

Mila Popović-Živančević
ALFA BK University in Belgrade

THE ROLE OF SUSTAINABLE DEVELOPMENT IN THE PROTECTION OF TRADITIONAL LOCAL HERITAGE

Abstract: The concept of sustainable development involved in a unique system includes three basic principles of contemporary social development: economic development, social harmony and the preservation of human living environment (protection of cultural and natural heritage together). Sustainable development clearly emphasizes and it sets up an integrative concept of heritage conservation as a common and comprehensive care of natural and cultural heritage. Therefore, the contemporary interpretation of the term implies the legacy (of both cultural and natural heritage).

In this way, an integrative concept of joint preservation of natural and cultural heritage becomes an integrated part, which is irreplaceable and a key factor for sustainable development. With the well-conceived strategy, local traditional heritage can be easily integrated into sustainable development and at the service of economic development and social harmony. It is necessary to make local communities to become active in presenting and the achievement of quality heritage. It is also necessary to be structurally involved in their procedures, laws, cultural and political goals. In accordance with this, the protection of local cultural and natural heritage and its potential should be defined as a key means of achieving sustainable development.

Keywords: sustainable development, cultural heritage, natural heritage, integrative protection, local community, local traditional heritage.

Sustainable development and integrative concept of heritage conservation

Sustainable development is defined as development that meets the current needs of the people and preserves their quality of life, thereby taking care not to jeopardize and compromise the needs of future generations. The concept of sustainable development represents an integrative approach which includes in a unified system three basic principles of development of the modern world:

- Economic development
- Social balance
- The protection of both cultural and natural heritage

Only in mutual harmony, between economic developments, social balance, protection of natural and cultural heritage, a high-quality economic prosperity and social equality and stability can be achieved. Only in such harmony, the high-quality life of future generations will not be compromised.

Sustainable development definitely recognizes the cultural and natural heritage are our living environment, as a basic and inseparable part of humanity. Furthermore, it acknowledges the necessity of combined and parallel operations in order to allow their joint preservation.

Sustainable development clearly underlines an *integrative concept of heritage conservation* as a common and comprehensive care of the natural, and it sets cultural heritage as an inseparable part of our living environment. From this it follows that under the contemporary interpretation of the term heritage, it is implied the cultural and natural heritage together.¹

¹ Guidance on the development of legislation and administration systems in the field of Cultural Heritage, Working group for legislative support, Programme for Technical Assistance and Advising, Department for Protection of Cultural Heritage, Directorate for Culture and Cultural Heritage, Directorate General IV: Education, Culture and Heritage, Youth and Sport, Environment, Council of Europe, 2000.

At the same time, the integrative concept of joint conservation of natural and cultural heritage should become an integrated part, indispensable and a key factor for sustainable development.² In order to achieve this, all the actors of social life, institutional and individual, should adopt practices that take joint care of the cultural and natural environment. With a well thought-out strategy, local heritage is easily integrated into sustainable development. It is also placed at the service of economic development and social balance. The sustainable development strategy should connect mutually and interdependently the economic development, social balance and protection of natural and cultural heritage in an integrated and balanced system. National legislation must set the role and importance of high-quality cultural and natural environment in the framework of sustainable development.³ People have a right to a better living environment. It is necessary for the states and local communities to be active in presenting and achieving high-quality heritage, to include them structurally in their procedures, laws, and functioning, cultural and political goals.

In accordance with that, the protection of local cultural heritage and its potential should be defined as key means of achieving sustainable development. With the help of local cultural heritage, sustainable development can reach other goals at the economic and social level in order to fulfill the terms of environmental protection.⁴

² Popović-Živančević M, Integrativna zaštita baštine sa metodologijom preventivne konzervacije, monografija, Centralni institut za konzervaciju, dopunjeno i prošireno izdanje, 335 str., Beograd 2013.

³ The Resolution of the Council of the European Union on “Architectural Quality in Urban and Rural Environments“ of February 12, 2001 (2001/C73/04).

⁴ Kaiser, C, Landscape as Heritage: Negotiating European Cultural Identity, *EUI Working papers, RSCAS No. 2006/05*, European University Institute - Robert Schuman Centre for Advanced Studies, 2006.

Local cultures within the protected areas



Fig 1 Uvac River Canyon, West. Serbia



Fig 2 Old mountain, East. Serbia

Cultural heritage can be set in an integrated manner in the common system with the natural heritage if all categories and elements of cultural heritage, together with the natural environment, are connected and "caught" in an organized manner. They are integrated in a unique and comprehensive system of protection. All cultural properties in one territory and their protected natural areas should make this unique, protected heritage complex: *the immediate environment of a cultural monument*; *protected sector*, harmonious unity of the urban monument complex and the surrounding area; *protected area*, urban and rural

monumental heritage in the overall landscape, *cultural landscape*,
monumental heritage in the overall landscape, *eco-museums*, defined
identity of the local community and others...⁵



Fig 3 Sirogijno, West. Serbia

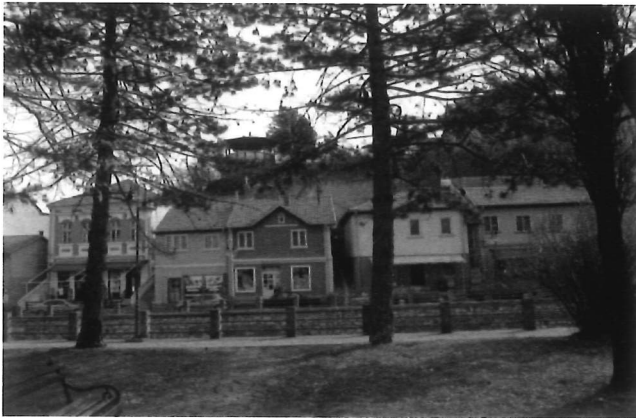


Fig 4 Knjaževac, East. Serbia

⁵ *Les Secteurs Sauvegardés*, ed. Chantal Ausseur Dolléans, Ministère de la Culture et de la Communication de France, Direction de l'Architecture et du Patrimoine; Ministère de l'Équipement, des Transports et du Logement, Direction général de l'Urbanisme de l'Habitat et de la Construction, Paris, 2000.

All elements of heritage in the natural environment - tangible (movable and imovable), intangible and natural heritage could be set up in that unique system.⁶ All the contents of heritage that have historical, aesthetic, cultural and natural properties are included in the protected heritage areas, which are preserved in authentic form in their natural environment and surroundings, are included in the protected heritage areas.

Sustainable development sets as the basis for economic development and social balance, all the cultural and natural contents in a protected complex.

The different layers of society and local communities are involved in the care, protection, study, presentation and implementation of the contents of local heritage in contemporary life. With well thought-out management and handling, these contents make active part of the daily life of different groups of people: from scientists to artisans and tourists, urban planners, and representatives of local and other authorities, participants from all strata and groups of local society (women, children, youth, children without parental care, persons with disabilities) and many others. Those activities allow the creation of an economic basis for further investment in the protection of heritage and daily keeping. For local residents and other actors involved, this means the possibility of finding new jobs and permanent funding sources.

Developed marketing would, therefore, provide guidance for the development of good practice in protected areas:

- increase the income of the community;
- increase employment;
- impact on raising the quality of life;
- participate in local economic development, urban and regional planning;
- definition of complex marketing of the entire community, political and cultural maturation and improving the image of the local community;

⁶ UNESCO Convention Concerning the Protection of the World Cultural and Natural Heritage, 1972, revised 1992 in Convention World Heritage Convention.

www.whc.unesco.org/world_he.htm

- establishing a clear awareness and sensitivity to value local heritage, so that each resident would become an external associate, collaborator.

The concept of integrative protection:

- connects different disciplines and sectors, institutions, public and cultural associations, government and non-governmental organizations, etc.;
- encourages interdisciplinary and multidisciplinary mechanism to unite into a single system of care for the heritage in the area of a region;
- can effectively integrate heritage of a region in modern life and direct it towards improving the quality of life;
- can enable you to recognize the multiple values of heritage: historical, educational, cultural, aesthetic, functional, social, economic, commercial and others.⁷

This picture may seem idyllic. However, local societies that are sufficiently aware of the importance of protection heritage, show that it can organize a unique and interconnected system of care for heritage with economic prosperity and social balance. At the same time, everyone has benefits from the cultural and natural heritage: researchers and scientists, tourists, local population, publishers, urban, cultural, educational, conservation and other institutions. Local development policies should like to set up headquarters economy heritage in local economic development. One well-placed legislation, which would define all interdisciplinary mechanisms put education as a starting base for raising awareness in heritage protection, obligations of the local communities and state, the obligation of professional institutions and standards could organize this kind of integrative way to protect the heritage of its functioning in everyday life in the framework of sustainable development.⁸

⁷ Popović-Živančević M, Kako zaštititi sopstveno nasleđe – Velika Hoča, *Diana 10*, Narodni muzej u Beogradu, Beograd 2005.

⁸ Logique économique et conservation du patrimoine, Nouveaux métiers du patrimoine et copnservation préventive, *Conservation-restauration des biens culturels, Cahier technique n°6*, sous la direction de Guillemard, D, III et IV

Inclusion of local heritage contents in sustainable development

The protection and revitalization of tradition

Protection of the local culture and tradition and their transmission to the next generations involves the revitalization and inclusion into modern life of tangible and intangible local culture in its natural environment.

One of the reason for the joint treatment of the tangible and intangible heritage lies in the fact that no tangible or intangible cultural heritage can be considered in isolation. Every tangible heritage has a history, message and context that are part of the intangible heritage; creativity, mythology, beliefs, oral history, customs, traditional handicraft skills and so on. In that sense, the content of tangible heritage is constantly intertwined with the intangible elements. Conversely, the intangible heritage is followed and made of the tangible objects which are its product, the result, tool and instrument. Virtually any tangible cultural property has its intangible content, and vice versa. Because of the close links and mutual intertwining between tangible and intangible heritage, the nature of local cultures suggests the indivisible character of heritage. *The heritage of the local community or a protected area represents a community with a large number of installations, objects and events in the natural environment, which is difficult to separate.*

In addition, an extremely valuable evidence of integrative linking of all contents of the local heritage in a unique system for its preservation and practice, lies in the fact that in the modern world it is safer and more likely to develop methodologies and instruments of protection intangible heritage than tangible. It is obvious that decay, aging or destruction of the matter material objects, of tangible heritage cannot be prevented nowadays, but may be possibly slowed down or postponed. The microclimate conditions and environmental pollution, war, vandalism, terrorism, etc. destroy the tangible heritage. And all the historical and present experiences show that intangible heritage, particularly in local

communities, successfully survives all the misfortunes that can befall tangible and natural heritage. It is obvious that such situation causes and requires serious shift towards intangible heritage. It could happen that only through the preservation of intangible remnants the information and data about the heritage and identity of some people may be preserved. The local community and its inhabitants sinewy, persistently and systematically transfer from one generation to another their intangible heritage contents.⁹ And because of that in today's world of local cultures, intangible heritage already occupies a primary role in the revitalization and preservation of local heritage and its inclusion in contemporary production and sustainable development.

Intangible local heritage

Oral traditions and expressions: Oral histories, oral literature, storytelling, folk collective memory, ethnic knowledge system, language and dialects, etc.

Knowledge and practices concerning nature and the Universe:

Living philosophy, value systems, religious beliefs, traditional spiritual beliefs, etc.

Traditional ways of living:

Habitat- living, clothing, religious and other festive events, patterns of behaviour, customs, etc.

Events and rituals: closely linked to important life milestones

Birth, initiation, maturity, wedding, death; past and ancestors; descendants and future; health, sickness, fertility, happy family life, high agricultural productivity, successful breeding of domestic animals; different holidays and celebrations

⁹ *Guidelines for the Establishment of Living Human Treasures Systems*, UNESCO Section of Intangible Heritage, Korean National Commission for UNESCO, updated version 2002.

Performing arts and artistic expressions

Written literature; theatre, traditional theatre performances, pantomime, music, songs, dance; art that is created, painting, sculpting, and applied art.¹⁰



Fig. 5 Lim Evenings of Poetry, Priboj, South West. Serbia



Fig. 6 Old Village, Sirogojno, West. Serbia

¹⁰ At the General Conference of UNESCO, in 2004, the Convention on the Protection of Intangible Heritage has been adopted, behind which lies a legitimate fear for the intangible heritage, due to globalization.

Convention for the Safeguarding of the Intangible Heritage, General Assembly UNESCO, Paris, 17 October 2003, www.portal.unesco.org/en/ev.php
Report on the preliminary study on the advisability of international regulation, through a new standard/setting instrument, the protection of traditional culture and folklore, UNESCO, Executive Board, 161 EX/15, Paris, May, 16th 2001.

Traditional crafts, skills and technologies

- Construction crafts concerning revitalisation and protection of the local community's traditional architecture, construction methods, building materials, architectural plan of the object, traditional maintenance practice of the object, roof coverings, walls, heating and cooling technologies, processing of doors and windows, traditional methods of energy conservation, etc.
- Wood and metal working, stone processing; tools and instruments, design, usage, techniques and artistic expression.
- Ceramics, extracting clay from traditional soil sources as the main raw material, shaping objects, potter's wheel, drying, firing, cooling, and its usage on a daily basis and on special occasions.
- Textile, raw materials from local communities for weaving, sewing, knitting, embroidery, design and cutting.
- Manufacture of furniture and other related household items for furnishing dwelling houses, agricultural facilities, etc. , utensils, tools, agricultural equipment, etc.
- Modern items production inspired by traditional local craftsmanship techniques when it comes to design, sourcing and processing raw materials, traditional forms of crafts, etc.



Fig.7 Traditional pottery, Zlakusa, West Serbia



Fig. 8 Trad. knitted socks, East. Serbia

Gastronomic heritage

- The cultivation of raw materials for nutrition: grains, fruits, vegetables, natural products found in nature, medicinal plants and herbs, breeding of domestic and wild animals, fish, etc.
- Processing of milk and dairy products, the preservation and conservation methods of dairy products.
- Meat and fish processing, the preservation and conservation methods of meat and meat products and fish.
- Processing of grains, fruits, vegetables, storage and conservation of agricultural raw materials and their derivatives.
- The technology of preparing fruit brandies and wine.
- Kitchen organization, kitchen utensils, furniture and equipment.
- The division of labour in relation to food processing and preparation, food preparation rites.
- The preservation and usage of traditional recipes in contemporary life and in the diet of local residents
- Utilization of gastronomical resources in order to improve healthy lifestyles of local residents in daily treatment, etc.

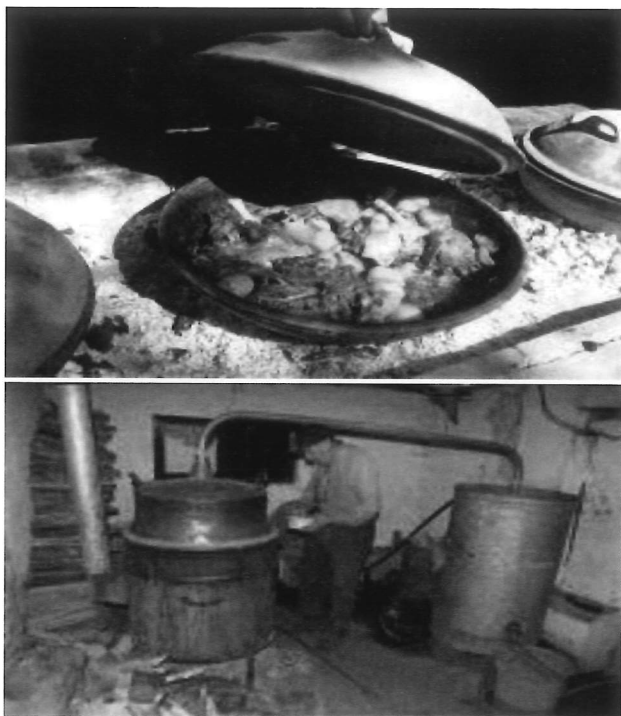


Fig. 9, 10 Lamb under the ashes and traditional technologies making brandy, West.Serbia

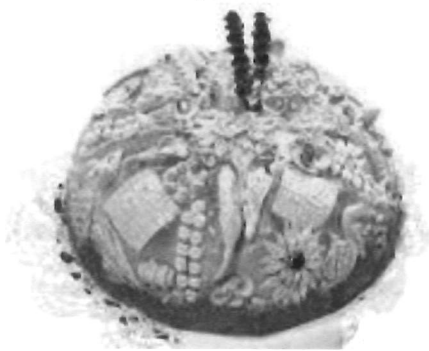


Fig. 11 Slava cakes, serbian ritual bread

Tangible local heritage

- Traditional architecture
- Archaeological sites, cave habitats and so on.
- Industrial heritage
- Monuments in the exterior, memorials inscription, and the like.
- The archaeological, ethnographic, historical, artistic movable objects¹¹

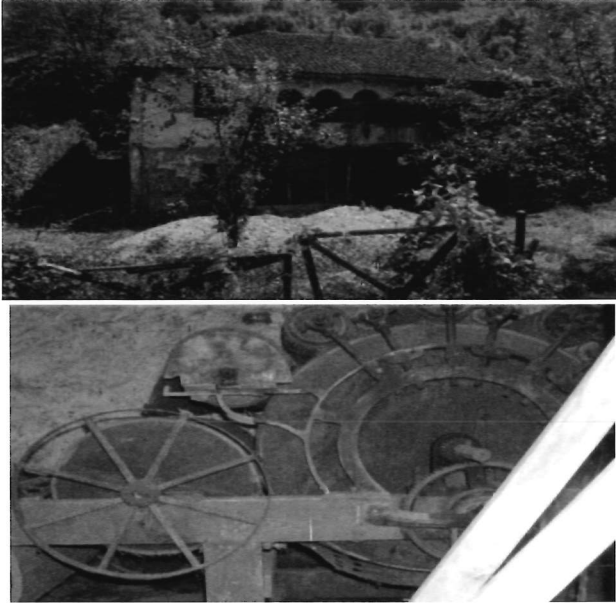


Fig.12, 13 Traditional architecture and equipment from wool carding mill, East. Serbia

¹¹ *Les Zones de Protection du Patrimoine architectural, urbain et paysager*, Marie-Agnès Fèrault (ed.), Ministère de la Culture et de la Communication France, Direction de l'Architecture et du Patrimoine; Ministère de l'Aménagement du Territoire et de l'Environnement, Direction de la Nature et des Paysages, Paris, 2001.

The Resolution of the Council of the European Union on Architectural quality in urban and rural environments, February, 12th 2001 (2001/C73/04).

Natural environment of local community

- Natural sites consisting of rounded, homogenous and specific flora and fauna, natural resources, ambient environment.
- Natural rarities and specific geological, geomorphic and hidrogeographic features, specific forms of terrain configuration, mountain peaks, etc.
- Outstanding examples of cultural landscapes (caves, rock shelters, gorges, ravines, valleys), specific quality of landscapes (view, horizon, sunset, moonlight, bad weather, climate phenomena).
- Rare endangered species of wild and domestic animals, birds, fish, etc.
- Rare species of plants, naturally growing medicinal plants and herbs, non-wood forest products and other natural products for nutrition and medicine.



Fig 14 15, 16 Griffon vulture, underground caves, food from nature, West. Serbia

Activities or inclusion of local communities' heritage in contemporary life

- Identification and valorization of all values that represent local traditional culture and its natural environment.
- Making a plan for the protection, conservation, revitalisation of all valuable contents of traditional local culture, tangible and intangible.
- Making a plan for the protection of the natural environment of the local community in order to preserve a healthy environment and safeguard the landscape, view and horizon, flora and fauna, watercourses and drinking water sources, all the contents of the inherited natural environment.
- Protected area planning that provides a unique system that will implement conservation of tangible, intangible and natural heritage.
- Making educational plan for local residents to develop knowledge and skills that are necessary for the heritage revitalisation and its implementation in contemporary life in the proper and appropriate way. Special attention should be paid to the local community members with exceptional talents for art and traditional artisanry and turn them into specialist technicians that will work together with professionals on revitalisation and practice of heritage values. System organization Living Human Treasures.¹²

¹² Living Human Treasures, a system of living human treasures, tradition bearers and practitioners who contributes to the transmission of skills and knowledge, was developed in South Korea. The Executive Board of UNESCO on 142nd meeting formally concluded that this kind of system was efficient method for safeguarding intangible cultural heritage and the system was recommended to be adopted by all Member States.

- Making plan for presentation and promotion of traditional local cultural heritage.
- Making financial plan for official recognition of local community members who contributed enormously to revitalization and the transmission of cultural heritage.
- Making a precise financial share-profit plan between those that had to be invested in further revitalisation and maintenance of cultural heritage contents, giving rewards to direct local community participants and financial profit intended to the very local administration.
- Developing the plan of special benefits for local people involved in the process of revitalisation and preservation of traditional heritage (pension and social insurance, soft loans and other benefits, scholarships for youth, special education benefits for young people or improvement and specialization of older residents' knowledge, etc.).
- Making the plan for sustainable development and implementation of cultural heritage contents and its values in contemporary life. Special attention should be paid to the potential dangers of improper and inadequate process of revitalisation and impacts that contemporary life has on intrinsic heritage values of local residents.¹³

¹³ Popović-Živančević M, Kako zaštititi sopstveno nasleđe – Velika Hoča, *Diana 10*, Narodni muzej u Beogradu, Beograd 2005.



Fig.17,18 Folk creativity festival, Kladovo, East. Serbia

Sustainable Development Plan

- Develop: strategic planning, management and organisational structures, development of skills and knowledge, research work planning, assessment heritage programme and analysis, business resources and management, digital technology development, management collection, etc:
- To preserve as museum collection all tangible objects and traditional craft products as product models or product samples,

valid documentation, as well as the source of inspiration for contemporary artistic production.

- Prevent further degradation of natural environment in general, destruction of natural landscapes and their specific features, to develop endangered species programmes to protect rare species of plants, animals, birds, fish, etc, to prepare conservation programmes of natural climatic phenomena, etc.
- To organise the manufacturing production of traditional craft and artistic products of local cultural heritage.
- To identify the current exemplary bearers of intangible cultural heritage, traditional crafts and skills as trainers, teachers and instructors.
- To organise educational workshops, studios, etc, constant professional practice with people, with local residents of all social classes, raise level of consciousness of local heritage values, of their sensitivity to unexpected changes and mishandling, of constant danger of being damaged or lost.
- Professional should contribute to creating positive environment in local community and both professionals and local residents have the same aim- protection of local traditional culture and its transmission to the younger generations.
- Permanently work on raising local residents' consciousness of importance and benefits that own heritage provides, in terms of economic and social development of local community.
- To establish a permanent body, Board, consisting of local representatives and professionals, to work on implementation of revitalisation plan and project planning concerning further development of traditional heritage in local community at EU, UNESCO, ICOM, ICOMNOS, etc.

- To organise training programmes for local residents about identification of strategic objectives and tasks and about project application, on local and national level, as well as on international level.
- To organise a constant exchange of experience and partnership with similar local communities, in terms of contents and ideas for protection and development of local heritage.
- To organise events for promotion of activities and local heritage: interactive exhibitions, workshops, round tables, different educational programmes, fairs, festivals, etc.
- To make SWOT analysis which contrasts pros and cons, advantages and disadvantages.



Fig. 19 Village Odjalj, 18th century, Wes.Serbia



Fig. 20 The oldest way of architectural construction, Wes.Serbia



Fig 21 Residents of village Ođjalj today

Potential problems

- Unprotected, unconserved and unprepared heritage for implementation in everyday life, in sustainable development.
- Inappropriate commercialisation, functioning of low-cost craft industrial craft products lacking creativity and expressiveness of traditional working methods, losing procedures associated with traditional artisanry of handmade objects, etc.
- Inappropriate organisation of various tourist facilities: cultural, rural, eco, hunting, mountain, sport and other types of tourism closely connected to local heritage.
- Inappropriate cultivation of grains, fruits, vegetables, the usage of chemical products for plant protection and plant nutrition, the loss of ecologically clean agricultural products.
- Artificial breeding of domestic animals, disuse of natural and clean sources for animal feeding.
- Destruction of natural landscapes and their specific features.
- Disturbing the natural climate system, climatic conditions and features, etc.

- Cessation of existence of endangered rare species of animals and plants from ecosystems, the extinction of wild animals, certain species of birds and fish, destruction of traditional ecosystems and biodiversity.
- Eradication of old varieties of wheat, fruits and vegetables; jeopardizing the survival of endemic species of trees, hedges and shrubs.
- Inadequate industrialisation, the pollution of natural environment
- Insufficient number of young local residents interested in training about intangible cultural heritage conservation and involvement in systematic care for tangible and natural heritage.

Conclusion

The concept of sustainable development concerning cultural heritage must be based on the ability of cultural and natural heritage to meet the needs and requirements of present generation, with appropriate adjustment of structures and functions. Thereby, long periods of inactivity, neglect, and methodological obsolescence should not be allowed.

The new approach of integrative protection of cultural heritage, within the concept of sustainable development, represents the development of the fundamental importance and implies new ways of functioning of protection institutions, professionals, accountable government institutions and the whole public, and most of all local communities and their residents. Sustainable development clearly emphasizes and sets integrative concept of heritage conservation that mutually and comprehensively protect natural and cultural heritage, as an inseparable part of our living environment.

The main aim of setting local cultural heritage content in the sustainable development is revitalization of local cultures in order to improve the quality of contemporary life and their preparation for transmission of heritage to future generations of local population.

Professionals should help local community with local heritage revitalisation, its implementation in contemporary life, in sustainable development, in modern production.

Local residents are the protagonists of local culture and its natural environment and they should be involved in all programmes and projects of revitalisation and conservation. The direct interaction and relation is established between local heritage, local residents, local community and positive and successful economic and social development of the whole local community.

REFERENCES

1. UNESCO Convention Concerning the Protection of the World Cultural and Natural Heritage, 1972, revised 1992 in Convention World Heritage Convention.
www.whc.unesco.org/world_he.htm
2. Convention for the Protection of the Architectural Heritage of Europe, Granada, October, 3^d 1985, Council of Europe, ETS no.121.
www.coe.int/t/e/cultural_co_cooperatio/heritage/resources
www.conventions.coe.int/treaty/en/treaties/html/121.htm
www.coe.int
3. Rec R (98) 4E On measures to promote the integrated conservation of historic complexes composed of immovable and movable property, 623, Meeting of the Ministers' Deputies, March, 17th 1998. , www.cd.coe.int
4. Rec R (95)9E, On the integrated conservation of cultural landscape areas as part of landscape policies, 543 Meeting of the Ministers' Deputies, September, 11th 1995., www.cd.coe.int
5. Logique économique et conservation du patrimoine, Nouveaux métiers du patrimoine et copnservation préventive, *Conservation-restauration des biens culturels, Cahier technique n°6*, sous la direction de Guillemard, D, III et IV Journées-débats organisée par le DESS de conservation préventive de l'Université de Paris I, 6 et 7 avril 1999, 18 et 19 avril 2000.

6. *Les Secteurs Sauvegardés*, ed. Chantal Ausseur Dolléans, Ministère de la Culture et de la Communication de France, Direction de l'Architecture et du Patrimoine; Ministère de l'Équipement, des Transports et du Logement, Direction générale de l'Urbanisme de l'Habitat et de la Construction, Paris, 2000.
7. Guidance on the development of legislation and administration systems in the field of Cultural Heritage, Working group for legislative support, Programme for Technical Assistance and Advising, Department for Protection of Cultural Heritage, Directorate for Culture and Cultural Heritage, Directorate General IV: Education, Culture and Heritage, Youth and Sport, Environment, Council of Europe, 2000.
8. *Les Zones de Protection du Patrimoine architectural, urbain et paysager*, Marie-Agnès Fèrault (ed.), Ministère de la Culture et de la Communication France, Direction de l'Architecture et du Patrimoine; Ministère de l'Aménagement du Territoire et de l'Environnement, Direction de la Nature et des Paysages, Paris, 2001.
9. The Resolution of the Council of the European Union on Architectural quality in urban and rural environments, February, 12th 2001 (2001/C73/04).
10. Report on the preliminary study on the advisability of international regulation, through a new standard/setting instrument, the protection of traditional culture and folklore, UNESCO, Executive Board, 161 EX/15, Paris, May, 16th 2001.
11. *Guidelines for the Establishment of Living Human Treasures Systems*, UNESCO Section of Intangible Heritage, Korean National Commission for UNESCO, updated version 2002.
12. Convention for the Safeguarding of the Intangible Heritage, General Assembly UNESCO, Paris, October, 17th 2003.
13. *Important Intangible Cultural Properties*, Cultural Properties Administration, Seoul-Korea, 2004.
14. Dawnhee Y, Living Human Treasures and the Protection of Intangible Cultural Heritage: Experiences and Challenges,

- ICOM NEWS*, vol. 57, no 4, Museums and Intangible Heritage, Special Issue 20 ICOM General Conference, Seoul, Rep.of Korea, 2004.
15. *La formation continue des Architectes*, Une diversification nécessaire de la profession, ed. Jean Pierre Courtiau, Anne Laborde, Ministère de la Culture et de la Communication de France, Direction de l'architecture et du patrimoine, Paris, 2004.
 16. UNESCO, World Heritage Cultural Landscapes, 2004.
<http://whc.unesco.org/exhibits/cultiand/landscape.htm>
 17. Popović-Živančević M, Integrativna zaštita baštine sa metodologijom preventivne konzervacije, monografija, Centralni institut za konzervaciju, dopunjeno i prošireno izdanje, 335 str., Beograd 2013.
 18. Popović-Živančević M, Kako zaštititi sopstveno nasleđe – Velika Hoča, *Diana 10*, Narodni muzej u Beogradu, Beograd 2005.
 19. Kaiser, C, Landscape as Heritage: Negotiating European Cultural Identity, *EUI Working papers, RSCAS No. 2006/05*, European University Institute - Robert Schuman Centre for Advanced Studies, 2006.
 20. Popović-Živančević M, Revitalisation of cultural and natural heritage in the Balkan region , Revitalizacija kulturnog i prirodnog nasleđa u regionu Balkana, *Diana 11*, Narodni muzej u Beogradu, Beograd 2006.

Mila Popović-Živančević

ULOGA ODRŽIVOG RAZVOJA U ZAŠTITI TRADICIONALNOG LOKALNOG NASLEĐA

Apstrakt: Koncept održivog razvoja u jedinstven sistem uključuje tri osnovna principa razvoja savremenog društva: ekonomski razvoj, društvenu ravnotežu i očuvanje životnog okruženja čoveka (zaštitu kulturnog i prirodnog nasleđa zajedno). Održivi razvoj jasno ističe i postavlja integrativni koncept očuvanja nasleđa kao zajedničku i sveobuhvatnu brigu o prirodnom i kulturnom nasleđu, i zato savremeno tumačenje termina nasleđe podrazumeva kulturno i prirodno nasleđe zajedno.

Tako integrativni koncept zajedničkog očuvanja prirodnog i kulturnog nasleđa postaje integrisani deo, nezamenljivi i ključni faktor održivog razvoja. Sa dobro osmišljenom strategijom, lokalno tradicionalno nasleđe se lako integriše u održivi razvoj i stavlja u službu ekonomskog razvoja i društvene ravnoteže. Neophodno je da se lokalne zajednice aktivno postave u predstavljanju i dostizanju kvaliteta nasleđa, da ih strukturno uključe u svoje procedure, zakone, kulturne i političke ciljeve. U skladu sa tim, zaštita lokalnog kulturnog i prirodnog nasleđa, i njegovih potencijala, treba da se definiše kao ključno sredstvo ostvarivanja održivog razvoja.

Ključne reči: održivi razvoj, kulturno nasleđe, prirodno nasleđe, integrativna zaštita, lokalna zajednica, lokalno tradicionalno nasleđe.