

Emina Berbić Kolar, Assistant Professor, Ph.D.

University of Josip Juraj Strossmayer in Osijek, Faculty of Education
Cara Hadrijana 10, 31000 Osijek
Gundulićeva 20, 35000 Slavonski Brod
Phone: +385 35 49 2640 Fax: +385 31 32 1899
E-mail address: eberbic@foozos.hr

Maja Vretenar Cobović, Senior Lecturer, Ph.D.

College of Slavonski Brod
Dr. Mile Budaka 1, 35000 Slavonski Brod
Phone: +38598448720 Fax: +385 35 49 2804
E-mail address: Maja.VretenarCobovic@vusb.hr

Vjekoslav Galzina, Assistant Professor, Ph.D

University of Josip Juraj Strossmayer in Osijek, Faculty of Education
Cara Hadrijana 10, 31000 Osijek
Gundulićeva 20, 35000 Slavonski Brod
Phone: +385 35 49 2640 Fax: +385 31 32 1899
E-mail address: vgalzina@foozos.hr

**CENTER FOR CONSERVATION OF THE INTANGIBLE CULTURAL
HERITAGE IN SLAVONIA, BARANYA AND SYRMIA**

**CENTAR ZA OČUVANJE NEMATERIJALNE KULTURNE BAŠTINE
SLAVONIJE, BARANJE I SRIJEMA**

ABSTRACT

This paper aims to define the Centre for intangible cultural heritage of Slavonia, Baranya and Syrmia in the context of the safeguarding of speeches, customs and historical and traditional cultural resources. Intangible cultural heritage of the Republic of Croatia is endangered and it is becoming extinct due to the influence of a number of factors. Since the formulation of the 1999 Act on the Protection and Preservation of Cultural Objects, intangible cultural heritage has been under special protection as objects of interest to the Republic of Croatia. Today, intangible cultural heritage is the subject of expert and scientific research, but it also concerns economic activities.

Therefore, the establishment of the Centre for the conservation of intangible cultural heritage is extremely important for Eastern Croatia. The goal of the Centre is to document as many immaterial objects in one place, and through its marketing activities (for example quality promotion) also increase interest in cultural heritage of this region, which is often not sufficiently recognized. With the high quality promotion of intangible cultural heritage (for example presentation of cultural practices through a variety of performances, games, dances, etc.) the Centre could contribute to the development of tourism in Eastern Croatia, but with the educational content also in education. The the Centre's own revenues (those from donations, fees for the provision of services, sale of souvenirs, etc.) can significantly improve conservation of the intangible cultural heritage of Eastern Croatia and help develop its sustainability.

The issue of sustainable development of intangible cultural heritage is complex, and as the major obstacles, we see the dispersion of the collected materials, deficiency of digitization, poor or unsatisfactory organization of the intangible cultural heritage in Eastern Croatia. The Centre would aim to connect the scientific approach with maximum use of modern technology for the digitization, processing and preservation, and economically justified model of permanent

preservation of intangible cultural heritage. In order to maintain sufficient redundancy of the collected data database a distributed data storage together with secure local storage in the Centre is envisaged. The Centre would be the starting point of dissemination of the collected intangible items towards users with different interests, demands and needs.

Key words: *intangible cultural heritage, conservation, marketing, education, digitalization*

SAŽETAK

U radu se opisuje koncept Centra za očuvanje nematerijalne kulturne baštine Slavonije, Baranje i Srijema u kontekstu očuvanja govora, običaja, povijesnih i tradicijskih kulturnih vrednota. Nematerijalna kulturna baština Republike Hrvatske izložena je nizu čimbenika koji utječu na njezino ugrožavanje i nestajanje. Zato je Republika Hrvatska izmjenama i dopunama Zakona o zaštiti i očuvanju kulturnih dobara (1999. godine) posebno zaštitila nematerijalna kulturna dobra. Nematerijalnu kulturnu baštinu ne možemo promatrati isključivo kao predmet znanstvenih i stručnih istraživanja, nego ona postaje i dijelom gospodarskih aktivnosti.

Stoga je osnivanje Centra za očuvanje nematerijalne kulturne baštine izuzetno važno za istočnu Hrvatsku. Cilj Centra je dokumentiranje što većeg broja nematerijalnih dobara na jednome mjestu, a kroz njegove marketinške aktivnosti (primjerice kvalitetnom promocijom) ujedno i povećanje interesa za kulturnom baštinom ovoga kraja koja često nije dovoljno prepoznata. Kvalitetnom promocijom nematerijalne kulturne baštine (npr. prikaz kulturnih običaja putem različitih predstava, igara, plesa i sl.). Centar može doprinijeti i razvoju turizma u istočnoj Hrvatskoj te mnogim edukativnim sadržajima za učenike i studente. Prikupljeni vlastiti izvori prihoda Centra (prihodi od donacija, naknade za obavljanje usluga, prodaja suvenira i sl.) mogu značajno unaprijediti očuvanje nematerijalne kulturne baštine istočne Hrvatske te pomoći u razvoju njezine održivosti.

Problematika održivog razvoja nematerijalne kulturne baštine je složena, a kao najveće prepreke vidimo raspršenost prikupljene građe, nedovoljna digitaliziranost građe, slaba ili nezadovoljavajuća organiziranost nematerijalnih kulturnih dobara u istočnoj Hrvatskoj. Kroz Centar se želi povezati znanstveni pristup obrade građe, maksimalno korištenje suvremene tehnologije za digitalizaciju, obradu i očuvanje, uz ekonomski opravdan model trajnog očuvanja nematerijalne kulturne baštine. Kako bi se očuvala dovoljna zalihost baza prikupljenih podataka predviđeno je distribuirano čuvanje podataka uz sigurnu lokalnu pohranu u samom Centru. Centar bi bio i ishodišno mjesto diseminacije prikupljene nematerijalne građe prema korisnicima različitih interesa, zahtijeva i potreba.

Ključne riječi: *nematerijalna kulturna baština, očuvanje, marketing, edukacija, digitalizacija*

1. Introduction

The concept of heritage is defined as: "1) property that is inherited; (...) patrimony, 2) (architecture) asset, estate b. fields, meadows c. (...) homeland; 3) totality of the past preserved and cherished cultural objects (national heritage) (Anić, 1998). Culture is defined as: 1) the totality of material and spiritual, ethical and social values created by mankind, 2) the totality of spiritual, moral, social and productive activities of a society or epoch (the Mycenaean culture, the culture of the Renaissance), 3) the totality of education, knowledge, skills, ethical and social feelings, social skills and behaviour of an individual in relation to the other (general culture), 4) (agriculture) growing, processing and cultivation of plants on a specific surface, 5) (biology) microorganisms grown for research purposes (aquaculture, bacteria culture, tissue culture) (Anić, 1998). These definitions give a broad description of the concepts this paper is based on. However, researchers do not need complete descriptions, rather individual meanings in relation to the third definition of the concept of heritage and the first and second definition concerning the concept of culture. By linking concepts of culture

and heritage we come to the widely used term - cultural heritage. Cultural heritage is a vehicle of identity, culture and history of every nation, and civilization as a whole. Preservation of cultural heritage is extremely important activity for each national, but also, supranational community. Without the preservation of cultural heritage one cannot speak about the people's identity, history or culture (Haseney et al., 2011).

Cultural heritage comprises movable, immovable, intangible cultural heritage and archaeology. With the spiritual component of cultural heritage, material cultural heritage has also developed as an economic component, but also as a vital need based on economic grounds and development in which valuable archival documents appear. Superb artwork such as palace or space ornaments, for example, may serve as symbols of economic strength. Consequently, cultural heritage has always had an economic component. Moreover, it is also a feature of a cultural identity at the local level or at the level of the modern nation state, with the increasing tendency of "branding" in the future. (Strategy for protection, conservation and sustainable economic use of the cultural heritage of the Republic of Croatia for period 2011. – 2015. (2011.)

The Register of Cultural Goods of the Republic of Croatia comprises a significant number of heritage goods/localities. UNESCO's World Heritage List features 7 Croatian localities, and 10 intangible cultural goods are on the UNSECO's list of intangible cultural heritage, which makes a significant base of cultural and tourist resources, or in other words, attractions.

The Republic of Croatia is aware that cultural heritage represents one of its core values and one of the main development resources, and this idea lies at the very heart of this work. The basic idea is to initiate the creation of the Centre for intangible cultural heritage of Slavonia, Baranya and Syrmia in the city of Slavonski Brod. Why is it important to establish the Center? Primarily because of the intangible heritage - the heritage which is substantially of a spiritual value, but also of an invaluable research potential. The concept of intangible cultural heritage includes practices, representations, expressions, knowledge, skills, as well as the related instruments, objects, artefacts and cultural spaces that communities, groups and, in some cases, individuals recognize as part of their cultural heritage.

Intangible cultural heritage is transmitted from generation to generation. It provides a sense of identity and continuity, thereby promoting respect for cultural diversity and human creativity. The preservation of intangible cultural heritage is primarily in the hands of its possessors and the local community and is implemented through various projects and activities in cooperation with experts / scientists. International cooperation is related to the individual regional projects which up to a certain extent include the preservation of intangible heritage, but there is no systematic planning of international cooperation in the preservation of intangible goods that are present on the territory of several countries (for instance in border areas).

Intangible heritage has been a part of the tourist industry for a long time. The last few years have seen a steady increase in such practices. The highlights include *Klapa* multipart singing of Dalmatia, two-part singing in Istria, *Lindo* dance, Rovinj *bitinade*, sailing Rovinj *Batana*, sailing *Gajeta Falkusa*, knitting fishing nets and various festivals, religious and secular events during which phenomena of intangible heritage of a region are on display. These also include the reconstruction of customs, traditional food preparation as part of the gastronomic offer at workshops in which tourists can participate and learn a variety of skills. In addition, intangible heritage is a source of additional economic activity in certain areas (e.g. honey and candle crafts, pottery, lace making, and gastronomy) (Berbić Kolar, Galzina, Matanović, 2014).

Establishing the Centre for intangible cultural heritage would foster multiple benefits for Croatia, Slavonia, Baranya and Syrmia, and of course, the Brod-Posavina County and the city of Slavonski

Brod. One may wonder why the Centre needs to be established in Slavonski Brod. Primarily because it is in the Brod-Posavina County that the most of the protected intangible cultural heritage appears when compared to the rest of Slavonia and Baranya. First, let us have a look at the protected speeches: in 2008 the Siće speech was protected as an intangible cultural heritage, and as early as 2010 the Stari Perkovci speech was protected too. These are the only two protected speeches on the list from Slavonia. When archaic speeches are concerned, it is noteworthy that speeches around Slavonski Brod are the most archaic old-shtokavian speeches that have retained their old features (Berbić Kolar, Kolenić, 2014).

In addition to the protected speeches in the Brod-Posavina County, a number of other cultural phenomena have been protected: *Bečarac*, Circle on two pikes, *Svatovac*, Walking rounds from Slavonia, The art of sun lace motifs from Brod Posavlje, *Zadušnjaci*. And in the area of the rest of Slavonia, Baranya and Syrmia church singing, Požega vineyard traditions - *Grgurevo*, preparation of traditional Slavonian *kulen /kulina*, church singing in Baranya, singing of old songs in Slavonia, Baranya and Syrmia, making of the traditional hairstyle, gold work (embroidery), the art of playing the solo tamburica. The protected cultural heritage testifies to the necessity of establishing such a centre, which would be a place of gathering of researchers, students, students, interested citizens, but also the tourists who would find such facilities were interesting and attractive

The Centre could yield the Dialectological Institute which would serve as a necessary base for exploring archaic old-shtokavian speeches threatened with extinction, which are very important for the national identity of the Republic of Croatia and its understanding of linguistics. The Republic of Croatia is a country characterized by linguistic uniqueness. The Croatian language is the language that comprises three distinctive supradialects which are significantly different from both - each other and from the standard language. Croatian supradialects are shtokavian, kajkavian and chakavian. The names are given after the interrogative and relative pronoun - what (*što, kaj, ča* coming from these three distinctive supradialects). Each of these supradialects is then divided into dialects, dialects into the speech groups, speech groups to the local speeches (mostly related to one village). Dialectological research is based on local speeches and speeches of one village. (Moguš, 1977: 2-3)

Numerical data, given on the case of Europe (Europa Nostra, 2006) has revealed that more than 50% of tourism is driven by cultural services. This leads to a conclusion that one must enhance diverse cultural tourist offer especially in absence of the traditional “sun and sea” aspect present in southern parts of Croatia. One segment that we find insufficiently present in Eastern Croatia is therefore the organisation and promotion of the intangible cultural heritage.

Furthermore, different and numerous studies have tended to focus more on the actual and tangible changes in local communities rather than on the local communities' views of these changes. However, as it is argued in Jimura (2011) true satisfaction for local people would depend more on their views of the changes rather than on the actual changes. He further highlighted the need for the examination of four major areas of change: economic, socio-cultural, physical and attitudinal changes in and around specific points of interests. Thus, public opinion should be monitored and public should be appropriately and transparently informed on planned activities before their actual occurrences.

Key actions of the proposed Centre could be conducted following the approach presented in the FP7 research project i-Treasures (Pozzi at al., 2013) conducted in accordance with UNESCO recommendations. As this project authors and shared that: „...aims to go beyond the mere digitization of cultural content. Its main contribution is the creation of new knowledge by proposing novel methodologies and new technological paradigms for the analysis and modelling of intangible cultural heritage“ (i-Treasures website, 2015). In their research authors had shown that most of the

current research and projects conducted in cooperation of the local and the international organizations and institutions were merely based on archival and pure encyclopaedic documentation without much concern on dissemination of collected material. Emphasis should be made on dissemination equally as it is clearly shown in the safeguarding concept presented in (Berbić Kolar, Galzina, Matanović, 2014, 222) where proposed model distinguishes collection and archival aspect as it equally recognizes dissemination aspect of intangible cultural heritage preservation.

2. Centre for the intangible cultural heritage in Eastern Croatia

Establishment of the Centre for intangible cultural heritage in Slavonia, Baranya and Syrmia is extremely important for Eastern Croatia. The goal of the Centre would be to document as many intangible goods in one place (in the context of safeguarding of speeches, customs, historical and traditional cultural resources), and through its marketing activities (quality promotion) also increase interest in cultural heritage of this region, which is often not sufficiently recognized.

The basic goals of the Centre for intangible cultural heritage will focus on a clearer understanding of the intangible culture and creating a new area for its acceptance and presentation.

Intangible cultural heritage of Slavonia, Baranya and Syrmia is transmitted from generation to generation and has multiple values. In addition to cultural it has also become a part of economic activity and therefore its preservation is extremely important. Intangible cultural heritage is part of the identity of each area, and through its values it strengthens the awareness of the importance of respecting the diversity of cultures and regions.

With targeted marketing activities, especially high quality promotion of intangible cultural heritage in Eastern Croatia (for example presentation of cultural practices through a variety of performances, games, dances, etc.) the Centre may contribute to the development of tourism in Eastern Croatia and bring educational content to students. The collected sources of revenue Centre (revenues from donations, fees for the provision of services, sale of souvenirs, etc.) can significantly improve conservation of the intangible cultural heritage of Eastern Croatia and help develop its sustainability.

2.1. Activities of the Centre

The intangible cultural heritage includes various forms and phenomena of spiritual creativity, which includes:

1. Language, dialects, speaks and toponyms and oral literature of all kinds,
2. Folk creativity in the field of music, dance, legends, games, rituals, customs, and other traditional folk values,
3. Traditional skills and crafts (Official Gazette 69/99, 151/03, 157/03, Article 9).

The Centre for the intangible cultural heritage in Slavonia, Baranya and Syrmia will do through its basic activities:

1. Research activity,
2. Archival activity,
3. Educational activity and
4. Production activity.

Basing its work on these four basic activities, the Centre will with the same intensity work on preservation and sustainability of the traditional customs of Slavonia, Baranya and Syrmia and archiving, storage and analysis of existing materials whose content concerns Eastern Croatia. In addition, the Centre will through its activities affect the creation and production of new documents related to the intangible cultural heritage of Slavonia, Baranya and Syrmia. Also through educational programs within the professional and scientific events, it will work to make the

intangible cultural heritage recognizable to certain groups of society (especially students, tourists and all those who through their work encounter the intangible cultural heritage in Eastern Croatia).

2.1.1. Research activity

The research activities of the Centre for the intangible cultural heritage in Slavonia, Baranya and Syrmia will involve regular and systematic professional and scientific research based on modern ways of documenting, analysing and interpreting different types of intangible cultural heritage in Eastern Croatia. In addition, the main activity of research activities of the Centre will be collecting existing materials related to the intangible cultural heritage (audio and video recordings, photographs, manuscripts, etc.).

2.1.2. Archival activity

Archival activities of the Centre will concern the methods of archiving, cataloguing and making inventory of new materials. However, in addition to the newly created material in the Centre, materials from the archives of other external public and private institutions (National Archive, museums, etc.) will be collected. All the material will be stored on modern media in digital format and will be available to all interested parties (daily visitors, tourists, students, students) with a specific supervision and advice of professional staff.

2.1.3. Educational activity

Educational activity of the Centre will primarily be aimed at members of the local community as well as the individuals and groups who in their work deal with the issues of the identification, transmission and preservation of intangible cultural heritage of Slavonia, Baranya and Syrmia. Educational activity of the Centre will focus on the transfer of knowledge and skills through seminars, workshops, formal and informal education targeting students and other professional staff who deal with the study of intangible cultural heritage in Eastern Croatia. Educational and pedagogical methods to transfer knowledge to the mentioned group will contribute to the permanent preservation of intangible cultural heritage and its sustainability in Eastern Croatia.

2.1.4. Production activity and cooperation with other institutions

Production activity of the Centre will focus on the organization of various programs and projects of independent productions and cooperation with existing partners, institutions and organizations (local, regional, national and international), in order to preserve intangible cultural heritage and stimulate economic activity in terms of intangible culture.

Four main activities of the Centre for the preservation of the intangible cultural heritage of Slavonia, Baranya and Syrmia will be financed by the following sources:

- 1 State budget revenues,
- 2 Budgets of counties and cities in Eastern Croatia,
- 3 Own revenues, revenues from donations, fees for the provision of services, sale of souvenirs, etc.

Its own revenue sources will form the majority of the Centre's budget, and as such, can significantly improve the preservation of intangible cultural heritage in Eastern Croatia and help develop its sustainability.

2.2. Marketing activities of the Centre

With the assistance of marketing activities, especially with the promotion of intangible cultural heritage in Eastern Croatia (for example presentation of cultural practices through a variety of

performances, games, dances, etc.) the Centre may contribute to the development of tourism in Eastern Croatia.

The objective of the presentation of cultural traditions through performances, games, dances, etc., is to open a new area for mutual understanding, learning and creating new communication between the stakeholders involved in the preservation of intangible cultural heritage of Slavonia, Baranya and Syrmia. Moreover, these events are important for the tourism development in Eastern Croatia.

With the assistance of promotional activities the preservation of intangible cultural heritage of this region can be significantly improved. Promotional activities can be accomplished by using the following parameters:

1. Personal sale,
2. Improving sales,
3. Media advertising,
4. Public relations.

2.2.1. Personal sale

Within the personal sales (selling face to face) it is possible within the framework of various performances and exhibitions to present the intangible cultural heritage in Eastern Croatia to the interested groups. Proposed performances include folk dance, folk games and other customs that characterises region of Slavonia, Baranya and Syrmia, and thereby can and will contribute to the goal of preservation of intangible culture.

2.2.2. Improving sales

As part of improving sales it is possible by informing, through various information leaflets, to inform interested groups about the work of the Centre, its activities, and in particular about the collection and archiving of the new material.

2.2.3. Media advertising

Media advertising promoting the work of the Centre should take place in a variety of forms (television, radio, newspapers, Internet and other). Interested individuals and groups should be informed about the activities of the Centre on a daily basis.

2.2.4. Public relations

The aim of the PR should be to influence public opinion and create and continuously maintain a positive opinion about the Centre and its activities.

Through clearly defined promotional activities it is possible to significantly affect the efficient functioning of the Centre and the preservation of intangible cultural heritage as well as its ongoing viability. The issue of sustainable development of intangible cultural heritage is complex, thus the dispersion of the collected materials, deficiency of digitization, poor or unsatisfactory organization of the intangible cultural heritage in Eastern Croatia can be perceived as the major obstacles. The Centre will consequently aspire to connect the scientific approach with maximum use of modern technology for the digitization, processing and preservation, and economically justified model of permanent preservation of intangible cultural heritage.

3. Discussion and conclusions

Different experiences found in literature reviews and current projects in diverse phases of implementation lead us to conclude that today, more than ever, we need to plan the activities in each step carefully taking into account as many parameters as possible, both internal and external. As it is stated in the introduction, public's views and opinions should be taken into consideration as early as at the preliminary preparation phase. Proposed framework for the Centre for intangible cultural heritage of Eastern Croatia is trying to put focus on current intangible cultural resource with the state-of-the-art digitization safeguarding concept (Berbić Kolar, Galzina, Matanović, 2014) with predefined main activities: research, education, archiving, production, and necessary marketing activities: sales, media advertising and public relations.

Real and eminent danger of disappearance of intangible cultural heritage needs to be prevented at all possible levels. The formation of the Centre, in cooperation with institutions engaged in similar activities, can lead in the direction of preservation and parallel dissemination of intangible heritage in a systematic and organized way.

Since the Brod-Posavina County has the most protected intangible cultural heritage in Eastern Croatia, it stands as a logical choice for the establishment of the Centre. Moreover, its urban centre - Slavonski Brod is located at the intersection of regional routes (road and rail network, the navigable river Sava, country border) that are not satisfactorily exploited in terms of tourism and could be an attractive point of interest to the potential tourists and random visitors. As Slavonski Brod is a medium size town we should take into account locally adjusted framework based on three pillars: policy context (EU, UN, cross-border cooperation with non-EU states, state), theoretical perspective and strictly local issues as stated in Othman (2013, 477-482) and firstly introduced in Coombes, Wong (2004), which will be the subject of further research on this subject.

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