



PROBLEMS IN THE CONSERVATION AND EXPLOITATION OF OBJECTS OF CULTURAL HERITAGE

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Abstract: *The topic of preservation of cultural heritage is very important and is an integral part of National Security. It is up-to-date and timely. Its significance is determined by the scale and intensity of criminal attacks on cultural heritage, which have caused an increase in the need to update the system of measures to safeguard cultural values and overcome the underestimation of the protection of cultural heritage as a national security factor.*

Key words: *cultural heritage, treasure-hunting, cultural policy, exploitation*

INTRODUCTION

For a large part of Bulgarian society, the concept of "cultural heritage" is associated with prohibitions, obligations and various responsibilities. But the purpose of the regulatory system is to protect cultural values, to guarantee the human rights that are associated with them. Namely: the right to cultural identity, the right to equal treatment, the right to access cultural values, the right to know about history and culture, the right to information on cultural heritage, the right to a quality environment for life.

The "Constitution of the Republic of Bulgaria" mentions that the state takes care of the preservation of the national historical and cultural heritage, and that "the main policy objectives of the Republic of Bulgaria are national security, the independence of the country, the prosperity and fundamental rights of the Bulgarian citizens".

The cultural heritage of the Republic of Bulgaria is a national capital and a major factor in preserving the national and cultural identity of the nation. It is our irrevocable contribution to European and World culture.

THEORETICAL STAGING

Cultural heritage sites are a specific type of movable and real monuments of culture. They are an important part of the cultural heritage of the regions, and in modern economic conditions they are also a factor in their economic development. A number of issues arise before the organizations managing these sites related to the study, socialization and security of cultural historical landmarks entering their territories. In this plan, the most important task is undoubtedly to protect them. Unfortunately, society does not realize the dangers to which cultural heritage is exposed. They may be merged into the following categories:

1. Idomenism;
2. Destructive environmental factors (first of all anthropogenic);
3. Private vandalism – of individuals or groups of people;
4. Institutional vandalism.

The introduction of the latter category is necessary because of the increasingly frequent phenomena in recent times, which do not belong to the previous three, but are no less, and perhaps even more dangerous. These include: unjustified archaeological restoration, excessive urbanization of the environment, use of cultural monuments not for its intended purpose, uncontrollable exploitation of the monument leading to its destruction, etc.

Of the listed categories, the fight against propertyism comes first. Despite the apparent difficulty, the cessation of the immanar raids does not require large costs of time and funds. Resolving this problem almost entirely depends on the efforts of the management organisation.

Each cultural historical site shall have the status on the basis of which to establish a physical guard or a self-guard unit necessarily subordinated to the management organisation. But hiring an external security company, or using a municipal one, is ineffective and leads to a number of complications. However, the creation of a self-defense unit (acc. to the Private Security Act) is not so complicated administrative procedure and its existence prevents not only the property raids, but also the acts of vandalism by visitors or groups of them. This procedure relates to expenditure that museums managing reserves do not have.

The establishment of this type of security of the sites can be decided in stages, starting with guards under the National Programme "From Social Assistance to Employment Insurance", "Retirement Assistance" and other programs, and gradually establishing normal staff security. Despite these possibilities, protection from direct harm is only part of the overall problem of the preservation of archaeological reserves. It is more complicated, but no less important, to preserve their authenticity and natural environment, at the same time as an increase in tourist visits. This is especially important for already long-standing and frequently visited sites. Unfortunately, there are already quite a few

examples of irretrievably "worn out" by visitors, and also repeatedly "restored" to loss of identity monuments of culture in the pleasure of the tourist business.

The lack of state and local cultural policy, some scientific imprisonment of the museums managing the cultural historical sites, the disinterest and misinformation of the other type of management organizations – municipalities, town halls, etc., as well as the aggressiveness of the tourist business lead to the market side of cultural tourism destroying the monument. As a rule, the process begins with the good intentions "to develop tourism, to socialize the monument, to create new jobs and tourist infrastructure", while omitting a number of extremely important circumstances. First of all, the fact that every monument of culture (and especially archaeological reserves) are not sterilely removed from the context of reality, but are the result of many years of human activity related to an immediate impact on the environment.

Archaeological reserves that have preserved fewer or more authentic natural conditions are a happy exception rather than a rule. They constitute a single complex with this environment, not only within the meaning of the Ordinance on real monuments, but by their very nature, and their preservation makes sense only if the whole complex is preserved. In this sense, the tailoring for tourist visits to each reserve and its conservation problems constitute a single complex and require specific complex solutions. They include not only the system of regulations and prohibitions, but also the development and implementation of an effective individual program for the operation of each reserve. Before establishing such a programme, paleoecological studies, environmental monitoring should be carried out and socioeconomic forecasts should be drawn up, including:

1. Study of the conformity of the modern natural and ecological environment;
2. Analysis of the balance between the preservation of the authentic natural environment and the creation of conditions for normal cultural recreation and tourism;
3. Study of tourist demand and "calculation" of the optimal number of visitors;
4. Step-by-step planning study of archaeological sites, and also planometer step-by-step conservation and restoration;
5. Promotion and advertising of the sites.

The results of the theoretical studies have a direct connection with the practice and especially with the design and public works of the reserves.

Studying the paleoecological situation would support the design of paths, approaches, overview sites, as well as the development of routes for visitors. It also matters in the design and implementation of the construction and artistic preservation and restoration.

The analysis would make it possible, even before the start of any public works, to provide for the degree of modernisation of the environment and the consistency of implementation. The rapid and simultaneous construction of the entire territory of a reserve is not only impossible for financial reasons, but is also dangerous for individual monuments as well as for their natural environment.

The survey of the target groups of visitors (a kind of marketing analysis) seems optional for the purpose of preserving cultural monuments, but this is not at all the case. Regardless of our desire, any real monument of culture, including the reserves is not only the subject of research and development, but much more – a site to visit. Attracting visitors has not only financial-economic meaning, although in recent times it has been particularly strongly emphasised that side of tourist visits. To see this process as a simple market transaction on the principle of "the better" is precisely one of the manifestations of institutional vandalism. Visiting the sites of cultural heritage satisfies the intellectual, emotional, cultural, and sometimes purely physical (walk) needs of the individual. Visitors to archaeological sites and historical sites are people with specific requirements and needs. Sometimes the demands of different groups of visitors are opposite to each other. To think that there is an "average tourist" is a big mistake, and an even bigger mistake is to make plans and programs, taking into account this mythical being.

A mandatory part of the analysis of visitor demand should also be the forecast for the maximum permissible and for the optimal amount of visitors who, for a certain time – day, month, year (many years), can visit the monument without harm. Information about the composition and needs of visitors makes it possible to control and manage the visits and, if necessary, the composition and number of visitors.

As a way to preserve information on cultural heritage sites, as well as the use of this information where necessary, is the development of a project for the creation of a specialized map, registers and information system of cultural heritage in digital, graphical and written form and to be maintained in digital form. A mandatory condition is the use of basic cadastral data and specialized data on cultural heritage sites.

The main cadastral data are about the boundaries of the land properties and the ownership of them, which are directly related to the cultural and historical sites located on them.

Specialized data on cultural heritage sites are spatial and non-spatial data that provide additional information about them. Given the nature and diversity of the cultural heritage, some features are outlined in the structuring of the data and their mapping. The content of the map in a digital environment is structured in separate map layers, which can be grouped into the following geobasic data:

- Tangible real estate

Immovable cultural heritage covers cultural values that are permanently attached to the land, including underwater, as well as their adjacent environment.

- Tangible movable heritage

The material movable heritage includes, above all, works of fine and applied arts. So far, Bulgaria's rich cultural heritage is not available to online users, precisely because of the lack of an information system. Cultural values can only be seen from photos, archival documents, books, newspapers or with on-site visits to museums, galleries and libraries where they are stored.

Spatial data on material values (e.g. gold and silver treasures) can show where they are found or the museums where they are stored. Specialized data, as it is known, can be any textual information about them. However, these cultural values could also be presented as 3D images.

- Intangible heritage

The intangible heritage of the country includes cultural values, which have preserved the Bulgarian spirit, life and culture throughout our millennial history.

Intangible spiritual values can also be mapped by showing the regions in which they occur or the places in which they take place.

CONCLUSION

Archaeological monuments, as a site of cultural historical heritage, are united with their natural environment. The destruction of one part of the complex leads to the destruction of the whole. A basic requirement for any programme for the exploitation of a cultural heritage site (reserve or separate monument) should be the principle of maximum preservation. In other words, no activity affecting the monument should threaten its integrity – neither his nor his environment. On the contrary, all activities, apart from their direct purpose, must involve the recovery of the damage caused over time. The operational programme should specify the objectives, methods, means, tasks and stages of implementation of each task individually and of the programme as a whole. Their consistency must support gradual development, the study must precede the design and restoration, public works and infrastructure creation to go after conservation and restoration and also serve as a visit regulator. A mandatory economic requirement of each programme of operation must be the reinvestment of the funds from visits to research, conservation, restoration and security.

The successful creation and implementation of such a program requires the efforts of many specialists and cannot be self-activity of individual enthusiasts, as is the current practice. This should be a targeted policy not only of museums managing reserves and local authorities, but above all of the state authorities.

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