

## Importance of heritage interpretation for the cities in transition with layered identity: The case of Belgrade, Serbia

Sanja Iguman,  
University of Bergamo,  
iguman.sanja@gmail.com

## Situation in Serbia

- The incoherent political context, lack of real long-term development planning and proper and efficient policies implementation.



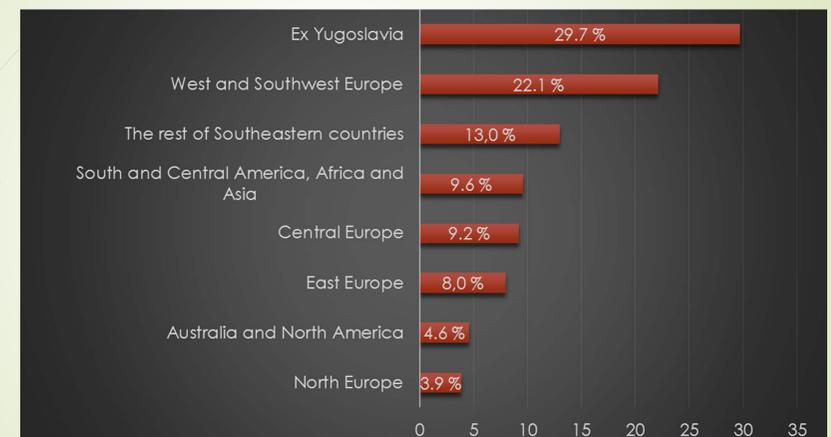
- 30 years of unsuccessful transition process

## What about tourism?

"Places with a reputation of being poor, uncultured, backward, dangerous or corrupt find that everything they or their citizens try to achieve outside their own neighborhood is harder, and the burden is always on their side to prove that they don't conform to the national stereotype [...]. For the travel and tourism industry, these questions of the national image are fundamentally important. Put simply, a destination with a powerful and positive image needs to do less work and spend less money on promoting itself to the marketplace, because the marketplace already believes what it is telling them. It merely has to help buyers find and purchase the product."

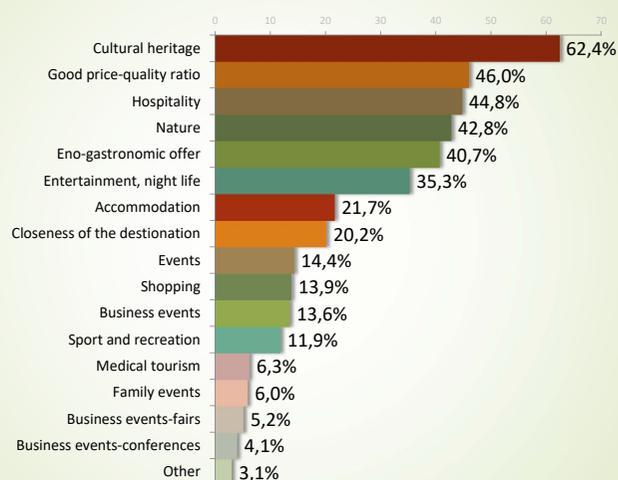
Anholt 2010, p. 138-139

## Tourists visiting Serbia



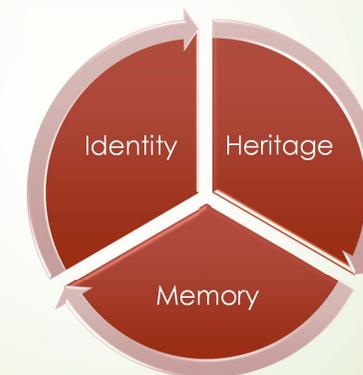
National Tourism Organisation of Serbia, 2016

## Motives for visiting Serbia



National Tourism Organisation of Serbia, 2016

## Destination branding and national identity



## South-Eastern Europe`s transition

- Post-socialist transition at the beginning of the `90: the re-creation of national identities.
- Nation (re)building: monument building policy as part of a memory and identity policy was the phase of creation of new monuments to express the changes in national identity and values.

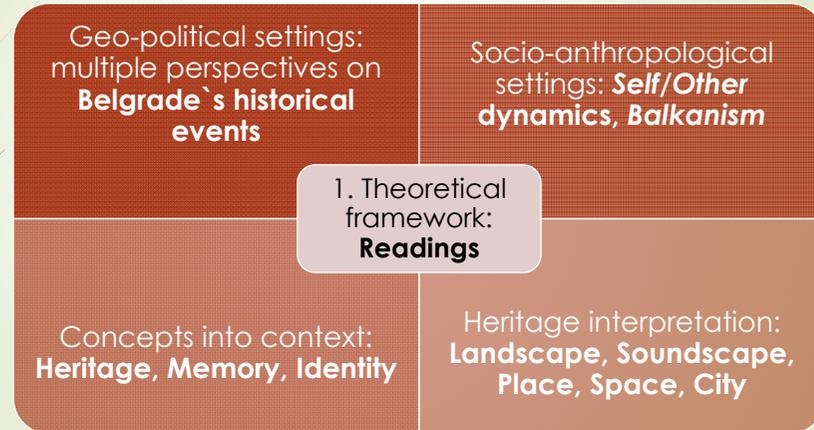
Dragicevic Sestic, 2004

- Europe integration process

## The Confluence of Sava and Danube – the rivers of Belgrade



## Research method



## Belgrade:

“The crossroads city”,  
“Bastion of Europe against Ottomans”,  
“Bulwark of Christianity”,  
“The gate of the Balkans”,  
“The key to Hungary”...

Newspapers`  
articles analysis

Governmental  
institutions`  
materials  
analysis

2. Empirical  
support:  
**discourse and  
content analysis**

Semi-  
structured  
interviews

## Heritage interpretation through:

- Landscape – seeing heritage
- Soundscape – hearing heritage

# Place, space, city...



The identity of the citizens is the identity of the city



**Thank you for your attention!**