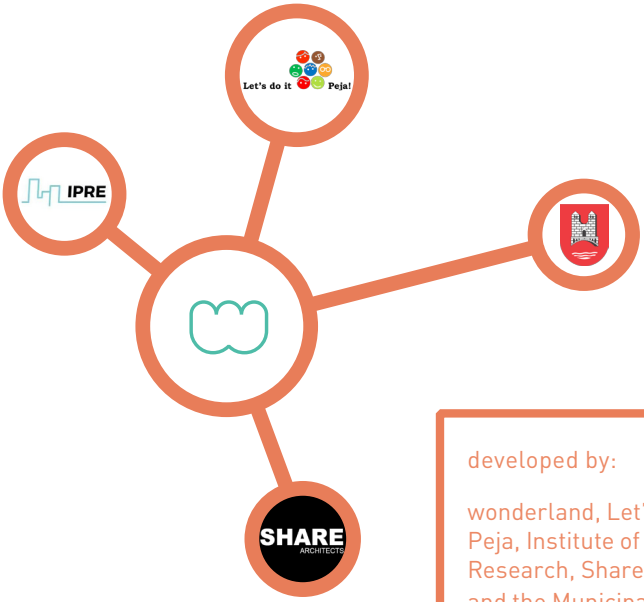
COMMUNITY DEVELOPED HERITAGE

Roadmap for the region of Peja

wonderland
magazine

COMMUNITY DEVELOPED HERITAGE

Reactivating heritage in the Peja region collectively



developed by:

wonderland, Let's do it Peja, Institute of Property Research, Share architects, and the Municipality of Peja.

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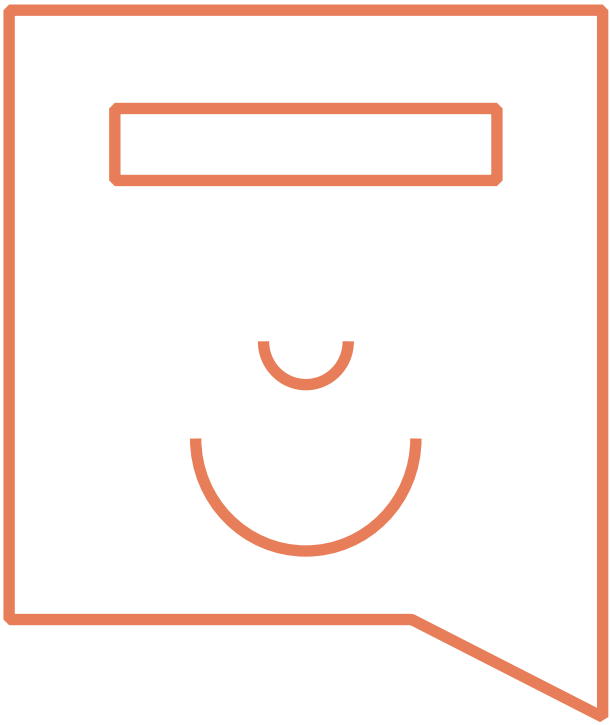

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CHAPTER 1

INTRODUCTION

by Bahanur Nasya

The strong connection European societies have with their heritages has made heritage preservation and protection a significant industry, one which brings practitioners and academics together. Heritage in all forms is generally considered to enrich the identity of communities, nations and beyond. Alongside the ideological importance it demonstrates, heritage can also fulfill the function of being a resource for the economy as well as for society. Next to the different fields of heritage and the impact of heritage on our lives, nations and societies have different approaches to heritage. Some are more occupied with researching it, while others focus on protecting it. The measures depend on the legal framework of the country or the financial means of the communities.

This consortium aims to keep heritage alive, make it contemporarily relevant and ensure it becomes a part of our daily lives and activities. We believe that this approach alone will allow us to ensure we transcend mere heritage protection as the common objective and initiate actions in favor of heritage that exceeds it as being viewed as a "nice to have" asset. This aspect is crucial for Kosovo. Because it isn't a UNESCO member, many of its heritage protecting measures are not applicable. Therefore, it's crucial to ensure that citizens collectively, including authorities in charge, embrace their heritage and carry it along well into their future. This project embraces heritage as a common value, owned by everyone and ready to serve everyone. We build on this premise and attempt to inform the local community on methods of heritage reactivation that will assist them in making their heritage an integrated part of their life.

Why does heritage need development in the first place?

Along with unused heritage buildings or sites, inherited traditions or modes unique of living expressions also face the danger of decay, vacancy, or becoming outdated, forgotten and eventually lost. Protecting and developing such heritage ensures resistance against decay, vacancy and being forgotten and lost. Functioning as a strong connection to the past, heritage has the power to connect people and strengthen communal identity. Re-activating heritage, regardless of the use of the building, increases the economic, ecological and social sustainability of the site.

But there are different models of development. The difference lies in the answer to the following question:

Who profits from the value extraction?

Why develop together with the community?

Typical heritage development involves an investor who invests in the premises and creates a new business. Next to creating new jobs through employment, the benefit of such a model is that it ensures heritage is used and maintained.

However, by starting the process together with the community, one does not need to wait for investors. Such an approach allows the community to bring in existing or potential business models, combining them to ensure a fruitful collaboration among people who know the place best and have a mutual interest - to increase the quality of living or maintaining it - and empowers them to make use of heritage as a common. Together with relevant governance models, this approach can create new capacities while empowering locals to be active in heritage activation. Furthermore, some societal needs can also be met sustainably via smart models.

What connects tourism to heritage?

In analysed best cases throughout Europe, we've seen time and time again that such a bottom up model of development can lead to immediate action and bring about fairer models of development that directly benefit locals. The COVID-19 pandemic and the subsequent collective experience amassed has also made it clear that community led development is more resistant to disruptions, and communities have the ability to react by taking immediate and steadfast action during times of systemic interruptions. Therefore, we feel that strengthening the community and discussing their potential means of collaboration can provide a good solution to long-overdue heritage actions in the Peja region of Kosovo.

Community-led heritage activation fights decay and vacancy of heritage effectively, by offering new perspectives, wider sustainability and furthermore contributes to local economic growth and improves social and ecological sustainability.

During the initial talks and discussions with actors and stakeholders from Kosovo, we discovered that a strong focus on tourism combined with the aim of valorising heritage through tourism, was already there. When cultural and natural heritage sites are marketed for tourism, their conservation becomes more relevant and immediate. Therefore, we identified the tourism sector as a catalyst for this project. As mass tourism has contributed to the destruction of cultural sites and the pollution of landscapes in countless countries, a prudent approach to tourism that supports and protects the local population is necessary. Such an approach, coupled with ecological, social and economic sustainability in tourism is our main criteria for the proposed ideas in this project.

What does the community offer to tourism?

Our society and its needs are in a process of constant and continual change. Heritage that is used, maintained and developed by the community, can help exhibit these interesting changes. Commercial actors are disposed towards acting immediately based on customer enquiries, economic changes and other interruptions. Community run structures based on community involvement however, are much more responsive and individual in nature. These are key values in creating value and use through the tourism industry. Next to interesting heritage sites or objects, the community itself also becomes an important and unique part of the tourism offerings of the region. Moreover, thanks to collaborations within the community, the region achieves new opportunities to improve and respond to local needs. Thus, every solution can support the community to be better, just or fair. We believe every spot on earth can become the WONDERLAND for its users. This doesn't rule out the fact that even the best spots on earth need to adapt to upcoming and future challenges and needs. Therefore, initiating such a process requires visions, ideas, best practices and numerous actors to help achieve what we deserve.

Expertise in this Blind Date exchange between Austria and Kosovo

For this Blind Date exchange between Austria and Kosovo, we choose experts with extensive knowledge and experience:

Silvia Forlati is one of the founding members of the wonderland association, founder of the architecture office SHARE architects and researcher at TU Wien. She managed or worked in similar transition processes for small towns as well as larger cities such as Vienna.

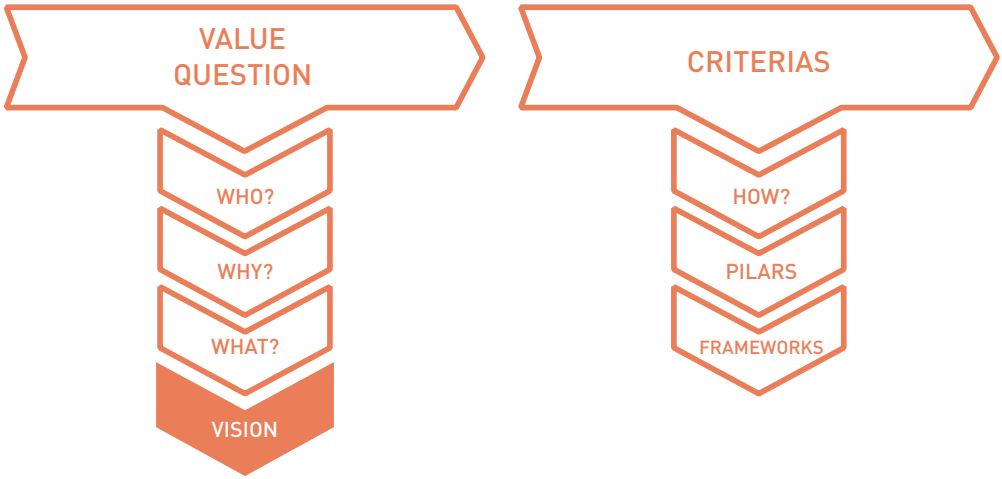
Dietmar Wiegand is professor at TU WIEN and managing director of the "Institute for Property Research" (IPRE). Alongside his scientific activities, he manages projects for the adaptive reuse of heritage sites in practice for international investors as managing director of two development companies.

Bahanur Nasya is the head of wonderland. Bringing knowledge from the Open Heritage and Underground4Value project, she manages the exchange between the experts and locals. Bahanur leads the development of this roadmap while utilising the experience she's amassed from other activation projects.

The process of heritage re-use

The reuse of heritage with new scenarios brings new challenges that need to be addressed. The regeneration process needs to be managed in an integrated manner. Administrators, companies, associations, and citizens need to work collectively and not only contribute with their expertise, but also be willing to learn new skills to advance and break through their shells. In Europe, we have numerous positive experiences of effective temporary or permanent re-use of heritage. In this project, we aim to transfer findings, ideas and approaches that will inspire local communities. With such participatory processes, we must contribute toward the key goals each society has developed for themselves. Such goals unite us as a community and motivate us to work collectively, to support each other or to be creative.

In the Peja region, the concept of reactivation with community inclusion isn't at an advanced stage. Yet, the effects of dormant heritage resources are evident as vacancies, decaying heritage, loss of skills and handcrafts, damage or decay of natural heritage, loss of regional vitality and diversity is abundantly on display. When paired with the loss of property attractiveness (value) this results in having an adverse effect on all citizens of the region.



With this in mind, we hypothesized that the creation of a process for activation could facilitate regional regeneration and the circular re-use of heritage. Through the involvement of citizens and local stakeholders, current needs could be addressed. Through the transformation of existing heritage resources and touristic re-use, the Peja region could become more sustainable and resilient, favouring citizen well-being and quality of life, strengthening their identities, memories, culture and respect for the environment while fostering social inclusion and economic growth.

Taking part in this project was Urim Xharavina, founder of "Let's do it Peja". Not only does he have extensive local knowledge, but also the capacity to act as a multiplier in the country and to re-use the roadmap knowledge in other parts of the country. Various departments of the Peja municipality took part in the project and will be able to ensure the further implementation of the project ideas. Virtyt Morina (Municipality of Peja, Kosovo) is the chief of the tourism sector and Lendita Muhaxheri (Municipality of Peja, Kosovo) is the Director for economic development and they participated in the development of the roadmap. Raif Gjikolli (Mountaineers Association "Gjeravica"), Sokol Luta (Regional Development Agency West), Majlinda Kelmendi (Innovation Hub Peja) and Erton Decani (Cyclistes sans Frontiere) are well known local stakeholder with a great reach to multipliers, business owners and other organisations. Their participation in the webinars was crucial to spreading the ideas.

SCOPE OF THE PROJECT

Through this project, Austrian partners were able to share new ways of heritage activation with the partners in Kosovo. The approach adopted targets the involvement of locals with methods that can help empower them. The experts provided support in establishing new practices and facilitating the transfer of know-how. Wonderland experts view their role as being active mediators between citizens, NGO's, entrepreneurs, public authorities and other relevant stakeholders. The interdisciplinary action utilized aims to remove the inefficiency of unused heritage by restructuring and changing perspectives and allowing the application of wider sustainability concepts. The method involves an interdisciplinary mix of cultural affairs, economy, finance, regional planning and development.

Community activities, especially ones with capacity building, have a great impact on citizens' lives. Using heritage in and for their activities, involving neighbours and working jointly towards a common goal strengthens community bonds as well as the connection felt towards the region. Community- led heritage activation ensures inclusive and equitable quality, education while promoting lifelong learning opportunities for all; makes cities and human settlements inclusive, safe, resilient and sustainable; promotes sustained, inclusive and sustainable economic growth with productive employment and decent work opportunities for all; and ensures sustainable consumption and production patterns. It increases the individuals' belonging experience, while improving regional sustainability.

Synergies with other scenarios

The project creates important synergies in the country and supports the achievement of the national goals such as the national program for regional renaissance, and the program for the regional transformation of cities throughout the country initiated from the central government of Kosovo. This project can act as a good model to be replicated in other cities in the frame of the above listed programs. Sharing the accumulated experiences with other cities like Gjakova and Prizren and creating synergies with existing programs and tourism products would encourage the community engagement on heritage protection, and would be beneficial for the development of tourism in the country. What's more, sharing borders with Albania and Montenegro is an advantage that can help promote the potential of the Peja region; and create international synergies that could result in the establishment of a chain of values and heritage in the region.

FOCUS OF THE PROJECT

Environment

The project is focused on responsible and collective use of natural and cultural heritage for touristic purposes. The aim is to use the existing potentials in the region of Peja and bring local stakeholders together.

Support

Support to create opportunities; see chances in the use of dormant heritage and community resources.

Social Inclusion

The actions will involve different groups, infusing them and constructing a base for long-term cooperation. The project can facilitate the creation of new organisations, jobs and expertise.

Economic scenarios

Increased opportunities for small and medium sized enterprises to initiate their businesses in the area.

Knowledge Transfer

Knowledge transferred to local authorities on best practices on local regional development.

The objective of the action

The goal of this project is to usher in a new way of thinking on revitalizing unused space in the region and activating the local community through transferring know-how and good practices to public authorities and other relevant stakeholders such as NGOs, communities and local businesses

AIMS OF THE ROADMAP

This roadmap can be a useful tool to lay foundations for an overall strategy that looks at a new model of heritage activation management, one that ensures the empowerment of citizens. The goal is to bring a fresh way of thinking about community developed heritage to the Peja region via the transference of know-how, good practices to public authorities and other relevant local stakeholders such as scholars, communities and local businesses.

Local actors can use the roadmap to apply the principles of circular economy to the adaptive reuse of cultural heritage. This is to combat the deterioration and vacancy of cultural heritage, change perspectives, and achieve broader sustainability. Ideally, the community developed heritage initiative will further contribute to local economic growth and improve social and environmental sustainability.

The action employs future-proof business models, social inclusion and cohesion approaches in the revitalization of under-used, vacant or derelict heritage buildings or sites. This roadmap for the region aims to inspire individual owners, managers, as well as decision-makers to collaborate on designing a pathway for heritage activation.

In fact, disused and underutilized spaces and buildings in European towns and cities can become opportunities for new jobs, the promotion of a collaborative economy, social innovations and start-ups.

Another aim of this road map is to support the Peja region in reaching the "Sustainable Development Goals", the so-called SDG's, which are defined for all UN nations while seeking to ensure that we leave no city, town or village behind. The Blind Date series of wonderland has been supporting various actors since 2017. The series has laid the groundwork for a unique format: a kind of international exchange that allows equal access to knowledge and promotes embracing the current challenges we face while creating new opportunities for emerging experts. The topic "community developed heritage" presented in this roadmap covers SDG 11 ("Make cities and human settlements inclusive, safe, resilient and sustainable") and SDG 15 (Life on land) concerning land saving.

Structure of the road map

The roadmap contains relevant information about Peja's heritage and tourism context. It acts as well, as a series of proposals on how unused heritage can be transformed into playing an active role in the region. It also includes useful references to international best practices. The core proposition of the roadmap lies in the chapter titled "scenarios for different stakeholders." The roadmap takes into account the local expertise, knowledge and situation (legal, financial, political) and ends with recommendations and a series of next steps for the presented scenarios. This roadmap will be published online.

SUSTAINABLE DEVELOPMENT GOALS

The workshops were also conceived as a starting point that can initiate the setting up of a collaborative network dedicated to the activation of heritage.

This collaboration project created a mix of actions that tackle further the following SDGs:

Goal 4: Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all;

Goal 8: Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all;

Goal 12: Ensure sustainable consumption and production patterns.

SELECTED EXCHANGE-EXPERTS FOR THE PROJECT

Dietmar Wiegand is a Professor for Real Estate Development and Management atThe Vienna University of Technology; Managing Director of the Institute for Property Research (IPRE); and with his experiences in curriculum development a key person in Erasmus plus project HERITAGE-PRO. He is a board member of several international conferences related to real estate, regional development and cultural heritage. Alongside his scientific activities, he also manages projects for the adaptive reuse of heritage sites in practice for international investors i.a. as managing director of two development companies.

Architect, researcher and film producer specialised in sustainable architecture and future proof development concepts. She is working on the COST actions "Underground 4 Value" (EU funded), supporting communities throughout Europe to valorise their heritage collectively, as well as Rural NEET Observatory to increase chances for youth and create opportunities for social integration. She is project manager of "PlaceCity", a JPI Urban Europe funded project developing frameworks to revitalize neighbourhoods, in order to create local central hubs for different stakeholders.

Silvia Forlati is an expert on re-activation processes. She studied architecture at the IUAV in Venice, Italy and the Arkitektskolen Aarhus, Denmark. In 2003, she founded SHARE architects in Vienna with Hannes Bürger and Thomas Lettner.

In her work, Silvia combines practice, research and teaching: from 2006 to 2008, Silvia was president of wonderland, she publishing the Wonderland manual for emerging architects with Anne Isopp in 2010; she teaches at the Vienna University of Technology and has been developing research on mixed-use that lead to the (interim) revitalisation of Nordbahn Halle (Mischung:Possible, 2016 ongoing) via creative and other industries.

Economist with long experience in project development and heritage protection. From 2000, Senior Democratization Assistant at OSCE Mission in Kosovo dealing with Civil Society Development in the Peja region. From 2010, Regional Coordinator at USAID funded programme for Business Enabling Environment in Kosovo. From 2013, Revitalization Expert for Old Bazaars and Artisanship in Western Kosovo, a programme funded by the EU Commission.

In 2014 he fuounded "Let's Do It Peja" an NGO working on sustainable development, environmental education and awareness, heritage enforcement, promotion of circular economy and social entrepreneurship.

Lendita has professional experiences from varied fields. Graduated from a Masters in Adult Education in the Faculty of Psychology and Educational Sciences (University of Geneva), where she developed a multidisciplinary approach focusing on: social anthropology, ethics, cultural theory, humanities research methodology, formal and informal learning, peace and citizenship education, intercultural psychology, educational anthropology, integration and professional reintegration.

With a rich experience in connection with intercultural education and with people with mild to moderate intellectual disabilities, she is the ideal person to be able to work with different layers of society.

Vyrtyt studied at the University of Prishtina with a Bachelor in Economics and a Master's degree the at Riinvest College in Management. He started working in the Tourist Department of the Municipality of Peja in 2005. Since 2007 he has been appointed as „Chief of the tourism sector". Since 2005 he has been involved in various economic development projects, beeing also part of the team drafting the „Municipal Development Plan 2020-2028", the most important strategic document for Peja.

Due to his expertice he was appointed as "Chairman of regional tourism board in west Kosovo nominated by 6 Mayors of west Kosovo region" and "Member of National tourism committee in Kosovo nominated by Prime Minister of Kosovo.

ACTIONS OF THE PROJECT

This action is designed to take part in 4 key phases. The initial phase involves local partners in the Peja region, is led by Urim and his team in "Let's do it Peja," and aims at collecting relevant information that facilitates knowledge-exchange and the upcoming workshops. The second phase includes the identification of bottlenecks in the local context, which allows the local selection of the most suitable stakeholders and actors. On the Austrian part, this allows the selection of the most relevant international role-models that can serve as an inspiration for local activities. The third phase was initially meant to have the Austrian experts visit the region and elaborate an action plan or roadmap in cooperation with the local actors and stakeholders. The final act would have been to present the outcomes to a wider audience. Due to the ongoing pandemic situation and travel restrictions, the whole project had to be completed through a distanced collaboration between the Austrian and Kosovan partners.

The experts used distanced dialogue throughout this project. The approach of all participants was open and responsive to obtaining the most out of the collaboration. The Austrian partners unfortunately had no opportunity (due to circumstances mentioned above) to visit Peja and obtain first hand experience. They were relying on the information provided by the Kosovarian partners.

Action 1:

Data collection and mapping:

Primary and secondary data collection, includes

a. Observations,

b. Literature studies on the urban-related phenomenon,

c. Conducting formal and informal interviews with government officers and urbanites deemed vital to enriching the information obtained

Action 2:

Consisted of five online webinars serving as an exchange of knowledge between SHARE architects, wonderland, Technical University Vienna, the Economic Development Department and Tourism Office of Peja Municipality and the NGO "Let's do it Peja."

The webinars will be published online and made available for further actors.

Action 3 and 4:

Included heritage and tourism bottleneck analysis and the creation of different scenarios as "Community-led heritage development in Peja."

Which aspects helped guide the collaboration?

Within the framework of the project „Community developed heritage," Wonderland initiated two online workshops in collaboration with Let's do it, Peja. By choosing a participatory approach, Wonderland strives for cross-fertilization rather than a one-way exchange. Through the active involvement of all participants, an open environment of creativity and innovation was created. The workshops included Kosovan stakeholders and Austrian experts from different fields. For the target country, one advantage of engaging with external experts is to obtain a new perspective on given issues: The interdisciplinary expertise of the participants enabled the creation of alternative approaches and strategies. The content and possible starting points for the first workshop were worked out in advance, together with Urim Xharavina from Let's do it, Peja. Agendas were sent out beforehand to allow participants the chance to familiarize themselves with the topics prior to the workshops and ensure they had the same level of information.

The first workshop titled „Local Stakeholders," served as a platform that introduced participants to each other and helped identify the topics that were later addressed in more detail in the second part. Participants included municipal stakeholders, cycling and hiking community representatives, and a representative of the Regional Development Agency. It became clear that tourism development is in everyone's interest and that numerous resources are already available for this purpose. However, there are deficiencies in the involvement of the population and communication between the local and national level.

Key elements of the collaboration

I. Data collection and mapping by the Kosovarian partners

II. Finding adequate and inspiring cases and stories from Europe

Based on these topics, possible strategies were elaborated in the second workshop titled "Creating a roadmap." Silvia Forlati, Dietmar Wiegand, and Bahanur Nasya each presented case studies that serve as an inspiration for the stakeholders. Their presentations were followed by a session where participants broke up into three small groups, each led by an expert, elaborating on the following questions:

What can you offer ?

What do you need to set up this offer?

With whom could you cooperate? Who can be involved ?

Who could be the beneficiary community? (social impact)

Which values can be produced? For whom?

During the group session, local stakeholders were able to formulate their own ideas and objectives and share them with the experts, and ask for feedback. In the end, each one of the local stakeholders expressed confidence in working on the steps to be taken in order to achieve their goals. The results of the group sessions are formulated below.

The chronological sequence of the activities was essential in attaining the achieved results.

III. Two exchange webinars with the participation of different stakeholders

IV. Case analysing and development of the guideline for the roadmap

V. Online workshop with group sessions to draft the roadmap

CHAPTER 2

THE PEJA CONTEXT

Western Kosovo or the Peja region is home to the Bjeshkët e Nemuna (Accursed Mountains National Park) and has a very rich and diverse cultural and natural heritage. The Peja region covers an area of 2,218 km2, consisting of six municipalities: Peja and Gjakova as major cities and Deçan, Junik, Klina and Istog as smaller cities and 306 villages. The total population of the region, according to the census in 2011 is 313,854, with an average population density of 142 inhabitants per km2.

PEJA CITY

Reference Map for the Peja Region(c)Vyrtyr Morina

The municipality of Peja is the largest city in the West region of Kosovo, positioned at the entrance of the Rugova Valley. It is situated to the northwest of Gjakova, southeast of Rožaje (Montenegro) , northeast to Bajram Curri (Albania), and west to the capital city of Pristina. To the north-east, the Municipality borders the municipality of Istog, the municipality of Klina in the east, the municipalities of Deçan and further with Junik and Gjakova to the south.

The total area of the municipality is 603km2. The city lies on the alluvial plain of Dukagjini, at the entrance of the Rugova gorge, with numerous high peaks. Gjeravica with 2,656m is the highest peak in Kosovo and close to the region. The highest peak in Peja is Guri Kuq 2522 then Çfërla 2461 and Hajla 2403.

According to the census in 2011, the municipality of Peja had 96,450 inhabitants, with an average population density of 160 inhabitants per km2.

The history, culture, tradition, the natural wealth of the city of Peja, as well as its geographic positioning makes it a place to be visited by tourists from around the world. What's more, the luscious, preserved environment and fertile land are some of the key elements making the city an attractive destination year round. The city boasts a rich history and is identified in Kosovo as a tourist destination. Various documents show the existence of the City of Peja as an organized habitat since the Illyrians and it is mentioned as a caravan merchant crossroads between Venice and Ragusa (ancient Dubrovnik).

Visiting Peja offers a journey through different times, the times of Illyrians, Byzantium, Ottoman Era, World Wars, Communism and recent history including today, so, while visiting Peja, you'll find and see different objects and signs of the ancient city (even though a majority of them are still buried and archaeological explorations have yet to be undertaken.) We could start with the positioning of the city of Peja in Illyrian era (the discovered stones can be found in the ethnographic museum), you can visit the religious monuments like mosques, catholic and orthodox churches, tekkes, Haxhi Bey's Hammam, The Mill of Haxhi Zeka, the stone residential units ("kullat") of Peja, old city dwellings/houses, the traditional dresses, culture and traditional customs, handmade artisanal products, etc. Apart from the cultural journey that Peja offers, Peja has a vast natural wealth that surrounds the city on the north-western part of the city about 1 kilometre from the city centre. The majority of its natural wealth and beauty consists of the mountain region of Rugova Mountains that is a part of the "Accursed Mountains''. Some of the features to be mentioned are The Rugova Gorge, River Lumbardh, the lakes at 1860 meters above the sea level, countless caves (some of them are still being discovered and researched), wealthy flora and fauna micro-sys - tem, the mountain peaks above 2000 meters, and more, that are on offer to the worldwide tourists. One of the great Attractions of Peja is the Drini Waterfalls of 30 meters high waterfalls that are being visited by many tourists all through the year.

source *http://www.pejatourism.org/en/peja.html*

HERITAGE AND TOURISM IN PEJA

Natural resources and tourism

Apart from the cultural heritage that Peja offers, it also has great natural resources surrounding it in the northwest, situated only a few kilometers from the city centre. Peja is also known as to be an ecological city with over 70% of its surface covered in green areas. It is the mountainous region of Rugova that contains over 52% of this surface with its natural beauty and gives the city a constant breeze of fresh air. There are natural attractions, beautiful and great natural resources, Rugova Gorge scenic, rivers and glacial lakes, numerous water springs, waterfalls along the gorge, caves, and the variety of flora and fauna, and within the city almost in every corner you'll find the green oases that enhance the beauty of Peja. One of the main natural heritage of Peja is the 30 m long Drini Waterfall that is visited throughout the year by numerous local and foreign visitors

Since 2002, local mountain enthusiast groups have started to explore outdoor and adventure activities: hiking, rock-climbing and caving, particularly in the Rugova Valley area. Hiking trails, rock climbing routes, four different via ferrata and mountain bike routes have been developed and promoted with rural families supported to become home stay tourism providers.

Historical and cultural monuments

You can find a vast number of historical and cultural monuments in the City and its surroundings that mark the culture and tradition of the territory, with a history dating back to the Illyrian Era and extending to today. Numerous historic monuments can be found such as the stone houses of Kullat, old city dwellings, religious monuments and religious buildings reflecting the diverse nature of the area with its mosques, catholic and orthodox churches and Tekkes, the Haxhi Bey Hammam, The Mill of Haxhi Zeka, the Old City Bazaar, water mills as well as many other buildings and monuments. All of these unique sitesmarks the city of Peja with historical values originating from different eras.

source: *http://www.pejatourism.org/en/peja.html*

(c)Vyrtyr Morina

Culture and tradition

The early development of this city has been a major influence in cultural and traditional developments, to be continued to this day. The traditional dresses/ costumes are one of the motifs that is carefully preserved to its original to this day. It is characterized with white and black colours for the male traditional dress, while female dresses are dominated by the red colour. It is very important to be mentioned that some of the ancient customs of the wedding ceremonies are preserved to this day and still practised on the mountainous areas, traditional aspect of the family and traditional laws, the traditional dance, traditional food served on the day as well as many more traditional cultural aspects that are preserved to this day.

Artisans

Since ancient times Peja has been known as a city of merchants and artisans. The most known artisan trades are: silver and gold smith artisans, hat artisans (plis makers), rug artisans, blacksmiths and horse tack artisans (Saraç), leather saddles, stirrups, bridles, halters, reins, and other decorative elements. There are still some remaining specialised artisanal stores that their traditional expertise has passed from one generation to another.

source: *http://www.pejatourism.org/en/peja.html*

Hotels and gastronomy

The tradition of being the merchant and in the crossroads of many ancient and modern day roads, Peja has a number of hotels that offer good accommodation for its visitors. Gastronomy is one of the traditions of this city and it is valued as an original place to taste the traditional dishes of western part of Kosovo. You can taste these dishes in many restaurants in and around the city surrounded by green views of pastures, mountains and serenity.

As an emerging destination, Western Kosovo has potential to attract more visitors from different segments. A wider range of tourism products, better facilities and services combined with promotion have the potential to increase visitor numbers and expenditures.

Complex and rich histories add to Western Kosovo's attractiveness as a travel destination. Deçan, Pejë, Gjakovë, Klinë, Istog and Junik offer a range of cultural tourism attractions and form the starting places to explore, with notable cultural attractions such as the Patriarchate of Pejë and the Monastery of Deçan (UNESCO sites).

source: *http://www.pejatourism.org/en/peja.html*

(c)Vyrtyr Morina

STAKEHOLDERS IN PEJA

Local authorities/public agencies

Local authorities are responsible for activating heritage sites. The municipal Urban Planning Department is in charge of implementing spatial planning policies and the instruments for urban development. Also involved are the departments of education and culture, addressing relevant socio-economic and cultural activities. The National Cultural Heritage Institutions are in charge of heritage management at local level, such as operations of the Museum of Kosovo, the Kosovo Archaeological Institute, the Kosovo Institute for the Protection of Monuments and Regional Cultural Heritage Centers. Each heritage case requires different handling, because not all spaces or buildings belong to the municipality, and the government must give permission, if the building is a cultural heritage one.

Other stakeholders

Private sectors (entrepreneurs) play a significant role in ground floor investments. Nevertheless, the private sector is not quite keen on the revitalisation of heritage sites. Investments are more directed towards the construction of new buildings rather than repurposing existing ones. Other important stakeholders that might contribute are civic organizations (youth, cultural, etc) that could use vacant heritage sites for different activities such as social enterprises, the creation of a youth centre (library, studies centre), shared offices for different ages etc. The City of Peja hosts a former City Cinema which could be reactivated following a 10 year long vacancy. The Municipality of Peja leased the building to a cultural organization called Anibar, with the obligation to renovate it. Since then, this heritage has been used by the same organisation for an international animated festival called "ANIBAR", as well as other complementing cultural events.

Another successful example is the renovation of an old outdoor basketball court which is now used by youth for basketball and also for various cultural events.

THE PEJA CONTEXT

https://anibar.org/cinema/about/

https://telegrafi.com/perurohet-qendra-sportive-ne-peje-ne-shenje-te-ish-basketbollistit-valon-begolli-fotovideo/

CHAPTER 3

WORKING ON SCENARIOS FOR DIFFERENT ACTORS

The aim for the Peja region in this project is to begin the process of community development. The desire to preserve cultural heritage is complemented with the will to empower the community in taking over and leading the whole process. This project thus, is focussed on developing a road map for the community-led activation of cultural heritage in the Peja region. Tourism is considered to be a key element of this approach, as long as it is sustainable and benefits the community. The activities therefore need to create a win-win situation for the community and the industry. This approach and the roadmap targets all kinds of cultural heritage – including intangible heritage and also natural heritage. Crucial for the success of the roadmap is the identification of communities, objectives and current bottlenecks.

Which communities?

For each task and goal we need to identify the parties involved, how they can participate and what is needed to connect and activate the different stakeholders.

What we have learned so far?

The context analyses and exchange workshops have shown that there currently active stakeholders and existing formats of collaboration that do exist. There is a real potential and value in the region that's already been made accessible and supported by national investments in tourism promotion. Participative models of development have yet to be established, local communities haven't been involved so far, and there is no established stakeholder collaboration yet.

What we can do together?

We will identify stakeholders that could be involved in the activation process (stakeholder mapping). We will brainstorm about a series of possible actions and scenarios, linking different communities and distributing values to the involved communities. We provided references for these actions as inspiring cases. We can show and identify potentials for linking communities.

what can you offer?

who is your partner?

what is your is your service?

who is your community?

which are your values?

CHAPTER 4

SCENARIO 1:
COMMUNITY OF SERVICES

WHAT CAN YOU OFFER?

» For traditional home owners and local business: collaboration

» Collectively offer "hospitality services" similar like in a holiday resort

WHAT DO YOU NEED TO SET UP THIS OFFER?

» Investments to allow the facilities to host guests,

» Training of citizens to be the host,

» Management that brings the parts together and becomes a functioning organism.

WITH WHOM COULD YOU COOPERATE? WHO CAN BE INVOLVED?

» The process can start with a small unit/village.

» All actors of the tourism sector and financial sector need to cooperate.

WHO COULD BE THE BENEFICIARY COMMUNITY? (SOCIAL IMPACT)

The owner of the small business and homes can benefit through new financial possibilities.

WHICH VALUES CAN BE PRODUCED? FOR WHOM?

Heritage conversation can become an opportunity for the citizens.

COMMUNITY MAPPING - ENHANCING SUSTAINABLE TOURISM IN RUGOVA VALLEY

by Vyrtyt Morina

The idea presented by Silvia Forlati for community mapping and the development of accommodation services by transforming entire villages into hotels, following the example of Vallecamonica Paese Albergo, has been received by the stakeholders as a brilliant idea. The concept will definitely be placed into discussion at the level of local government and other partners in Peja. It is an idea, which in addition to requiring the involvement of the different communities of Peja, also offers the development of sustainable tourism, which has great value for Peja. This Idea offers a wider distribution of economic income and self-employment to local residents, positive treatment of the environment in terms of protection, and social benefits in terms of raising the welfare of local residents and maintaining values of culture and tradition and their presentation.

This project includes a circular cooperation between the public sector, private business, civil society and local residents. The development of this project requires commitment from the civil society and the community in identifying cultural and natural values, attractions and recreational activities in Rugova villages by realizing the community map and tourismpackages offered. Private sector involvement is seen as a supportive force in selling of the offers and job creation.

Through the private sector we expect the offer to be promoted in various regional and European markets, creating a greater tourist turnover.The involvement of local residents in the tourism concept will offer added value for the municipality of Peja in terms of employment or self-employment. The local government, through this project, will achieve its goals by creating a sustainable development of tourism with greater involvement of stakeholders, creating new jobs and distribution of goods to a greater extent by influencing the increase of the welfare of the citizens in the municipality of Peja.

A MULTI-FACETED APPROACH FOR COLLECTIVE WORK

by Dora Hably

After meeting some of the key stakeholders in the region and exchanging with them in virtual sessions, we were able to form a clear view of them. Even if you've never been to the Peja region, the talks and interactions still would have assisted you in obtaining a glimpse of the inner circle and its dynamic.

Virtyt is the natural, key motivator of the existing community. His personality and connection to the region are best reflected in the official Peja Tourism website and Instagram Account[1]. Given that a single individual can be capable of initiating significant change, the long-term development and preservation of the community could depend on the number of motivators in the role. This can be argued, of course, whether the community should depend on one or many key figures. Of importance is the quality training, handover, and skill exchange that can and should take place within the region to maintain the current cultural dynamic for the future.

During the sessions, numerous impressive international community development ideas were mentioned. Besides growing and maintaining the existing audience of the Peja region, the following possibilities were mentioned:

Fam-trips

Familiarization trips (Fam-trips) could be organized for the Peja stakeholders to obtain a live view on successful examples, e.g., in Sicily, Italy – that can be organized easier due to good connections and the relatively close distance.

"Offline" summer camps

Training and heritage handover is a key element in involving the younger generations in the region and the country. Within the frame of "offline" summer camps for children between the ages of 8-12, daily routines could be shown to awaken their possible interest in the future.

Food-connection

Many examples were also mentioned regarding the power of food. How food could act as a catalyst through the processes of growing, production, and consumption. Success stories from Italy and Austria can be called up regarding the preservation, monetization, and community building at the same time.

1 *https://www.instagram.com/visitpeja/*
http://www.pejatourism.org/

IDENTIFY AND INVOLVE LOCAL COMMUNITIES

by Silvia Forlati

The involvement of different local communities, already active in the contexts, is among the first to dos of the process, which aims at kick-starting a community-led activation of cultural heritage in the Peja region. The foreseen involvement varies from community to community, but in all cases include both an active participation in the conception and implementation of the process and offers, as well as in the distribution of the resulting values.

In the workshop, the following communities were considered relevant and could be approached from the beginning onwards, to evaluate their potential for a long term involvement and contribution, as well as their concerns and needs.

- Climbing & mountaineering communities
- Bicycle community
- Artist community, as well as the local art school
- Traditional singing community, local choirs
- Dance organisations
- Traditional games

Local village communities can also be added to this list, possibly with a particular focus on women and/or active pensioners. To remain in personal contact, the promotion should focus on social media and fairs.

Participatory mapping

To identify, visualize and increase the awareness of locals and visitors on relevant elements of cultural heritage in the Rugova Region, participatory mapping should be developed as a basic tool for this project. The experience of the map already produced for the tourist office shows that such visual communication tools are effective. Collaborations with the local art school and as well as with the existing artists' residency program run in Peja during the summer could be possible options for the development of such maps. Artists could collaborate with local communities and develop different maps for the villages of the Rugova Region. This process could be an initial step in involving the local communities.

Development of a network of Alberghi Diffusi in the Rugova Region

The main focus of the actions will be on the development of a network of alberghi diffusi in the Rugova Region. The network will provide a framework for a variety of other products and offers, and thus enable the fruition of cultural heritage for both local and other visitors.

Out of the existing 13 villages, 5 potential villages will be selected to start the projects. The selection will also take into account the response of the existing local active communities and their potential for involvement. The focus of the preliminary phase will be also the evaluation of the gap between what Albergo Diffuso needs and what is available. Part of the task will be focused on evaluating the training needs and type of quality level needs that need to be achieved, and how this can be accomplished. The service quality was evaluated in surveys as being weak. This action could address this competence and create a coherent action plan. An exchange with or study trip to best practices (for example in Italy, see association Addiopizzo or Ecomuseum Valtaleggio) should be considered. Such exchanges or trips could be regular community activities like the Fam-trips, suggested above by Dora.

6 Days on a Cultural Heritage Hiking Trail

A specific concept that offers a period of stay targeted at a specific group of people, can exhibit how well the needs of incoming tourists can be met. Since hiking is of great importance for the region and promotes slow tourism, we created a tourism package for this target group. The local network will provide the main frame for a connection hiking trail. The trail should be approximately 6 days long, and connect the main cultural heritage stations while also including food offers and local food producers. Multiple places for overnight stays are crucial as part of this offer. The Peja version of the Alberghi Diffusi can act in this offer as a network of overnight stays. Furthermore, specific foci (for example climbing, horse riding or vernacular architecture) can be developed after this model.

Offers for longer stays

The Alberghi Diffusi network is very suitable for longer stays, such as study or work holidays, and could be linked for example to nature preservation, culture or art activities. The more examples and links developed and included, the more diverse the outcome will be.

ACTION PLAN 2021 -22

The aim is to move the project from concept to implementation, thus the action plan focuses on a series of preparatory actions, information collection and the establishment of local, national and international partnership networks.

I. Collect more information about the model of Albergo Diffuso

II. Organize an information event with relevant municipalities

III. Organize a call and select the first 5 municipalities

IV. Identify and connect with possible local stakeholders/local agents of change for the projects

V. Initiate a feasibility study for a Albergo Diffuso network in the Rugova Region (Where, which municipalities, which people and/or communities, which buildings, business model, renovation costs, grants...?)

VI. Initiate participatory mapping with the collaboration of the local art school or the summer artist in residence program, identifying relevant content for the hiking trail

VII. Design the hiking trail package

NEXT STEPS FOR ALBERGHI DIFFUSI AND PARTICIPATORY MAPPING IN PEJA

A very early presentation of the idea about community mapping and the idea of developing a village hotel from the example of Alberghi Diffusi, which came out of the workshop, was discussed with two NGOs (Marimangat e Pejes and Gjeravica). Both are committed to development of mountain tourism and adventure tourism offers. The idea was discussed with the mountainous area of Rugova in mind, in which there are 13 villages as well as the possibility of integrating these villages among themselves through the idea of the Village Hotel. This idea is likely to have even wider reach in other municipalities in the western region of Dukagjini as well as a cross-border extension. For this reason, we came to the decision that the discussed idea is to be described in the project presentation in the near future, and discussed at the municipal level (with the mayor,the directorate for economic development and relevant directorates) as well as at the regional level, which includes 5 other municipalities of the western region of Kosovo and across the border.

Objectives:

General objective of the project is increasing the tourism product and promoting the development of sustainable tourism in the mountainous area of Rugova, while the specific objective of the project is to strengthen the tourism offer by connecting villages in the Rugova area with the idea of developing a Village Hotel, community mapping and their integration.

Target groups:

Local government – Directorate for economic development, tourism sectors from the region, Information offices etc.

Private sectors – Tour operators, owner of traditional houses in villages, guides, handmade artisan's etc.

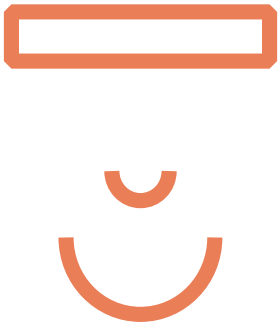
NGOs and Local Community - in the targeted area such as mountaineering, alpine and rock climbing, biking, art community (different types of art as painting etc., and exhibition), music community as folklore and the traditional local music community, elderly community presenting the cultures and traditions, traditional dancing community, historians, sport and education, environmentalists and biologists, students, religions, kids and families who offer services in their respective fields.

Estimated results:

- Result 1: Creating a tourist offer through the hiking path which can reach a length of 50km and completing the necessary infrastructure of the trails
- Result 2: The creation of 3 guest houses with 10 beds for each village connecting to the tourism concept
- Result 3: I Integration of the community in the tourism concept through their activities.
- Result 4: The promotion of activities

To initiate this project we need to implement several activities.

NEXT STEPS!



IDENTIFICATION AND DEVELOPMENT OF THE PATH

Building on the action plan in the chapter above, the following steps are necessary. Identification and development of the hiking trail with a length of 50km; the completion of the necessary infrastructure of the trails that connect these 13 villages; the creation of a tourism concept that can be offered to target groups. We would need to invest in the hiking infrastructure by marking and creating signage on the hiking trail, placing information boards with maps and other additional information, and preparing boards with interesting tidbits on the unique flora and fauna, heritage etc. of the region. The path will also initially be researched by mountaineering experts as well as other experts such as botany, etc. Data relevant to the project will be collected and the path as a whole will be identified.

THE IDENTIFICATION AND DEVELOPMENT OF THE HOUSES

The project envisages identifying traditional houses where accommodation for tourists can be created, as discussed earlier in this chapter. The project will initially identify 3 houses in each of 13 villages, which can provide 10 beds to complement the tourist offer of 30 beds for one village. After identification, and in agreement with the owners, a small intervention will be organized to set up the infrastructure of the houses (kitchens, beds, other attractions, etc.) to ensure an offer with higher quality is created. Part of the funding will be provided by the project and the rest by the owners themselves. Part of this will be training the owners of accommodation on offering services and hospitality. This part of the project is quite significant and it is important to have a clear picture of the best way to implement this idea. For this, it is necessary to plan a study visit to Italy (where the idea originated from) to gain experiences, as well as to work closely with professionals who have developed these ideas.

PARTICIPATORY MAPPING

Participatory mapping – it is important to develop and enrich the tourism package offer with activities that make it more attractive, as discussed in this chapter. The project aims to hire experts who will develop participatory mapping for the mountainous area. This will include NGOs and local governments. Mapping will include different communities such as arts, culture and tradition, biology, historian, dance, mountaineer, religious, etc. During this period, all the values of the region that can help improve the offer will be identified and presented as part of the tourism concept. In the development of mapping, we will have to compile a strategy and plan developed in the field from the bottom up. In this regard, an organization that will play a key role could be the LAG (Local Action Group), which is created by public and private structures and represents the development of the LEADER program in Peja.

PROMOTION

Promotion is the key to the success of the whole project. Promotional activities will focus on direct and indirect promotion. Indirect activities are related to the promotion of the tourism package offer, using social media, written and visual media targeted at the visitors as a means of conveying the message. The activity of direct promotion envisages a close cooperation with private tour operators who will be presented with offers and then promote it in regional and international fairs where they have direct access to visitors. They will also be active in various meetings they organize in the presentation of offers. The promotion part will also include the registration of these accommodation places on special booking platforms such as: 1 / www.fairbnb.coop 2 / www.ecobnb.com 3 / www.eatwith.com 4 / www.slowfood.com 5 / www.booking.com etc.

FINANCING

Financing of this project can be achieved through various sources such as municipal budget, regional development projects or even cross-border ones funded by the EU.

IMPLEMENTATION PERIOD

Given that the preparation of a project related to community development and integration requires effort and time, and that the situation created by COVID-19 leaves many unknowns, creating concrete deadlines is not realistic at the moment. The year 2021 should be presented as a year for preparation and planning while the year 2022 should serve to start the implementation of the project. The development of such a project requires a period of 24 months (2 years).

SCENARIO 1
COMMUNITY OF SERVICES

CHAPTER 5

SCENARIO 2:
HERITAGE CLUSTER DEVELOPMENT

WHAT CAN YOU OFFER?

- Guarantee Sustainable Environmental protection
- Leadership in Cluster/Contractor (alternative: bicycle organisation)
- Management and subcontracting
- Organisational responsibility for cluster development
- Outdoor activities: biking, hiking, nature, orientation in forrest
- City tours, tours to environmental highlights, landmarks etc.
- Possibilities for voluntary work (European volunteers services)
- School children tours and exchange

WHAT DO YOU NEED TO SET UP THIS OFFER?

- Support in designing offers or packages
- Develop skills and capacities to create offers and engagement

SCENARIO 2:
HERITAGE CLUSTER DEVELOPMENT

WITH WHOM COULD YOU COOPERATE? WHO CAN BE INVOLVED?

» Other NGOs like the bike association

» Schools

» Shops or handcrafts

» The NGO is pretty well known and trusted, many actors come in mind

WHO COULD BE THE BENEFICIARY COMMUNITY? (SOCIAL IMPACT)

» Depending on the offer, multiple actors and small business

» Municipality, with improved local assets

» Increased number of visitors and overnight stays

» Kosovo (taxes/improved image in foreign countries/foreign investments)

WHICH VALUS CAN BE PRODUCED? FOR WHOM?

» Friendship

PEJA'S COMMUNITY CLUSTER

by Urim Xharavina

Let's Do it Peja could offer its resources to establish a dialogue between local authorities, local businesses/tour operators and the community. Through the established dialogue and communication among stakeholders and beneficiaries, the community will start to understand each other's role, interest and the responsibilities in protecting its natural and/or cultural heritage. Through these discussions, Let's Do It Peja will be able to develop a list of most pressing concerns, plans and aspirations for the future. It can also offer to build relationships with existing tourism organisations and the reactivation of the DMO (Peja Destination Management Office). In addition to Peja DMO, LDIP could also work on the establishment of the Regional Tourism Organization, bringing together all players in the tourism industry to create opportunities for the cooperation and enhancement of the tourism cluster in the region, which could be further expanded into the Prizren region in the south.

Moreover, Let's Do It Peja can support programme and project development with its capacities. In this regard, LDIP in cooperation with the municipality of Peja could facilitate the development and implementation of renovation, and provide management of the Mountaineers House located in Haxhaj Village at the Bjeshket e Nemuna National Park. The existing abandoned and damaged three store building could be renovated and reused as a multi-functional facility as Hostel and Alpine/Mountaineers Museum. Also, the facility would provide a space for organizing various workshops and events. The facility could serve as a community center for the local community and a focal point for outdoor organizations and activities, and as a tourism information point.

CLUSTERING IN PEJA

by Dietmar Wiegand

In the Workshop with Let's do it Peja we explored the potential offers of the association to a cluster. The association can guarantee sustainable environmental protection and clearly have their focus and priority in environmental protection. While they could take over the ideological leadership in growing a cluster, the bicycle association could also alternatively take on a leading role. Within the cluster, they could fulfill the management and subcontracting functions and develop the organisational part to foster the cluster. In terms of services to visitors, they can offer outdoor activities such as biking, hiking, nature exploration and orientation in the forest. Likewise, they can also offer thematic tours such as city tours, tours to environmental highlights, landmarks etc. They can activate the power of volunteers, for instance through European volunteer services. They can also use their existing collaborations with school children tours and exchange. Plus the association has the benefit of having a good network that can be activated through subcontracting and transformed into becoming an active network of a cluster. Produced values would benefit the community as a whole. With the cluster the actors would collaborate and friendships could be intensified.

The contracting relationship has to rely on the following values:

- economic benefit for both parties
- Quality of offers as collectively agreed and improved qualities
- Liability
- a minimum of environmental, social quality standards needs to be achieved, since the association is accounted for this.

The cluster offers have to meet the following needs:

- Designing an offer or a package that's easy to promote and sell in western countries
- Training staff for particular engagement to fill in the gap of existing offers

Beneficiary of such a cluster could be

- Depending on the offer, multiple actors
- The municipality, because it would achieve improved local assets
- An increased number of visitors and overnight stays
- Kosovo as a whole (in terms of taxes, improved image in foreign countries, as well as foreign investments)

NEXT STEPS FOR THE PEJA CLUSTER

Following the discussion with the local community and other stakeholders such as outdoor organizations and tourism agencies, we came to the conclusion that establishing a cluster of stakeholders in the Peja Region by reactivating DMO and establishing Regional Tourism Organization as an umbrella of all players in the sector would create more opportunities and enhance tourism development in the region.

Within this workshop, we clearly saw that the value and ideology aspect of such a cluster is covered; there is the will on the associations part but as well by the governing departments to increase the potentials of the region through bringing actors in a cluster together. But such an undertaking works like a loose business and each business model needs a driving figure, a financial organisation and people who take up the creative tasks to come up with ideas and so forth. Such aspects or skills need to be developed in the cluster network, in order to be ready to embark on the journey. This can be organised through internal and external partnerships. At the moment, there is much expectation from the governing institutions, at least in financial terms, to kick-start this development.

SCENARIO 2
HERITAGE CLUSTER DEVELOPMENT

CHAPTER 6

SCENARIO 3:
CONNECTING NEEDS AND DORMENT RESOURCES

WHAT CAN YOU OFFER?

» Support for local business and citizens

» International contacts and guests

WHAT DO YOU NEED TO SET UP THIS OFFER?

» Help in identifying most urgent sites, which are available for reactivation

» The community, who wants to take on responsibility

WITH WHOM COULD YOU COOPERATE? WHO CAN BE INVOLVED?

» Local business

» Owner of heritage sites

» Citizens (empowering them to be active in solution creation)

SCENARIO 3:
CONNECTING NEEDS AND DORMENT RESOURCES

WHO COULD BE THE BENEFICIARY COMMUNITY? (SOCIAL IMPACT)

» Citizens groups

» Vulnerable people

» Young people

WHICH VALUS CAN BE PRODUCED? FOR WHOM?

» Affordable cultural activities

» Exciting activities for youngsters (beyond mainstream pc gaming)

» Experiencing the Peja region to create bounds

REIMAGINING THE COMMUNITY VALUE OF HERITAGE

by Lendita Muhaxheri

Renovation and giving new life to the stone tower in Drelaj village in National Park Bjeshket e Nemuna. The action would include rebuilding this location with a very interesting history, given that it was burned down thrice during the wars in Kosovo. The project aims to transform it into an information center and bicycle rental facility. The concept will identify and create mountain biking trails and thus, opportunities for visiting other villages in the Alpine area from Drelaj village, such as Koshutan, Shkrel, Bogë, Haxhaj, Kuqishtë, returning again to Drelaj. This action would create opportunities for raising the awareness of the local community for preservation of natural and cultural heritage in their neighborhood as a potential for the economic development of the area. This action would also create a new tourism offer for the Peja region. Main stakeholders for this action are the owners of the building, the municipality and cycling organizations active in the region.

DORMANT RESOURCES

by Ricarda Lassy

In the third group, we spoke with Lendita Muhaxheri, director of the municipality's economic department, about her ideas and visions for the Peja region. She had just moved back to her hometown from Geneva in August, and found a completely changed environment. In the place of old buildings that were destroyed during the war, new buildings had been built. In addition, many of the old buildings remained vacant and in a state of slow decay. She deeply cares about Peja's cultural heritage and wants to fight against the loss of it. Given that Bahanur Nasya is experienced in activating empty places, including the recently completed project in Lezha, Albania, she was able to offer Lendita an understanding of how to proceed with such projects.

The first step is to identify these buildings and find their owners. Before implementing such projects, it is fundamental to find supporters and financiers. Besides, profound local knowledge is needed to realize such projects to meet the needs of the population. Lendita noted she depended on the cooperation of people who have local knowledge and are well connected to the population.

Another vision of hers is the expansion of youth programs. She wants to offer the young generation alternatives to digital activities. Her concern for fighting vacancy, raising awareness for heritage and implementing a youth program could be combined into one project.

Lendita Muhaxheri is in a splendid position as director to push through projects, has international experience and the drive for such initiatives, but needs people like Vyrtyt Morina or Urim Xharavina to provide the local knowledge. It's important to begin the process with incremental steps and interventions in terms of intervention effort and budget, and to continually build up the community for the next level and project. Outdoor activities and interventions, which can be carried out with everyone collectively, are great team building projects, where people's strengths and capacities can be evaluated; and at the same time such interventions can lead to rapid results, resulting in improved motivation.

NEXT STEPS OF ACTIVATION

Based on the workshop results and on the possible actions determined,, the following next steps were identified with the local stakeholders. Lendita is new to the region and needs to accustom herself with the terrain and the people. Seasonal projects, where the community can work physically could bring her closer to the people and offer her the chance of observing the strength of her community. A priority list of available spaces could then be employed to create activities for different groups within the community.

Neighbourhood transition

towards collective use of vacant spaces

ROADMAP FOR LEZHA

wonderland magazine

Publicatin available here:

https://wonderland.cx/news/publication-neighbourhood-transition-roadmap-for-lezha-magazine-towards-collective-use-of-vacant-spaces/

SCENARIO 3
CONNECTING NEEDS AND DORMANT RESOURCES

CHAPTER7

INSPIRING CASE STUDIES

Community developed heritage

is a synonym for a very complex undertaking with numerous aspects that need to be addressed. It requires a well thought design of the dynamics and constant adaptation. Participatory activities are a process and can never be fully complete. They need many activities to create new patterns of behaviour and establish new governance models.

Why do we need new models?

Uncoordinated development can create various risks for the community and sever all sorts of heritage from the people who originally developed it, potentially financed it, utilized it, and moreover, who need it. An illustrative example is the development of the heritage site in Cappadocia in Central Turkey. The universal beauty, appeal and importance of the site had been discovered early on, and the promotion and execution of pure tourism models led to migration away from the site. Today, one can find all sorts of attractions and activities in the valleys of Cappadocia. But the community living there has left the villages and settlements in the last decades for cities. Now the administration and the Middle East Technical University are collaborating to activate the community and change the dynamics. The process is coordinated with 16 other cases throughout Europe and under the umbrella of the Cost Action "Underground 4 value". Even though every case is in a different condition, the aim is to :

» compare similar heritage sites in different economic, social, political and cultural contexts,

» test common practices and similar financial schemes.

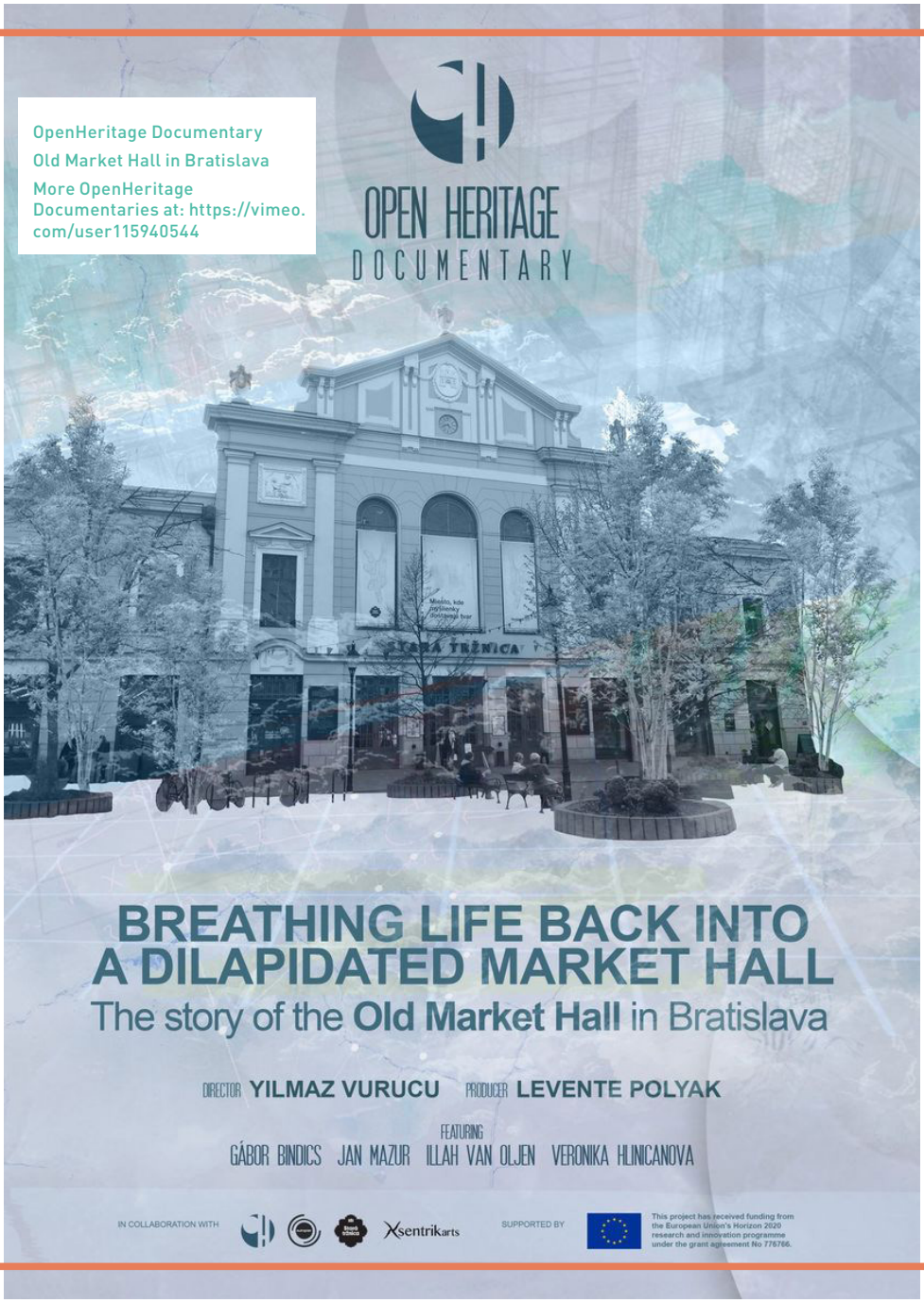
What can we achieve?

By reusing the existing, we contribute to ecological sustainability. By informing and involving citizens in the process, we allow them to be active and make socially and economically sound decisions. By giving the community tools, financial means and legal authority, we empower them. By placing heritage in the common field of actions, we take on the preservation tasks collectively. By connecting social use to heritage, we increase the feeling of belonging and develop a strong identity-relationship. Within the process, we need to create synergies and opportunities, and to ensure public participation throughout the process.

What input do we need?

The Peja region is complex and has many aspects that require attention. For the initiation of the process, our experts selected various examples they felt can serve as an inspiration to local stakeholders and create hope, since the examples display how communities can profit from such participation and involvement. The following inspiring cases will show examples from the rural, urban and regional context. Some of the cases (and many more) are described in detail in the Open Heritage project, available open access to the public.

OpenHeritage Documentary
Old Market Hall in Bratislava
More OpenHeritage Documentaries at: https://vimeo.com/user115940544



RURAL HERITAGE ACTIVATION

by Silvia Forlati

THE ITALIAN MODEL OF ALBERGO DIFFUSO , „scattered hospitality“.

The model was initially developed in the context of small towns, villages and hamlets in the 80s in Italy. The basic idea is to combine rooms in different buildings and possibly of different ownership with a centralized reception, services and quality control. According to the initiator of this model, the Italian marketing and tourist expert Giancarlo Dall'Ara, an albergo diffuso should not only be a "hotel that is not built" or a "sustainable" hotel, but also a driving force creating a network among local resources.

Characteristics (according to Giancarlo Dall'Ara):

» It does not require any building, just organizing what is already there.

» One of the houses then becomes the reception, the lobby receiving guests for registration and giving out room keys; it also houses the services,the restaurant, halls and common spaces, assistance and information desk. The other houses become hotel rooms. There is a max distance of 200 meters between the different rooms and the services.

» at the max between housing units and the hospitality

» service building (where the main services are held).

» guests of the scattered hotel can. use all hotel services:, daily room cleaning, assistance, room service for breakfast upon request, restaurant...

» thanks to the spatial structure of the hotel, the guest can experience being a temporary resident other than just a tourist.

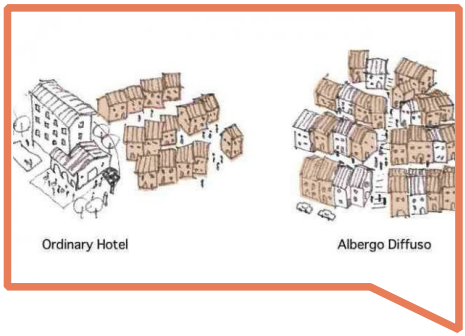
» Management style is integrated in the territory and its culture.

» Authentic environment - Integration with the local community and culture.

The albergo diffuso is thus combining aspects of private hospitality, such as authenticity, individualization and informality, with the service and quality levels of professional hospitality: "Just like home, just like a hotel"

More information on the concept available at: *https://www.alberghidiffusi.it*

https://drive.google.com/file/d/1Ec-hP7XhZxnwyhp4Ab_iamraxrAWslmH/view



Source: *Giancarlo Dall'Ara: Albergo Diffuso. Un modello di ospitalità italiano nel mondo.*

Available Online: *https://drive.google.com/file/d/1Ec-hP7XhZxnwyhp4Ab_iamraxrAWslmH/view*

ADDIOPIZZO: FROM FIGHTING THE MAFIA TO CULTURAL AND ECTHICAL TOURISM

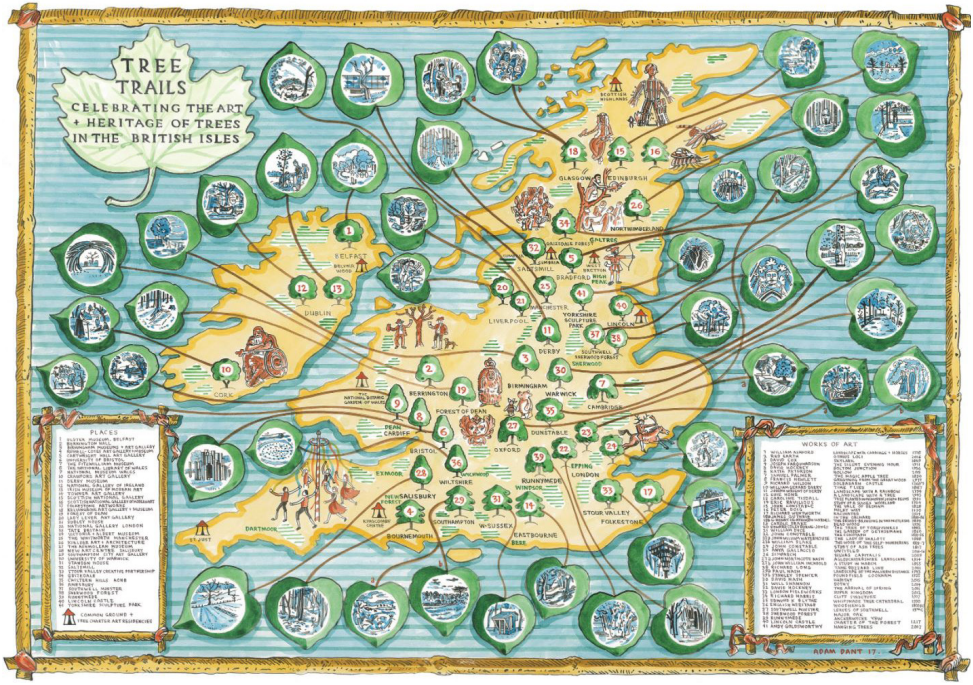
The Association Addiopizzo was founded in 2004 in Palermo to promote solidarity between citizens, consumers and entrepreneurs fighting against and resisting the extortion practices of the mafia. Pizzo is the name given to the "protection money" entrepreneurs are asked to pay to the mafia in Sicily. The movement and association Addiopizzo, which can be translated as meaning "goodbye pizzo," focuses on critical consumption and is open to people preferring to support businesses 'who do not pay' (the Pizzo). The activities of Addiopizzo are wide in range, from legal support for private entrepreneurs recusing the mafia to educational projects and connecting social enterprises. This ethical approach has been extended to touristic offers, supported by the platform Addiopizzotravel, which offers products and certifications for mafia-free tourism, aiming at creating a new frontier for the ethical tourist, and supporting those who rebel against the mafia dominion. The platform offers a selection of guided tours and activities, from day trips to week-long tours, showcasing places hit by the mafia as well as best practices against these malpractices. Bike tours and

specific study trips for Italian and foreign universities are also available, exploring the complex Sicilian context in which the mafia developed, and the current strategic institutional approaches (this latter specifically targeted at criminology, law and sociology students) . Additionally, the platform also offers a list of mafia-free accommodations in Palermo.

This example shows how ethical shared values are a strong element in cementing cooperative projects, and that cultural heritage projects can profit from such a wide values and ethics based approach.

ADDIOPIZZO website
https://www.addiopizzo.org/

PARTICIPATORY MAPPING: A PARTICIPATION-BASES TOOL AND PROCESS TO IDENTIFY AND VALORIZE CULTURAL CHANGE



This kind of mapping is used in research, planning and management initiatives of various kinds, and relies on the involvement of the local communities in cooperation with organisations such as NGOs and local government. Both the maps in themselves and the process that leads to their creation are valuable. The maps give indications of what communities perceive as values and can help decision making, while the process can contribute to community cohesion (see for example Sustainable Sanitation and Water Management Toolbox - (*https://sswm.info/content/sustainable-sanitation-and-water-management*.)

The activities of British charity Common Ground (*https://www.commonground.org.uk*) is a prime example how this practice can contribute to community conservation and environmental education, and thus to community based activation of cultural heritage. The organization was founded in 1983 among others by a writer. In their own words, Common Ground wants to: "connect people with their local environment through music,

art exhibitions, film-making, publishing, community gatherings and education, creating the inspiration and some of the tools that can help communities make meaningful, long-lasting connections with their home ground."

Common Ground often collaborates with artists to create maps of different kinds and in connection to specific themes linked to the territory, such as maps on trees or orchards. Among its projects is a series of maps of different parishes, created by a variety of artists and identifying aspects and issues that are relevant for the community, and at the same time making them accessible to interested outsiders. *"A Parish Map demonstrates what people claim as their own locality and what they value in it – wildlife, history, work, landmarks, buildings, people, festivals. It does not have to be precise or cartographically correct, but by illustrating locally distinctive activities and features, it helps you to focus on the everyday things that make your place significant to you and different from the next. It can include the elusive responses which cannot be measured or counted and also the invisible – the stories, dialect, names and fragments of everyone's history.'*

See also: Clifford Sue: Places and People. *https://www.commonground.org.uk/places-people-parish-maps-%e2%80%a8by-sue-clifford/*

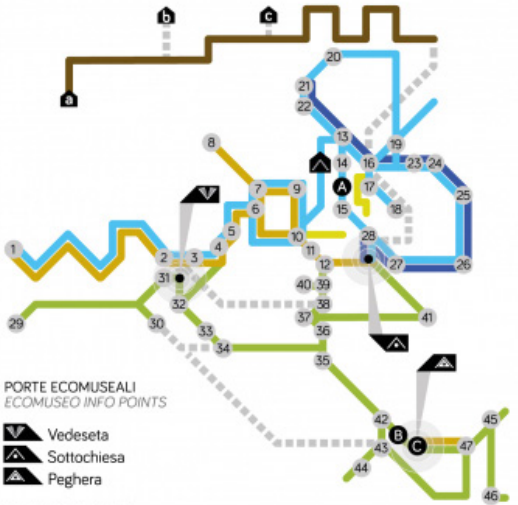
THE SCATTERED ECOMUSEUM: FROM PARTICIPATORY MAPPING TO AN INNOVATIVE FORMAT OF TOURISM

The scattered Eco-Museum of Valtaleggio is a unique and interesting example of how participatory mapping, cultural heritage preservation and valorization, and the development of cultural tourism can be brought together. The museum was established in 2008 in the Taleggio Valley of northern Italy, well known for the locally produced Taleggio cheese, and is part of a network of ecomuseums of the Lombardy region.

The museum operates as an association and connects the municipalities of Taleggio and Vedeseta. Its aims include the preservation and improvement of the territory and nature, as well as the architectural heritage and quality of the typical diary products of the valley. Five thematic trails connect different "stations" (stazioni museali) scattered throughout the valley. Accommodation is provided in a traditional building restored for this purpose, also serving as one of the museum's stations. An app helps visitors access the different offers.

http://www.ecomuseovaltaleggio.it/uploads/notizia/Valtaleggio_opuscoloA5_1010_low.pdf

MAPPA ITINERARI *ITINERARY MAP*



PORTE ECOMUSEALI
ECOMUSEO INFO POINTS

- Vedeseta
- Sottochiesa
- Peghera

ITINERARI *ROUTES*

- Via del Taleggio e dello Strachitunt
- Via delle Architetture Rurali
- Via del Paesaggio Sacro e della Storia
- Via degli Ecosistemi
- Via degli Alpeggiatori
- Via delle Fiabe
- Strade *Roads*

INSTALLAZIONI MULTIMEDIALI
MULTIMEDIA INSTALLATIONS

- In Vaccanza A
- Tu Casaro B
- Stagionàti C

TAPPE *STAGES*

1. Avolasio
2. Casa della Musica
3. Chiesa Parrocchiale di Vedeseta
4. Poiàt
5. Mulino Alto
6. Baita Magrèra
7. Reggetto
8. Roccolo di Reggetto
9. Termenù
10. Loc. San Bartolomeo e i Termenù
11. Chiesa di San Bartolomeo
12. Roccolo Testori
13. Madonna Salzana
14. Baita per Salzana (Baita & Breakfast)
15. Baite tipiche
16. Frazione Pizzino
17. Corna e Rocca di Pizzino
18. View Point - Osservatorio
19. Grasso
20. Monteruccio Paesaggio dei tetti neri
21. Fraggio
22. Fonte San Carlo
23. Ca' Corviglio
24. Chiesa di San Rocco
25. Insediamenti di Cancervo
26. Architettura rurale
27. Borgo Santa Rosa
28. Frazione Sottochiesa
29. Sorgenti dell'Enna
30. Torrente Enna
31. Scalinata di Vedeseta
32. Lavatoio di Suaggio
33. Lavina
34. Chiesa di Lavina
35. Ponte dei Senesi
36. Boschi Meso - Termofili
37. Antico Lavatoio
38. Centro di Riabilitazione dell'Associazione "La Nostra Famiglia" ora "Casa Mendini"
39. Chiesa Parrocchiale di Olda
40. Frazione di Olda
41. Piazza Grande
42. Mulattiera per Ponte dei Senesi
43. Chiesa Parrocchiale di Peghera
44. Peghera, Prato e Cantello
45. Costa e Fronte
46. Forcella di Bura
47. Asturi

- a Baita Piazza Cavalli
- b Baita Moje
- c Baita Alben di Mattina
- Strade
- Strada silvo-pastorale

ACTIVATE THE POTENTIAL OF STAKEHOLDERS

by Bahanur Nasya

CASCINA ROCCAFRANCA: PARTICIPATORY PLANNING IN TURIN

Turin has a strong background in the agricultural production industries, but this industry is under pressure from the expansion of urban areas and the needs of urban development. Within this context, a historic building from the 17th century, namely Cascina Roccafranca became vacant and dormant. The ongoing shifts in all kinds of production industries shifted societal structures, placing local residents under stress and causing them to lose their industrial jobs or related incomes. This change resulted in unrest among the populace, creating the backdrop for popular demonstrations. Tavoli Sociali (1997-98) began as a grassroots movement with working groups comprising various formal and non-formal organizations present in the area (incl. social workers, school teachers; people working, living in the neighborhood) with elaborate agendas and activities. In 1999, the municipality launched the official version of the social forum (tavoli sociali) and started a participatory process in the Mirafiori Nord area of the city.

The social forum gathered proposals of activities from the community. Over time, citizens and organisations organised themselves into an association, which provided a framework and legal entity. Social workers played a key role in the whole process.

By 2001, the project had been selected as the ground for interventions subsidized by European Union's Urban II program, and the municipality was able to buy the Cascina Roccafranca site. In 2006, its own foundation was established and opened to the public. Further buildings were repurposed after the same model and with a participatory process. Together, they form the Case del Quartiere, serving residents and people in different neighbourhoods of the city. These community spaces were declared as being urban commons in 2017, and are currently managed as a network with their own governance model, financial scheme and agendas.

The building hosts hundreds of activities a year, targeting a variety of groups and interests, while 90% of the activities are directly organized by associations and independent groups who use the venue. The foundation manages the

Cascina Roccafranca, Turin
(c) Eutropian

building with the municipality and district representatives. As a public asset, Cascina Roccafranca's use is limited to social and cultural purposes, preventing commercial activities, but is autonomous in its financial management. In its financial management. The expenses are about 200.000 Euro per year, which is autonomously financed through rent incomes. The connected people generate 3 times the economic value of the expenses.

To summarize, the heritage building creates, next to a gathering space, a place of identity. It also serves as a hub of creation and exchange for dozens of citizens, generating job opportunities in the process, with an impact on resilience in the neighbourhood.

Takeaways for the Peja region out of the case of Cascina Roccafranca is that community activation processes need facilitators. These facilitators should be enabling personalities, with profiles similar to social workers and the competency to not only serve as active listeners, but to also guide people towards realizing their capacities. Secondly, that the administration takes the opinions of the citizens seriously and involves them in the decision making process, and creates a space where they can freely express their ideas and needs while providing the means to realise suggestions and implement them, is critical. Thirdly, having a regional plan and ensuring a distribution of such spaces throughout the Peja region, in urban and rural areas alike, is equally as important.

BOTTOM UP ACTIVATION IN LISBON

Largo Residências is located in a 4-floor building constructed in 1850. The neighbourhood had deteriorated by the end of the 20th century and the building had even played host to a brothel. The neighbourhood of Intendente had developed a bad reputation and was viewed as being a dangerous part of town with conflicts and issues. The project played a crucial role in mending the bad reputation of the area and transforming it.

In 2011, Largo Residências rented the building and began the process by renovating the structure on their own accord. The residencies opened its doors within a year and by 2013, the renovations were complete. The building serves as a multipurpose space combining social, cultural and commercial functions. Apartments are used as artist residencies for a period of 2-6 months with the requirement of contributing to the local community and territory. The income obtained via the hostel and private rooms finance the whole project. The café serves as a meeting point for all locals. The cooperative hosts free-of-charge cultural activities on a regular basis such as concerts, exhibitions and book presentations.

Largo Residências has acquired the features of a community centre, around which people from the neighbourhood have begun gathering and assembling. It follows a bottom-up approach to urban rehabilitation and mediates between public institutions and the local community.

By 2017, conflicts with the landowner emerge and the building is sold. By 2018, within seven years after beginning operations, Largo Residencias breaks even and pays back the loans initially taken out from members of the cooperative. Financial support was also gained through the BIP/ZIP programme. The rental contract expires in 2021, and the cooperative will have to move out.

The organisational form and structure of a cooperative was chosen to allow the combination of commercial activities with cultural and social initiatives. Cooperative members invested in the initiative financially or through labor as well as unique skills. The economic benefits are distributed proportionally based on each members' level of participation in the cooperative.

Cooperatives are increasingly popular again as new, non-speculative and non-extractive forms of economy are sought by community initiatives across the world. The business plan is based on using

Largo Residencias, Lisbon
(c) Levente Polyak

commercial revenues (hotel & hostel) to support the cultural and artistic projects, cover the workers' wages, improve their working conditions and pay the rent of the building. The café functions more as a social café and does not generate revenue.

Takeaways for the Peja region out of the case of Largo Residências is that bottom-up initiatives can be initiated by all members of society. However, in the long run, a business plan and governance model is needed to ensure continuation of activities and operational longevity. A key profile for the activators is having the vision that things can change and the will to attempt to accomplish this. Such an activation process can be undertaken incrementally in steps; and analogous to the room by room development in Lisbon, it can be guest room by guest room in the private homes of residents in the Peja region. With such projects, having the overall aim of "providing opportunities for the community" in mind is a key aspect of designing the space and services.

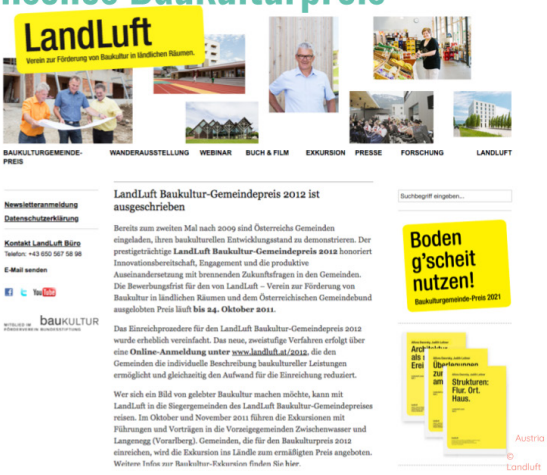
WONDERLAND PLATFORM: WINNING TOGETHER IN AUSTRIA

In our presented cases, we always strive to highlight the actors starting the process or the facilitators of the development. In most projects however, detecting such key initiators is quite a challenge. This challenge is one we've had to handle from the beginning as an international network. During the initial phases of the association, we adopted roles and means of collaboration, which allowed us to sprout from Carinthia, a county in Austria, to an international network with members and partners in most European countries. The approach enabling such growth was to find people with certain skills, in our case architects, and create opportunities in which they can collaborate and cooperate.

Landluft is another association dealing with the built environment. They set out to engage with communities, especially decision-makers in the form of municipalities, in supporting the culture of building and developing local settlements. Their common presumption has always been that participative planning that included citizens in the process always leads to better results. To make this approach a common one in Austria, they initiated an award scheme. They defined achievable goals that bring communities closer to a collective vision. Such indicators offer a benefit to non-professionals because they can also measure their activities and understand what activities are desired. Furthermore, they visited the short listed applicants with experts, which acted as a recognition of the importance and significance of that specific community. Winners of the award were acknowledged with a ceremony and the promising practices generated from the call were exhibited, published, and made available to the public. What's more, the exhibition toured various municipalities and reached a wider audience.

To inspire: Österreichisches Baukulturpreis

- Defining achieveable goals
- Prize as a motivator
- Highlighting wished scenarios
- Publicity for good practices
- Connect good practices
- Exhibition - touring
- Prize is in reach for ordinary citizens
- Citizens participation main criteria
- Celebrate wished behaviour/collaboration
- Inspire newcomers



Wonderland employed this model with Landluft and ig-architektur for awarding the best building concepts combining architecture and pedagogy in a school building. Unfortunately, due to political reasons, the prize was awarded only once. Nonetheless, the attention given to schools, pedagogs and architects was innovative and framed the undertakings in a positive way.

Takeaways for the Peja region out of the case of the Baukulturpreis are that very often, to activate inactive citizen groups, one needs to create occasions to work together and bring ideas to the table. Regular activities of this kind can change behaviour and support the multiplication of good practices.

CULTURAL TOURISTIC CLUSTER DEVELOP REGIONS

by Dietmar Wiegand

CULTURAL TOURISM IN VIENNA

With 17,6 Mill. overnight stays 2019[1], the city of Vienna is, during times without the Covid-19 pandemic, a lively example of cultural tourism. The city and its different local stakeholders – from the governmental and private sector to civil society - demonstrate, in cooperation as well as in competition with each other, that cultural heritage - e.g. the Schloss in Schönbrunn or the coffee houses culture – can be valorised via culture tourism. They also demonstrate that cultural tourism has the potential to create advantages and benefits for the local population in the form of jobs and income, qualification of labour forces, the creation of small and medium enterprises, improved local infrastructure etc.

Surely, cultural tourists visit Vienna not only because of the quality of a cultural event or the tours offered in Schloss in Schönbrunn, but also for a shopping tour in the first district or some relaxing days in the near mountains. The following remarks deepen based on international research and development projects the relationship between the valorisation of cultural heritage, local socio-economic benefits, and cultural tourism.

The case "Koppelschleuse Meppen" serves as one of the examples.

1 *https://www.wien.gv.at/statistik/wirtschaft/tabellen/uebern-laender-zr.html*

CASE KOPPELSCHLEUSE MEPPEN

Meppen is a small municipality in the northwest of Germany, near the Dutch border, home to around 35,000 inhabitants. Koppelschleuse Meppen is the name of a famous historic Watergate and equally famous cultural network located in Meppen, combining cultural and touristic offers. The network is mainly responsible for the generation of about 90,000 overnight stays in the economically underdeveloped region of Meppen – about one quarter of them in the local Youth and Culture Hostel, built in 2001 near the Watergate[2].

2 *https://www.noz.de/lokales/meppen/artikel/838449/ein-viertel-aller-uebernachtungen-in-meppen-an-koppelschleuse*

Koppelschleuse Meppen; Source: *https://www.koppelschleuse-meppen.de/37.html*

Network partners are:

- Jugend- und Kulturgästehaus (local Youth and Culture Hostel)
- Museen an der Koppelschleuse (museums located around the Koppelschleuse)
- Meppener Kunstkreis e.V. (local association for art) with its school for art
- the city of Meppen
- the Stichting Van Gogh & Drenthe in the Netherlands (NL)

They generate a very diverse program of events related to visual arts, archaeology, music, theatre, and literature. The network is not a "formal" organisation in itself. The cooperation and the exchange of benefits (Leistungen) is based on bilateral agreements. The Youth and Culture Hostel serves as a very comfortable one-stop-shop for customers. Especially groups and school classes are offered access to cultural and touristic programs - e.g. a bus trip to Van Gogh museum in Drenthe (Netherlands) or a canoe trip on the river Hase - with the option to select programs and options with a single mouse click or signature, and nearly without any effort. Mastermind of the network and eventually of the positive cultural and economic development in the region is Burkhard Sievers, a local art teacher.

CULTURAL TOURISM IS A CLUSTER BUSINESS

"One way of strengthening the performance and competitive-ness of small producers and downstream businesses[2] in a specific region is cluster development. Typically, clusters consist of a geographical concentration of companies (producers, suppliers, specialised service providers etc.) operating within the same sector or related sectors. Cluster development aims to improve the performance and efficiency of the sector as a whole. This involves measures promoting cooperation to achieve economies of scale, strengthening state and private institutions, mobilising local capital or promoting joint learning and innovation processes."[3]

A differentiation is made in the literature between three forms of clustering

1. Horizontal clustering: the co-location of competing companies operating at the same sage in the value chain, for example, hotels that cooperate with each other

2. Vertical clustering: the co-location of companies operating at different stages of the value chain, for example the automobile industry and its suppliers

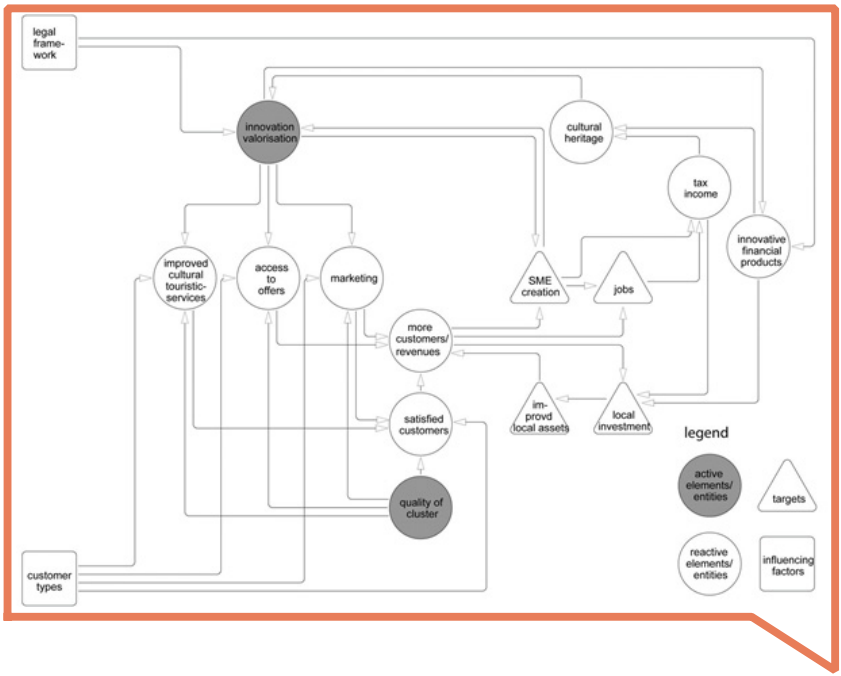
3. Diagonal clustering: cooperation between companies and the creation of a pool of previously separate products and services that the consumer perceives as one product [4].

Cultural Tourism is mainly organised in diagonal clusters, often integrating other businesses like sport or wellness. Either a cultural or a touristic service provider or even an organisation from the related business can take the leading role and organise a one-stop-shop for the clients.

3 *Upstream businesses in our context are e.g. craftsmen refurbishing the watergate; downstream business would be hosting visitors of the Watergate and other related cultural or touristic services.*

4 *Schweizerische Eidgenossenschaft (2019): Value chain development for better ac-cess to local, regional and global markets. https://www.eda.admin.ch/deza/en/home/themes-sdc/private-sector-development/creating-incentives/value-chains-cluster.html [Accessed 20 June 2019].*

WHERE TO START?



Developing and increasing cultural tourism means improving the quality of a cultural touristic cluster as a whole:

- improving the relationship between the players, e.g. with contracts that include incentives for cross selling
- including new players to improve the quality and the completeness of product, e.g. adding sport, wellness or education offers to cultural tourism
- improving the partial offers itself, e.g. reducing the waste generated by the catering or an overnight stay.

In many cases, improvements have to focus on the access to offers (e.g. one-stop-shop) and the marketing (e.g. customer feedback, new distribution channels).

HERITAGE PRO

"Heritage Pro"[5] is a training program especially for the interdisciplinary work of heritage site managers. It was and still is developed by six European partners and financed by ERASMUS+ funding scheme 2018 – 2021. Five training modules are already available in different languages[6]:

Soon available will be:

» Guidelines for the topics of each Module case study based recommendations for situation specific actions and behaviour

» Training Kit with numerous check-lists, templates, and practical recommendations for interdisciplinary teams.

The Heritage Pro training program can be used for self organised learning of individuals or to create courses in interdisciplinary heritage site management. In the context of interdisciplinary heritage site management, the training material can also be used:

» as a source for inspiration, influencing ongoing work

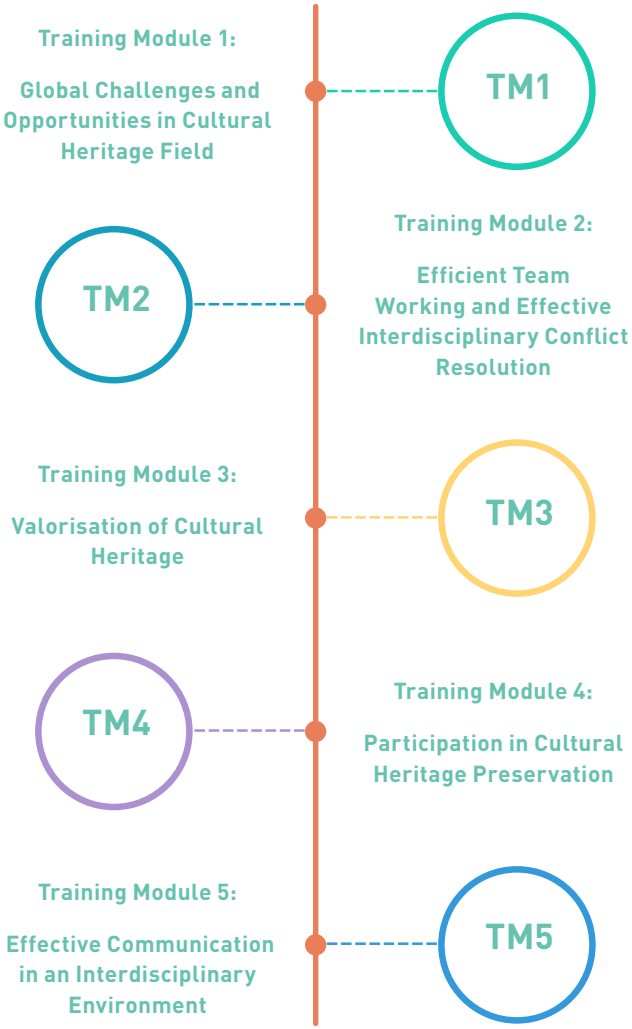
» to reflect experiences

» to solve ad hoc challenges

And feedback is more than welcome!

5 *https://heritage-pro.eu/*

6 *https://heritage-pro.eu/de/trainingsmodule/*

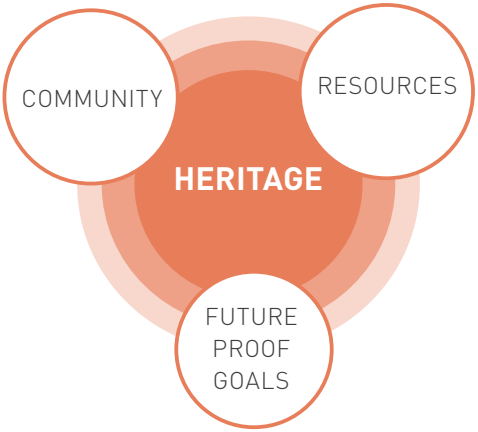

Training Module 1:
Global Challenges and Opportunities in Cultural Heritage Field
TM1
Training Module 2:
Efficient Team Working and Effective Interdisciplinary Conflict Resolution
TM2
Training Module 3:
Valorisation of Cultural Heritage
TM3
Training Module 4:
Participation in Cultural Heritage Preservation
TM4
Training Module 5:
Effective Communication in an Interdisciplinary Environment
TM5

CHAPTER 8

SUMMARY

VISION

In heritage development, stakeholders are very often focused on the lack of resources and perhaps the legislation, depending on the national context. This limits them in contemporary use due to prevention regulations. Very often, the community aspect is totally neglected, which can then lead to a dilemma between goals and resources. With community activation and involvement, the development process can rely on 3 pillars. The community aspect can create a variety of resources and the adaptation of the vision is an ongoing hybrid process as well. These three pillars compliment each other and are essential parts of each other and of the defining aspects of the overall vision for heritage.



COLLABORATION BETWEEN AUSTRIA AND KOSSOVO

The Community Developed Heritage project was initiated as an international collaboration to explore community involvement in the process of heritage activation. The chosen region of Peja presents a perfect testing ground for this participative approach in heritage development. The aim was to create a roadmap on how to involve community members in the activation of heritage in tourism projects in Kosovo's Peja region, as well as how to collectively use heritage and create opportunities for the locals. The project initially had two phases: a preparatory phase as a distanced collaboration and an onsite workshop phase in Peja. Due to the COVID-19 outbreak and travel restrictions, the second phase had to be completed online, creating restrictions for the collaboration process and challenging the exchange process.

Regardless, project partners utilized digital tools to work with and create an output or concept out of the knowledge exchange webinars. We believe the concepts created and devised can prove to be useful for the further implementation of the project and/or for other cities and communities. An essential part of the collaboration is also this publication, which allows for the advancement, replication and scale up of the roadmap.

Local partners choose 3 approaches to be developed for this roadmap.

The first approach focuses on local communities. The idea is to offer villages the opportunity to participate in the tourism business of their country and profit from it directly, while creating jobs for the community. Based on Italian examples, this approach aims to turn villages into „a spread over the village hotel." With the involvement of the locals, sustainable and slow tourism can be achieved, in which the exchange between visitors and guests becomes a unique experience.

The second approach incorporates cooperation between local stakeholders and collective use of existing resources in an efficient manner. Central to this idea is the establishment of a cluster. Let's do it Peja, as an established and well known organisation, could act as a facilitator for the networking of tourism-related stakeholders. The purpose of a cluster is to provide tourism packages to visitors and to identify lacking elements while expanding upon it.

The third approach is specifically about initiatives on the part of the municipality in the preservation of cultural heritage and the use of vacant buildings. Through

CRITERIAS FOR CASE DEVELOPMENT

such undertakings, the awareness of the local population towards their cultural heritage is strengthened and decay is counteracted. The implementation of new cycle paths is also in the interest of the municipality in order to enable the networking of villages and towns. In this way, tourists can also explore the cultural heritage by bicycle.

The roadmap for Peja consists of 3 scenarios which could be applied and started simultaneously or independent from each other at different times. The elaborated scenarios address successful models of how to shift towards participative development of heritage through a holistic approach. It consists of several steps: identification of relevant stakeholders and beneficiaries, selection of activities and means of interventions such as financing, human capacities, etc. Workshop participants are crucial for the development of such scenarios, but an assessment of actors is needed in all three scenarios. Important skills to act as the driving force and expertise are missing and such an assessment could help identify detailed personnel, financial and skills needs, but also build up the team spirit.

To develop transparent criterias to advance a case, the relationships have to be analysed as the first step. Obtaining an overview of the existing dynamics is necessary to ensure a strategic approach to the task of activating heritage in Peja. We need to understand the relationships of the sector and how the community and the targeted heritage influence each other.

After understanding the current situation we need to redraw the future-plan, a wished scenario, to develop activities to reach the wished-future. The definition of the relationships will deliver criterias for the case development, which will support the creation of goals, guidelines, measure and actual activities.

HOW DO THE SECTORS SUPPORT EACH OTHER?
HOW CAN THE COMMUNITY CONTRIBUTE TO HERITAGE REUSE?
HOW CAN HERITAGE CONTRIBUTE TO THE COMMUNITY NEEDS ?
CRITERIAS FOR CASE DEVELOPMENT

MATRIX FOR HERITAGE DEVELOPMENT

	GOALS / TARGETS	THEMES / TOPICS
COMMUNITY	*CAPACITY BUILDING*	*EMPLOYMENT ENTREPRENEURSHIP*
HERITAGE	*REACTIVATION*	*PRESERVATION AND MAINTENANCE*
RESOURCE	*FINANCIAL MODEL*	*ECONOMIC AND ECOLOGICAL SUSTAINABILITY*

For this assessment we created a matrix as a working sheet. For the aspects of community, heritage and resources, we create different layers like goals and topics. The first step is identification of missing or underdeveloped parts, followed by an exploration of the needs of these missing parts and how to meet those needs.

The final step would be to create an action plan to fill the gap between reality and future scenarios. The matrix gives an outline of needed actions and can be reused in periodic cycles to advance and adapt to the changing parameters, new findings, external influences and more.

ABOUT THE PARTNERS >>

wonderland

platform for european architecture

ABOUT

Wonderland is an independent NGO established in 2004, providing a platform for communication and exchange between European practitioners. The network conducts research, realizes co-creation workshops, publishes findings and results, organizes public screenings, discussions and other events to involve non-professionals and stimulate discourse. The association has members in most European countries and supports emerging professionals, either in their studies or who have just finished their education. The aim is to empower and enable young experts in fulfilling their capacities, to have an impact in their built environment and enrich their chances in future. Members of the association come from the background of contemporary architecture and urbanism, culture, art, politics, economy, science and praxis. In recent years, focus has been concentrated more on the valorisation of the cultural heritage and the empowerment of youth and emerging professionals. The network is open to new members from all countries.

www.wonderland.cx

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blind date

ABOUT

Exchange format Blind Date promotes interdisciplinary exchange on a topic between professionals who have not yet met each other in person. The format engages participants towards an active and in-depth dialogue with the presenters. The involvement of the audience and stakeholders is crucial, as they are the local experts and can provide insider information to the participants. Furthermore these "local experts" can ensure that the "blind date seeds'' can grow in the local community. This wonderland format is open for everyone.

This roadmap can be a useful tool to lay the foundations for an overall strategy that looks at a new model of heritage activation and management. Such activation of disused and underutilized heritage can become opportunities for new jobs, the promotion of a collaborative economy, social innovations and start-ups. Please contact us for further details.

www.wonderland.cx

blinddate@wonderland.cx

ABOUT

SHARE architects is an international architectural studio led by Silvia Forlati, Hannes Bürger and Thomas Lettner. Considering, of course, the client's needs and wishes, the objective is to create excellent and innovative architecture. The team is distinguished by international practice, wide knowhow, and over 25 years of experience.

The team is interested in developing creative, solution-oriented architecture and urban design. Difficult needs or conditions, such as redevelopment or conversion projects or limited budgets, are a welcome challenge. The designers believe in the necessity of an intensive exchange with the client in order to fully explore the potential of the given brief. They see design as a research based, collaborative process in which ideas, wishes and dreams are shared and space is made for them.

www.share-arch.com

office@share-arch.com

ABOUT

The Institute of Property Research (IPRE) is a member guided organisation focussing on research and education in the domain of real estate and regional development. IPRE is cooperating with the research unit Real Estate Development and Management at Vienna University of Technology (TU Wien). In the domain of cultural heritage and regional development IPRE executes e.g. numerous international case studies on successful players and successful processes for the adaptive reuse and valorisation of cultural heritage. IPRE conducted numerous cultural touristic development projects in Europe and is partner in the Erasmus+ project Heritage Pro, providing learning material for heritage site managers. For more information and publications visit partner's website. On the website of the Technical University of Vienna, you will have access to various publications

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ABOUT

Let's do it Peja!

Let's Do It Peja (LDIP) is a grass-roots environmental organization founded in 2012 by a group of citizens passionate about the environment. Since the official registration on July 03, 2014, LDIP has adopted the Vision, "Green and Clean World", and has been involved in implementing various projects and activities that fall under the Mission, "We Advocate, Educate and Cooperate for Environmental Protection and Preservation in Kosovo".

LDIP targets all, as the environment touches us all, regardless age, gender, ethnicity, race and /or religion. As part of its mid-term strategic plan, LDIP work is based on its three programmatic pillars such as:

1.Environmental education and awareness; 2.Advocacy for strengthening environmental policies and legislation; 3.Promotion of Circular Economy and Social Entrepreneurship;

Each program is designed to convey one of the organization's medium-term goals. For the period 2020 - 2025, programmatic priorities in the following specific thematic areas are set to be the focus of LDIP:1. Air; 2. Water; 3. Soil; 4. Waste; 5. Energy; 6. Biodiversity.

www.letsdoitpeja.org

letsdoitpeja@gmail.com

ABOUT

The municipality of Peja is located in the northwest of Kosovo and is one of the municipalities that has a great impact on the development of Kosovo. It has a population of 96,450 and includes a territory of 603km2. The municipality of Peja is a basic unit of local self-government. It is a governmental organization at the local level established by law on local self-government and operates within its own borders. Based on this law are determined the municipal legal statute, competencies, budget, organization and functioning of municipal bodies, inter-municipal and cross-border cooperation, etc.

The bodies of the municipality of Peja take care that the citizens of the municipality reach all rights and freedoms regardless of race, ethnicity, color, gender, language, religion, political or other opinion, national or social origin, regardless of property, birth or any other status in order for them to reach equal rights and opportunities in utilities of all levels.

The municipality is composed of two bodies. The Legislative Body which is the municipal assembly composed of 35 delegates from different parties as well as the Executive body which is the Mayor with 14 directors which have the task of executing projects which affect the well-being of the citizens of the municipality.

www.kk.rks-gov.net/peje/en/

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Masthead

BLIND DATE SERIES on SAME CHANCES FOR EVERYONE

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Graphics at page 25 were adapted from Nawicon, twist.glyoh, Timofei Rostilov, Erik Ardnt, Aldric Rodríguez, tezar tantular icons from the Noun Project.

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Finished on Janury 2021

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Disclaimer: "This publication/document has been produced with the assistance of the Austrian Development Agency (ADA). The contents of this document are the sole responsibility of the author/s and can in no way be taken to reflect the views of ADA nor the Austrian Government."

supported by

This project is funded by federal chancellery Austria and the Austrian Development Agency (ADA) through the BACID grant scheme (Building Administrative Capacities in Danube Region & Western Balkans), managed by the Austrian Association of Cities and Towns(AACT) and KDZ Centre for Public Administration Research.

BACID.eu BUILDING ADMINISTRATIVE CAPACITIES IN THE DANUBE REGION

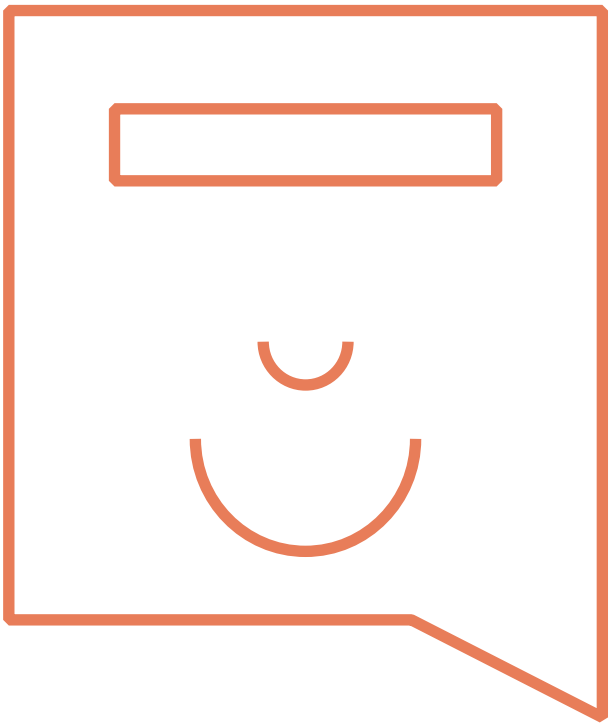
WITH FUNDING FROM AUSTRIAN DEVELOPMENT COOPERATION

IMPLEMENTED BY Österreichischer Städtebund

KDZ CENTRE FOR PUBLIC ADMINISTRATION RESEARCH

COMMUNITY DEVELOPED HERITAGE

Reactivating heritage in the Peja region collectively



This roadmap can be a useful tool to help lay the foundations for an overall strategy that embraces a new model of urban re-use management. The activation of disused and underutilized spaces and buildings can transform into opportunities for new jobs, promote a collaborative economy, social innovation and the establishing of start-ups.