

MARE NOSTRUM – BAŠTINSKI INTERPRETACIJSKI CENTAR

MARE NOSTRUM – Heritage Interpretation Center

Prof. dr. sc. **Tomislav Šola***

Sveučilište u Zagrebu, Filozofski fakultet, Zagreb, Hrvatska

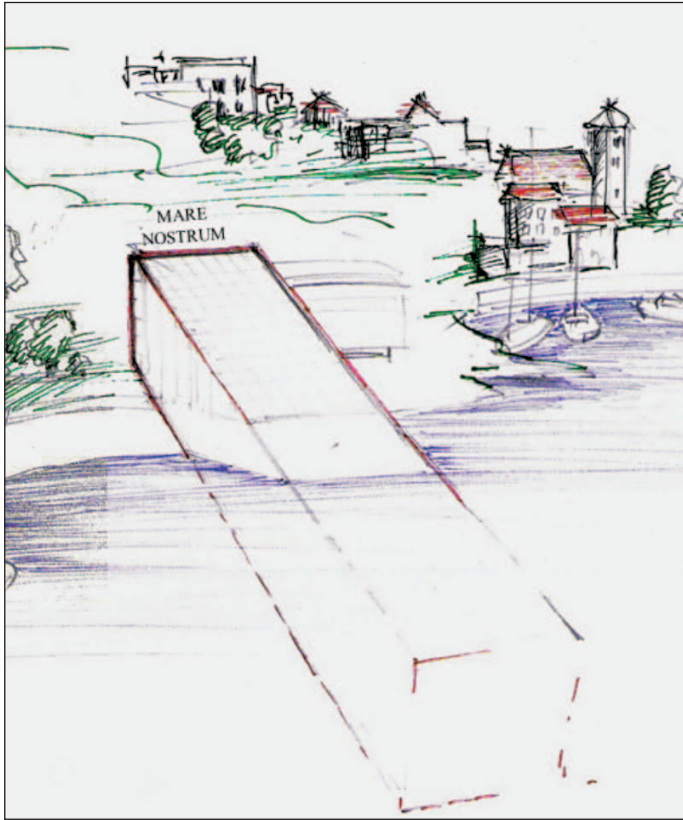
Sažetak

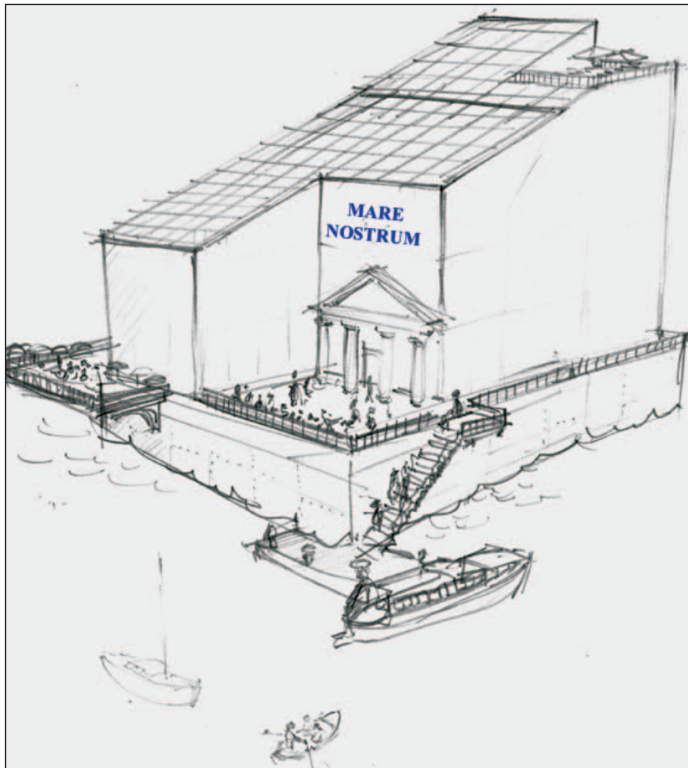
U novije se vrijeme često govori o markiranju destinacija. U tome se vidi sredstvo za uspješan turizam u sveopćoj globalnoj konkurenciji. Srž tog nastojanja bit će dobro shvaćen, istražen i komuniciran lokalni identitet na kojem jedino i može biti oblikovana marka.

Uz to, bilo da je riječ o kvaliteti života domaćeg stanovništva ili o kvalitetnoj ponudi turistima, ništa nije moguće bez interpretacije sadržaja. Muzeji, galerije, festivali, kulturni događaji pa i turistički informacijski centri ili kampanje dio su tog napora. No ono što nas zanima su interpretacijski centri – vrhunski planirani i učinkoviti načini interpretiranja baštine. Riječ je o svemu onome što domaćin mora znati o sebi da bi živio dostojanstvenije i što mora ponuditi gostu da bi ga privukao i/ili nagovorio da se vrati.

Hrvatska ima osobito more i zahvaljujući njemu velik razvojni potencijal. Valjalo bi, konačno, napraviti jedan ili više interpretacijskih centara za cjelokupnu baštinu jadranske Hrvatske. Centar Mare Nostrum trebao bi postati međunarodno relevantan projekt na kojem bi se spojem iskustava tradicijskih muzeja i ekoloških muzeja dobila nova vrijednost teritorijalno određenog interpretacijskog i orijentacijskog punkta. Centar bi bio multidisciplinarni (tako da zahvaća sva područja znanja), multimedijalan (tako da se služi svim medijima na raspolaganju), participativan (tako da ohrabruje aktivan posjet), aktualan (tako da govori i o realnom vremenu i o ljudima oko sebe). Riječ je o predstavljanju svekolike baštine obalne i otočne Hrvatske, od geografije i biologije do kulture, znanosti i umjetnosti. Tradicijski muzeji ne mogu u cijelosti zadovoljiti potrebe novih okolnosti i novih korisnika pa bi u Rijeci, na "Vratima Jadrana", trebao postojati središnji pogon ovog interpretacijskoga "stroja" za baštinu. Moguće ga je napraviti tako atraktivno i s toliko blagotvornih posljedica za hrvatski identitet i industrije koje na njemu izrastaju, da je tu povijesnu priliku šteta propustiti.

* tomlav.sola@ffzg.hr





Summary

Destination branding is much talked about in the last decade. Many see in it the means for successful tourism in general global competition. The core of that endeavor is well understood, researched and communicated local identity as the only basis for the brand creation.

Besides that, be it the quality of life of the local population or quality offer to the tourists, nothing is possible without the identity interpretation. Museums, galleries, festivals, cultural events and even the tourist information centers or campaigns, - are part of that endeavor. What matters here are interpretation centers as such, - expertly planned and efficient ways of heritage communication. It is about things the host should know about himself so as to live with more pride, and about what he must offer to the guest as to attract him to come and/or persuade him to return.

Croatia has a very remarkable sea with its extraordinary coast and picturesque islands, representing a big developmental potential. It is high time to build several, if not dozens of centers to interpret the entire heritage of the Adriatic Croatia. Centre Mare Nostrum should become an internationally visible project in which a particular merge of museum tradition and eco-museum innovation should be created to produce the new quality of a territorially defined information and orientation point. The Centre should be multidisciplinary (so as to encompass all domains of knowledge), multimedial (using all the media at disposal to tell the story), participatory (so that it encourages active visit), and actual (as speaking about the real time and real people around itself). It would be the matter of representing the entire heritage of coastal and insular Croatia, ranging from geography and biology to culture, science and arts. Traditional museums are important, but cannot fully satisfy the needs of the contemporary population, its users from a changing, challenging present context. Therefore, in Rijeka, The Door of the Adriatic, a central point of this heritage interpretive "machine" should be established. It would be possible to establish it in such an attractive and effective way, and with so many immediately obvious beneficial consequences. It is the Croatian identity and the industries that stem from it that would be profiting the most. The indirect effects if calculated with the new economical wisdom would prove that the project would be highly profitable. I am convinced that Rijeka has its historical chance.