

CULTURE

- The modern term culture is based on a term used by the Ancient Roman rhetorician **Marcus Tullius Cicero** in his *Tusculanae Disputationes* where he used it as an agricultural metaphor for cultivation/development of the soul – “cultura animi”.
- **CULTURE** – complex concept, approached from different perspectives & aspects
- **Edward Burnett Tylor** (1832-1917; 1871) – *complex whole including knowledge, belief, art, morals, law, customs + other capabilities & habits acquired by man as a member of society*
- **Geert Hofstede** (born 1928) – *deposit of knowledge, experience, beliefs, values, attitudes, meanings, hierarchies, religion, notions of time, roles, spatial relations, concepts of the universe + material objects & possessions acquired by a group of people in the course of generations through individual and group striving*
- **Webster’s New Encyclopaedic Dictionary** – characteristic features of civilisation including its beliefs, artistic & material products + its social institutions
- **Merriam-Webster Dictionary**
 - beliefs, customs, arts, etc. of particular society, group, place or time
 - particular society that has its own beliefs, ways of life, art, etc.
 - characteristics & knowledge of group of people (language, religion, cuisine, social habits, music, arts)
- **New World Encyclopedia** – social standards & norms of behaviour, traditions, values, religious beliefs & practices held in common by members of the society

UNESCO AND CULTURE

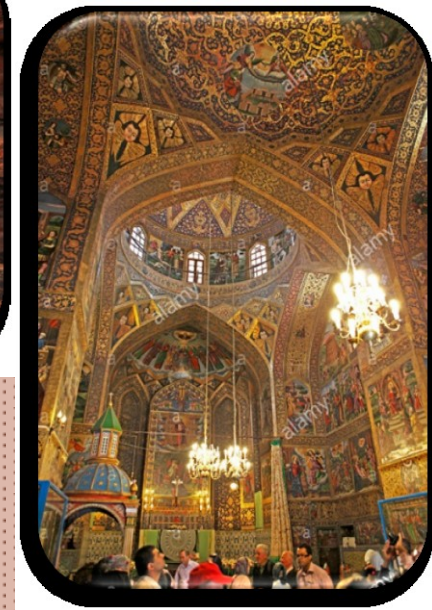
■ Definition

- distinctive spiritual, material, intellectual & emotional features of society or social group
- encompasses art & literature + lifestyles, ways of living together, value systems, traditions & beliefs
- part of lifestyle shared by particular community
- important factor of life of community
- language, behaviour, lifestyle, customs, heritage and ideology → **connect individuals to groups of people in certain culture**
- it is not static, fixed or unchanging BUT dynamic process (people respond to changing conditions)
- consists of three elements – **values, norms & artefacts**
 - values – ideas about what in life is important
 - norms – expectations of how people will behave
 - artefacts – derive from the values and norms of



CULTURAL HERITAGE

- Originally referred exclusively to the monumental remains of cultures
- Gradually included new categories – intangible, ethnographic, industrial heritage, etc.
- Includes
 - Cultural environment
 - Natural environment
- Includes
 - tangible culture (buildings, monuments, landscapes, books, works of art, artefacts)
 - intangible culture (folklore, traditions, language, knowledge, songs, music, dance, cuisine, crafts or festivals)
- Consists of products & processes
 - inherited from past generations
 - maintained in the present
 - passed on to the future generations
- Not renewable resource
 - **should be conserved in the most efficient way**



UNESCO AND CULTURAL HERITAGE

- **Convention Concerning the Protection of the World Cultural and Natural Heritage**
- **HERITAGE**
 - our legacy from the past that we pass on to future generations
 - irreplaceable sources of life & inspiration
 - two categories – cultural heritage & natural heritage
 - 2016 – 1,031 World Heritage Sites – 802 cultural, 197 natural and 32 mixed properties, 163 states
 - 2023 – 1.157 World Heritage Sites, 900 cultural, 218 natural a 39 mixed, ve 167 states; Italy – 58 records
 - each important to the international community
- **CULTURAL HERITAGE**
 - **monuments** (architectural works, works of monumental sculpture & painting, elements of archaeological nature, inscriptions, cave dwellings, etc.)
 - **groups of buildings**
 - **sites** (works of man, combined works of nature & man, areas)



UNESCO AND CULTURAL HERITAGE

- **Two basic groups of cultural heritage**

- **tangible** cultural heritage

- movable cultural heritage (paintings, sculptures, coins, manuscripts)
- immovable cultural heritage (monuments, archaeological sites, national & historical memorials, churches, bridges, etc.)
- underwater cultural heritage (shipwrecks, underwater ruins & cities)

- **intangible** cultural heritage (language, music, songs, oral traditions, dance, rituals)

Non-physical aspects of particular culture, cannot be touched or stored in physical form
ONLY experienced

- social values & traditions
- customs & practices
- aesthetic & spiritual beliefs
- artistic expressions
- languages...



UNESCO AND INTANGIBLE HERITAGE

- **Convention for the Safeguarding of the Intangible Cultural Heritage**
- Practices, representations, expressions, knowledge, skills that communities recognize as part of their cultural heritage
 - Oral traditions and expressions, including language
 - Music and the performing arts
 - Social practices, rituals and festive events
 - Knowledge and practices concerning nature and the universe
 - Handicrafts and visual arts that demonstrate traditional craftsmanship



UNESCO AND NATURAL HERITAGE

- Natural heritage – important part of the heritage, understood as a part of cultural heritage
 - countryside & natural environment including flora and fauna (forests, mountains, lakes, rivers, caves, etc.)
 - geological elements (including mineralogical, geomorphological, paleontological, etc.)
 - cultural landscapes, natural features that have cultural attributes
- **Convention Concerning the Protection of the World Cultural and Natural Heritage**
 - **natural features** – physical & biological formations or groups of such formations that are of outstanding universal value from the aesthetic or scientific point of view
 - **geological & physiographical formations** + precisely defined **areas** that constitute the habitat of threatened species of animals & plants of outstanding universal value from the point of view of science or conservation
 - **natural sites** + precisely defined natural **areas** of outstanding universal value from the point of view of science, conservation or natural beauty.



UNESCO AND ARCHAEOLOGICAL HERITAGE

- **Convention for the Protection of the Archaeological Heritage of Europe**
 - All remains & objects & any other traces of mankind from past epochs
 - Source of the European collective memory + instrument for historical & scientific study
 - Its preservation & study help to retrace history of mankind
 - Includes structures, constructions, groups of buildings, developed sites, moveable objects, monuments of other kinds + their context
 - Constitutes basic record of past human activities



CULTURAL HERITAGE - SUMMARY

- Created by our ancestors
- Giving evidence of history, culture & everyday life
- Preserved in original environment
- Maintained to be passed on to future generations
- Ensemble of tangible & intangible relics
- Tangible evidence of the past
 - monuments (buildings, archaeological findings, sculptures)
 - places (with monuments of important events)
 - artefacts (works of arts, collections), etc.
- Intangible evidence of the past
 - language
 - folklore
 - customs & rituals
 - traditional crafts
 - culinarian art & gastronomy...

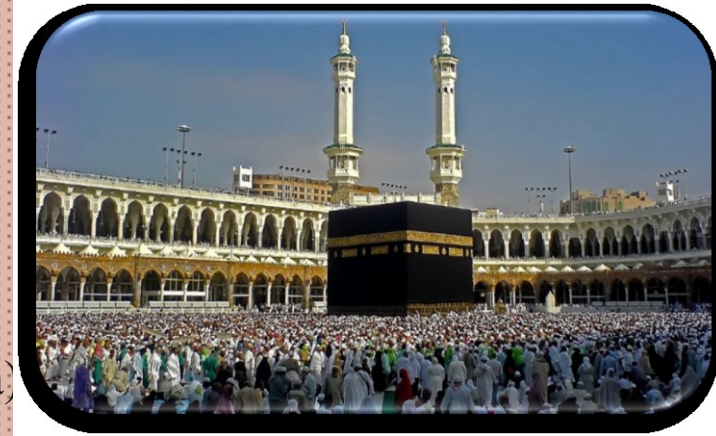


TOURISM

- **TOURISM** is travelling from a person's usual place of residence for period longer than 24 hours, primarily for leisure and pleasure.
- **CULTURAL TOURISTS** – well educated, well-off & broadly travelled; spend substantially more than standard tourists; expect different experiences – interaction with 3 kinds of cultural attributes – physical (built heritage), general (daily life) & the specific (rituals, festivals)
- Cultural tourism, heritage tourism, cultural and heritage tourism, cultural heritage tourism
- **CULTURAL HERITAGE TOURISM**
 - travelling to experience places & activities that authentically represent stories & people of past & present
 - includes historic, cultural & natural resources
 - aim – discovery of monuments & sites
 - offers tourists attraction of cultural traditions, places & values (religious practice, folklore traditions & social customs of certain communities or ethnic)
 - possibility to learn what makes destination distinctive (lifestyle, heritage, arts, people)
 - urban areas – offering cultural facilities (museums & theatres)
 - rural areas – showcasing traditions of local communities (festivals, rituals, lifestyles)
 - tries to achieve understanding & appreciation of the nature of visited places
→ results in deeper understanding of people

TYPES OF CULTURAL TOURISM/PRODUCTS/ACTIVITIES

- Cultural heritage monuments (castles, chateaux, folk architecture, historic buildings, monuments)
- Cultural institutions (museums, art galleries, libraries)
- Cultural events (theatres, festivals)
- Cultural landscapes (parks, gardens)
- Locations connected to historical people and events
- Religious tourism, pilgrimage (Vatican, Lourdes, Mecca)
 - visiting religious sites, locations and monuments with religious motivation
 - visiting religious sites & locations without religious motivation (architectural & cultural importance of the sight)
 - pilgrimage routes
- Rural tourism (traditions, lifestyle)
- Culinary & wine tourism
- Festival tourism (festivals, fairs)



TYPES OF CULTURAL TOURISM/PRODUCTS/ACTIVITIES

- Literary tourism – places & events from fictional texts, lives of their authors; following route taken by fictional character, visiting place associated with novel/novelist (home, grave)
- Music tourism – music festivals, performances, annual carnivals
- Movie tourism – locations where famous films were shot (New Zealand – the Lord of the Rings, Sherwood Forest, Rosslyn Chapel in Scotland, Wallace Monument in Stirling, Tunisia – Star Wars, Petra in Jordan – Indiana Jones, Graceland – Elvis Presley, Liverpool – The Beatles; Jičín, Hoštice, Modrava)
- Dark tourism (Bran Castle in Romania, Hiroshima Peace memorial Park in Japan, Chernobyl in Ukraine, Ground Zero in New York, the Auschwitz concentration camp in Poland, Anne Frank Museum in Amsterdam, Pearl Harbour in Hawaii)



CULTURAL THEMATIC ROUTES

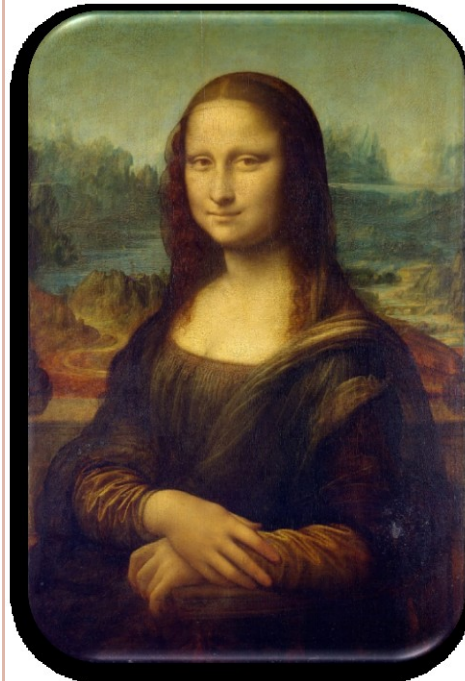
- Vary in themes & types, include architectural, industrial, spiritual, artistic, gastronomic, etc.
- Natural or man-made attractions, around chosen topic or theme (Council of Europe, 1987)
- 2015 – 33 Cultural Routes illustrating European memory, history & heritage
 - Santiago de Compostela Pilgrim Routes
 - The Hansa (178 member cities in 16 countries)
 - The Viking Routes (50 sites, 10 countries, forts, farms, ships, museums, archaeological remains)
 - The Via Francigena (ancient road, pilgrim route running from Canterbury to Rome)
 - European Mozart Ways (10 countries, cities, palaces, concert halls, opera houses, inns; Olomouc),
 - The European Route of Jewish Heritage (synagogues, cemeteries, memorials, archives, libraries)
 - The Via Regia (oldest and longest road link between the East and the West of Europe)
 - The Romanesque Routes of European Heritage
 - The European Route of Cistercian abbeys
 - Prehistoric Rock Art Trails
 - European Route of Historical Thermal Towns
 - The European Route of Megalithic Culture
 - The Roman Emperors and Danube Wine Route
 - European Route of Industrial Heritage – developed around former industries such as textile, mining or steel; 60 “Anchor Points” – Mine Michal, Pilsner Urquell Brewery and Museum

ART

- Three aspects of human creativity – Art (intuitive sensing, vision & expression), Crafts (sophisticated technique) & Science (knowledge)
- **ART** – range of human activities → artworks appreciated for beauty or emotional power
- **Visual art** – current usage of the term includes:
 - fine art – developed primarily for aesthetics (painting, sculpture)
 - applied arts – has to serve also some practical function
 - decorative arts – pottery, glassware, furniture, hardstone carving, metal work (goldsmiths), jewellery, ivory carving, woodwork, textile arts, mosaics, etc.
 - industrial design – applied to products manufactured through techniques of mass production (car, iPod, mixer)
 - graphic design – words, symbols, images, types & colours to create visual representation of ideas (logos, posters, billboards, website graphics, signs and product packaging)
 - fashion design – art of application of design & aesthetics to clothing & accessories
 - interior design – art or process of designing interior of room or building
 - architecture – art & science of designing buildings & objects, practical use is essential
 - (handi)crafts
- **Auditory art** – i.e. music (may be classified as performing art, fine art or auditory art)
- **Performing art** – includes theatre and dance

FINE ARTS

- Historically – **five main fine arts** – painting, sculpture, architecture, music & poetry
- Created primarily for aesthetic & intellectual purposes
- Judged for beauty & meaningfulness
 - conceptual differences between fine & applied arts; in practice they often overlap
- Originally – art ANY skill or mastery & not differentiated from crafts or sciences
- Modern usage (after 17 century) – fine arts separated & distinguished from acquired skills (decorative or applied arts)
- Today – fine arts include additional forms – film, photography or printmaking



APPLIED ARTS – DECORATIVE ARTS

- Arts concerned with design, decoration & manufacture of everyday objects
- Aesthetically pleasing & functional
- Distinction between decorative & fine arts meaningful in post-Renaissance art of the West
- Other cultures & periods – not very useful
- Medieval art in Europe (example)
 - Manuscript illumination, monumental sculpture & large-scale wall-paintings – less regarded & rarely mentioned in contemporary sources
 - Most prestigious works → fine art – goldsmith work, metal casting, ivory carving, mosaic
- Contemporary practice – distinction between fine & applied art essentially meaningless
→ intention of artist is given primacy regardless of the means through which it is expressed



HANDICRAFT

- Useful & decorative objects made completely by hand or by using simple tools only
- Requires particular skills & knowledge of skilled work
- Traditional techniques of creating items (for personal use, as products)
- Both practical & aesthetic, often have cultural & religious significance
- Use natural & indigenous materials
- Roots in rural crafts (material-goods necessities) of ancient civilisation
- **Rural crafts** – traditional crafts production for everyday use in agricultural countryside
- Survival of some rural crafts is now in danger



AUDITORY ART



- Art form & cultural activity – medium is sound & silence
- Vast range of instruments & vocal techniques
- **Popular music** – number of musical forms & styles, wide appeal, large audiences, music industry, requires little or no musical training
- **Traditional music** – folk music spread orally, unknown composers
- **Art music** (serious/classical music) – advanced structural & theoretical considerations, written musical tradition
- **Liturgical music** – for religious ceremonies
- **Work songs** – sea shanty, hunting, pastoral, African American, cowboy songs
- Key role in religious rituals, rite of passage ceremonies, social & cultural activities



PERFORMING ARTS

- Artists use their voices and/or the movements of their bodies to convey artistic expression
- Variety of disciplines, all intended to be performed in front of a live audience
- Mainly dance & theatre
- Music, opera, musical theatre, mime, puppetry, circus arts, magic, illusion, recitation & public speaking also often included
- Sometimes considered a specialised form of fine art



**THANK YOU FOR
ATTENTION**