explored find sites in Montenegro.

Classical authors mention Risan in relation to the myth of the legendary founders of Boeotian Thebes, Cadmos and his wife Harmonia, who had come to the area, at that time inhabited by the Illyrian tribe of the Enchele.<sup>113</sup>

The story of  
mosaics

Being the oldest settlement in Boka Kotorska bay, it was mentioned already in the 3rd century BC as the Illyrian state. Under siege by the Romans, the Illyrian queen, Teuta, took refuge in Risan, a small town known then for its invincibility, located away from the sea and on the Rhizon river, as Polybius mentions in his Histories.<sup>114</sup> Risan is also mentioned by Pliny as "**oppida civium Romanorum**", which proves its status as a *municipium*.

Risan was under Roman occupation from the 1st to the 4th century AD. Its Latin name was Rhisinium. Construction and urbanisation of Rhisinium were particularly developing during the time of the **Flavians** and the **Antonini**. In that period, at the end of the 2nd century AD, the Roman Villa Urbana was probably built, represented today by magnificent Roman mosaics. The villa complex, covering an area of 790m<sup>2</sup> with five rooms decorated with mosaics, was discovered in 1930. Later on, various sites with four more mosaics were discovered. The latest restoration was carried out in 2007, in cooperation with USAID, the Tourism Organisation of Kotor and the Government of Montenegro.<sup>115</sup>

Roman villa  
design and  
decoration

The mosaics from the Roman villa demonstrate different artistic styles composed mostly in **polychrome geometrical patterns** and floral ornaments in white, black and grey pebbles. The most interesting is the room which has, in the centre of the vegetal motifs, a circular medallion with

113. Kovačević (2018).

114. Polybius, *The Histories*, II.16.

115. Kovačević (2018).

the image of **Hypnos**, a Greek god, personified daemon of sleep, depicted as a sleeping boy with folded wings.

The archaeological and cultural significance of the villa lies also in the fact that it is a part of a **broader cultural complex** comprising numerous cultural monuments, such as two important archaeological sites, underwater archaeological sites, religious architecture and residential palaces.

**Managing authority of the Roman heritage site:** Municipality of Kotor.<sup>116</sup>

**The site interpretation is supported by:** billboards, displays and signs, living history events, guides, leaflets, brochures and video material.

**Tourism infrastructure supporting the site:** photo-tourism and other packages, nearby hotels, private accommodation, restaurants, bar and parking.

### ***Recommendations: smart specialisation and product development***

#### ***Networking for new meanings***

Visitors can gain new insight through the routing process, and connection to the new theme.

Assessment of sites and compliance with EICR criteria should be done for each destination.

Evaluation of possible interpretation levels is necessary for diversifying products.

Thematic focus on special interest content sheds new light on existing heritage.

Developing specific subthemes and products/packages is possible:

- The stories of Roman Mosaics (Aquileia, Izola, Telleraro, Risan ...)
- Ancient Roman Villas and home decoration: villas, palaces (Risan, Telleraro, Isola ...)

Product development – stimulating and supporting product development, investment and business performance, co-operation, networking B2B: a practical guide

#### ***Routing – organisational structure***

This would bring new light to destinations.

#### ***Relating to local brands***

This would bring life to local economy and sustain local communities.

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116. Naef (2011).

## SERBIA<sup>117</sup>

### Felix Romuliana – Gamzigrad

Roman  
palatial  
culture:  
design and  
decoration

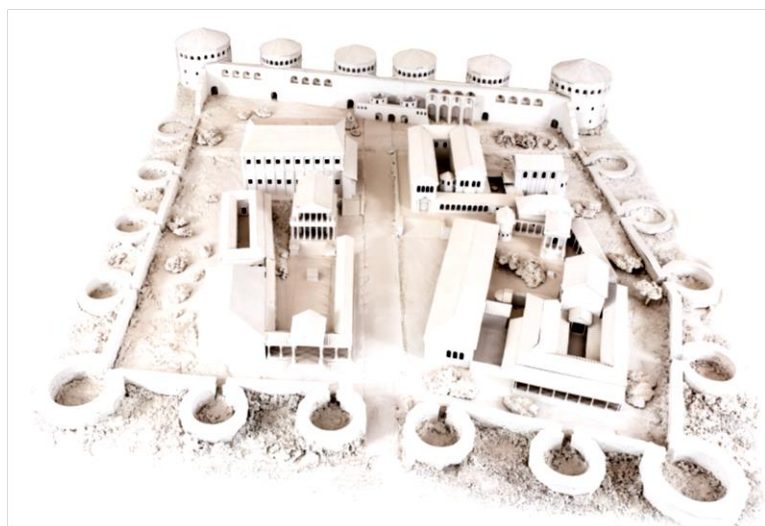
This Late Roman fortified palace in eastern Serbia, commissioned by Emperor Caius **Valerius Galerius Maximianus** and built in the late 3rd and early 4th centuries, was named Felix Romuliana after the emperor's mother **Romula**. The palace is in the north-western part of the fortified complex, which includes basilicas, temples, hot baths, a sacral-memorial complex and a tetrapylon. The group of buildings is unique in its intertwining of ceremonial and memorial functions. The spatial and visual relationships between the palace and the memorial complex, where the mausoleums of the emperor and his mother Romula are located, are unique.

In the UNESCO World Heritage List since 2007, based on criteria iii and iv, it is the only archaeological site in Serbia on the List.

**Criterion (iii):** The fortifications, the palace and the memorial complex are a unique testimony to the Roman construction tradition pervaded by the ideological programme of the Second Tetrarchy and Galerius himself as their builder.

**Criterion (iv):** The group of buildings comprising the architectural complex of the Emperor Galerius is unique in that it intertwines the ceremonial and the memorial programme. The relation between two spatial ensembles is stressed by placing the tetrapylon on the crossroads between the worldly fortification with the palace and the other-worldly mausoleums and consecration monuments.

The imperial palace Felix Romuliana is a unique example of Roman civil engineering tradition from the period of the Second Tetrarchy. The court complex, which was built in the birthplace of Emperor **Gaius Galerius Valerius Maximianus**, in the vicinity of the present-day village of Gamzigrad, is



walled by a unique defensive system: a double fortification, formed from the remains of the older fortification nested into the younger fortification. From the evidence of the pilaster with images of tetrarchs in medallions, it is generally considered that building of the palace was begun in AD 305, the year in which Emperor Galerius was proclaimed Augustus. The whole complex was probably meant to be completed by the time of the 20th anniversary (*vicennallia*) of Emperor Galerius' reign and his voluntary

abdication in AD 313. The emperor's illness, which had progressed unchecked since AD 310, diverted the focus of building from the fortified profane core towards the sacral complex on Magura. Finally, his death in AD 311 undoubtedly represented also the death of his ideological concept of the Tetrarchy.

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117. The questionnaire and data were submitted by representatives of the Centre for Tourism Research and Studies.

The site boasts copies of original sculptures and parts of mosaics *in situ*, while all the originals are in the **Zaječar National Museum** (11 km from the site).

Key highlights of the site are the palace, Cybele's Temple, Jupiter's Temple, towers of the fortification (with exhibition) and the Sacral-Memorial Complex of Magura hill (two mausolea, two consecrative monuments, remparts of tetrapylon).

**Site is managed by:** the Zaječar National Museum.

**Number of visitors:** has grown from 28 000 in 2015 to 30 000 in 2017.

**Interpretation is supported by:** billboards, spatial models, displays, signs, 3D virtual tour, augmented reality app, guides, leaflets, brochures, video, digital applications, electronic guides, occasional theatrical performances, role plays, living history, concerts, workshops for children, 3D reconstruction in virtual presentation etc.

**Supporting tourist attractions:** Bukovo, Suvodol and Vratna monasteries, and Vratna's Gates (the rare natural phenomena called *prerasti*).

**Tourism services and infrastructure:** includes souvenir shop, bar, parking for cars and buses.

## Sremska Mitrovica – Sirmium – Imperial Site

The territory of today's Serbia, at an intersection of ancient roads and a bridge connecting the cultures of West and East, was a significant frontier zone of the Roman Empire in late ancient times.

At the beginning of this era, the great Roman Empire established its Balkans frontier – the *Limes* on the Danube. Tens of fortified military camps were raised along this line of defence, while the hinterland was intersected by a network of roads connecting distant parts of the empire. Where the roads intersected, big and rich cities – provincial capitals and cultural centres – emerged. Its rich diversity of monuments from the Roman past, as well as the fact that 16 Roman emperors were born and lived on what is now Serbian soil, are a testimony to the rise to prominence of this territory.

A luxurious town

Sremska Mitrovica, a town 75km from Belgrade, lies on the foundations of an ancient Roman town – Sirmium. Having been established at the intersection of the river and overland routes, the settlement of Sirmium developed into one of the biggest metropolises of that time.

Already in the 1st century AD, Sirmium was one of the main centres of the Roman army; later it grew to become a rich trading city, capital of the province of Pannonia and one of the emperor's residences. Emperors **Decius**, **Probus** and **Maximinus** were born there and **Theodosius** was crowned emperor there. Defensive walls surrounded the settlement, and there was a port on the River Sava. In the 3rd and 4th centuries, Sirmium was a **luxurious town**, with a public square in the centre, wide streets, public bathing establishments and palaces richly decorated with mosaics.

**Managing authority of the heritage site:** Town Tourist Organisation of Sremska Mitrovica.

**The site interpretation is supported by:** visitor centres, interpretative centres, billboards, signs, living history events, guides, leaflets, brochures and video material.

**Tourism infrastructure supporting the site:** hotels, private accommodation, restaurants, bar, playground, parking, tourism packages. **The site is part of the Cultural Route** of Roman emperors at national level – National Tourist Organisation of Serbia.

### ***Recommendations***

#### ***Promote the intersection of macro-regional strategies and routes, bringing insight into less developed areas***

Culture and tourism building the competitive edge of both macro-regions through promotion of cultural routes and decreasing environmental risks with planned approach.

Developing specific subthemes and products/packages is possible:

- The stories of Roman Mosaics (Aquileia, Felix Romuliana, Izola, Risan Sirmium Tellaro etc.)
- Ancient Roman villas and home decoration: villas, palaces (Felix Romuliana, Risan, Tellaro, Isola, Sirmium etc.)

Product development – stimulating and supporting product development, investment and business performance, co-operation, networking B2B practical guide.

#### ***Relating to local brands***

Wine and food would bring life to local economy and sustain local communities.

## **SLOVENIA**

In the Iron Age, present-day Slovenia was inhabited by Illyrian and Celtic tribes until the 1st century bc, when the Romans conquered the region, establishing the provinces of Pannonia and Noricum. What is now western Slovenia was a part of the X region Venetia et Histria. Important Roman towns located in present-day Slovenia included Emona, Celeia and Poetovio. Other important settlements were Nauportus, Neviodunum, Atrans and Stridon.<sup>118</sup>

During the Emona period, the area of modern-day Slovenia was incorporated into the Roman Empire and it acquired some of the key gains of Roman culture: urbanisation, literacy and Roman residential culture.

The Roman conquest of Celtic and Illyrian territories started in the 2nd century bc. However, Rome subjugated the Delmatae, Pannonii and Japodi at the beginning of the 1st century AD, expanding the boundary of the empire to the far east.

After the extinguishing of the Pannonian-Delmatae Revolt from AD 6 to 9, Istria was incorporated into Italy, and the area up to the central Danube region was completely incorporated into the Roman state. After the Roman conquest, the province of Pannonia was established, while the eastern Alps,

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118. Štih, Simoniti and Vodopivec (2009).

from the Danube in the north to the Savinja river basin (Celeia) in the south, were incorporated into the Empire as the province of Noricum by the mid 1st century AD.<sup>119</sup>

Although Norican kingdom, as part of the present-day Slovenia was annexed in a peaceful way, the southern and eastern part of the contemporary Slovenia was conquered only after intense fighting that lasted from the second half of the 2nd century BC to the early 1st century AD. Emona/Ljubljana was the administrative centre of the Ljubljana Basin and at the same time the eastern-most town in the Tenth Italic Region.

The important Norican centre of Celeia/Celje obtained the status of a Roman municipality during the time of Claudius. It was the southernmost town in the Noricum province.

Nevidunum/Drnovo also has Celtic roots. It became a Roman municipality under Vespasian. Nevidunum was an important river port. Other important settlements were Praetorium Latobiorum/Trebnje and Romula/Ribnica pri Brežicah. Nevidunum was the south-westernmost town in Pannonia, and Poetovio/Ptuj was another town in the same province. After the establishment of the province's borders, what is now Slovenia belonged to Italy (regio decima), Noricum and Pannonia, and was divided among the territories of the towns. Around Maribor, in Posavje, Gorenjska and in Primorska many rural estates or villae rusticae have been situated, and in Ribnica in Dolenjska the important roadside station of Romula has been found. Another interesting feature from the Roman period on Slovenia's territory is the system of defensive fortifications *Claustra Alpium Iuliarum*, built in the late 3rd and 4th century, which secured the eastern routes to Italy. The system stretches from the Julian Alps to the Bay of Kvarner. The main fortress at the entrance to the Vipava valley was *Castra* in Ajdovščina, part of whose towers and walls can still be seen. A number of historically attested battles took place along this system, the most famous one between Theodosius and Eugenius in 394.<sup>120</sup>

During the Migration Period, the region suffered invasions by many barbarian armies, due to its strategic position as the main passage from the Pannonian Plain to the Italian Peninsula. Rome finally abandoned the region at the end of the 4th century. Most cities were destroyed, while the remaining local population moved to the highland areas, establishing fortified towns.

## Ljubljana – Aemona/Emona

**Relevance:** Emona (Ljubljana) was the first Roman city founded on the territory of modern Slovenia. It held the rights of a Roman colonia *Colonia Iulia Aemona*, and by AD 14 or 15 had already expanded beyond its city walls. In that period the emperors Augustus and Tiberius ordered the construction of a large public building, a walled fortification with towers. The city was settled by colonists from northern Italy and the names of around 30 families who settled in Emona are known.<sup>121</sup> The city served the trade between its settlers and the rest of the empire. As part of the X Venetia et Histria region, Emona was the region's easternmost city. From the late 4th to the late 6th century AD, Emona was the seat of a bishopric that had intensive contacts with the ecclesiastical circle of Milan, reflected in the architecture of the early Christian complex on Erjavec Street in present-day Ljubljana.

Emona flourished from the 1st to the 5th century AD. Following the principles of Roman town planning, Emona was rectangular in shape, with two main streets crossing at right angles. It was protected by walls and towers and in some places also by one or two ditches filled with water.

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119. Ibid.

120 Data provided by Aleksandra Nestorović, Curator of Archaeology, Regional Museum Ptuj Ormož

121. Šašel (1968).



Numerous archaeological remains have been excavated, such as parts of the Roman wall, houses, statues, tombstones, mosaics and parts of the early Christian baptistery, which can be still seen today.

Research on Emona has confirmed its important role in the period of Late Antiquity, when it was the first major station in support of the newly established defensive line across the Alps, *Claustra Alpium Iuliarum*. Linked to this are some extensive new constructions at Emona in the 4th century, chiefly the public bath house in the area of today's planned new university library, where numerous finds with a military association indicate a major concentration of reinforcement troops in Emona or nearby.<sup>122</sup>

The archaeological park and presentation of the heritage of Emona are the result of masterly work by the architect Jože Plečnik, who redesigned the remains of the Roman walls. Creating the park he opened two passages through the walls, and behind the walls he displayed architectural elements from Antiquity, with a stone monument collection in the Emona city gate. He also set up a pyramid, which he covered with turf.

Emona house is the site of the remains of a terraced Roman house built in the 1st century AD as part of a larger building complex. In the times of the Roman Emona, the building, now referred to as House No. 15a, used to contain four apartments with a large shared atrium.

The remains of the house, which used to cover 500 square metres, include an original 1st century floor indicating the distribution of rooms, part of a nearby road and a cloaca (sewer shaft), which still serves its original purpose. The building was raised three times, for the last time between the 4th and 5th centuries AD. Today the site is called "The Jakopič Garden", named after the famous Slovenian Impressionist painter Rihard Jakopič, whose studio overlooked the garden.<sup>123</sup>

### ***Emona: the Roman trail of Ljubljana***

The Roman Trail of Ljubljana is a circular route taking in ten monuments of the Roman city of Emona, whose 2000th anniversary was celebrated in 2014. The trail includes, among other things, the Emona House and the early Christian Centre archaeological parks, where visitors can see the most beautifully preserved remains of Roman houses in Ljubljana, and the remains of the Emona city wall.

**The site interpretation is supported by:** information boards with QR codes, which allow smartphone users to access related audio and visual content on the internet, and a 3D virtual reconstruction; see [www.youtube.com/watch?v=D9DKlq6ULsg3D](http://www.youtube.com/watch?v=D9DKlq6ULsg3D).

**The managing authority** of the heritage site is the City Museum of Ljubljana.

## **Izola – Simonov Zaliv archaeological site<sup>124</sup>**

The Simonov Zaliv archaeological site is a nationally important monument (heritage ID 195). The site is one of the best preserved and researched remains of a Roman maritime villa with an adjacent port. In the past ten years the excavated archaeological remains have been restored and conserved (mosaics, building remains, port remains under water) and presented within an archaeological park. In 2017 an interpretation centre for visitors was opened, offering information about the site, life in the villa in the Roman period and cultural and natural heritage features of the area (including the cliffs, a fascinating geological phenomenon).

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122. Bernarda Županek, "The Slovenian section", *Roman road Aquileia-Emona-Siscia-Sirmium-Viminacium*, available at [http://archest.eu/wp-content/uploads/2016/06/Archest-WP3-Task-3.1-%E2%80%93-Historiographic-research-update-on-the-Roman-route\\_28.7.2016.pdf](http://archest.eu/wp-content/uploads/2016/06/Archest-WP3-Task-3.1-%E2%80%93-Historiographic-research-update-on-the-Roman-route_28.7.2016.pdf), accessed 18 April 2019.

123. See [www.visitljubljana.com/en/visitors/things-to-do/sightseeing/emona-house-archaeological-park/](http://www.visitljubljana.com/en/visitors/things-to-do/sightseeing/emona-house-archaeological-park/).

124. Data provided by Irena Lazar, Dean, Institute for Archaeology and Heritage, University of Primorska.

**The site interpretation:** The contents of the centre are presented on a Tangible Map Interface, an interactive map solution which allows multiple users to simultaneously explore and understand various topics with the aid of a projected map. The solution is multi-user, very easy and fun to use, allowing visitors to engage fully in the story told; by picking a topic with a puck and placing it on a station (projected podium), information appears on the projected map. By turning the pucks, users navigate within space and time, exploring life in a Roman seaside villa. All text is written in 3 languages, and audio guides are available in 5 languages.

**Number of visitors:** 9500 in 2017.

**Managing authority of the heritage site:** Institute for Archaeology and Heritage, University of Primorska.

## Celeia

**Relevance:** The main route across Slovene territory, the via Gemina, led east from Aquileia towards Ad Pirum, Emona, Celeia and Poetovio, connecting the eastern Po valley and Italian Adriatic to the central Danube river basin.

The site was incorporated in the Roman Empire as **Civitas Celeia** in 15 BC, and it received municipal rights in AD 45 under the name "municipium Claudia Celeia" during the reign of the Roman Emperor Claudius (AD 41-54).

Recent archaeological research proves that the centre of Roman Celeia was in what is now the south-western part of the town. Architectural remains in this area follow the characteristic Roman urban scheme with typical residential complexes – *insulae* or multi-storeyed marble palaces, atrium housing, squares, wide streets and a central forum. From the records we know that it was a flourishing town: densely populated, fortified and even called **Troia secunda**, the second or little Troy. A Roman road led through Celeia from Aquileia to Pannonia. Celeia was incorporated into Aquileia ca. 320 in the reign of Emperor Constantine I (306-337).<sup>125</sup>

**Management:** The Celje Regional Museum. See [www.pokmuz-ce.si/en/exhibitions/permanent-exhibitions/celeia-a-town-beneath-todays-town/](http://www.pokmuz-ce.si/en/exhibitions/permanent-exhibitions/celeia-a-town-beneath-todays-town/).

**The site interpretation:** virtual presentation "[Celeia - a town beneath today's town](http://www.pokmuz-ce.si/podmestom/)", available at [www.pokmuz-ce.si/podmestom/](http://www.pokmuz-ce.si/podmestom/).

## Colonia Ulpia Traiana Poetovio /Ptuj<sup>126</sup>

**Relevance:** Roman legionary camp was erected on the crossroads of the ancient routes. Due to its hinterland rich in ore and its strategic location by a river, Poetovio had a rich pre-historic tradition. Two important routes converged here: The Amber Route running overland, which turns from the Pannonian plain towards the south-west, and the waterway on the River Drava, as well as along its banks, that linked the heart of Eastern Alps with the lower River Danube valley.

During the Augustan period, whilst conquering Pannonia, the Romans erected a legionary camp. From a settlement of merchants, craftsmen and military families alongside the legionary camp, and probably also from a nearby indigenous village, there grew Poetovio, which gradually developed into

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<sup>125</sup>. Lazar (2008).

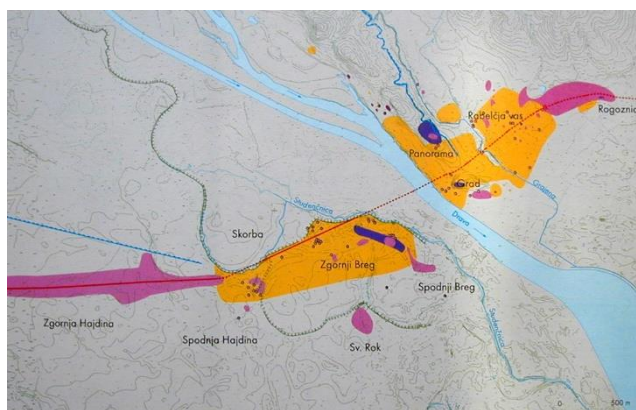
<sup>126</sup> Data provided by Aleksandra Nestorović, Curator of Archaeology, Regional Museum Ptuj Ormož

the largest town on the territory of the present-day Slovenia. Under the emperor Trajan (98-117), the town was granted the status of a colony with the name of **Colonia Ulpia Traiana Poetovio**. For some decades it was one of the administrative centres of the province of Pannonia.

**The site interpretation is supported by:** interpretive centre, displays, signs, brochures, guides, leaflets and digital applications [uprava@pmpo.si](mailto:uprava@pmpo.si); <http://www.pmpo.si>

**Tourism infrastructure supporting the site:** bar, souvenir shop

**The managing authority of the Roman Empire's heritage site is** the Regional Museum Ptuj Ormož



## II. STATE-OF-THE-ART ANALYSIS OF THE PROTECTION AND MANAGEMENT OF AIR HERITAGE ENTITIES AND NETWORKS

### 1. MANAGEMENT OF SELECTED ARCHAEOLOGICAL SITES

The managing authorities of the Roman heritage sites in various countries are very different. The management of archaeological sites is a rather complex task, since it requires a multidisciplinary approach, dealing with conservation, preservation and interpretation of the physical site, but also dealing with large amounts of heterogeneous data: texts, numerical data, drawings, pictures, movies, maps and 3D models, which should be made available for a wide range of audiences.

Management is usually preoccupied with the conservation and preservation of the site (or sites) as its primary task. "It is clear that threats to the survival of this heritage come from a vast array of sources, but most of them are linked to the way modern societies are developing. Conservation efforts are still, in many cases, trying to address only one of these threats, the one that is most visible: material

decay”.<sup>127</sup> However, other threats – lack of awareness, lack of good presentation and lack of good interpretation – can as easily lead to deterioration, and that is often the case with the inland sites of countries on the eastern side of Adriatic. On the other side, AIR coastal areas are more and more threatened by overtourism. Accordingly it is important to repeat the truth that, if threats cannot always be eliminated, they can certainly be managed.



The International Council on Monuments and Sites report *Heritage at risk: ICOMOS World Report 2000 on monuments and sites in danger* (ICOMOS 2000) mentions lack of adequate or appropriate presentation and communication, lack of interpretation, lack of knowledge, disrespect, lack of awareness and lack of promotion as threats to heritage which can be devastating.<sup>128</sup>



Cultural Route designers must take into account the fact that abundant and interesting data are already available for many archaeological sites on several types of media, but such data need to be transformed into forms that will stimulate the sustainability of sites by being understandable and

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127. Palumbo (2002).

128. See [www.icomos.org/risk/2001/tourism.htm](http://www.icomos.org/risk/2001/tourism.htm), accessed 15 December 2018.

appropriate not only for experts, but also for travellers of all kinds, who might be art lovers, specialised clients, families, children, youth or seniors, coming from nearby or from far away.

Sites tend to be generally protected by the state, and managed publicly by the state, by regional authorities, by local/municipal authorities, by museums or by foundations, though sometimes the management is public–private (as in Bosnia and Herzegovina, where Franciscan parishes take care of some sites) or is entrusted to a tourism organisation.

Some typical examples of the different forms of management are listed in the next section.

## 2. POSSIBILITIES FOR CO-OPERATION

### Albania

The managing authority of most archaeological sites in Albania will often be the Regional Directorates of National Culture. However, there are exceptions, where management of sites is more complex, as in Butrint.

**Managing authority of Butrint archaeological site:** Administration and Co-ordination Office of Butrint. Management of the site, the Butrint Archaeological Park, was established by the Government of Albania under the Law for the Protection of Cultural Property in 1999 and covers an area of 25sq.km.<sup>129</sup> Financing is secured through The Butrint Foundation, established in 1993 by Lord Rothschild and Lord Sainsbury, aiming at protection of the Butrint archaeological site and its surroundings. The site encompassed the ancient city of Butrint, part of Lake Butrint, the Lake Bufi zone, the Vivari Channel and the surrounding wetland area, as well as hills covered with forest and shrubland. Government Decree No. 531, dated 31.10.2002, designated the wetland complex of Butrint – covering an area of 13 500 ha – as a Ramsar Site and an application was made to the Secretariat of the Ramsar Convention for inclusion in the list of the Ramsar Sites. The National Park was established in November 2005, by means of Government Decree No. 693, dated 10.11.2005, covering an area of 8 591.2 ha.<sup>130</sup>

### Bosnia and Herzegovina

In Bosnia-Herzegovina, the archaeological institutions are all museums, universities or government institutions dealing directly with the archaeological heritage of the state as part of their scope. Several museums in Bosnia-Herzegovina employ dedicated archaeologists, and the multi-departmental museums, Muzej Republike Srpske in Banja Luka, and the National Museum of Bosnia-Herzegovina in Sarajevo, have dedicated archaeological departments, employing several archaeologists. At present, they are among six museums that employ dedicated archaeologists or archaeological specialists.<sup>131</sup>

In three of the selected Roman heritage sites, the managing authority is the Franciscan parish, taking care of cultural goods and museums in:

- **Posuški Gradac** – the Franciscan parish office manages the site, and artefacts from the site are exhibited in the small Franciscan museum in Posušje municipality;

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129. Bego and Malltezi (2010).

130. See <https://rothschildfoundation.org.uk/what-we-do/major-initiatives/butrint-foundation/>, accessed 11 January 2019.

131. Lawler (2014).

- **Gračine** – the site in Bigeste Municipium is managed by the public institution Parkovi L.L.C. Ljubuški<sup>132</sup> in co-operation with the Franciscan office that takes care of site; in the Municipality of Ljubuški, near the site, there is also a small local Franciscan museum (the oldest in Bosnia and Herzegovina, 1884);
- **Gorica Grude** – this site has public–private management, mostly in the hands of the Franciscan parish office of Gorica and partly in the hands of local people, privately managed.

The other sites are managed by various institutions:

The managing authority of the Roman heritage site in **Skelani** is the Municipium Malvesiatium Archaeological Museum in Skelani, founded by the Government of the Republic of Srpska in 2010 as a central museum institution for the management of the protected area of the Skelani archaeological complex, and based on the Decision on the Establishment of the Archaeological Complex Skelani as a Cultural Property of Extraordinary Significance.

The managing authority of the Castra Roman heritage site in Banja Luka is the Banski Dvor Cultural Centre.

The Roman baths of the Laktaši Balneum Roman heritage site are under the protection of the state of Republika Srpska, and are managed by the Laktaši Municipalities and the Tourist Organisation of the Laktaši municipality, taking care of everything from conservation of the monument to signage, exterior design, fencing etc.

## Croatia

Protection and preservation of archaeological heritage in Croatia is carried out by the Directorate for the Protection of Cultural Heritage of the Ministry of Culture of Croatia and its network of conservation departments. Archaeological research in Croatia is carried out by ten archaeological institutions, whose main activity is scientific and study work: six archaeological museums, one institute, two departments at faculties in Zagreb and Zadar and one department at the Croatian Academy of Science and Art. Management of the archaeological sites is carried out mostly by museums.<sup>133</sup>

The listed sites from Croatia are managed by the archaeological museums of Istria, Zagreb and Split, Lošinj museums, Vinkovci municipal museum, the municipality of Omišalj and the municipality of Rijeka.

The total number of visitors to museums in Croatia in 2017 was 4.6 million.



132. See [http://old.kons.gov.ba/main.php?id\\_struct=6&lang=1&action=view&id=1839](http://old.kons.gov.ba/main.php?id_struct=6&lang=1&action=view&id=1839), accessed 5 January 2018.

133. Strategija zaštite, očuvanja i održivog gospodarskog korištenja kulturne baštine Republike Hrvatske za razdoblje 2011.-2015. Ministarstvo kulture Republike Hrvatske, available at [www.min-kulture.hr/userdocs/images/bastina/STRATEGIJA\\_BASTINE\\_VRH.pdf](http://www.min-kulture.hr/userdocs/images/bastina/STRATEGIJA_BASTINE_VRH.pdf), accessed 17 December 2018.

## Greece

According to Greek law, the state is the guardian of all monuments and protected cultural goods, archaeological sites and historic areas. All ancient monuments within Greek territory are the property of the state.

Preservation of cultural heritage is related to land use and residential growth policies, and in general the monitoring of building activity and infrastructure works in “monument-sensitive” areas. The legislation provides that “the protection of monuments, archaeological sites and historical places shall be included among the goals at every level of land use, developmental, environmental and urban planning.” The law explicitly forbids any action affecting a movable or immovable monument “which could result, directly or indirectly, in the destruction, harm, pollution, or alteration of its form”.

The proposed Greek sites are managed by the Hellenic Ministry of Culture and Tourism with the relevant Ephorate of Antiquities and the prefecture (e.g. Athens, Kiklades, Préveza, Corinth, Thessaloniki). An example of good practice in a public–private partnership is Nicopolis.

**The managing authority of the Roman heritage site at Nicopolis is** the Hellenic Ministry of Culture and Tourism, and the Prefecture of Préveza, together with the new Archaeological Museum of Nicopolis (Greek Ministry of Culture), the Aktia Nicopolis Foundation and the Organisation for Researches in Nicopolis (both private organisations).

The total number of visitors to Greek archaeological sites in 2017 was 11 million, and there were 5 million visitors to museums; total receipts were 87 million euros at sites and 16 million in museums.<sup>134</sup>

## Italy

In Italy, the *Soprintendenze* are administratively autonomous units directed by archaeological *Soprintendente*. They undertake duties relating to the protection, study and improvement of archaeological evidence in Italy. As part of this responsibility, they are charged with monitoring construction, highway and other types of project, emergency and rescue excavations, restoration, cataloguing, research and publication, and all relevant financial activities in regions. In Italy, there are 20 regions, each of which is allocated to a *Soprintendenza*.<sup>135</sup> Today they manage sites on a regional basis, such as the Soprintendenza Archeologia della Puglia.<sup>136</sup> Italy has also prepared a Risk Map, a territorial information system that gives scientific and administrative support to state and regional bodies in charge of protecting cultural heritage or in dealing with matters related to mass tourism.<sup>137</sup>

Finally, European and private funding remain among the main sources of finance for individual regions in Italy, owing to the scarcity of funds allocated by the Ministero Per i Beni e le Attività Culturali (the Italian Ministry of Culture).<sup>138</sup> We have an excellent example of this in Aquileia.

**The managing authority of the Roman heritage site at Aquileia is** Fondazione Aquileia, which is an innovative management model for cultural heritage. It is a public–private, multilevel foundation established in 2008 for the management of the archaeological site of Aquileia. Its constitution follows the 10-year State–Region Agreement for Aquileia (renewed in 2018 for another 10 years) and the

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134. Hellenic Statistical Authority: [www.statistics.gr/en/statistics/-/publication/SCI21/-](http://www.statistics.gr/en/statistics/-/publication/SCI21/-).

135. D’Agostino 1984: 77, cited in Saraç (2003).

136. See [www.beniculturali.it/mibac/export/MiBAC/sito-MiBAC/Luogo/MibacUnif/Enti/visualizza\\_asset.html\\_261266688.html](http://www.beniculturali.it/mibac/export/MiBAC/sito-MiBAC/Luogo/MibacUnif/Enti/visualizza_asset.html_261266688.html), accessed 17 December 2018.

137. See [www.cartadelrischio.it/eng/index.html](http://www.cartadelrischio.it/eng/index.html), accessed 17 December 2018.

138. Saraç (2003).

Regional Law 18/2007 of Friuli Venezia Giulia for the valorisation of Aquileia. Fondazione Aquileia manages the archaeological areas and the museums, though ownership still belongs to the state. Its founder members are the Italian Ministry of Culture, the Friuli Venezia Giulia Autonomous Region, the Province of Udine and the City of Aquileia. Another shareholder is the Archdiocese of Gorizia, a private non-profit body.

**Managing authority of the Roman heritage site Taormina:** The monuments belong to the Sicilian Region/ Department of Cultural Heritage.

Preservation is entrusted to the Archaeological Park of Taormina/ Naxos for the ordinary management of the place: bookings for musical and theatrical events, management of visits and maintenance.

Taormina Arte Sicilia Foundation – as per the agreement with the Archaeological Park – is responsible for the groundwork of the Ancient Theatre. It provides for the assembly of all the structures it owns (parterre, tribune, dressing rooms, stage) and obtains authorisation of the space by the authorities responsible for security; it also arranges numerous musical and theatrical events from May to October. The Foundation, in collaboration with the Archaeological Park, reopened the Odeon for a small musical and theatrical schedule in October 2018, and in 2019 it planned to create a new set-up for use of the space, for events from May to October. See [www.taormina-arte.com](http://www.taormina-arte.com).

## Montenegro

The management of archaeological sites in Montenegro is regulated through the Ministry of Culture's Directorate for Cultural Heritage, part of which is the Centre for Conservation and Archaeology of Montenegro,<sup>139</sup> Department of Archaeology. This department is responsible for the development of archaeological protection programmes, the organisation and management of archaeological research, the development of management plans and the mapping of archaeological sites.<sup>140</sup>

The National Cultural Development Programme (2011-2015)<sup>141</sup> indicates that systematic archaeological research has been carried out only at Risan, and on the mosaics and sites at Carine and Mirište near Petrovac. The resulting lack of data and valid documentation on archaeological sites prevents their proper evaluation and presentation. Of all archaeological sites in Montenegro, only the remains of an antique villa with mosaics in Risan and part of the ancient Duklje have been valorised for tourism purposes. The issue of underwater archaeology has been neglected. Some archaeological sites have been devastated by the construction of infrastructure and by unauthorised relocation of archaeological finds. The finds from some research are partly presented in the National Museum of Montenegro and partly in municipal museums. There is no complete database of archaeological sites and finds, nor an archaeological map of Montenegro. It is worth stressing that the 2018 programme for protection of cultural sites in Montenegro includes 25 projects of revitalisation.<sup>142</sup>

In Slovenia and Montenegro, the Laws on Cultural Heritage Protection (from 2008 in Slovenia and 2010 in Montenegro) recognise the management plan as one of the instruments for the integral

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139. See [www.ckacg.me/arheologija.html](http://www.ckacg.me/arheologija.html), accessed 17 December 2018.

140. Montenegro Ministry of Culture: [www.mku.gov.me/organizacija](http://www.mku.gov.me/organizacija), accessed 17 January 2019.

141. Montenegro National Cultural Development Programme (2011-2015), available at [www.mku.gov.me/ResourceManager/FileDownload.aspx?rid=74444&rType=2&file=NACIONALNI%20PROGRAM%20RAZVOJA%20KULTURE.docx](http://www.mku.gov.me/ResourceManager/FileDownload.aspx?rid=74444&rType=2&file=NACIONALNI%20PROGRAM%20RAZVOJA%20KULTURE.docx), accessed 23 January 2018.

142. See [www.mku.gov.me/ResourceManager/FileDownload.aspx?rid=297819&rType=2&file=Program%20zastite.pdf](http://www.mku.gov.me/ResourceManager/FileDownload.aspx?rid=297819&rType=2&file=Program%20zastite.pdf) accessed 23 January 2018.



protection of cultural heritage. Management plans usually assess the state of conservation, restoration and maintenance, provide guidelines for their enhancement and define possible activities. Everything proposed in the management plan has to be in accordance with the legal and institutional framework, but additional conservation, restoration and maintenance can help to realise other developments.<sup>143</sup>

Currently, sites are usually managed directly by museums.

## Serbia

The governing institution is the Ministry of Culture and its Section for Cultural Heritage, whose obligations are to monitor, analyse and provide strategies that would benefit the protection and preservation of cultural heritage. The work of the Ministry of Culture is monitored and evaluated by the National Council for Culture – a state-appointed body set up to provide additional professional help, improvements and enhancement of culture in the Republic of Serbia.

In Serbia there is a network of institutes for the protection of cultural monuments, eleven institutes in total.

Serbia has 190 archaeological sites, and projects are being carried out on about 50 of them. This means that only 26.31% of known archaeological sites in Serbia are 'active' and are still an interest of the state, while there are many other sites that are known to institutions but are not integrated in the national register.

Archaeological heritage in Serbia was always managed, funded and owned by the State and practiced by: Institutes for protection of cultural monuments, Archaeological Institute, Institute for Balkan Studies, Historical Institute, Faculty of Philosophy (Department of Archaeology), and national and local museums across country and the organisation Serbian Archaeological Society (SAS).<sup>144</sup>

Direct management of the two proposed sites is the responsibility of the Tourist Organisation of the Town of Sremska Mitrovica (for Sirmium) and the Zaječar National Museum (for Felix Romuliana).

## Slovenia

The Directorate for Cultural Heritage of the Ministry of Culture ([www.mk.gov.si/en/](http://www.mk.gov.si/en/)) monitors development of a complete system for the protection of cultural heritage, prepares system solutions on heritage protection, manages the register, ensures the development of an information system and documenting of cultural heritage and performs administrative tasks in the area of cultural heritage.

The Preventive Archaeology Centre manages and carries out the preliminary archaeological research. In addition to its legally specified tasks, the Institute devotes a great deal of attention to the promotion of cultural heritage, which is carried out in the form of lectures, guided tours of monuments, exhibitions, online presentations, pamphlets and publications series, and in other forms that have become established in contemporary heritage protection.<sup>145</sup>

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143. Management planning of UNESCO World Heritage Sites: Guidelines for the development, implementation and monitoring of management plans (2015), at

[www.expoaus.org/upload/novosti/publication\\_expoaus\\_eng\\_web\\_105355.pdf](http://www.expoaus.org/upload/novosti/publication_expoaus_eng_web_105355.pdf).

144. Samardžić (2015).

145. Slovenia Heritage Portal: <http://m.heritageportal.eu/Resources/EU-Countries/Slovenia.html>, accessed 16 February 2019.

The proposed sites in Slovenia are managed by the Institute for Archaeology and Heritage, University of Primorska (for the Simonov Zaliv site at Izola) or the City Museum of Ljubljana (for Emona).

## Conclusion

The management of archaeological sites in the states presented here is characterised by very different approaches, including various actors, so management of these sites on one Cultural Route would be a rather complex task. Besides orchestrating and harmonising various interests, such management should include an analytical stage, a planning and design stage, a realisation stage and a monitoring stage, as well as presentation and interpretation of the sites, their use and enhancement. Management equally "requires a multidisciplinary approach to the issue. Involved should be, in addition to various experts, other stakeholders such as owners, investors, local communities, etc., which too have an important influence on the process of conservation and management of archaeological heritage."<sup>146</sup>

However, the **key members** and initiators of the Cultural Route should be the direct **managers of sites on the route**, who should include all the interested parties, stakeholders and partners, with the full support of the government of each country involved and of national and local tourism boards.

Experiences so far have proved that, without such a bottom-up approach, and without the support of state institutions, a dynamic future for the Cultural Route is impossible.



### **Recommendation**

To develop the project, an interdisciplinary group – representing the various stakeholders of the site – should participate directly in the decision-making process. The management process must begin with research and consultations with all those concerned, leading to a statement of the significance of the sites and their value, followed by the setting of management policy. Further steps are given in the final recommendations.

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146. Ščitaroci and Rukavina (2015).

### 3. OBSTACLES AND OPPORTUNITIES FOR CO-OPERATION, IN THE FRAMEWORK OF A POSSIBLE CULTURAL ROUTE

#### Strengths

1. **Market:** The strength of forming cultural routes lies in the common factor that they rely on, their cultural assets, and in the cultural tourism market. The current size of the cultural tourism market is estimated at over 39% of all international tourism arrivals, or the equivalent (in 2017) of around 516 million international trips.<sup>147</sup>

Regional empowerment is directly connected to all aspects of cultural tourism on cultural routes. In relation to this aspect, it is important to say that cultural tourism is motivated by a desire to learn, to discover, to experience and to consume certain tangible or intangible cultural attractions or products, which might as well be connected through a cultural route as a multi-destination. This corresponds well to the United Nations World Tourism Organization's latest operational definition,<sup>148</sup> which refers to cultural tourism attractions and products that

relate to a set of distinctive material, intellectual, spiritual and emotional features of a society that encompasses arts and architecture, historical and cultural heritage, culinary heritage, literature, music, creative industries and the living cultures with their lifestyles, value systems, beliefs and traditions.<sup>149</sup>

Accordingly a wide range of product developments on the cultural route is possible with reference to the market range, which covers everything creative or cultural, heritage tourism, expanding city tourism, more (and more attractive) touring, culinary experiences, eco-tourism, hiking, biking, photo-tourism and more.

2. **Archaeological sites** connected to a specific thematic cultural route are another strength, answering the urge for authenticity, distinctiveness and uniqueness of destinations with sites that are off the beaten track or less known, culturally rich and visitor-numbers poor.

3. **Sustainability:** Another great strength of cultural routes lies in the all-year character of the product, combating seasonality. Also, their strong reliance on high-quality cultural, archaeological and environmental resources and features has the potential to incentivise the preservation of these cultural resources, adding to sustainable development of destinations. As has been shown, this type of tourism (cultural, touring, walking, city tourism) grows faster than tourism in general. This is due to the ageing population and changing values.

Cultural routes are based on long-term assets. For instance, some of the AIR countries profit from abundant cultural and archaeological resources, and favourable geographical positioning.

Most AIR countries are highly accessible to visitors from most places in the world and some AIR regions, like the IPA countries, compete successfully on price with other destinations in the world.

Archaeological tourism has the potential to create new jobs, reduce poverty, strengthen identity and provide competitiveness.

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147. Richards (2018).

148. UNWTO, 22nd Session of the General Assembly held in Chengdu, China (UNWTO, 2017: 18).

149. Richards (2018).

Emphasise the fact that tourism management strategies of destinations should focus on management of tourism volume (growth) rather than only on distribution of visitors over space and time.<sup>150</sup>

Regarding strengths, there are no evolving hints for future EU policies, except the notion that current EU tourism policy could more actively use cultural routes to reduce overall seasonality.

## **Weaknesses – obstacles to co-operation**

Weaknesses have been detected in the AIR countries' cultural strategies and action plans, from a review of literature, university theses, interviews, social networks and visitors' reviews of the sites.

### **1. Insufficient valorisation of the Roman archaeological sites**

Insufficient multidisciplinary research and professional valorisation of the space, lack of studies on the sustainable presentation of archaeological sites for visitors for specific sites;

Insufficient skill in presentation of archaeological sites in a responsible and visitor-friendly way;

Unprofessional works on archaeological sites and disregard of the principles of protection (often in IPA countries);

Insufficient care and maintenance of archaeological sites by owners and users, and insufficient financial resources for that purpose.

### **2. Insufficient management or management skills for route development or archaeological tourism**

The absence of management knowledge, instructions, guidelines;

Inadequate co-ordination between subjects in the system of management, presentation and interpretation;

Lack of space for storing, protecting and presenting archaeological finds, interpretation centres, creative centres etc.

Inadequate monitoring and management of tourism flows at archaeological sites;

Inadequate physical protection of archaeological sites, both on land and underwater;

Lack of permanent resources and continuous means of obtaining funds to protect and improve the status of archaeological sites.

### **3. Lack of human resources**

Development of co-operation takes time, needs communication, depends on people and their expertise; the human resources for this particular project will need to have hybrid education, wide knowledge and goodwill;

There is inadequate expertise in the field of multidisciplinary study, presentation and interpretation of archaeological sites for tourism purposes, and also in the fields of promotion and thematic co-operation.

### **4. Lack of time**

Creation of a network of 40 destinations across 8 countries presents an entrepreneurial challenge which will take time and human resources. Most interviewees have specified that as a problem;

Even in the early phase of research, co-operation might fail because of insufficient human resources; some countries did not manage to provide feedback (Montenegro, part of Slovenia, part of Italy) although they expressed goodwill and interest in participation in further development.

### **5. Lack of skills and knowledge**

Accumulated expert knowledge and common scientific research of the route theme is a necessity for further co-operation.

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150. See [www.europarl.europa.eu/RegData/etudes/STUD/2018/629184/IPOL\\_STU\(2018\)629184\\_EN.pdf](http://www.europarl.europa.eu/RegData/etudes/STUD/2018/629184/IPOL_STU(2018)629184_EN.pdf), accessed 11 February 2019.

A particular problem is inadequate training of professional profiles for planning, designing and performing complex partnership projects in a multidisciplinary and multicultural environment.

At this moment many sites are dealing with the dangers of unconcern, impropriety and ignorance regarding the protection, presentation and valorisation of sites, disregarding the opportunity and benefits of co-operation.

The lack of specialised educational institutions for the education and training of human resources in the field of cultural tourism.

#### **6. Lack of awareness of benefits**

There is inadequate clarity and consensus on the benefits of cultural routes. A lack of definitions of the benefits, the components and the features that distinguish the concept from other related phenomena is a threat, as is a lack of reliable data on tourism flows.

There is insufficient awareness of the value and potential in the development of cultural routes.

Quiet often there is insufficient knowledge among the local population of the extent, value and importance of archaeological sites.

Inadequate education of young schoolchildren about the value and potential of protected areas.

Absence of high-quality promotional materials for Roman archaeological sites (folders, leaflets, publications, web presentations).

Insufficient popularisation of archaeological sites, their value and meaning.

#### **7. Lack of infrastructure**

Visitor-friendly facilities, information and interpretation points (Visitor Centres) for archaeological sites on the route, tourism services, adequate accommodation, hospitality, thematic food venues, activity and interactivity areas, transport connectivity, accessibility etc.

#### **8. Uneven distribution of financial resources**

Finances are often not available for the presentation, interpretation and preservation of sites, or even for further research.

#### **9. Uneven distribution of visitors**

Here we face the lack of common marketing research for cultural tourism and the corresponding lack of common marketing strategy and activities on the Adriatic and Ionian level, together with the lack of such data for specific destinations or countries.

#### **10. Uneven strength of cultural competitiveness**

This is a weakness in the sense of availability, promotion and readiness for visitors: southern European countries tend to be characterised by stronger cultural and natural resources and tourism service infrastructure, but their scores for business environment, ground transport infrastructure and attention to environmental sustainability tend to be somewhat lower than those in western and northern Europe. In the Balkans and eastern Europe, price competitiveness is a strength, but the sub-region has not yet invested enough in air connectivity and cultural resources.<sup>151</sup>

These problems do trigger more recommendations for EU policies. There seems to be a potential role for EU co-ordination in gathering reliable data about the tourism market for archaeological tourism and cultural routes.

The joint promotion of cultural routes could become part of the "rolling plan of tourism action framework" (European Commission 2013).

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151. WEF (2017).

## **Opportunities – possibilities for co-operation**

The opportunities lie in the harmonised regional strengthening of a diversified cultural tourism offer, development of the cultural potential through the revitalisation of existing archaeological sites and connecting them into a thematic network, but also putting them into the context of a lively tourism environment with complementing offers of authentic products (food, spa, facilities etc).

Here we talking about a new valorisation of the cultural landscape of the archaeological areas and new visibility for ancient Roman archaeological sites. Raising awareness of the possibilities for co-operation will per se open opportunities for co-operation.

Co-operation is an opportunity for harmonised relationships, integrated presentation, interpretation and preservation, balanced infrastructure and visitor-related services along the entire Cultural Route.

The concept of the Cultural Route specifically requires the engagement of experts and scientists who will provide in-depth research and data for development of theme on an institutional and scientific level. Opportunities for positive development also lie in raising the skills of professionals in the design and presentation of archaeological destinations as focal points of travellers' interests. In developing this aspect, knowledge exchange through the Centres of Excellence might be a good solution.

Since cultural routes are a new product connecting some less travelled spaces, resources are needed for marketing research, for management development of the network and especially for the development of tourism products and business-to-business (B2B) collaborations.

Opportunities lie in new tourism trends in visitors' preferences. This is in line with an ageing population, sustainable development and changing lifestyles. Growth of the market might lie in developing a travel offer for citizens who want to enjoy a transformative experience in the form of an inspiring holiday. This is connected to the 59% of senior tourists who found cultural tourism an important motivation for their travel. A significant proportion of citizens in the EU (40%) showed willingness to travel for culture, city tourism, touring, walking tourism, history hiking and other kinds of 'slow tourism'.

A Roman Heritage Cultural Route in the Adriatic and Ionian Region might be seen as an opportunity for those visitors who seek less travelled spaces, who look for a clever compromise, either off-the-grid luxury or back-to-basics facilities, with local experiences and synergising fusions – above all, customising the offer (foody archaeological sites?).

## **Threats**

Threats lie primarily in the degree of common understanding of co-operation within the concept of an European Cultural Route, and of its principles and goals. Thus lack of thematic focus, lack of understanding or lack of elasticity might be crucial causes if there is a lack of performance. For coastal urban sites, overtourism may equally be a threat.

# SWOT

## Strengths, weaknesses, opportunities, threats

### STRENGTHS



#### MARKET

- Cultural tourism developing rapidly (516 million journeys in 2017)
- Flourishing city tourism, touring tourism, creative tourism, eco-tourism, all often combined with food tourism, or outdoor tourism
- Cultural Routes as new product through less travelled spaces, providing space, off-the-grid luxury, oriented to back to basics and back to local trends

#### ARCHAEOLOGICAL SITES

- Geographically and thematically connected in a route
- Rich and diversified but compatible
- Many sites off the beaten track or undiscovered
- Immersed in natural landscape
- Associated with contemporary living (communications, commerce)

#### SUSTAINABILITY

- Faro Convention principles supporting local community development, small businesses – more than 90% of tourism business are micro, small or medium-sized enterprises (SMMEs)<sup>152</sup>

### WEAKNESSES



- Lack of human resources
- Lack of skills and knowledge
- Lack of awareness of benefits
- Uneven distribution of visitors
- Uneven distribution of financial resources
- Cultural competitiveness

### OPPORTUNITIES



- Diversification of the product
- Revitalisation of destinations connected to archaeological sites
- Integrated management of cultural landscapes
- Offering synergising fusions – customising the offer

#### VISITORS

- Changing values: premiumisation, personalisation, authenticity, health, simplicity, connectivity, identity
- Targeted: knowledgeable, experienced, responsible, active
- New, rapidly developing market segments: 55+, women, H2H (holiday to holiday).

152. See [https://ec.europa.eu/eurostat/statistics-explained/index.php/Tourism\\_statistics](https://ec.europa.eu/eurostat/statistics-explained/index.php/Tourism_statistics).

THREATS



- Lack of co-operation
- Lack of partnership
- Lack of elasticity
- Lack of trust
- Lack of exclusivity
- Lack of focus
- Lack of performance
- Overtourism and overcrowding



### III. EXPERT'S RECOMMENDATIONS FOR THE CREATION OF THE ROMAN EMPIRE CULTURAL ROUTE

#### RECOMMENDATIONS: INSTITUTIONAL FRAMEWORK

NETWORKING DIAGRAM OF THE FUTURE CULTURAL ROUTE



Identification of stakeholders and partners

- National level: institutions, associations, government, local government, tourism boards, ethnic groups, etc.
- International organisations, associations
- Scientific level: institutes, experts and professionals, educational institutions
- Heritage institutions: protected sites, museums, conservation bodies, heritage associations, private owners, others
- Tourism industry : tour operators, travel agents, professional conference organisers (PCOs), destination management companies/organisations (DMCs/DMOs), hospitality, guides, private owners

VISITOR TRENDS

H2H (head to head) FORMING PARTNERSHIPS



AIR Memorandum of Understanding – the agreement with the governing bodies

- Identification of the stakeholders' scope of action within the Cultural Route, and of the dominant actors and project leader who will, in consultation with others, assemble a project team that can start the process and identify the required financial, institutional and human resources to prepare the plan.
- Harmonising the balance of power among partners

DEFINING  
INFLUENCE MAP AND  
STAKEHOLDERS'  
ROLES



- Thematic support – institutions, scientific community
- Structural support - museums, interpretation centres
- Service support – hospitality, accommodation, guiding, information centres, tourism offices, destination management companies/organisations (DMCs/DMOs).
- Augmentative support –events, exhibitions, augmented/virtual reality (AR/VR).

ORCHESTRATING



Defining multidisciplinary levels of management:

- Scientific – at thematic level, providing scientific support and site assessment – developing project idea
- Technical – providing technical co-ordination and management – developing project application
- Structural and service level – providing business and infrastructure co-operation
- The missing link: national co-ordination of destinations on the route for each country is necessary

## RECOMMENDATIONS: AWARENESS RAISING

### AWARENESS-RAISING CAMPAIGN



- Engage community and citizens (voluntary)
- Raising awareness of the potential positive impacts of tourism and the risks
- Providing insight into co-operation possibilities as one of the cornerstones of cultural tourism products in route development

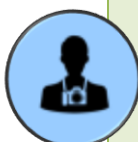
### VISITOR TRENDS

### HR DEVELOPMENT



- Supporting human resource development and training
- Exchange of knowledge and good practice – teams for education
- Expert to Expert Exchange (E2EE)
- Centres of excellence, LLL (lifelong learning), training sessions

### ENGAGING VISITORS



- Participatory approach
- Voluntourism
- Responsible tourism charters
- And rules development

### DEFINING KEY SUSTAINABILITY PRINCIPLES



- Commitment to ensure resources for conservation and protection
- Research, presentation, interpretation and revitalisation
- Encouraging sustainable and inclusive growth
- Addressing environmental issues and the management of cultural resources

## RECOMMENDATIONS: PRODUCT DEVELOPMENT

### SMART SPECIALISATION



- Detailed assessment of sites – evaluation of the identified sites (EICR Criteria)
- Defining thematic uniqueness and compatible subtopics
- Evaluating the power of enhancement of memory, history and European heritage
- Judging contemporary cultural and artistic practice
- Examining the development of visitor-friendly infrastructure

### PRIORITISATION



- Set priority development areas of the Route
- Set priority development areas of the country
- Set priority development areas of each destination
- TOP 5 key attractions per site
- M2M and M4M network

### ROUTE DESTINATION DESIGN



- Route as a product - setting up an organisational network
- Setting and regulating standards of product design (image, identity, quality, safety etc.)
- Product design - stimulating and supporting product development, investment and business performance, co-operation,
- networking and B2B practical guide

### B2B CLUSTERING

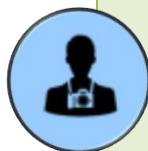


- Engaging businesses, institutions, local communities
- Defining and evaluating partnership benefits and challenges
- Establishing business relationships among stakeholders
- Establishment of a pool of tour operators

and travel agencies (TO/TA POOL)

## RECOMMENDATIONS: VISIBILITY

### MARKETING



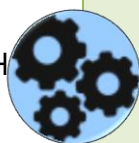
- Consumer-oriented market research
- Understanding targeted markets, e.g. "How to do business with the Japanese market"
- Niche markets: women in tourism, youth, seniors
- Visibility actions

### PROFILING THE ROUTE



- Building a personal story
- Identifying USP features, compatibility models, key historic events/charters
- Presentation – defining presentation standards, identity standards
- Interpretation – research and translation of scientific data into story telling for written, oral, interactive, virtual ... interpretation

### PARTICIPATORY APPROACH



- Structuring the tourist experience – focal points, itinerary models, thematic segments, hybrid content
- Stimulating intellectual curiosity
- Relating to local brands

DIFFERENTIATION  
DIVERSIFICATION



Defining subtopics:

- The stories of Roman Mosaics (e.g., Aquileia, Izola, Telleraro, Risan)
- Eventful Roman life beyond Rome (amphitheatres and theatres, e.g. Durrës, Butrint, Pula, Salona)
- Roman cuisine and silverware
- The health of Roman soldiers
- Maritime routes of Roman art and money in the AIR
- Ancient Roman home decoration: villas, palaces (Risan, Telleraro, Isola etc.)
- Birth of Christianity: basilicas, saints, martyrs



## ANNEXES

### ANNEX 1: ROMAN EMPIRE HERITAGE INVENTORY OF SITES AND DESTINATIONS, WITH RELATED MANAGING AUTHORITIES

	Archaeological site	Managing authority	Museum	Web	Contact
<b>ALBANIA</b>					
Pojan	<b>Apollonia</b>	Administration and Coordination Office of the Archaeological Park of Apollonia	Archaeological Museum in Saint Mary's Monastery	<a href="http://www.ambasadat.gov.al/austria/sites/default/files/Discover%20Albania%20%281%29.pdf">www.ambasadat.gov.al/austria/sites/default/files/Discover%20Albania%20%281%29.pdf</a>	<a href="mailto:elton.orozi@turizmi.gov.al">elton.orozi@turizmi.gov.al</a>
Butrint	<b>Buthrotum</b>	Administration and Coordination Office of Butrint	Archaeological Museum	<a href="http://butrinti2000.com/">http://butrinti2000.com/</a> <a href="http://www.youtube.com/watch?v=Etqw1EiddiQ">www.youtube.com/watch?v=Etqw1EiddiQ</a> <a href="https://whc.unesco.org/en/list/570">https://whc.unesco.org/en/list/570</a> <a href="http://albania.al/destination/17/butrint">http://albania.al/destination/17/butrint</a>	<a href="mailto:elton.orozi@turizmi.gov.al">elton.orozi@turizmi.gov.al</a>
Durrës	<b>Dyrrachium Amphitheatre</b>	Regional Directorate of National Culture, Durrës	Archaeological Museum of Durrës	<a href="https://invest-in-albania.org/increased-number-of-visitors-to-butrint-raises-new-challenges/">https://invest-in-albania.org/increased-number-of-visitors-to-butrint-raises-new-challenges/</a>	<a href="mailto:elton.orozi@turizmi.gov.al">elton.orozi@turizmi.gov.al</a>
Orikum	<b>Orikos</b>	Regional Directorate of National Culture, Vlorë	Archaeological Park Orikum	<a href="http://arceoparks-albania.com/orikum/html/about_orikum.html">http://arceoparks-albania.com/orikum/html/about_orikum.html</a>	<a href="mailto:elton.orozi@turizmi.gov.al">elton.orozi@turizmi.gov.al</a>
Selce, Pogradec, Golik	<b>Via Egnatia: Selce, Pogradec, Golik village</b>	Ministry of Culture, Korce Regional Directorate of National Culture		<a href="http://www.viaegnatiafoundation.eu/index.php/hiking-wandern/via-egnatia-hiking-trail">www.viaegnatiafoundation.eu/index.php/hiking-wandern/via-egnatia-hiking-trail</a>	<a href="mailto:elton.orozi@turizmi.gov.al">elton.orozi@turizmi.gov.al</a>
<b>BOSNIA AND HERZEGOVINA</b>					
Posuški Gradac	<b>Roman temple</b>	Franciscan parish office in Posuški Gradac	Franciscan museum	<a href="http://www.posuski-gradac.com/povijest.asp">www.posuski-gradac.com/povijest.asp</a>	<a href="mailto:info@posuski-gradac.com">info@posuski-gradac.com</a>
Gračine	<b>Bigeste Roman military camp</b>	Parkovi L.L.C. Ljubuški public institution	Franciscan museum	<a href="http://www.jpparkovi-ljubuski.com/">www.jpparkovi-ljubuski.com/</a> <a href="http://www.kravica.ba/hr/za-posjetitelje-2/sadrzaji/item/327-gracine.html">www.kravica.ba/hr/za-posjetitelje-2/sadrzaji/item/327-gracine.html</a>	<a href="mailto:parkovi.ljubuski@gmail.com">parkovi.ljubuski@gmail.com</a>
Skelani	<b>Municipium Malvesiatium</b>	Municipium Malvesiatium Archaeological Museum, Skelani		<a href="http://www.municipiumskelani.net/turizam/">www.municipiumskelani.net/turizam/</a>	<a href="mailto:municipiumskelani@gmail.com">municipiumskelani@gmail.com</a>
Banja Luka	<b>Castra</b>	Banskidvor Cultural Centre	Museum of Republika Srpska in Banja Luka	<a href="http://banskidvor.org/">http://banskidvor.org/</a>	<a href="mailto:banski_dvor@blic.net">banski_dvor@blic.net</a>
Laktaši	<b>Balneum Roman baths</b>	Laktaši Municipalities and the Tourist Organisation (public institution)		<a href="http://www.laktasiturizam.org/en/roman-spa/o79">www.laktasiturizam.org/en/roman-spa/o79</a>	<a href="mailto:tool@laktasiturizam.org">tool@laktasiturizam.org</a>



Gorica Grude	<b>Pit</b> ( <i>oppidum</i> )	Franciscan parish office of Gorica in public-private partnership with local community	<a href="http://bratovstina.com/franjevaka-arheoloka-zbirka-u-gorici/">http://bratovstina.com/franjevaka-arheoloka-zbirka-u-gorici/</a>	<a href="mailto:bratovstina.sv.stjepana@gmail.com">bratovstina.sv.stjepana@gmail.com</a>
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## CROATIA

Pula	<b>Arena Amphitheatre</b>	Archaeological Museum of Istria	<a href="http://www.pulainfo.hr">www.pulainfo.hr</a> <a href="http://www.ami-pula.hr/en/about-the-museum/general-information/">www.ami-pula.hr/en/about-the-museum/general-information/</a>	<a href="mailto:tz-pula@pu.t-com.hr">tz-pula@pu.t-com.hr</a>
Solin	<b>Salona</b>	Archaeological museum in Split	<a href="https://visitsplit.com/hr/520/salona">https://visitsplit.com/hr/520/salona</a>	<a href="mailto:ema.visic-ljubic@armus.hr">ema.visic-ljubic@armus.hr</a>
Zagreb	<b>Archaeological Museum Zagreb</b>	Archaeological Museum Zagreb	<a href="http://www.amz.hr">www.amz.hr</a>	<a href="mailto:dkusan@amz.hr">dkusan@amz.hr</a> <a href="mailto:smihelic@amz.hr">smihelic@amz.hr</a>
Vid	<b>Narona Roman Augusteum</b>	Ministry of Culture of the Republic of Croatia; Narona Archaeological Museum	<a href="http://www.a-m-narona.hr/amnsite/">www.a-m-narona.hr/amnsite/</a>	<a href="mailto:toni.glucina@a-m-narona.hr">toni.glucina@a-m-narona.hr</a>
Mali Lošinj	<b>Museum of the Apoxiomenos &amp; Roman maritime trade routes</b>	Lošinj Museums and Subseason Diving Centre	<a href="http://www.muzejapoksiomena.hr/en/">www.muzejapoksiomena.hr/en/</a>	<a href="mailto:amnarona@gmail.com">amnarona@gmail.com</a>
Vinkovci	<b>Cibalae</b>	Town of Vinkovci and Vinkovci Municipal Museum	<a href="http://www.muzejvk.hr">www.muzejvk.hr</a>	<a href="mailto:martina.matkovic@tz-vinkovci.hr">martina.matkovic@tz-vinkovci.hr</a>
Krk Island	<b>Mirine Fulfinum</b>	Municipality of Omišalj	<a href="http://www.visit-omisalj-njivice.hr/mirine-fulfinum.aspx">www.visit-omisalj-njivice.hr/mirine-fulfinum.aspx</a>	<a href="mailto:info@visit-omisalj-njivice.hr">info@visit-omisalj-njivice.hr</a>
Rijeka	<b>Tarsatic Principia</b>	Municipality of Rijeka	<a href="http://www.visitrijeka.eu/what_to_see/actions/principia_at_tarsatica">www.visitrijeka.eu/what_to_see/actions/principia_at_tarsatica</a>	<a href="mailto:Rijeka@visitRijeka.hr">Rijeka@visitRijeka.hr</a>

## GREECE

Athens	<b>Roman Agora</b>	Hellenic Ministry of Culture and Tourism, Ephorate of Antiquities of the City of Athens	<a href="http://theheartofancientathens.gr/en/">http://theheartofancientathens.gr/en/</a>	<a href="mailto:Aivaliotou_e@mintour.gr">Aivaliotou_e@mintour.gr</a>
Delos	<b>Roman Agora</b>	Hellenic Ministry of Culture and Tourism, Delos Prefecture of Kiklades	<a href="http://www.romeandart.eu/en/art-delos.html">www.romeandart.eu/en/art-delos.html</a> <a href="http://www.ancient.eu/delos/">www.ancient.eu/delos/</a>	<a href="mailto:efakyk@culture.gr">efakyk@culture.gr</a>
Nicopolis	<b>Actia Nicopolis</b>	Hellenic Ministry of Culture and Sports, Prefecture of Préveza	New Archaeological Museum of Nicopolis <a href="http://www.visitgreece.gr/en/culture/monuments/nikopolis">www.visitgreece.gr/en/culture/monuments/nikopolis</a>	<a href="mailto:Aivaliotou_e@mintour.gr">Aivaliotou_e@mintour.gr</a>
Patras	<b>Patras Archaeological Museum</b>	Hellenic Ministry of Culture and Sports, Town of Patras, Prefecture of Ahaia	Patras Archaeological Museum <a href="http://www.patrasmuseum.gr/">www.patrasmuseum.gr/</a>	<a href="mailto:Aivaliotou_e@mintour.gr">Aivaliotou_e@mintour.gr</a>
Thessaloniki	<b>Roman Agora and Galerius Palace</b>	Hellenic Ministry of Culture and Sports, Prefecture of Thessaloniki	<a href="http://galeriuspalace.culture.gr/en/">http://galeriuspalace.culture.gr/en/</a>	<a href="mailto:Aivaliotou_e@mintour.gr">Aivaliotou_e@mintour.gr</a>

## ITALY

Aquileia	<b>Archaeological Area and Patriarchal Basilica of</b>	Fondazione Aquileia	The Archaeological National Museum <a href="http://www.fondazioneaquileia.it">www.fondazioneaquileia.it</a>	<a href="mailto:studiomarcomarinuZZi@gmail.com">studiomarcomarinuZZi@gmail.com</a>
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<b>Aquileia</b>					
Sicily Catania	<b>Roman Theatre and Odeon in Catania, Casale Roman villa</b>	Regional Department of Cultural Heritage – Polo Regionale di Catania		<a href="http://www.visitsicily.info/en/villa-romana-del-casale/">www.visitsicily.info/en/villa-romana-del-casale/</a>	<a href="mailto:m.giannone@regione.sicilia.it">m.giannone@regione.sicilia.it</a> <a href="mailto:giuseppe.avenia@regione.sicilia.it">giuseppe.avenia@regione.sicilia.it</a>
Sicily Tellaro	<b>Tellaro Roman villa</b>	Regional public property Polo regionale di Siracusa per I siti e Musei archeologici		<a href="http://www.youtube.com/watch?v=XJ239iBPTA4">www.youtube.com/watch?v=XJ239iBPTA4</a> <a href="http://www.sicilyonweb.com/tellaro-roman-villa/">www.sicilyonweb.com/tellaro-roman-villa/</a>	<a href="mailto:m.giannone@regione.sicilia.it">m.giannone@regione.sicilia.it</a>
Sicily Taormina	<b>Ancient Theatre</b>	Regional Department of Cultural Heritage – Archaeological Park of Taormina/ Naxos		<a href="http://www.parconaxostaormina.com">www.parconaxostaormina.com</a> <a href="http://www.taormina-arte.com">www.taormina-arte.com</a>	<a href="mailto:p.dimiceli@regione.sicilia.it">p.dimiceli@regione.sicilia.it</a>
Apulia Egnazia	<b>National Archaeological Museum of Egnazia</b>	Ministero per i Beni e le Attività Culturali – Polo Museale della Puglia	The National Archaeological Museum of Egnazia	<a href="http://WWW.egnazia.eu/en/the-museum/">WWW.egnazia.eu/en/the-museum/</a>	<a href="mailto:m.giannone@regione.sicilia.it">m.giannone@regione.sicilia.it</a>

### **MONTENEGRO**

Pljevlja	<b>Municipium S</b>	JU Zavičajni Muzej Pljevlja	JU Zavičajni Muzej Pljevlja	<a href="http://www.discover-montenegro.com/pljevlja/">www.discover-montenegro.com/pljevlja/</a> <a href="https://muzejpljevlja.com/">https://muzejpljevlja.com/</a>	<a href="mailto:info@muzejpljevlja.com">info@muzejpljevlja.com</a> <a href="mailto:muzejpv@t-com.me">muzejpv@t-com.me</a>
Duklja	<b>Roman town Doclea</b>	JU Muzeji i galerije Podgorice	Muzeji i galerije Podgorice	<a href="http://www.antickadukljajcg.com/en/doclea">www.antickadukljajcg.com/en/doclea</a>	<a href="mailto:pgmuzej@t-com.me">pgmuzej@t-com.me</a>
Risan	<b>Roman Villa Urbana</b>			<a href="http://www.risanmosaics.me">www.risanmosaics.me</a>	

### **SERBIA**

Gamzigrad	<b>Felix Romuliana</b>	Zaječar National Museum	Zaječar National Museum	<a href="http://www.serbia.com/srpski/posetite-srbiju/kulturne-atrakcije/arheoloska-nalazista/felix-romuliana-dom-poslednjeg-rimskog-boga/">www.serbia.com/srpski/posetite-srbiju/kulturne-atrakcije/arheoloska-nalazista/felix-romuliana-dom-poslednjeg-rimskog-boga/</a> <a href="http://www.zajecar.info/narodni-muzej">www.zajecar.info/narodni-muzej</a>	<a href="mailto:office@discoverouthestserbia.com">office@discoverouthestserbia.com</a>
Sremska Mitrovica	<b>Sirmium</b>	Tourist Organisation of Sremska Mitrovica Town		<a href="http://www.carskapalata.rs/sirmium.html">www.carskapalata.rs/sirmium.html</a>	<a href="mailto:dusica.palat@sirmium@gmail.com">dusica.palat@sirmium@gmail.com</a>

### **SLOVENIA**

Ljubljana	<b>Colonia Iulia Aemona</b>	City Museum of Ljubljana	City Museum of Ljubljana	<a href="http://www.visitljubljana.com">www.visitljubljana.com</a> <a href="http://www.mgml.si/en/city-museum-of-ljubljana-377/archaeological-parks/">www.mgml.si/en/city-museum-of-ljubljana-377/archaeological-parks/</a>	<a href="mailto:bernarda.zupanek@mgml.si">bernarda.zupanek@mgml.si</a>
Izola	<b>Roman villa in Simonov Zaliv</b>	Institute for Archaeology and Heritage, University of Primorska		<a href="http://www.visitizola.com/explore/">www.visitizola.com/explore/</a>	<a href="mailto:tic.izola@izola.si">tic.izola@izola.si</a>
Celje	<b>Celeia</b>	Celje Regional Museum	Celje Regional Museum	<a href="http://www.pokmuz-ce.si">www.pokmuz-ce.si</a> <a href="http://museu.ms/museum/details/45/celje-regional-museum">http://museu.ms/museum/details/45/celje-regional-museum</a>	<a href="mailto:info@pokmuz-ce.si">info@pokmuz-ce.si</a>



*Butrint, Albania*

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- WTTC (World Travel and Tourism Council) *Travel & Tourism Economic Impact* (2018)

### *Statistical data*

- BHAS (Agency of Statistics of Bosnia and Herzegovina)
- EGMUS (European Group on Museum Statistics)
- ELSTAT (Hellenic Statistical Authority)
- INSTAT (Institute of Statistics, Albania)
- MDC (Museum Documentation Centre, Croatia)
- Mibact-Ufficio Statistica (Italian Statistical Office)
- MONSTAT (Statistical Office of Montenegro)
- SURS (Statistical Office of Slovenia)
- UNWTO (UN World Tourism Organization)

### ***Aquileia basilica***

[www.youtube-nocookie.com/embed/rBlvsVjfi8Q?rel=0&autoplay=1&showinfo=0](http://www.youtube-nocookie.com/embed/rBlvsVjfi8Q?rel=0&autoplay=1&showinfo=0)

[www.fondazioneaquileia.it/files/aree-del-patrimonio/gallery/basilica\\_costantiniana\\_aulanord\\_dasud\\_1368176563076469300\\_2.jpg](http://www.fondazioneaquileia.it/files/aree-del-patrimonio/gallery/basilica_costantiniana_aulanord_dasud_1368176563076469300_2.jpg)

[www.fondazioneaquileia.it/files/aree-del-patrimonio/gallery/basilica\\_costantiniana\\_aulasud\\_paretesud\\_1368176708086350100\\_2.jpg](http://www.fondazioneaquileia.it/files/aree-del-patrimonio/gallery/basilica_costantiniana_aulasud_paretesud_1368176708086350100_2.jpg)

[www.fondazioneaquileia.it/files/aree-del-patrimonio/gallery/basilica\\_costantiniana\\_battistero\\_1368176838004637100\\_2.jpg](http://www.fondazioneaquileia.it/files/aree-del-patrimonio/gallery/basilica_costantiniana_battistero_1368176838004637100_2.jpg)

### ***Aquileia porto fluviale (river port)***

[www.youtube-nocookie.com/embed/zoaGB-PBSKA?rel=0&autoplay=1&showinfo=0](http://www.youtube-nocookie.com/embed/zoaGB-PBSKA?rel=0&autoplay=1&showinfo=0)

[www.fondazioneaquileia.it/files/aree-del-patrimonio/gallery/porto\\_fluviale\\_banchine\\_e\\_magazzini\\_1368180783083123300\\_2.jpg](http://www.fondazioneaquileia.it/files/aree-del-patrimonio/gallery/porto_fluviale_banchine_e_magazzini_1368180783083123300_2.jpg)

[www.fondazioneaquileia.it/files/aree-del-patrimonio/gallery/porto\\_fluviale\\_natiso\\_cum\\_turro\\_1368180826049498500\\_2.jpg](http://www.fondazioneaquileia.it/files/aree-del-patrimonio/gallery/porto_fluviale_natiso_cum_turro_1368180826049498500_2.jpg)

[www.fondazioneaquileia.it/files/aree-del-patrimonio/gallery/porto\\_fluviale\\_prospetto\\_magazzini\\_1368180868015698100\\_2.jpg](http://www.fondazioneaquileia.it/files/aree-del-patrimonio/gallery/porto_fluviale_prospetto_magazzini_1368180868015698100_2.jpg)

### ***Aquileia foro***

[www.youtube-nocookie.com/embed/JAVBNQ5g-q0?rel=0&autoplay=1&showinfo=0](http://www.youtube-nocookie.com/embed/JAVBNQ5g-q0?rel=0&autoplay=1&showinfo=0)

[www.fondazioneaquileia.it/files/aree-del-patrimonio/gallery/foro\\_scorcio\\_verso\\_la\\_piazza\\_1368180456064635800\\_2.jpg](http://www.fondazioneaquileia.it/files/aree-del-patrimonio/gallery/foro_scorcio_verso_la_piazza_1368180456064635800_2.jpg)

[www.fondazioneaquileia.it/files/aree-del-patrimonio/gallery/foro\\_tempio\\_forense\\_ricostruzione\\_ipotetica\\_vista\\_da\\_sud\\_136818052709384570\\_0\\_2.jpg](http://www.fondazioneaquileia.it/files/aree-del-patrimonio/gallery/foro_tempio_forense_ricostruzione_ipotetica_vista_da_sud_136818052709384570_0_2.jpg)

[www.fondazioneaquileia.it/files/aree-del-patrimonio/gallery/foro\\_bottega\\_02\\_1368180121008901700\\_2.jpg](http://www.fondazioneaquileia.it/files/aree-del-patrimonio/gallery/foro_bottega_02_1368180121008901700_2.jpg)

### ***Aquileia sepolcreto (necropolis)***

[www.youtube-nocookie.com/embed/iZRSQOnnZd0?rel=0&autoplay=1&showinfo=0](http://www.youtube-nocookie.com/embed/iZRSQOnnZd0?rel=0&autoplay=1&showinfo=0)

[www.fondazioneaquileia.it/files/aree-del-patrimonio/gallery/sepolcreto\\_vista\\_da\\_est\\_1368180924016263900\\_2.jpg](http://www.fondazioneaquileia.it/files/aree-del-patrimonio/gallery/sepolcreto_vista_da_est_1368180924016263900_2.jpg)

### ***Aquileia Pasqualis area (markets)***

[www.youtube-nocookie.com/embed/ufZ1IjcuF0?rel=0&autoplay=1&showinfo=0](http://www.youtube-nocookie.com/embed/ufZ1IjcuF0?rel=0&autoplay=1&showinfo=0)

[www.fondazioneaquileia.it/files/aree-del-patrimonio/gallery/mercati\\_e\\_horrea\\_1368180592043475700\\_2-1.jpg](http://www.fondazioneaquileia.it/files/aree-del-patrimonio/gallery/mercati_e_horrea_1368180592043475700_2-1.jpg)

[www.fondazioneaquileia.it/files/aree-del-patrimonio/gallery/mercati\\_mura\\_e\\_horrea\\_1368180620057524800\\_2.jpg](http://www.fondazioneaquileia.it/files/aree-del-patrimonio/gallery/mercati_mura_e_horrea_1368180620057524800_2.jpg)

[www.fondazioneaquileia.it/files/aree-del-patrimonio/gallery/mercati\\_spazio\\_lastricato\\_1368180652038426400\\_2.jpg](http://www.fondazioneaquileia.it/files/aree-del-patrimonio/gallery/mercati_spazio_lastricato_1368180652038426400_2.jpg)

### ***Aquileia Cal area***

[www.youtube-nocookie.com/embed/09ZrbkAVUwl?rel=0&autoplay=1&showinfo=0](http://www.youtube-nocookie.com/embed/09ZrbkAVUwl?rel=0&autoplay=1&showinfo=0)

[www.fondazioneaquileia.it/files/aree-del-patrimonio/gallery/02domus\\_cal\\_aula\\_absidata\\_particolare\\_mosaico\\_copia\\_1425399619026989900\\_2.jpg](http://www.fondazioneaquileia.it/files/aree-del-patrimonio/gallery/02domus_cal_aula_absidata_particolare_mosaico_copia_1425399619026989900_2.jpg)

[www.fondazioneaquileia.it/files/aree-del-patrimonio/gallery/04domus\\_cal\\_peristilio\\_e\\_accesso\\_aula\\_absidata\\_copia\\_1425399699035948400\\_2.jpg](http://www.fondazioneaquileia.it/files/aree-del-patrimonio/gallery/04domus_cal_peristilio_e_accesso_aula_absidata_copia_1425399699035948400_2.jpg)

### ***Aquileia Cossar area – domus of Tito Macro***

[www.youtube-nocookie.com/embed/YYvCgKdR-50?rel=0&autoplay=1&showinfo=0](http://www.youtube-nocookie.com/embed/YYvCgKdR-50?rel=0&autoplay=1&showinfo=0)

[www.fondazioneaquileia.it/files/aree-del-patrimonio/gallery/10domus\\_di\\_tito\\_macro\\_impluvium\\_copia\\_1425400019014550700\\_2.jpg](http://www.fondazioneaquileia.it/files/aree-del-patrimonio/gallery/10domus_di_tito_macro_impluvium_copia_1425400019014550700_2.jpg)

[www.fondazioneaquileia.it/files/aree-del-patrimonio/gallery/12domus\\_di\\_tito\\_macro\\_porticato\\_del\\_giardino\\_copia\\_1425400117008030600\\_2.jpg](http://www.fondazioneaquileia.it/files/aree-del-patrimonio/gallery/12domus_di_tito_macro_porticato_del_giardino_copia_1425400117008030600_2.jpg)

[www.fondazioneaquileia.it/files/aree-del-patrimonio/gallery/07domus\\_di\\_tito\\_macro\\_atrio\\_1425399858041116800\\_2.jpg](http://www.fondazioneaquileia.it/files/aree-del-patrimonio/gallery/07domus_di_tito_macro_atrio_1425399858041116800_2.jpg)

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## ANNEX 3: QUESTIONNAIRE ON ANCIENT ROMAN HERITAGE UMBRELLA ROUTE FOR THE ADRIATIC-IONIAN REGION.

### Routes4U project follow up for the EUSAIR

**FOR EACH ATTRACTION, PLEASE PROVIDE FOLLOWING INFORMATION:**

COUNTRY			
Geographical distribution of Roman imperial heritage sites in your country (including data and statistics) 300 words			
Relevance for the different countries of the Adriatic-Ionian Region – the unique selling point			
Name of the chosen Roman or Roman related heritage attraction (site):			
Description: 200 words			
Managing authority of the Roman Empire's heritage site:	(Public authorities, associations, federations, museums, privates...)		
3D reconstruction of the site	Attach, and specify the list with attachment numbers and approval for use please!		
Map of the site,	Attach, and list the attachment number please		
Number of visitors:	2015:	2016:	2017:
<b>Visitor structure (% , rounded)</b>			
! Please mind the total:	2015: 100 %	2016: 100 %	2017: 100 %
1. Foreign individual:	2015: %	2016: %	2017: %
2. Foreign group:	2015: %	2016: %	2017: %
3. Domestic individual:	2015: %	2016: %	2017: %
4. Domestic group:	2015: %	2016: %	2017: %
<i>Out of which school trips</i>	2015: %	2016: %	2017: %
<b>Total annual revenue:</b>	2015:	2016:	2017:

Comments:	Estimated or exact numbers (?)
Parking for	cars: Yes/No                      buses: Yes/No
Accommodation	List or number of hotels, camps, other.. in 5 km surrounding:
On site:	Souvenir shop: <input type="checkbox"/> Restaurant: <input type="checkbox"/> Bar: <input type="checkbox"/> Playground: <input type="checkbox"/> Other <input type="checkbox"/> (please specify                      )
Is this attraction a part of some cultural route	(local, regional, national...)If YES, please give details (name of the route, who manages and markets it, web address, etc.):
Is this attraction part of tourist itinerary/package	List some examples:
Cooperation possibilities	Model of cooperation? Project cooperation? Other?

Interpretation infrastructure	
Physical objects and installations	visitor center <input type="checkbox"/> / interpretive center <input type="checkbox"/> / billboards <input type="checkbox"/> / displays <input type="checkbox"/> / signs <input type="checkbox"/> / other <input type="checkbox"/> (please specify )
Printed publications	guides <input type="checkbox"/> / leaflets <input type="checkbox"/> / brochures <input type="checkbox"/> / other <input type="checkbox"/> (please specify )
Media	video <input type="checkbox"/> / digital applications <input type="checkbox"/> / electronic guides <input type="checkbox"/> other <input type="checkbox"/> (please specify )
Interactivity and events	theatrical performances <input type="checkbox"/> / role plays <input type="checkbox"/> / other <input type="checkbox"/> living history <input type="checkbox"/> (please specify )
Spatial models (mock ups, layouts)	<input type="checkbox"/>
Professional guides, interpreters (oral interpretation).	<input type="checkbox"/> ... <i>Please mind the difference between tourist guide and interpreter as well as between presenter and interpreter.</i>
Comments:	
Contacts:	
Other, final comments:	

**Please provide an integrated map with drawn locations of all attractions related to this project. Also, please provide pictures of attractions (and/or exhibits), but take care of copyright issues. Please note that only pictures and map(s) with permission of owners to be used within this**

**project (Routes4U) and the study are acceptable. We should have a copyright permission letter from the copyright owner(s) to use those photos (and maps)**