

**Edward
Bernays**

*prva visoka škola
za komunikacijski
menadžment*



Glagolitic colony on the example of the old town of Plomin - Istria

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Glagic colony on the example of the old town of Plomin, Istria

Revitalization of the old abandoned town and the rich Glagic heritage

The attraction basis for launching this demanding project required both field and research work.

Inspiration for the project came from the Plomin Tablet, when students from Edward Bernays University College in Zagreb visited the old town of Plomin as part of the field course within the tourism study program.

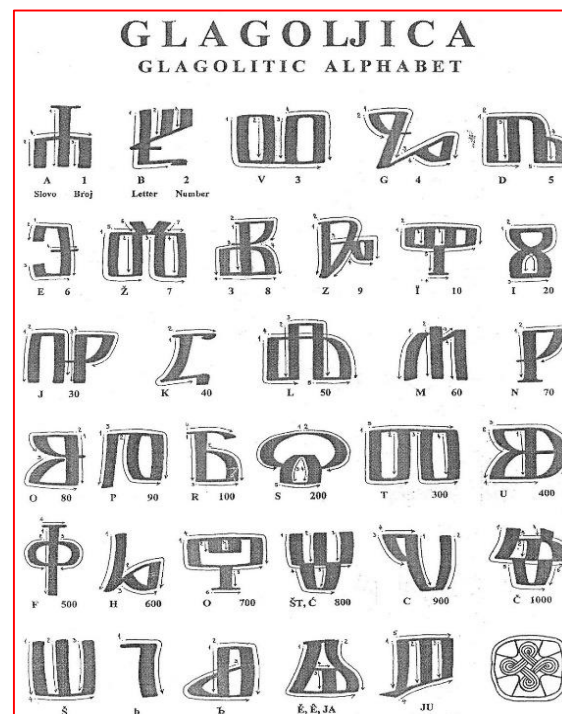
The project won first prize at the International Creative Treasury contest in April 2020 in Osijek.



Students and professors from Edward Bernays in Plomin

The Glagolitic alphabet

- The Glagolitic alphabet and the Glagolitic tradition are a Croatian cultural phenomenon, unique in their linguistic, graphic, ethnological, anthropological and semiotic features.
- In the Republic of Croatia in 2014, the Glagolitic alphabet was included in the list of intangible cultural heritage of the Republic of Croatia by a decision of the Ministry of Culture.



Methodology

- Interdisciplinary features impose the use of recent sources from a variety of scientific fields and disciplines (archeology, anthropology, philology, cultural creative tourism, experience economy).
- This is how tourists can experience the story and, as we are dealing with intangible heritage, by using deconstruction, we dislocate the tourists from the concrete material, physical space and transfer them into the myth-related, timeless space.



Old Slavic instrument

Deconstruction was introduced by the **French philosopher Jacques Derrida, and deconstruction became the leading philosophical doctrine in the 1960s.**

Deconstruction, as a manner of reading, deals with the meaning of a text and reaches into the ways the author (as well as the recipient) constructs meaning.

Process of interpretation

- Includes recognition and shaping or 'packaging', converts the intangible heritage into a tourist product.
- This packaging is not a cosmetic process that would help improve the product or simplify it.
- With planned design, intangible heritage becomes a real tourist attraction.
- Interpretation is actually the essence, or the basic content of the product, which is sold in order to enrich the tourist offer with traditional elements which, to a large extent, form the basis of the national and regional identity.



The Plomin Tablet

Silvanus, who was a pagan protector of forests, grain, fruit trees, grasses, all plants and fauna.

The content of the inscription on the Plomin Tablet is "ovo je napisao..." (this was written by...), however, the rest is not visible because the right side of the plate has broke off. A stone relief on the outer wall of the church of St. George from the 11th century, consisting of a carved male figure, and above it is a Glagolitic inscription in two lines.

The relief is a depiction of the Illyrian-Roman deity called





Perun



Veles

Most mythologies contain the **concept of the fight between two cosmic principles** (order and disorder), and the conflict is resolved by performing a ritual that relies on three elements: thought (understanding) of a catastrophic situation and the task to overcome it, **the ritual act as an instrument of overcoming the situation and solving the task**, and the text which accompanies the ritual act and gives it power.

Cooperation with the Croatian Heritage Foundation provides an opportunity to involve our diaspora

To renovate the abandoned houses in a manner that the Croatian Fraternal Union and our minorities have the opportunity to use this house, to furnish it in the Glagolitic spirit, respecting conservation rules and new trends in storytelling and the experience economy

To involve young designers and artists from the diaspora and Croatia, as well as the local community, and to connect with other destinations in Croatia where the Glagolitic script is an important attraction.



Animation+ interpretation = Tourism as intercultural communication

Intangible heritage is in a position to become an ambassador, a bridge for connecting and promoting respect for others and other cultures – intercultural dialog. The beauty of diversity!

It is good opportunity to show other cultures of the Croatian diaspora. Indigenous cultures from countries where Croatian people are now living: Australia and New Zealand with the Aborigines and the Maori; Canada with its First Nations etc.





ACTIVITIES

COOKING

WORKSHOPS

MUSEUM

TATTOOS

PERFORMANCES

ART & DRAMA
WORKSHOP

CREATIVE
WRITING

SPECIAL INFO MATERIAL

SOUVENIR SHOP AS TOURIST ATTRACTION AND
STORYTELLING CENTER





PERFORMANCES

- Theater in town center
- Love story
- Glagolitic singing

Involving of tourists and guests

Old Slavic myths, legends, beliefs, rituals.....





Smart Bench should contribute to the expansion of the tourist offer, and raise it to a higher level, providing visitors with free 4G Wi-Fi internet signal, as well as free charging of mobile devices.

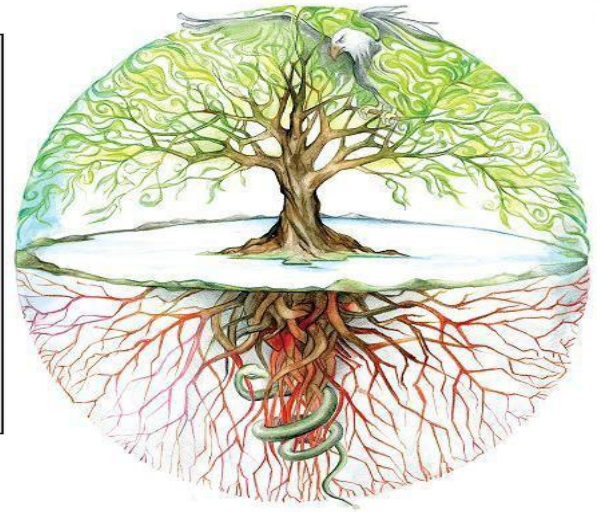
The benches also have their own LED lighting, so the viewing points will also be illuminated. By means of the Smart Bench it is possible to present the tourist potentials, stories and legends in more detail, to all travelers who visit the viewpoint.



Street Art is a very popular form of art that is spreading quickly all over the world. The idea is to invite young street artists and architects from Croatia and the Croatian diaspora and provide them with possibilities to construct a security fence at the place where there is a beautiful view of Kvarner Bay. The inspiration is Glagolitic signs and symbols according to rhythm of the calendar.



Outdoor lighting design as a tool for tourism development, nocturnal tourism and night-time experiences, re-orchestrate the place identity by staging a new specific esthetic look for the town. It represents an attempt to actively shape the visitors' performances and perceptions of atmosphere of myths and legends from Glagolitic past time.



Workshop through deconstruction of myth – storyline of the mystical origin of the Plomin tablet.

To make the story more emotional and enchanting to tourists and guests, they have the possibility of imagining a magical story about unconditional forbidden love between a young man and woman from the Glagolitic period f. For every group, there is a different story with another end. For dramatic purposes, the old Slavic gods Silvan and Ika included in the plot of the story.

The basic premise was to see how to spark the imagination of visitors, while simultaneously emphasizing the poetic and mythical aspect of the venue, i.e. the culture that once existed, thus differentiating the entire region, making it special, **mystical and magical.**

Contribution: model of interpretation

- The **model for the interpretation** of intangible heritage in a tourist destination of cultural tourism, which provides guidelines for the interpretation and formulation of intangible heritage for tourist purposes at a more subtle and higher level.
- A special contribution is in the **change of paradigm**, where it is shown that a tourist area can be interpreted in a novel, original way, as a spiritual resource for tourists visiting the area, and for the local population.

Online and Offline Storytelling

Presenting heritage through a story that needs to be constructed using the narrative identity of the location – **storyline**;

Placing the story through the tourist program, route, workshop, event – controlling the rhythm and narrative tension – **timing**;

Framing the message, emphasizing top attractions and stories as the primary tourist appeal;

Creating an online and field network, i.e. a hybrid environment used to draw attention, and structure a desirable market niche – **networking**

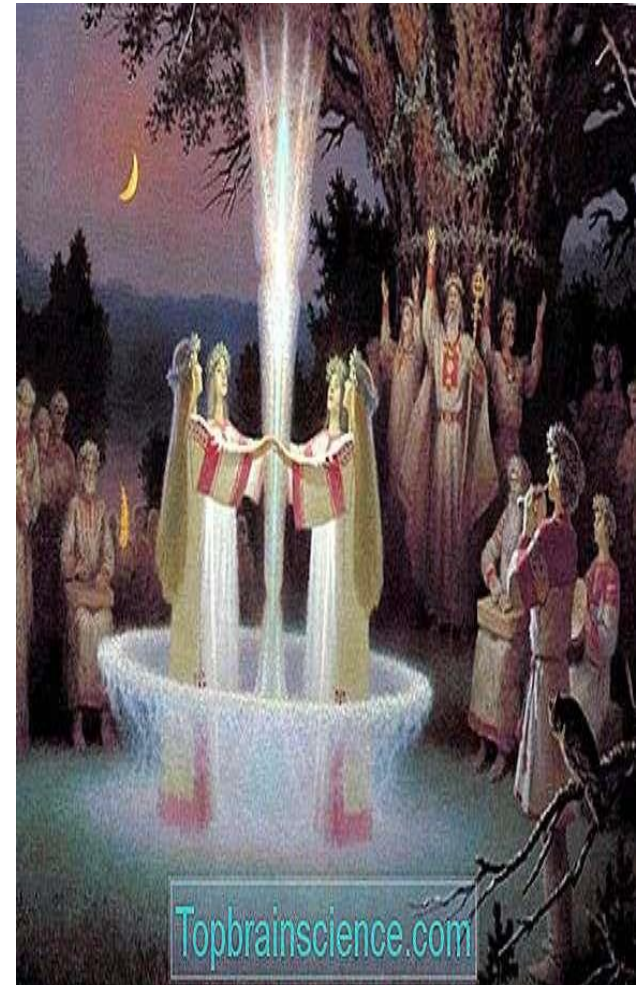
Back to ritual

The purpose of this project is to integrate some concepts of the **experience economy** and transformational offerings into a conceptual framework of experience production within tourist destination development.

- **Performance, as a part of tourist animation, as a theatrical function, brings us back to the ritual.** Our intangible heritage becomes the real attraction base, with the ability to interpret myths in a creative manner, with an option of involving the local population, art associations, folklore ensembles, amateur theatrical troupes, performing children and youth.
- Performances and thematic workshops without losing the basic meaning, where myth and ritual become a tourist attraction based on which a destination product can rely.
- Such an implementation can be a part of the animation program in the old town Plomin as a tourist destination, and beyond.



- This allows tourist destinations to achieve high emotionality of services and products, but on the other hand, they have to put more efforts in the design and maintenance of service experiences.
- Tourism, and especially tourist destinations it would seem, **can learn a lot from literature, dance and performance studies**, as these disciplines provide insight into how meaningful and memorable experiences are structured.
- This ensures the quality of the tourist offer of a destination and the quality of life of the domicile population.
- Such **tourism has great transformational power**, as it truly brings together different cultures and worldviews, while offering possibilities of permeation as well as opening of the human heart and soul.



New models of learning

We offer an elaborated model of interpretation of the intangible heritage, including philosophical, sociological and anthropological analysis, performative ways of realization of a such program model (synthesis) and economic and touristic frame that can encourage the interpretation of intangible heritage.

Learning takes place through theoretical and practical units in cooperation with the National Folk Dance Ensemble of Croatia "Lado", the Institute of Ethnology and Folklore Research, the Ethnographic Museum in Zagreb and the Croatian Chamber of Trades and Crafts.

Stakeholders from the tourism and culture sectors in tourist destinations and regions in Croatia are educated by means of theoretical and experiential teaching on the recognition and protection of traditional culture through forms of interpretation of the folklore segments of dance, music and costumes.

The model provides visitors and tourists an opportunity for a deep experience.

It is necessary to educate an animator-interpreter who becomes an emotional partner.

The communication takes place on an energy level via emotions.

Customs, folk dances, masks and mythical characters from oral tradition still attract us today with their multiple layers, and take us back to the times of the cosmic drama of the Slavic gods.

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