

New Concept of Ecomuseums

Touristic products based on the holistic concept of cultural landscapes

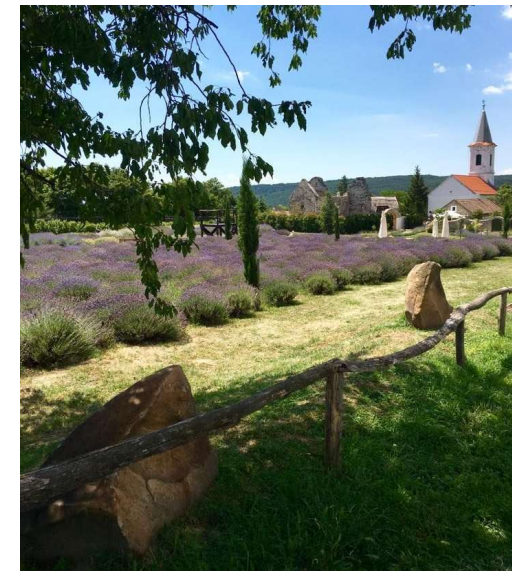


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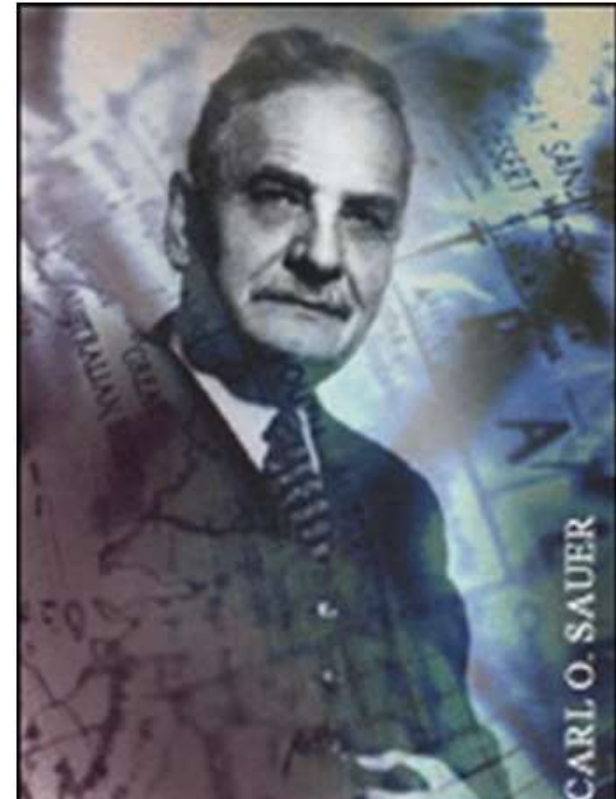
The Cultural Landscape is essentially a cultural product

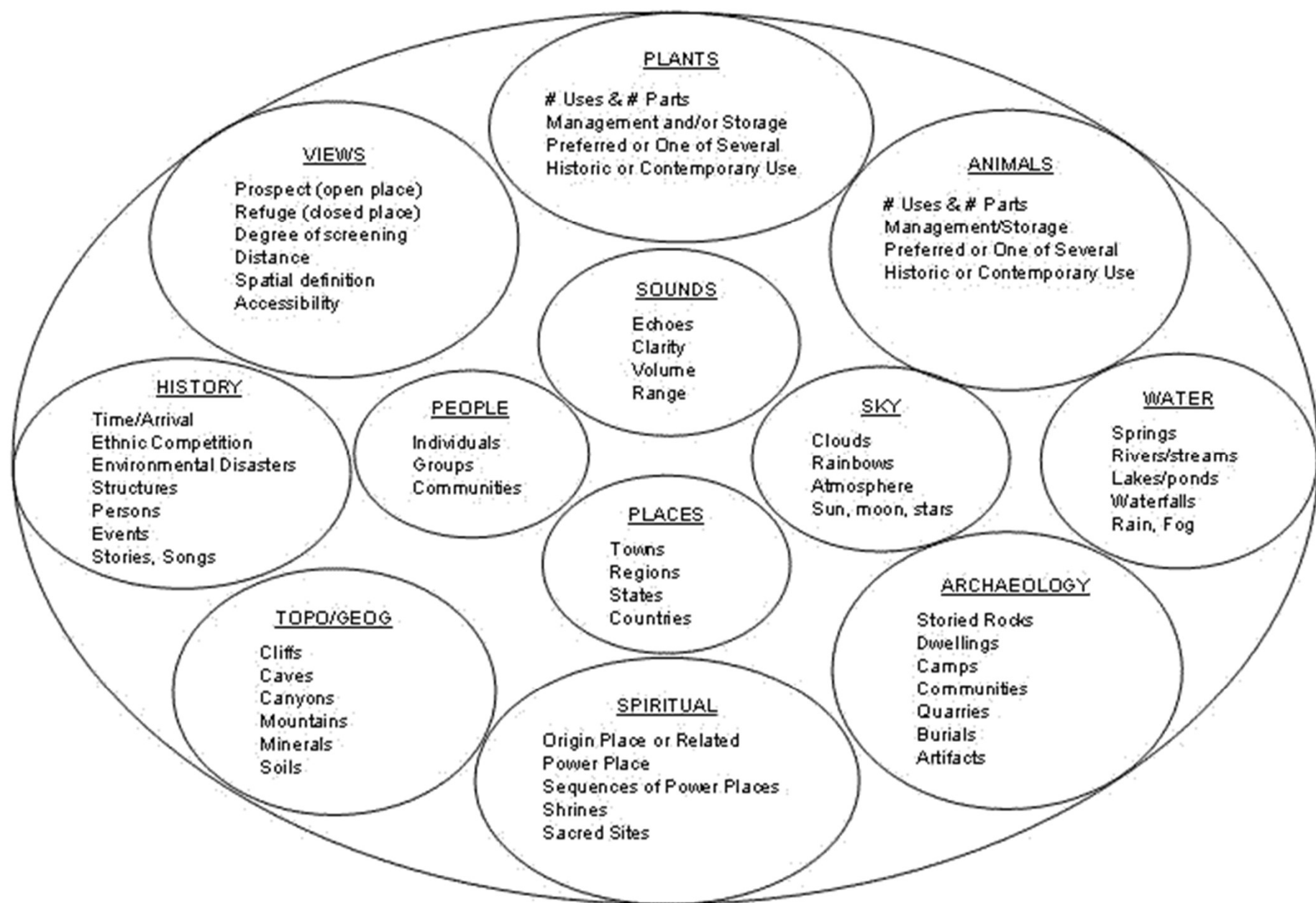
- A cultural landscape is a geographic area, with all its cultural and natural resources, the wildlife and domestic animals, natural and artificial ecosystems, the built and intangible heritage therein, continuously shaped by historic and present day evolutionary processes including the adverse or beneficial impacts of human activities, social relations and evolving cultures, which mirror the evolutionary trends of human society. *Adopted at the SUMCULA workshop in Brno, 31st January – 4th February 2018*
- The Cultural Landscape is being shaped by generations, which in history have left their footprints there
- Every landscape is a reflection of the identity of any place.



Carl Ortwin Sauer's (1889 –1975) classic definition

- The cultural landscape is fashioned from a natural landscape by a culture group. Culture is the agent, the natural area the medium, the cultural landscape the result.
- In 1925, Sauer published *The Morphology of Landscape*. In this work, he sought to demonstrate that nature does not create culture, but instead, culture working with and on nature, creates ways-of-life.
- Sauer looked at “culture” holistically. Simply put, Sauer regarded “culture” as a way of life. Sauer, however, did not fully develop an explanation of what “culture” is – he left this for anthropologists





A cultural landscape is an area where:

- 1. the landforms have been created by human culture as well as by nature;**
- 2. human culture has been created by the landscape as well as the people;**
- 3. each now depends upon and continues to exist because of the other.**

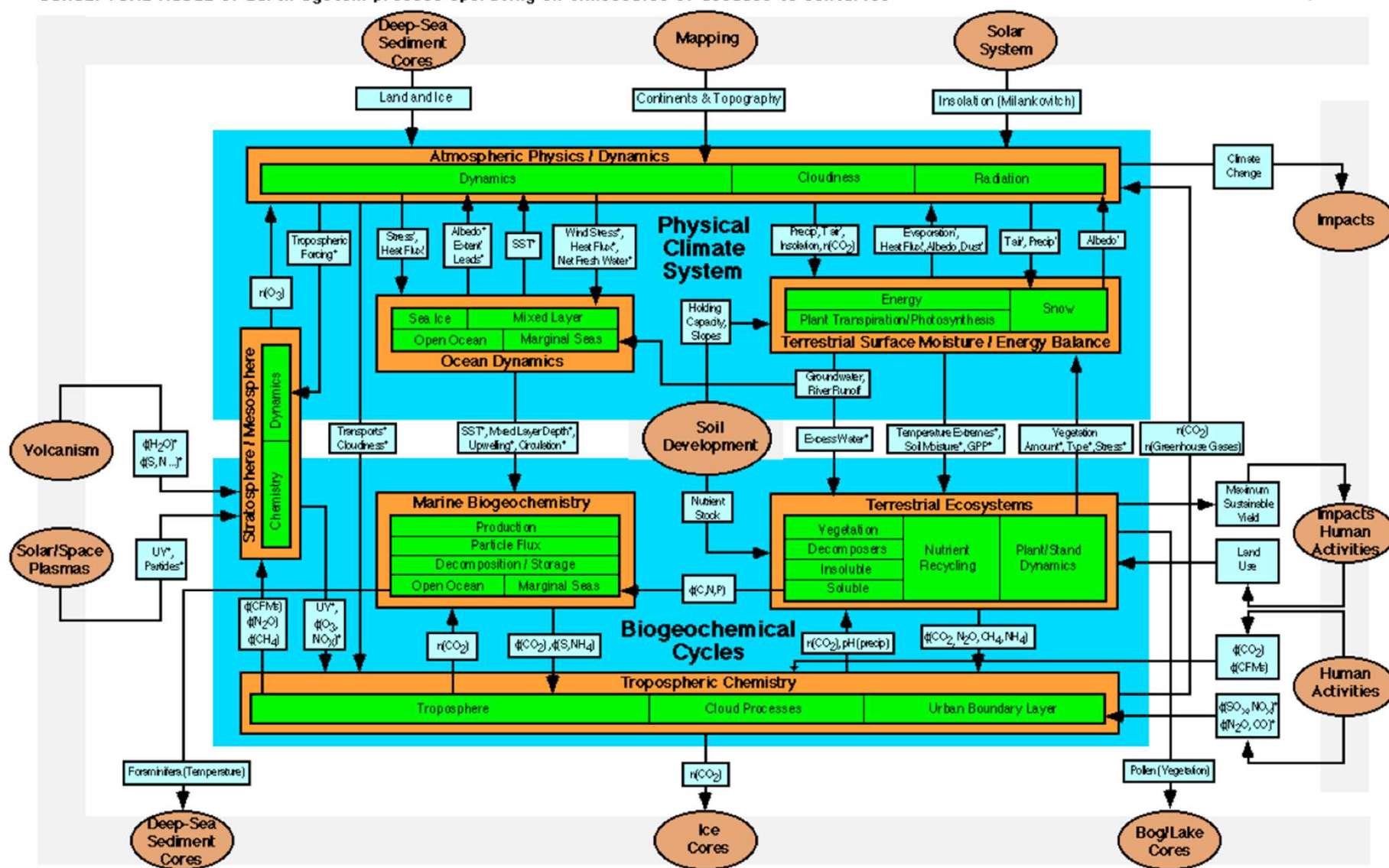


From a tourism perspective, the critical issue is that culture and scenery are inextricably integrated in the expectations and perceptions of locals and tourists alike.

Regional development is interdisciplinary –based on Earth System Science and Heritage Science

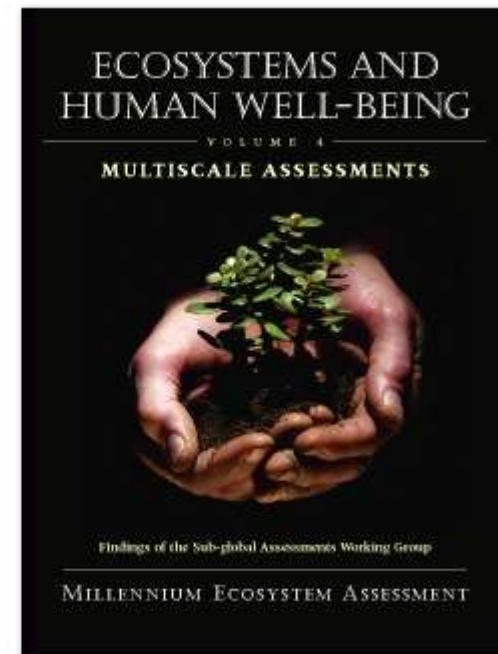
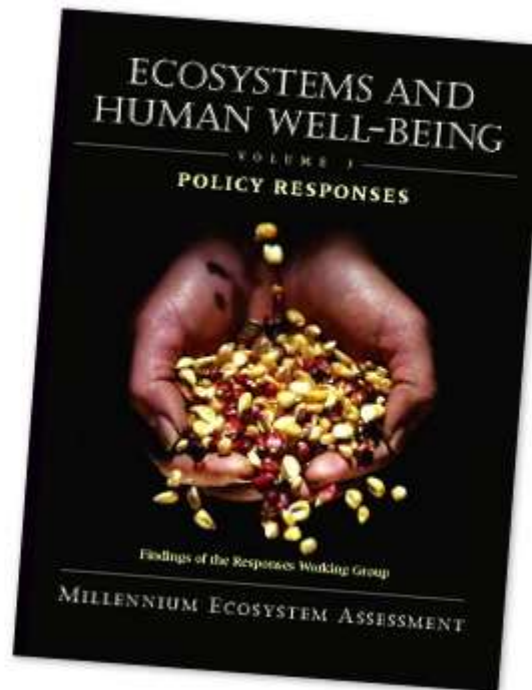
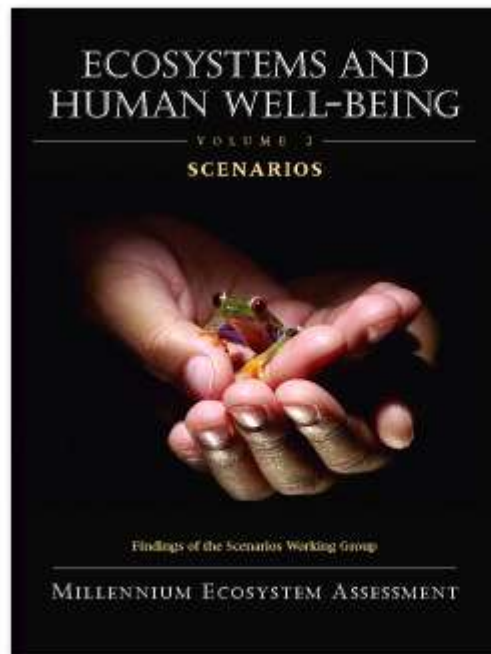
CONCEPTUAL MODEL of Earth System process operating on timescales of decades to centuries

The Bretherton-diagram



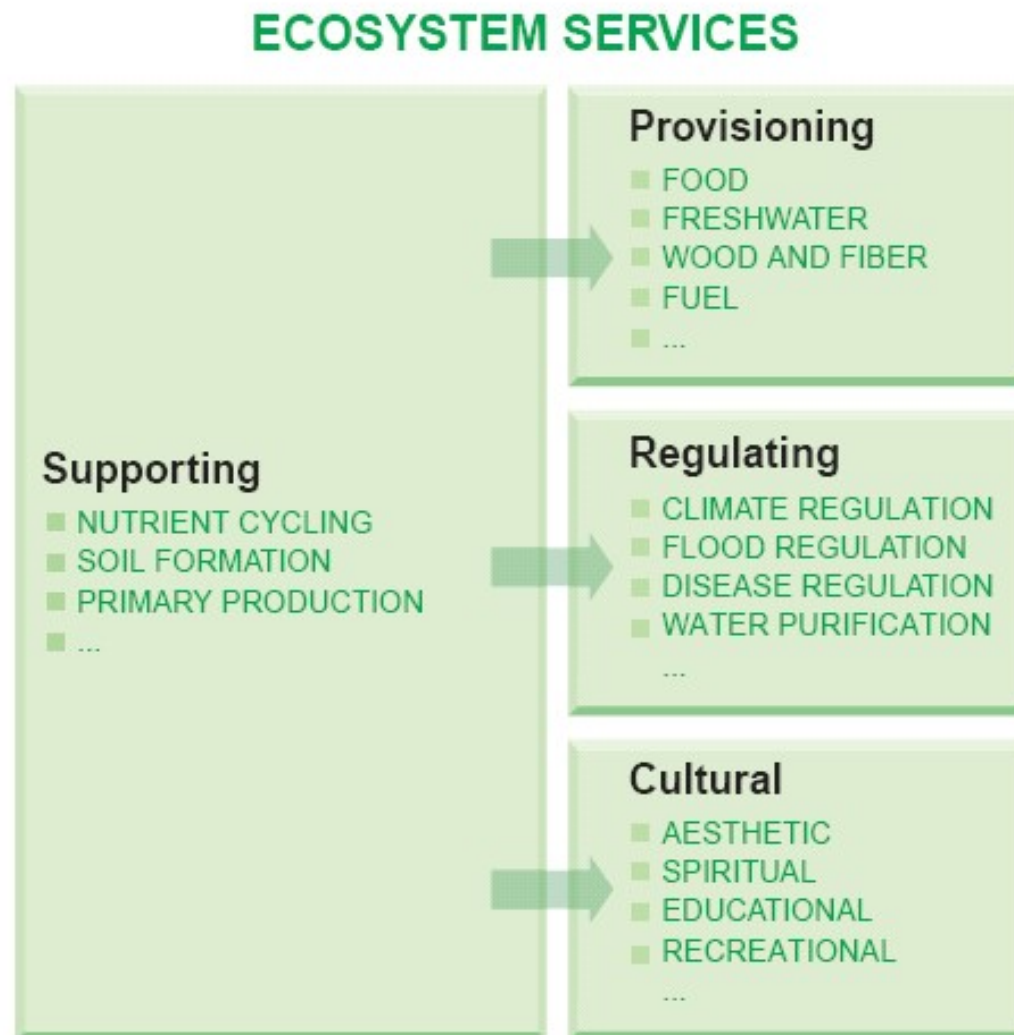
' = on timescale of hours to days * = on timescale of months to seasons ϕ = flux n = concentration

Millennium Ecosystem Assessment

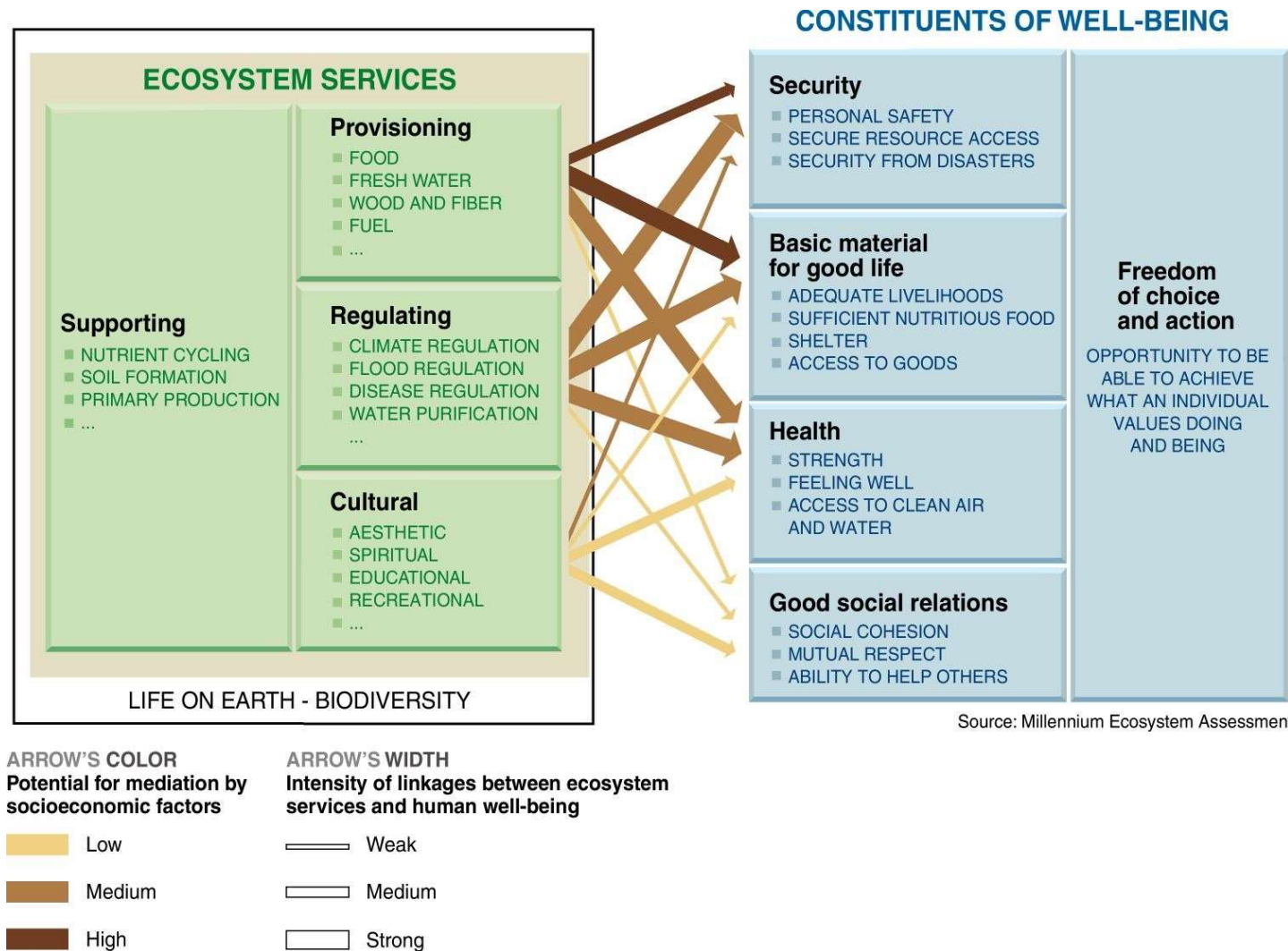


Focus: Ecosystem Services

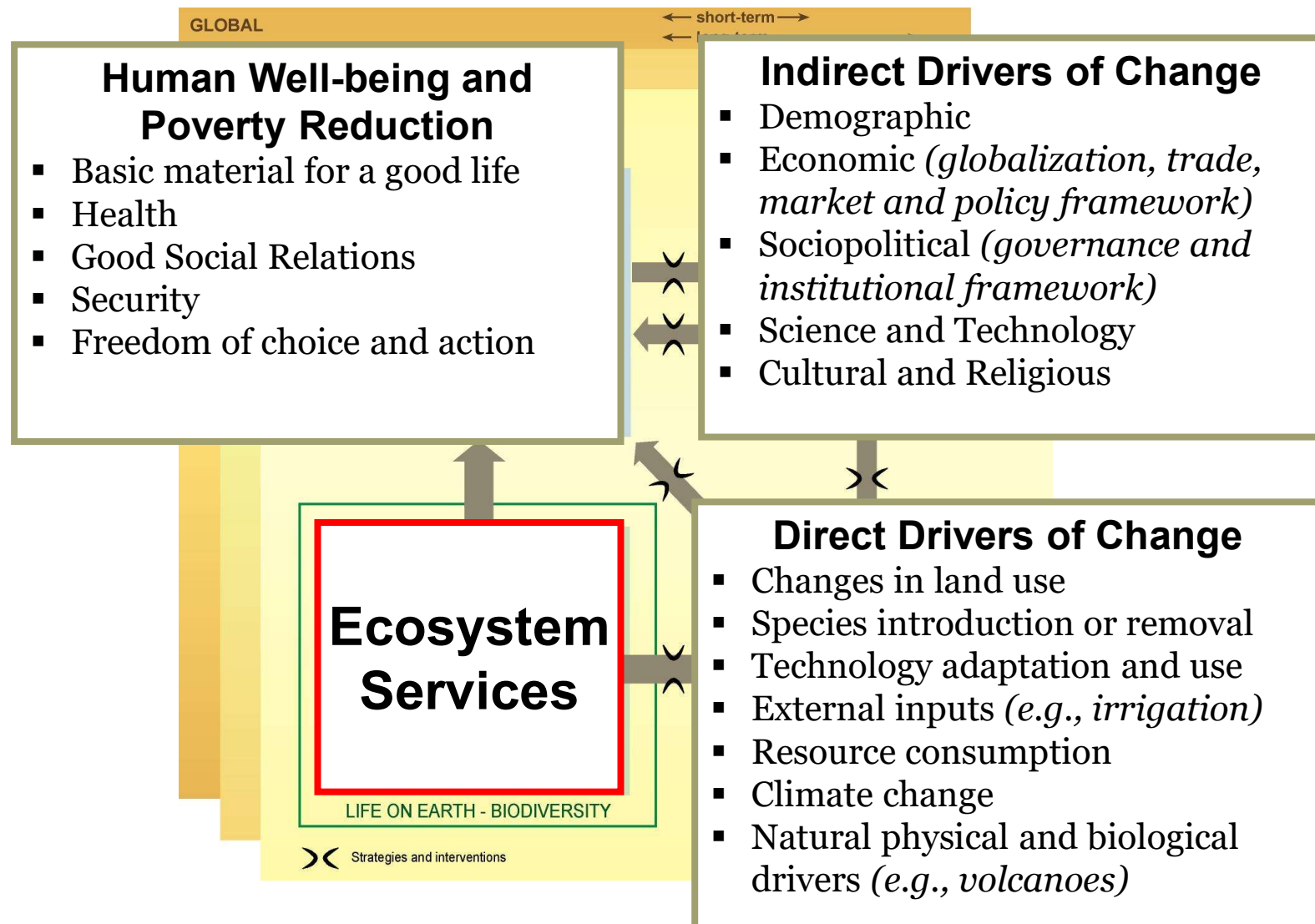
The benefits people obtain from ecosystems



Focus: Consequences of Ecosystem Change for Human Well-being



MA Framework



Overview of Findings

- Over the past 50 years, humans have changed ecosystems more rapidly and extensively than in any comparable period of time in human history, largely to meet rapidly growing demands for food, fresh water, timber, fiber and fuel
- The changes that have been made to ecosystems have contributed to substantial net gains in human well-being and economic development, but these gains have been achieved at growing costs in the form of the degradation of many ecosystem services, increased risks of nonlinear changes, and the exacerbation of poverty for some groups of people
- The degradation of ecosystem services could grow significantly worse during the first half of this century and is a barrier to achieving the Millennium Development Goals
- The challenge of reversing the degradation of ecosystems while meeting increasing demands for their services can be partially met under some scenarios that the MA has considered but these involve significant changes in policies, institutions and practices, that are not currently under way



SUSTAINABLE DEVELOPMENT GOALS

17 GOALS TO TRANSFORM OUR WORLD

1 NO POVERTY



2 ZERO HUNGER



3 GOOD HEALTH AND WELL-BEING



4 QUALITY EDUCATION



5 GENDER EQUALITY



6 CLEAN WATER AND SANITATION



7 AFFORDABLE AND CLEAN ENERGY



8 DECENT WORK AND ECONOMIC GROWTH



9 INDUSTRY, INNOVATION AND INFRASTRUCTURE



10 REDUCED INEQUALITIES



11 SUSTAINABLE CITIES AND COMMUNITIES



12 RESPONSIBLE CONSUMPTION AND PRODUCTION



13 CLIMATE ACTION



14 LIFE BELOW WATER



15 LIFE ON LAND



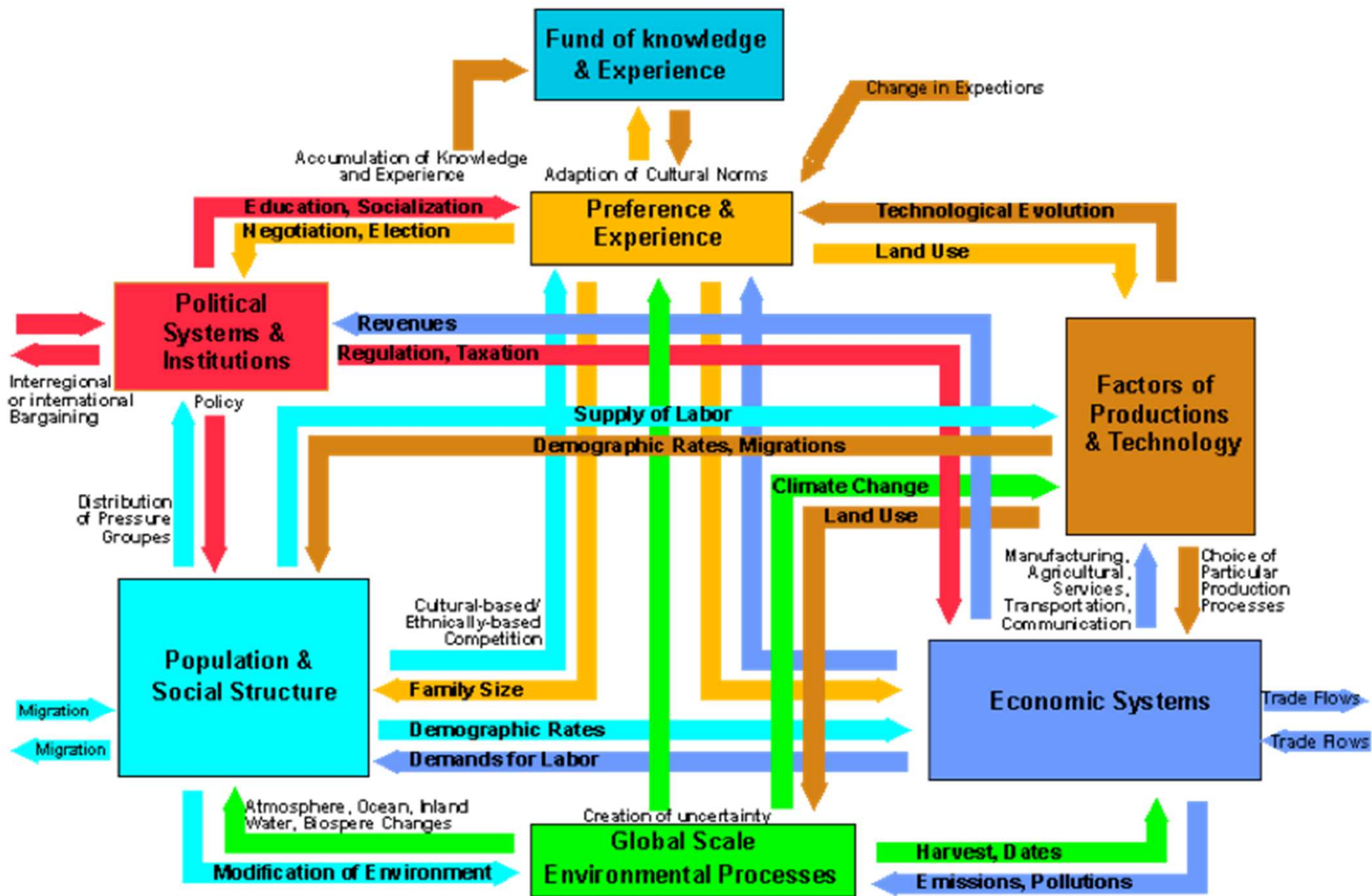
16 PEACE, JUSTICE AND STRONG INSTITUTIONS



17 PARTNERSHIPS FOR THE GOALS



SUSTAINABLE DEVELOPMENT GOALS



Socio-economic system dynamics and environmental connections

ECOMUSEUMS

Definition of Ecomuseum:

An ecomuseum is a landscape area developed as an open air museum, linking the natural environment and its ecosystem services, the cultural heritage components of the landscape into one holistic unit, focused on the identity of a place, largely based on local participation and aiming to enhance the welfare and development of local communities.



Key Competences for Ecomuseum Managers

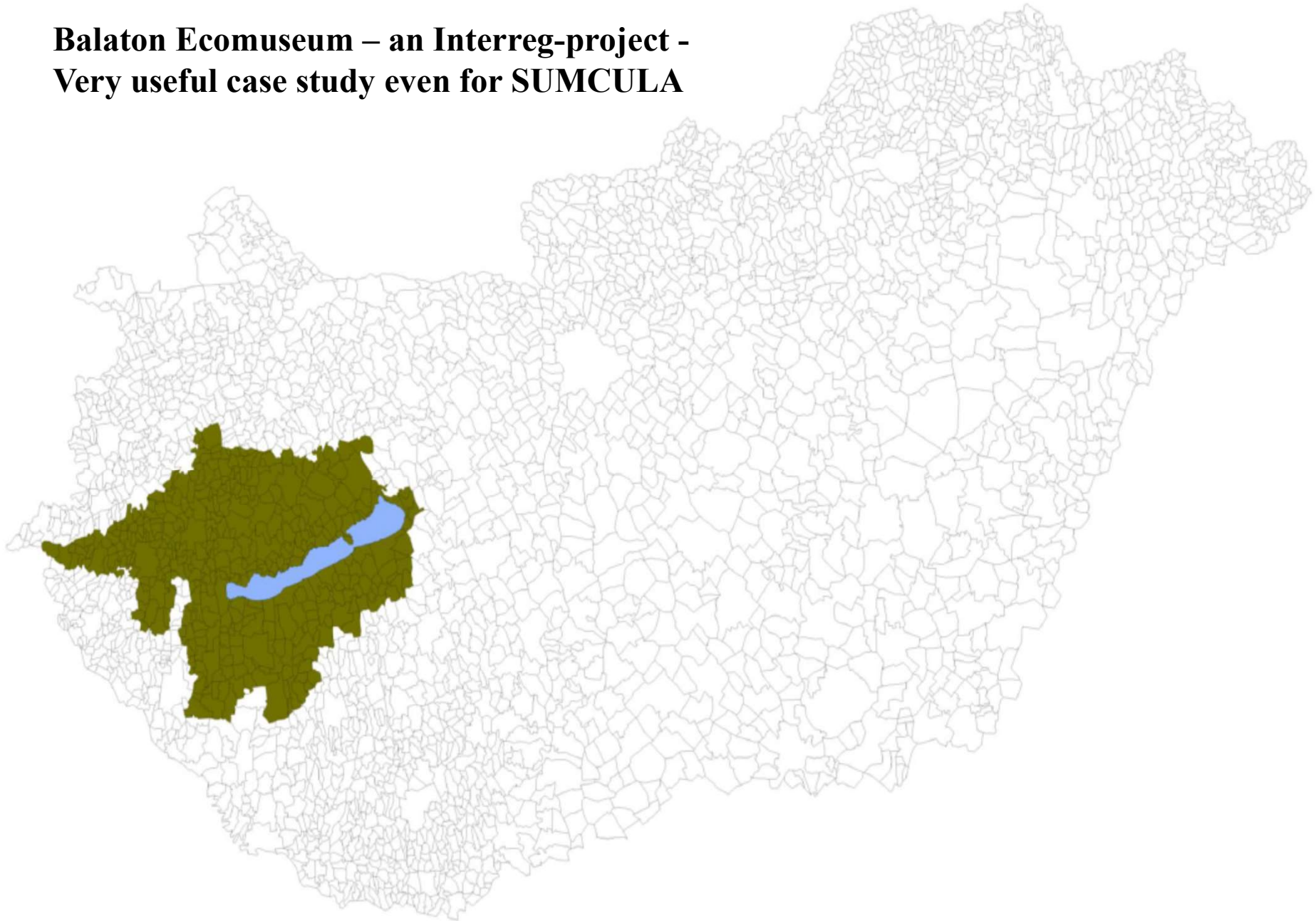
1. Heritage as a base for sustainable societal development
2. Protection of biodiversity and cultural diversity
3. Natural resources management with particular emphasis on water resources and soils
4. Cultural resources management with particular emphasis on inclusive approaches
5. All landscapes in focus – Earth System Science for landscape conservation, remediation and design
6. Use, protection and development of (cultural) ecosystem services
7. Prevention of pollution
8. Waste management and remediation of polluted areas
9. Renewable energy systems
10. Sustainable and organic agriculture, agro-ecosystems and urban agriculture
11. Viticulture, oenology and valuable viticultural landscapes
12. Sustainable use of built environments
13. The intangible heritage of cultural landscapes with emphasis on craft skills
14. Sustainable tourism based on the carrying capacity of destinations
15. Complex micro regional development systems - self sufficient micro regions
16. Environmental sociology and stakeholder management
17. Cross disciplinary education of local and regional development managers and heritage practitioners
18. Information Technology, Remote Sensing, GIS
19. National parks and areas of high ecological sensitivity

The selected participants have different strengths and experiences within these areas, but all of them will be involved in all of the activities either as "only" participant or main organiser, e.g. international thematic workshops



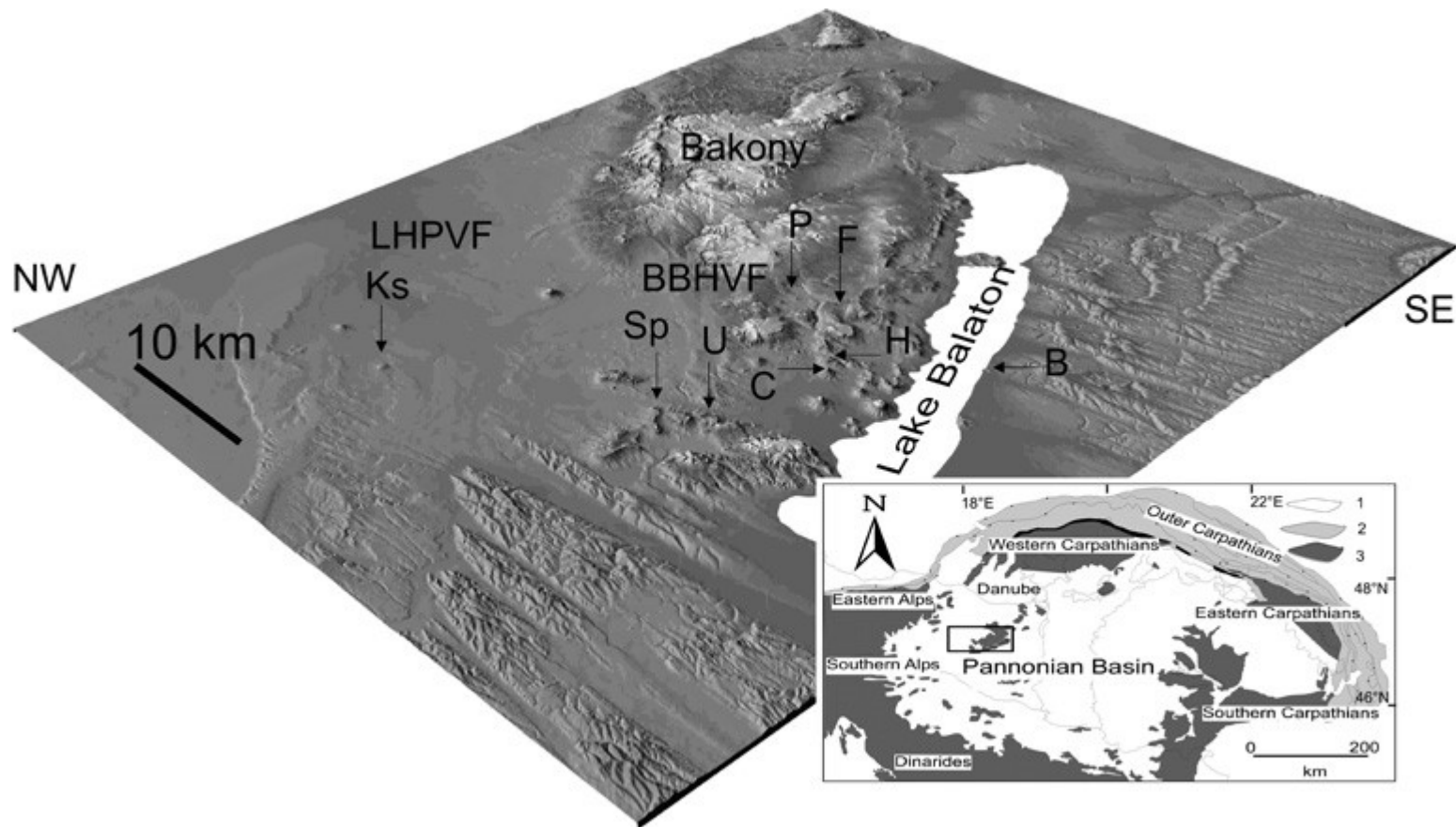
Ecomuseum in Lower Silesian Voivodeship, Poland

**Balaton Ecomuseum – an Interreg-project -
Very useful case study even for SUMCULA**



Rich geo- and biodiversity



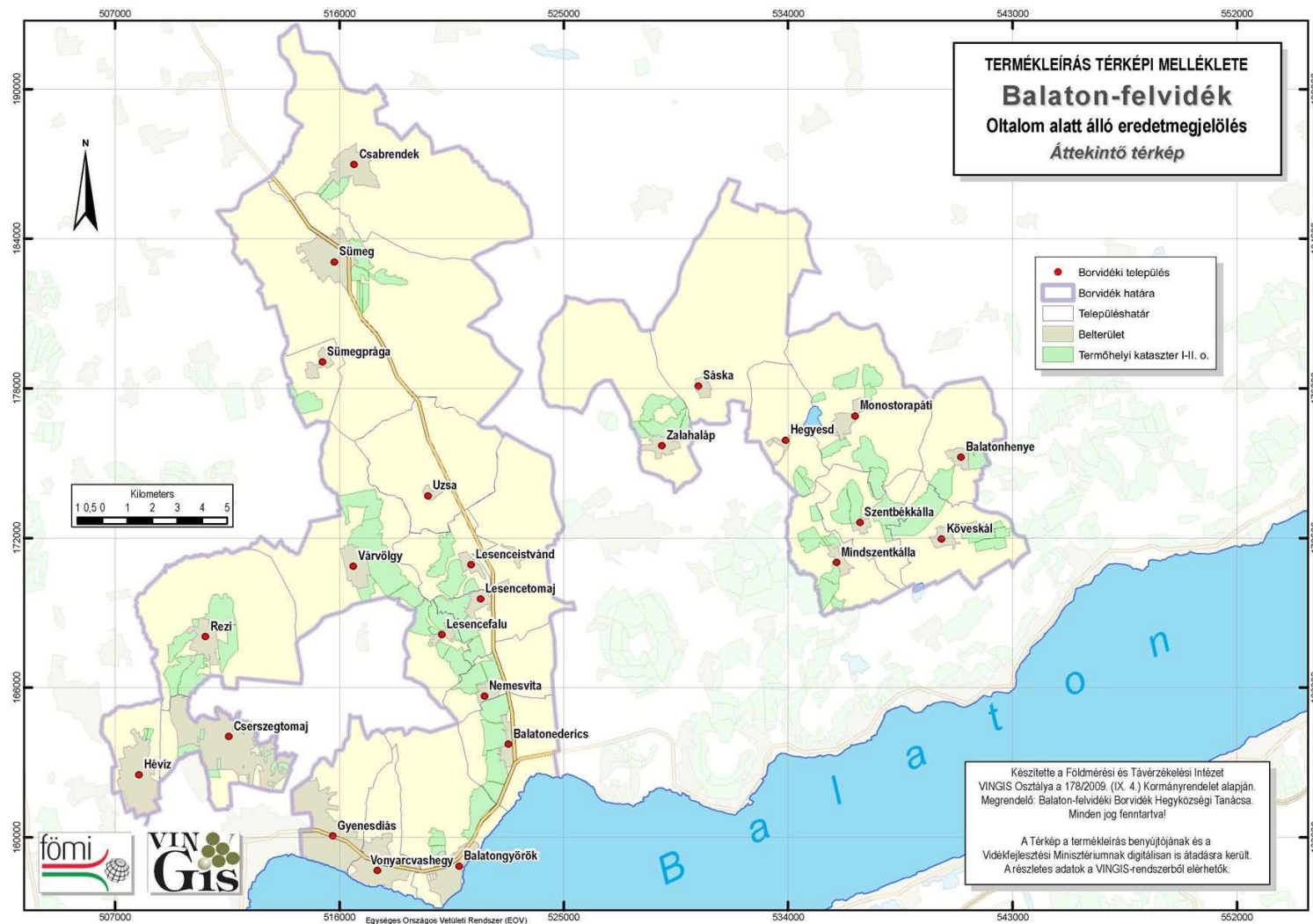


LHPVF: Little Hungarian Plain Volcanic Field; BBHVF: Bakony-Balaton Highland Volcanic Field; Ks: Kissomlyó; Sp: Sümeprága; U: Uzsa; P: Pula; F: Fekete-hegy; B: Boglár; H: Hajagos; C: Csobánc. Inset map shows the Carpatho-Pannonian region with the major geological units. 1: Cenozoic units; 2: Outer Carpathian flysch nappes; 3: Mesozoic or older rocks on the surface.

Source: Károly Németh, Ulrike Martin and Gábor Csillag, « Pitfalls in erosion level calculation based on remnants of maar and diatreme volcanoes », *Géomorphologie : relief, processus, environnement*, vol. 13 - n° 3 | 2007, 225-235.

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Settlements in the Balaton Upland wine district



Balatonederics, Lesencefalu, Lesenceistvánd, Lesencetomaj, Nemesvita, Sáska, Uzsa, Zalahaláp, Balatongyörök, Csabrendek, Czerszegtomaj, Gyenesdiás, Hévíz – Egregy, Rezi, Sümeg, Sümegprága, Várvolgy, Vonyarcvashegy, Balatonhenye, Hegyesd, Köveskál, Mindszentkál, Monostorapáti, Szentbékáll



The cultural landscape of the Tapolca Basin – Balaton Upland – volcanic witness mountains (volcanism from early Pliocene).

1. The Balaton Ecomuseum shall be planned in several layers, each of these physical (tangible) factors carry a particular segment of the intangible heritage:

1. geodiversity and geomorphology
2. classification of land areas according to their actual and potential use and current state
3. biodiversity
4. natural ecosystems and ecosystem services
5. agro-ecosystems and ecosystem services: agriculture and forestry
 - Wine districts and fruit
 - Animal husbandry
 - Beekeeping - honey
 - Forestry and game
 - Local products – food and crafts
 - Organic farming

6. the wine districts of the Balaton Wine Region, top wineries

7. water resources

- surface waters, natural and artificial lakes and ponds, watercourses - the catchment area of Lake Balaton
- wetlands and wetland reconstructions
- ground water
- thermal waters

8. wetlands and coastal ecosystems (e.g. the littoral zones, reeds), reconstruction of wetlands

9. the built heritage and infrastructure, settlement structure

10. classification of intangible heritage in the planned ecomuseums

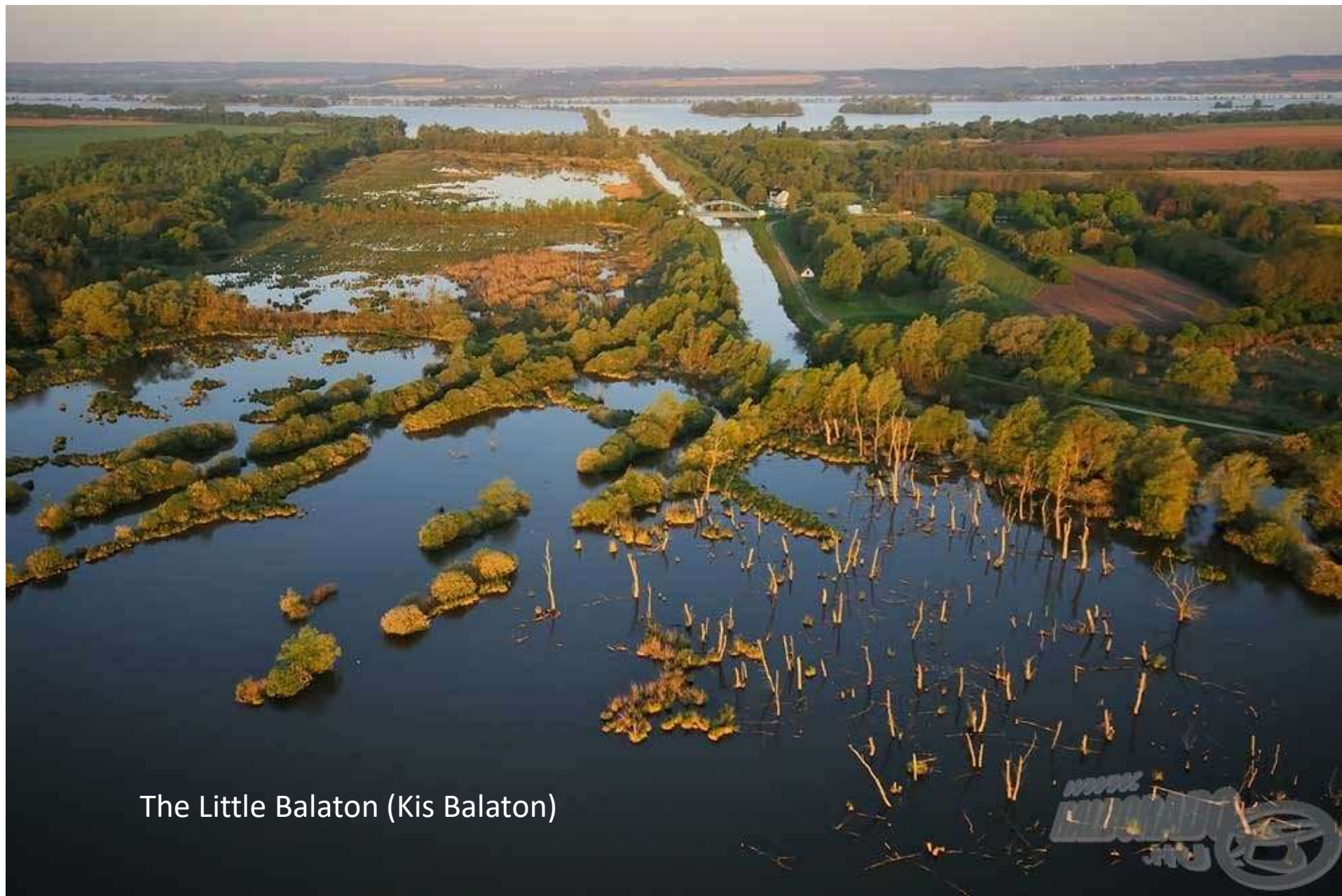
- Crafts
- Cultural traditions
- Events, festivals
- Fine art and literature
- Folk art and folk music

11. existing structures: geoparks and national parks

12. touristic destinations (existing and planned) - quality tourism instead of mass tourism - the touristic carrying capacity of destinations

13. Touristic products

- Wine and gastro-tourism
- Agritourism
- Ecotourism
- Hunting tourism and wildlife oriented tourism (e.g. bird-watching)
- Health tourism and recreation
- Cultural tourism
- Religious tourism, pilgrimage
- Business and conference tourism
- Educational tourism (schools, colleges, universities, private educators)



The Little Balaton (Kis Balaton)





11. classification of intangible heritage in the planned ecomuseums

- Crafts
- Cultural traditions
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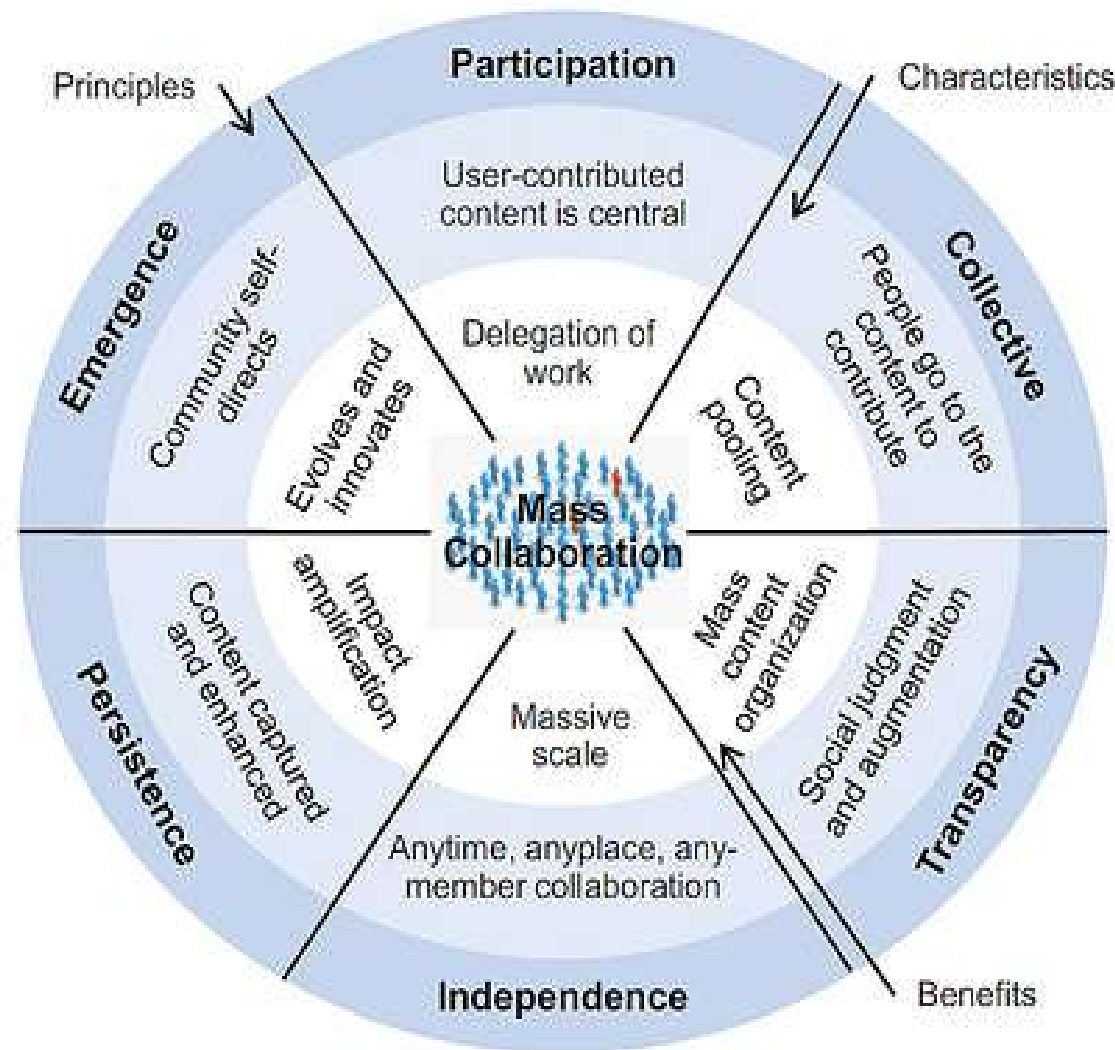
12. existing structures: geoparks and national parks, local and regional museums

13. touristic destinations (existing and planned) - quality tourism instead of mass tourism - the touristic carrying capacity of destinations

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Community involvement – the participatory approach



Source: Gartner (November 2011)

Museum didactic tools

Easy didactic kits:

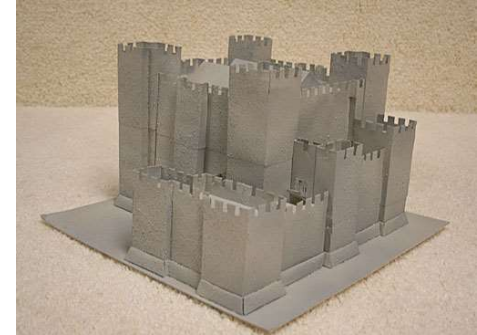
"Construct yourself" castle models

Montessori cards

Puzzle games

Riddle books and cards

"My Farm" – type games on sites



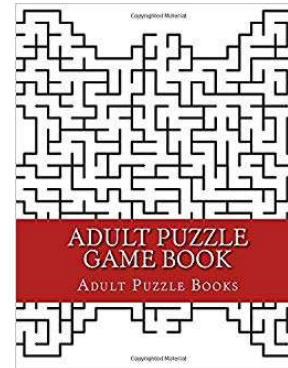
Electronic devices:

Mobile applications & guides

Interactive electronic games

Entertaining teaching programmes

Interactive websites



Constructed in-situ tools

Educational trails

Interpretive sites

Experience/adventure based learning:

Escape rooms – tailored to purpose

Reward games



Key Competences of Managers

1. Heritage as a base for sustainable societal development
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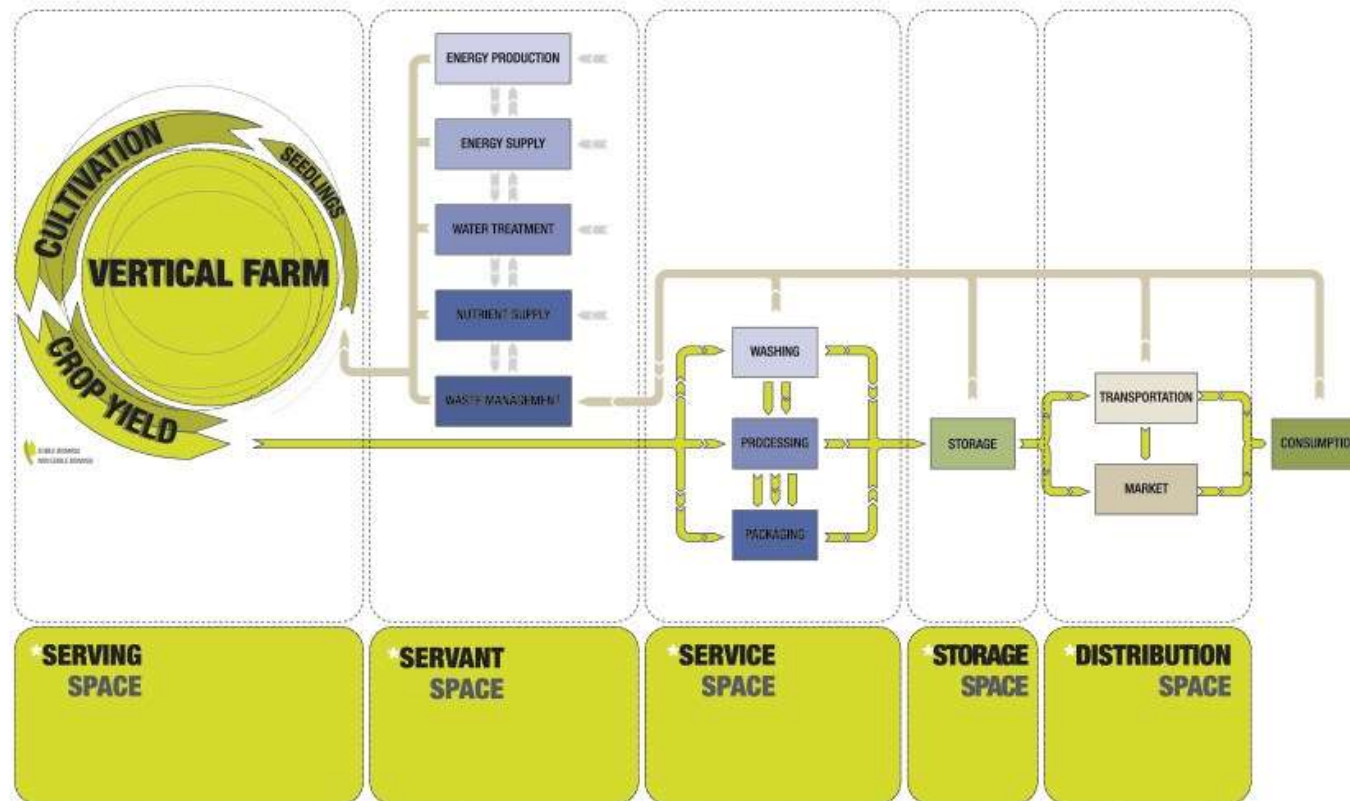
The different stakeholders of an ecomuseum have different strengths and experiences within these areas, but all of them will be involved in the development of the strategy

KEY COMPETENCES OF THE ECOMUSEUM MANAGEMENT TEAM

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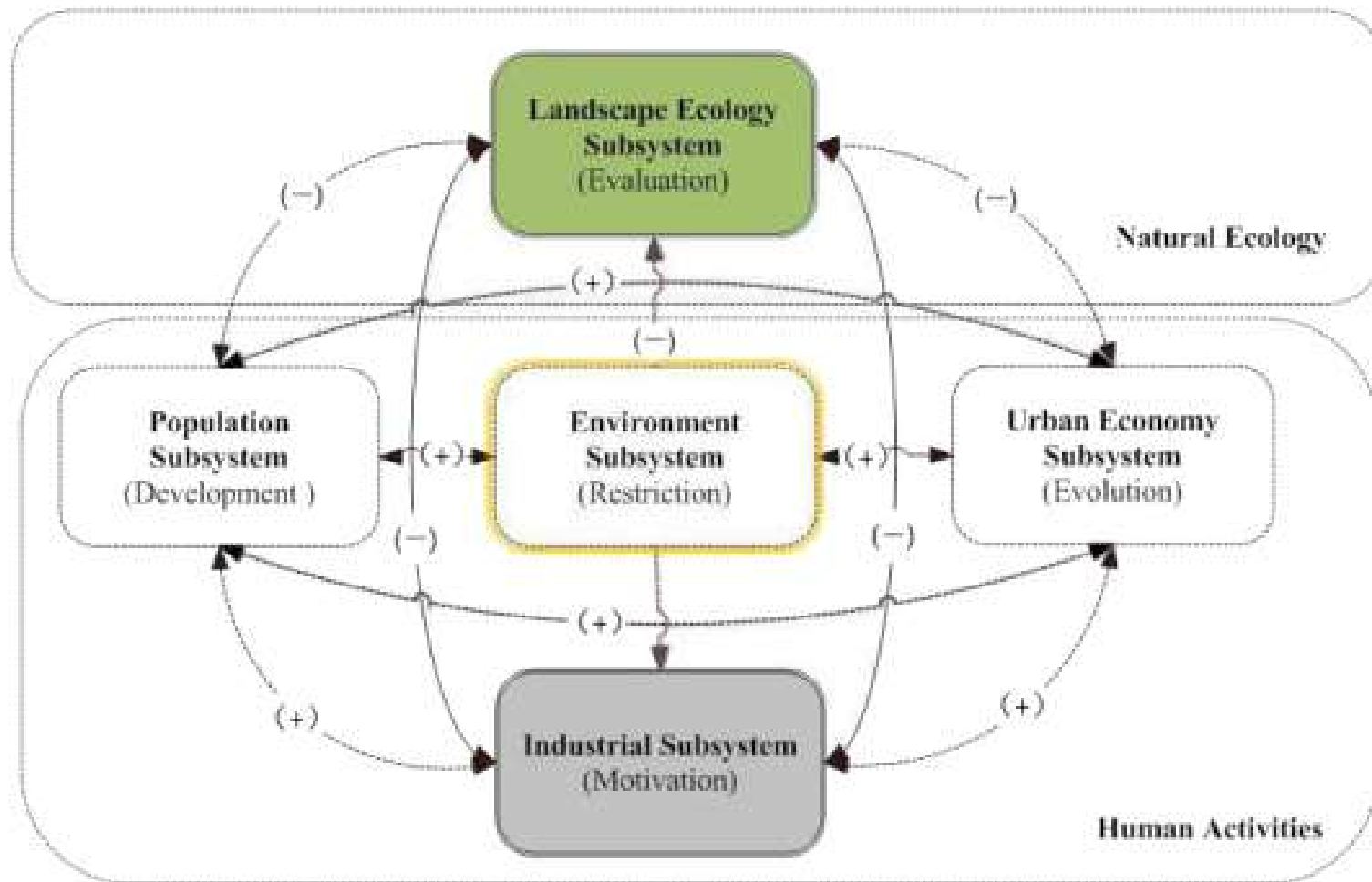
[\[1\]](#) See the enclosed list to identify the numbers, mark the appropriate field with an X

Ecomuseums for Cities with Vertical Farms

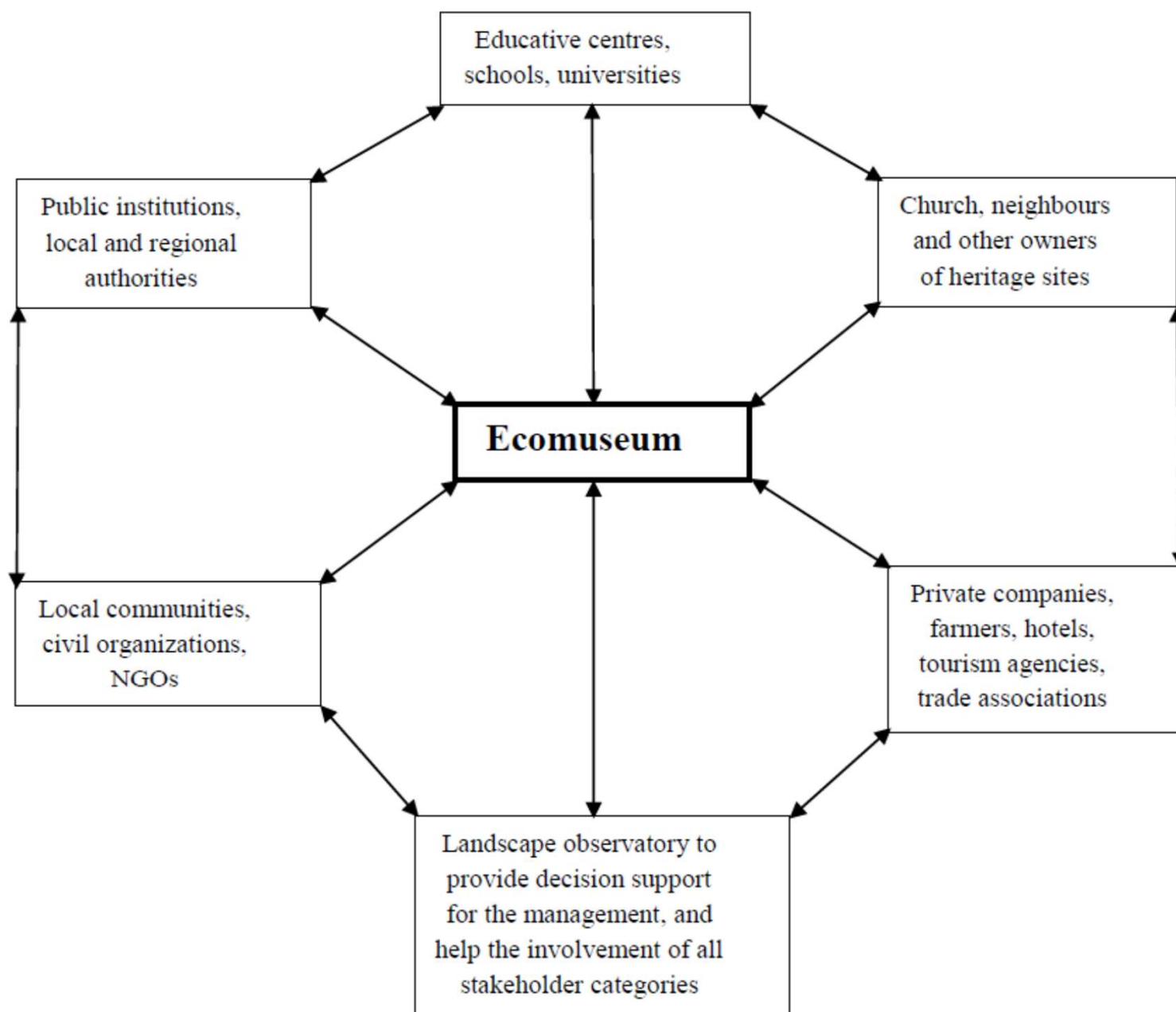


Buildings are the central element of the city and thus the urban ecosystem. It is therefore especially important that each building is embedded into the social, architectural and economic city environment. Vertical farms are multi-functional buildings, creating a space of relaxation for the city dwellers, a work and meeting place, a market and dining area, as well as a place to grow food – right there where they live. Food production becomes a part of the urban everyday life again.

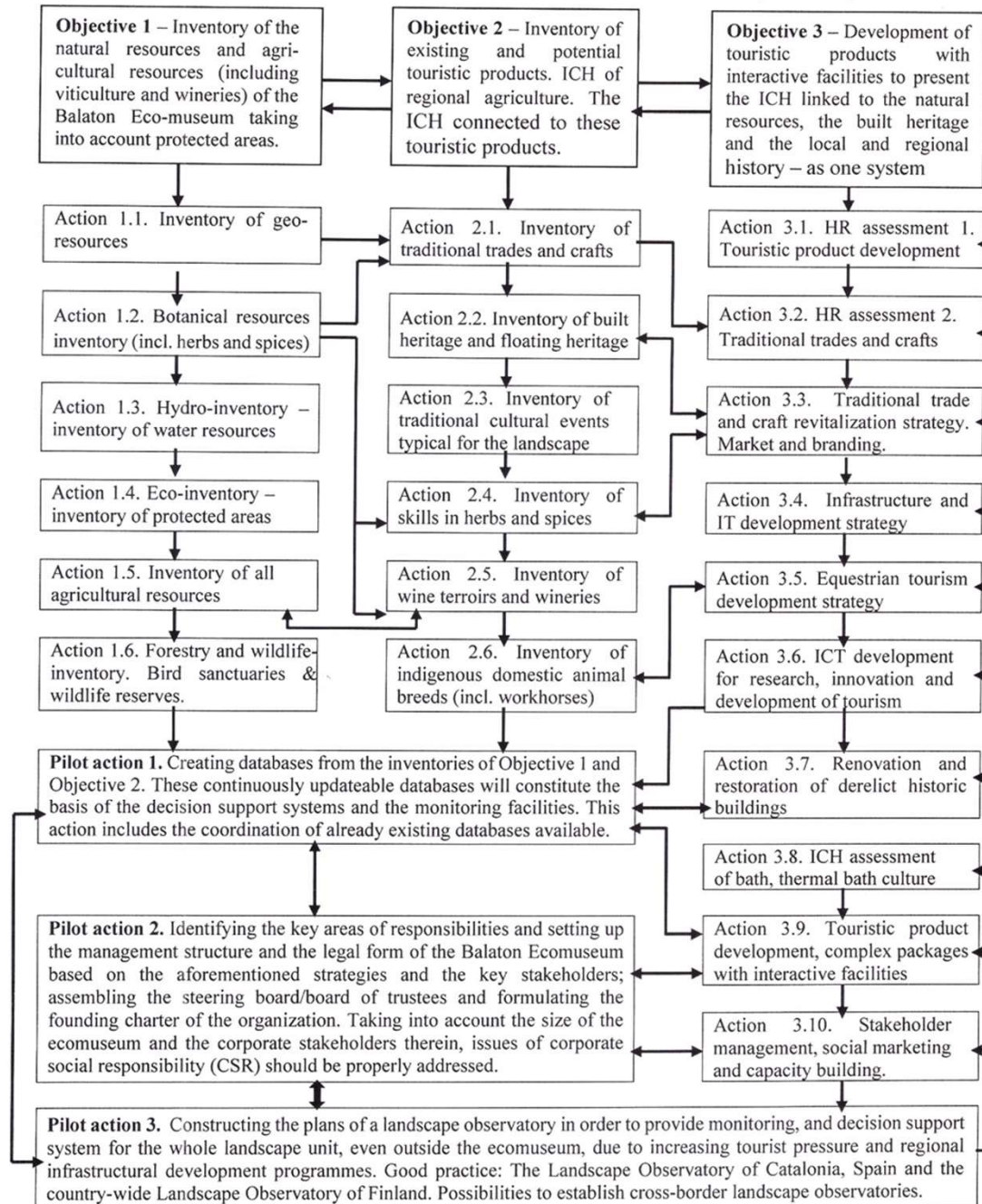
Decision support systems: Landscape observatories



Source: Jian Xu·Jian Kang·Long Shao·Tianyu Zhao: System dynamic modelling of industrial growth and landscape ecology in China. *Journal of Environmental Management*, Volume 161, 15 September 2015, Pages 92-105



Interlinkages between Actions, Objectives and Pilot Actions. The diagram below shows the main connections and interlinkages of these categories as one dynamic system



European Landscape Convention - Landscape observatories

Meeting points between governmental bodies, local/regional authorities, formal organizations, university research and education, education system, civil society organizations, and trade organizations

Long term monitoring of landscape and societal functions, evaluation of activities and societal effects

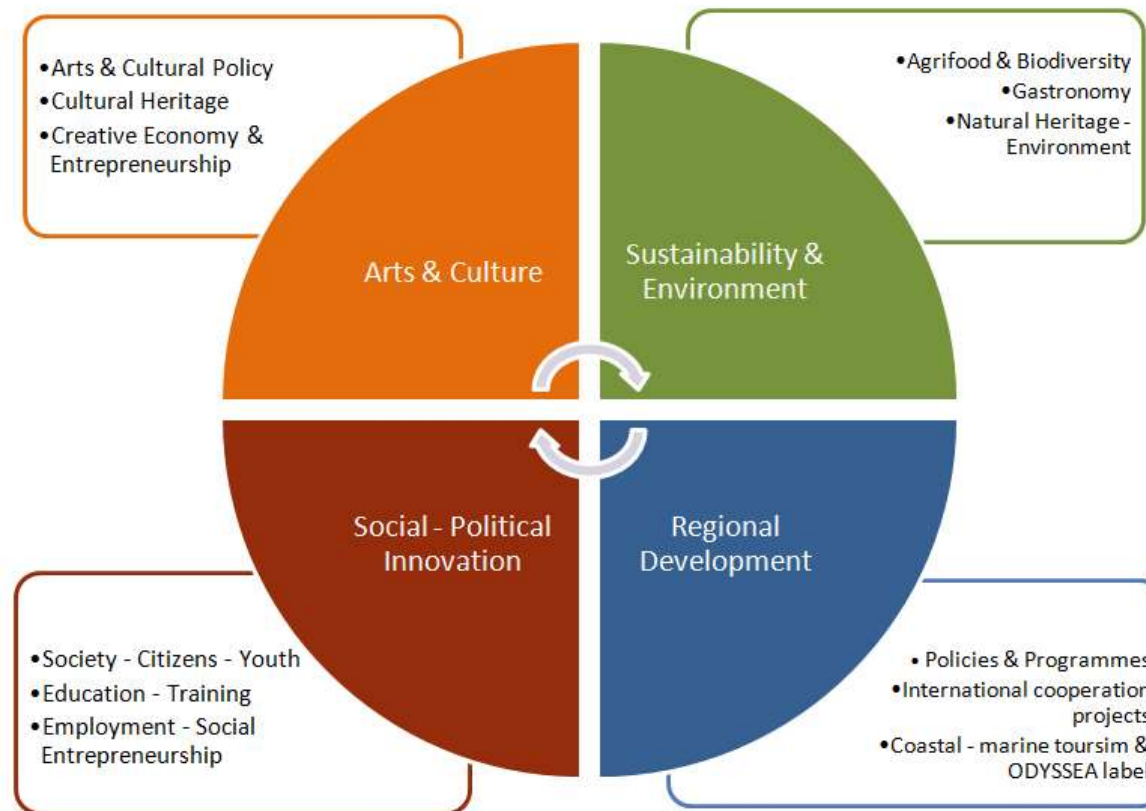
Increase the knowledge in all layers of society on landscape content, landscape interpretation, and potentials for sustainable development

Stimulate cooperation

- development of models for landscape inventories, interpretation activities, decision support systems
- development of routines, procedures, techniques for operating preservation and development in a broad sense

Kelcsky Javornik north of Zlin, Czech Republic

European Landscape Convention - Landscape observatories - Connections



The possibilities to link specific laboratories to the observatories, such as:

Craft
laboratories

Heritage &
Interpretation
laboratories

The Landscape Observatory of Catalonia

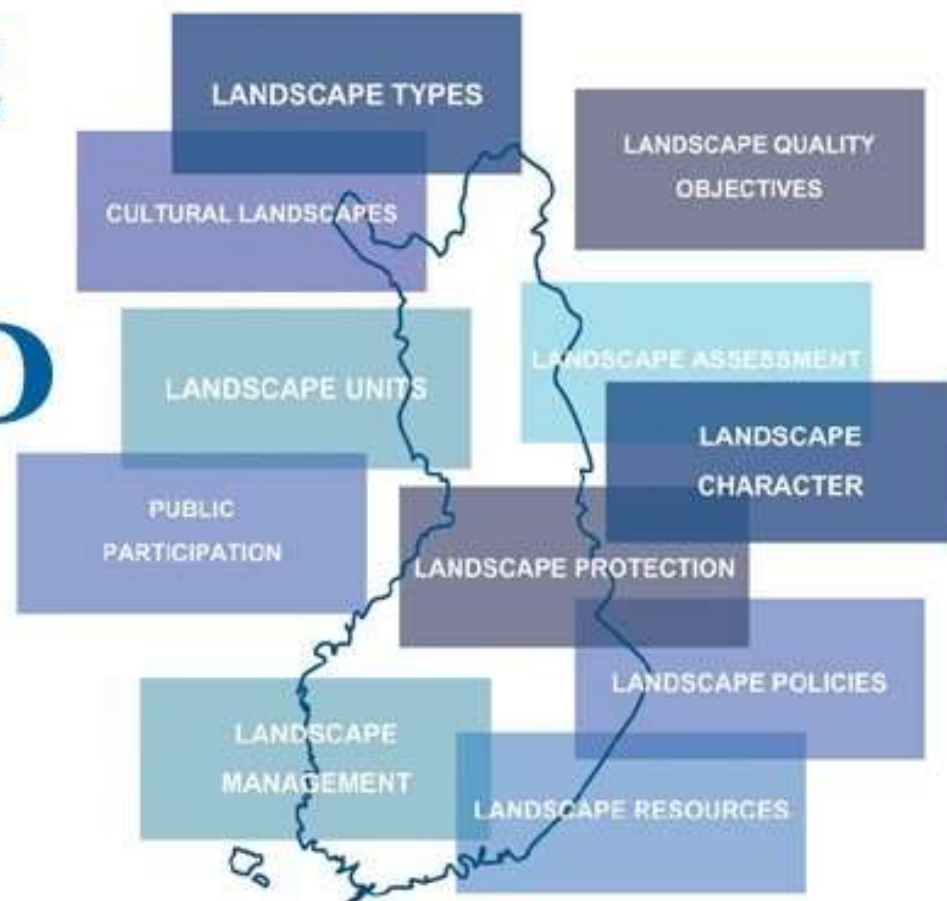
SOME FEATURES OF THE LANDSCAPE OBSERVATORY



- ▶ A **bridge between civil society and the administration**, connecting both people and ideas, constructing dialogue between different categories of agents.
- ▶ Little decision-making power, but with considerable **capacity to generate knowledge and create synergies**, close relationships and interdependencies based on closeness and everyday experience.
- ▶ The Observatory's structure and organization **foster the spirit of cooperation**. Help make it a **flexible, permeable, inclusive** body encouraging the confluence of different points of view about landscape.
- ▶ Open to **creative and imaginative** initiatives; An **incubator of innovative projects**, beyond the limits of the administration's activity.
- ▶ Is able to move with a certain **agility and independence**.



LANDSCAPE OBSERVATORY OF FINLAND





Thank you for your attention!

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