

**Technological Innovations  
and  
the Revitalization of Museum Areas  
Case Study: The City of Gjirokaštër, Albania**

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## **Abstract**

In the field of architecture, rapid changes in technology serve many opportunities for designing modern buildings, improving old ones, or building new infrastructure. Such technological innovations influence not only the built heritage but also the community related to it and the economy of cities, especially in the case of a museum city such as Gjirokastra where authenticity and tourism are the pillars of the city's revenue. Hence, this thesis aims to reveal the conditions of the current situation of built heritage, the role of technology in its revitalization process, and the relation with citizens. Furthermore, it provides an analysis of particular architectural projects and concerns that they cause based on UNESCO policies, memorial sites and authenticity. This thesis explores the benefits of taking historical, social and economics stakes into an account.

**Keywords:** Technological innovations, built heritage, social inclusion, policies, authenticity, memory, revitalization, tourism.

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## Introduction

Technological innovations are extensive nowadays as a necessity or an adaptation to the present built heritage. Such technology refers to the physiology and anatomy of buildings and their construction process.<sup>1</sup> Technological innovations, such as sound and lighting systems, air-conditioning, or new building materials have recently been utilized in the old cultural monument<sup>2</sup> buildings and streets in the city of Gjirokaštër, protected by UNESCO.

Thus, this thesis sheds light on the role of technological innovations in the revitalization process in museum areas. It examines their influence on the urban development of the city and the methods of how they are applied. Moreover, it demonstrates the citizens' perspective toward these implementations because they are strongly related with the built heritage as different stakeholders.

Firstly, it will describe the context, then it will present UNESCO policies designed for museum areas, followed by the relevance of the topic through a literature review and the comparison of the present case study with the one of the city of Mardin in Turkey. Afterwards, it will focus on the analysis of recent projects in the city of Gjirokaštër based on a combination of respect for policies, reviews from experts in the field, and the site of memories and authentic values of buildings. Through interviews, the next chapter will show the relationship among technological innovation, citizens, and engineers. Lastly, the conclusions will point to the contribution of this thesis to further research centered on history, memory studies, architectural design, and social inclusion.

This thesis argues in favour of technological innovations for the revitalization of museum areas in accordance with the policies of UNESCO and citizens' needs. The outcome would contribute to preventing the deterioration of heritage sites in Gjirokaštër and its exclusion from the World Heritage List of UNESCO.

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<sup>1</sup> Gill, Armstrong. Sam, Allwinkle. "Architectural Technology: the technology of architecture" M. A. Schnabel (ed.), *Back to the Future: The Next 50 Years, (51st International Conference of the Architectural Science Association (ANZAScA))*, 2017 pp. 803–812.

<sup>2</sup> Cultural monument – Groups of buildings or sites with outstanding historical, ethnological, or anthropological values

## Background

Located in the south of Albania, part of the Balkan Peninsula, the city of Gjirokaštër has witnessed the Ottoman Empire and Italian influence. Consequently, their influence in Albania encompasses various spheres of life, particularly in architecture, where these traces are obvious on buildings and infrastructure. The buildings are in the typology of *kullë*<sup>3</sup> built of stone, while the interiors of houses resemble the Ottoman *oda* with decorated or painted fireplaces and wooden floors or decorated ceilings. There are also a few buildings dated from the Italian conquest distinguished by their yellow facades and red roof tiles. Meanwhile, the streets of the museum area have cobblestone and narrow alleys.

According to the values that the city carries (tradition, culture, cuisine, architecture), in 2005, Gjirokastra, considered previously a “museum city”<sup>4</sup>, was placed on the World Heritage List by UNESCO.<sup>5</sup> Old areas of the city are nowadays considered museum areas, and buildings in them, including the castle, are categorized as cultural monuments of first and second category, protected by UNESCO. As a historic city, heritage plays the main role in its economy. In addition, The Ministry of Culture in collaboration with the municipality, architectural studios, and organizations for cultural heritage, has designed projects to preserve the built heritage in Gjirokaštër.

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<sup>3</sup> Kullë –Old Albanian houses in Gjirokaštër and Theth are called towers.

<sup>4</sup> The city was declared “museum city” in 1961 by the communist regime.

<sup>5</sup> UNESCO. "Historic centres of Berat and Gjirokastra", Last accessed June 4, 2022.

## Unesco policies

On the one hand, UNESCO protection brings advantages such as protection of the integrity of cultural and natural sites; increased prestige and tourism appeal; additional financial support; access to the World Heritage Fund that supports the World Cultural and Natural Heritage sites; monitoring and control.<sup>6</sup> On the other hand, to exist on the World Heritage List of UNESCO, the city and the government must follow some rules. For instance, the built heritage in the city of Gjirokaštër should follow protective measures, integrated conservation, and administration of historical-cultural values and landscape values of the Historic Center and the Protected Area of the city of Gjirokastra.

According to Decision Nr. 619, dated 7.7.2015, article 5, new construction is not allowed in the city's historic center, except for improving the infrastructure road or underground engineering network. To preserve the urban-architectural value and the landscape of the historic center, it is needed to have restorative and maintenance interventions, and inclusion of cultural landscape without changing its configuration and the traditional vegetation. In case of reconstruction of the ruins, it is important to preserve as much as possible from the original materials and cultural values and rebuild them according to visuals, graphic documentations, traditional techniques of the past and the integrated principles of conservation.<sup>7</sup>

However, as Myriam Simon points out, these policies are not fulfilled because of the bureaucracy in institutions which do not prove their application. This leads to a complicated situation in which private owners of historic buildings apply their interventions without being restricted.<sup>8</sup> Considering these changes in buildings and landscape, the morphology of the city varies its shape with time.

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<sup>6</sup> Vadimovna, Nikolaeva Julia. Mikhailovna, Bogoliubova Natalia. Ivanovitch Fokin, Vladimir. Edouardovna, Eltc Elena. Dmitrievna, Portnyagina Mariya. "World Cultural Heritage in The Context of Globalization: Trends, Issues and Solutions". *International Journal of Scientific and Technology Research*, Volume 8, Issue 10, 2019: 842-845.

<sup>7</sup> "Decision Nr. 619, dated 7.7.2015 for the Declaration of "Historical Center" of an Area in the City of Gjirokastra and the Approval of the Regulation "On protection, Integrated Conservation and Historical Center Administration and Protected Area in the City of Gjirokastra". [Planifikimi.gov.al](http://Planifikimi.gov.al), Accessed June 4, 2022.

<sup>8</sup> Myriam, Simon. "Chronicle in Stone" – A concept for the Gjirokastra City Museum", MA thesis., University of Arts in Belgrade, 2011.



## The relevance of the topic

The implementation of technological innovations has a ripple effect that accompanied by the eagerness of seeking economic benefits may lead to unsuccessful results. Melvin Kranzberg emphasizes under the label of the “First Law of Technology”: “Technology is neither good, nor bad, nor is it neutral,” implying that the environmental and social consequences of technological developments exceed the predefined use of devices or other innovations.<sup>9</sup> Since this is a global issue, scholars, and citizens grapple with its influence to enable improvement of their houses or revitalization of the museum areas considering the criteria of a museum city.<sup>10</sup>

One way of revitalizing such areas is by focusing on tourism and adopting museums that demonstrate the culture of the city or galleries. Additionally, Izabela Luiza Pop and Anca Borza present their idea of improving the museum’s performance based on the hypothesis that museums can use various modern technologies to boost their market competitiveness. They argue that this approach will help museums to increase the number of tourists and bring more economic profits. Considering their analysis of the museums in Baia Mare, Romania, both scholars strongly assert that this is a relevant solution for other museums which deal with the same issue.<sup>11</sup> Despite all the relevant opportunities that this article lists, it does not consider whether the status of the museum is a historic building. It would lead into two different cases, whether the UNESCO policies and the authenticity should be considered or not.

Conversely, Simon analyzes the case study of historical sites, especially the city of Gjirokastra, she even compares it with other examples around the world as the city of Mardin, in Turkey. Mardin is located on the slopes of a rocky hill region in Southeast Anatolia. Similarly, to Gjirokastër, it is a well-preserved example of the traditional stone, religious and vernacular architecture, especially the

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<sup>9</sup> Melvin, Kranzberg. “Technology and History: Kranzberg’s Laws”. *Technology and Culture*, Vol. 27, No. 3 (1986), pp. 544-560.

<sup>10</sup> Museum city - A city protected for its historical values and defined as an urban conservation area.

<sup>11</sup> Pop, Izabela Luiza and Borza, Anca “Technological innovations in museums as a source of competitive advantage.” *Proceeding of the 2nd International Scientific Conference SAMRO 2016*, Vol. 1, (2016): pp. 398-405.

terraced urban pattern. Regarding investments firstly in the private sector, and later by the government, Mardin is an impressive architectural complex in the Mesopotamian plain.<sup>12</sup> Referring to Mardin's case, this thesis supports the business model of self-investments for the buildings' preservation, especially when governmental income is low. However, there is a disagreement when self-investments are not restricted and do not respect the cultural heritage criteria. The similarity between the two cities strengthens the issue of the "Dubrovnik effect" where nobody lives anymore in the historical part as it is dedicated to tourists and foreign investors.<sup>13</sup> Based on the observation done in Gjirokaštër and further examples, this thesis claims that the historical center is dedicated to shops, hotels, and other enterprises mostly for tourists. Simon points out that the museum cities need to be developed through the usage of technology, however, it is important to align it with the necessities that the city has. Therefore, she brings in the idea of relocating the museums in the city of Gjirokaštër and designing a new one hailed as the City Museum to give tourists full information about the past, which this thesis agrees with.<sup>14</sup>

Nevertheless, scholars focus either on the profits or technological innovations, but they do not show the engagement that citizens have with a museum city and what is involved in it. Hence, this thesis goes beyond governmental decisions and adds a new perspective on this topic by increasing the awareness and the involvement of citizens in the projects applied around them. Conducting interviews with citizens and experts in the field will contribute to realizing more individual reasons.

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<sup>12</sup> UNESCO. "Mardin Cultural Landscape" Last accessed June 4, 2022.

<sup>13</sup> Simon, "Chronicle in Stone", 107.

<sup>14</sup>Ibid.

## The applicability of technological innovations in Gjirokaštër

An analysis of the recent projects applied in the museum areas of the city of Gjirokaštër will give a better view of the current situation. Many interventions have been made to the walls, roofs, or special elements damaged in old buildings and on the cobblestone of the traditional paths and streets of neighborhoods. Since Gjirokastra is a museum city, the restoration process in the historical center is more difficult, partly due to legal regulations. Its identity and the historical legacy are accompanied by respect for the heritage and strict implementation of several projects.

Furthermore, it is important that the built heritage belonging to the city of Gjirokaštër is not fully the property of the state, which means that some of the buildings and cultural monuments are in the possession of their private owners. As pointed out by Julia Vadimovna Nikolaeva et al., many of these private architectural buildings are reconstructed without concern for their artistic and historical value.<sup>15</sup> Despite all the positive aspects that the use of technological innovations brings to the city, adding profits to the economy or promoting cultural heritage, the buildings and their authentic values have faded or are destroyed.

To demonstrate the role of technological innovations in different categories of built heritage (pedestrian precinct, streets, public spaces, buildings) in Gjirokaštër, various examples will be analyzed based on UNESCO's regulations, the impact on the authenticity and the memory, and the position of the citizens. Kreshnik Merxhani shows that citizens replace the traditional elements, for example, the components of traditional plaster (straw, goat hair, lime) with sand and lime, or they cover 94 per cent of paintings on the walls with plaster while attempting to restore their buildings on their own.<sup>16</sup> This demonstrates an example of the total annihilation of authenticity. During an excursion in the museum area, one can observe that in attempting to enlarge the space for a

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<sup>15</sup> Nikolaeva Julia, Vadimovna. et al., 'World Cultural Heritage in The Context of Globalization'.

<sup>16</sup> Loren, Kadiu. Gjirokastra, qyteti muze që përpëlitet mes rrënojave dhe përpjekjeve për rijetëzim" [ Gjirokastra, museum city that wriggles among ruins and attempts to revitalization], *Citizens channel*, January 8, 2020.

hostel/hotel, residents build a new building or just make an addition to the existing one, with new materials, with no walls in stone or roofs in stone slabs, but concrete and terrace (Figures 1,2,3,).



Figure 1. Salaria House, replacement of wooden windows with aluminium ones. (Photo taken by the author of the thesis)



Figure 2. Replacement of the traditional materials (Photo taken by the author of the thesis)



Figure 3. The addition to the old volume and the air condition system on facade, Bekaj House (Photo taken by the author of the thesis)

Elena Mamani describes that based on research (Chart 1)<sup>17</sup>, 357 out of 650 buildings have been part of the illegal interventions, where 122 have lost their authenticity and value and 170 have been transformed.<sup>18</sup> Based on a Mission report addressed by Eleni Maistrou to UNESCO in 2013, for the city of Gjirokaštër, the illegal constructions found there (62 additions of volumes and 110 illegal interventions of facades and roofs) should be evaluated for their impact on the Outstanding Universal Value of the property and afterward decide if they should be demolished or adopted if possible. They have either spatial consequences, i.e., blocking the entrance, or degrading the values of monuments.<sup>19</sup>

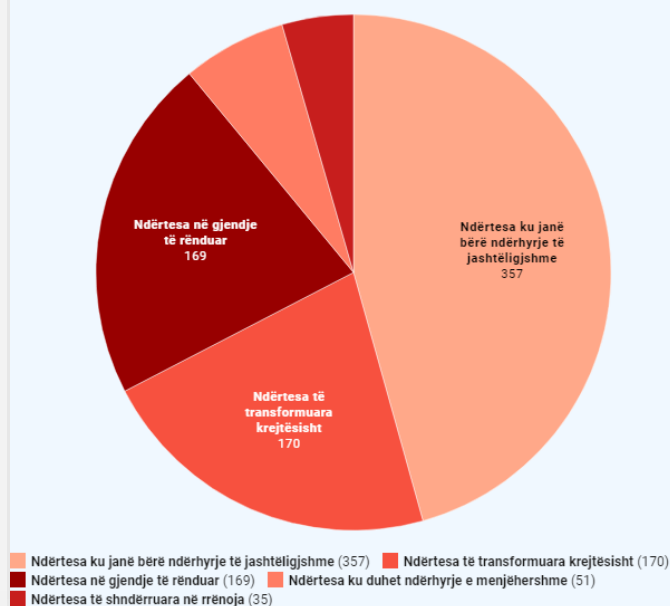
<sup>17</sup> Ibid

<sup>18</sup> Ibid.

<sup>19</sup> UNESCO. "State of Conservation-Historic centres of Berat and Gjirokastra (Albania)" Last accessed June 4, 2022.

### Katalogimi i banesave historike të Gjirokastrës

Gjendja e 650 ndërtesave të shpallura Monimente Kulture



- Buildings that have been implemented illegal interventions (357)
- Buildings in bad conditions (169)
- Buildings turned into ruins (35)
- Buildings that are totally transformed (170)
- Buildings that need immediate interventions (51)

Chart 1, Statistics for the conditions of historical buildings in Gjirokastrë

The scholar Severin Karl Valentin Queck emphasizes the importance of the intermingling of contemporary architecture within historical sites too, in order to develop the city and make it follow the new changes without losing its identity.<sup>20</sup> Referring to the project of *The Rehabilitation of Bazaar quarter*, implemented in 2018 (Figure 4)<sup>21</sup>, it aimed to revitalize the old bazaar, through innovative implementation of regional development in line with the new National Territorial Development Strategy. It included restoration of the facades and inner parts of the assembly along the cobblestone roads, integration of a fire protection system, lighting system, and development of the businesses around.<sup>22</sup> According to the engineer in charge, Pilo Dhami, the concern about fading the identity values, stability of the new pavements in cobblestone, and the artifacts possibly found during the implementations and thereafter could not be avoided.<sup>23</sup> Therefore, this quarter is a pedestrian precinct nowadays, changing the way of transportation in the city and dedicating this area to tourists.

<sup>20</sup> Queck, Severin Karl Valentin. "Revitalization of the Kokalari Estate within the historic context of Gjirokastra". UBT International Conference, 2017.

<sup>21</sup> Raimond, Kola. "Projekti i kualifikimit kercenon kalldremet e Gjirokastrës" [The qualification project threatens the cobblestones of Gjirokastra.]. *Reporter.al*, March 23, 2019.

<sup>22</sup> World Bank Document. "Environmental and Social Management Plan for the" Rehabilitation of Qafa e Pazarit quartier", Town of Gjirokastra". Albanian Developed Fund. 2018.

<sup>23</sup> Kola. "The qualification project threatens the cobblestones of Gjirokastra."

Meanwhile, the project has affected the connection of neighborhoods by changing public and private transportation. For example, residents do not have access to the gates for vehicles. However, it enabled the revitalization of this area, with new businesses serving mostly to tourists (Figure 5)<sup>24</sup>, neglecting citizens' needs. Moreover, the area is well maintained and offers a cleaner environment, even though crowded with foreigners.



Figure 4. The process of removing the existing cobblestone



Figure 5. Bazaar after the rehabilitation project

The following project *Revitalization of Cerciz Topulli Square* seems to be indispensable too. The square is substantial because it includes the buildings of the municipality, the first built hotel in the city, historic statues (Cerciz Topulli – Albanian guerrilla fighter against the Ottomans, and Bule Naipi with Persefoni Kokëdhima – partisans against the Germans) and is a meeting point. From a site of memory<sup>25</sup> (Figure 6)<sup>26</sup>, this square intends to serve as a pedestrian and recreative area with underground parking, avoiding the current flux of cars through a new project (Figure 7)<sup>27</sup>.

The advantage of this project is that it facilitates the flux of the square and since it is a continuity of the other pedestrian precincts of the Bazaar, it would be easier for people to visit the historical center without being disturbed by vehicles. The project gives a good opportunity for businesses around to

<sup>24</sup> Logan, Brown. "Gjirokastrer the stone city of Albania" Nomad Photographer, December 17, 2021.

<sup>25</sup> Pierre Nora: "Site of Memory is any cultural phenomenon, whether material, social or mental, which a society associates with its past and with national identity.", as stated in Erll, Astrid. "The invention of Cultural Memory: A short history of Memory Studies" In: *Memory in Culture*. London: Palgrave Macmillan, 2011.

<sup>26</sup> Google Maps. "Cerciz Topulli Square, Gjirokastrer", Google, Accessed June 4, 2021.

<sup>27</sup> Cekrezi, Marsela. "Ndërtimi I Godinës Së Parkimit Dhe Hapësirave Mbështetëse Në Gjirokastrër." [Construction of Parking Building and Supporting Spaces in Gjirokastra]. Albanian Development Fund, April 9, 2021. Klotilda, Saraçini. "Rehabilitimi I sheshit Cerciz Topulli ne Gjirokastrer. Tjeter investim Model I transformimit te hapësirës publike" [Rehabilitation of Cerciz Topulli Square in Gjirokastrer. Another investment Model of transformation of public space..]. *Albanian Telegrafic Agency*, September 9, 2020.



be more obvious and popular. Nevertheless, it replaces the existing layer of asphalt with cobblestone and totally removes the plane tree where the two partisans mentioned above were hanged. The image of the square will be improved and different from its old version.<sup>28</sup>



Figure 6. Historic memories of the square



Figure 7. The new project of Cerciz Topulli Square

<sup>28</sup> Cekrezi. "Construction of Parking Building and Supporting Spaces in Gjirokastra ."

To mitigate the transportation issue, *The Bypass* project (Figure 8)<sup>29</sup> on the one hand aims to improve the tourist infrastructure in Gjirokastra Bazaar by turning the latter into a pedestrian area, without compromising the authenticity and character of the intervention area.<sup>30</sup>



Figure 8. The ByPass project

On the other hand, Merxhani and Valmira Bozgo express doubts about this project as it demolishes some of the built heritage alongside the territory where it is being constructed, degrading the cultural value of the area. According to Merxhani, the old masters of the city of Gjirokastrë conceived the neighborhoods of the city as divided by several water torrents. However, implementing this new project changes the morphology of the neighborhoods as it will be constructed alongside one of the water torrents, not in a good geological condition and it directly affects the historical landscape including the most valuable building, the castle of the city.<sup>31</sup>

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<sup>29</sup> Alice, Taylor. "Gjirokastrë Bypass: Landslides, Ignoring UNESCO and Potential Conflicts of the Interests." *Exit News*, August 6, 2021.

<sup>30</sup> Cekrezi, Marsela. "Ndërtim I Bypass-It Në Qendrën Historike (Ura e Nanxës – Urat E Mëdha Dunavat." [Construction of Bypass in the Historic Center (Nanxa Bridge - Great Dunavat Bridges] Albanian Development Fund, April 14, 2021.

<sup>31</sup> Entenela, Ndrevataj. "Projekti i bypass-it në zonën historike rrezikon statusin e Gjirokastrës në UNESCO" [The bypass project in the historic area endangers the status of Gjirokastra in UNESCO], Citizens channel, September 18, 2021.



Nevertheless, it is important that this project would assist in the revitalization of those neighborhoods which have been distanced from the development of the city center. In addition, this thesis argues that this project caters to the citizens' needs in terms of enterprises and transportation, but the concern about the castle's stability and the authenticity issue cannot be avoided.

Regarding museums, the project of the *Renovation of the Museum System of the city of Gjirokaštër* includes not only the restoration of the Ethnographic Museum and the building of the writer Ismail Kadare, but also the restoration of the paths part of the itinerary of the English traveler Edward Lear and the creation of four public spaces for the recreation of citizens and tourists.

The conservation and restoration interventions in the building of the Ethnographic Museum are necessary not only to prevent the further deterioration of its elements but also to improve its function. The same strategy applies to the house of Kadare. Both houses are monuments of culture and historical values to the city. The Ethnographic Museum used to be the birth house of the Albanian dictator Enver Hoxha. Even though it reminds the citizens of the socialist period, they still appreciate it and are not against its renovation, which with this new project reveals better the tangible and intangible heritage of the city. Due to technological innovations, like sound, video, and lighting systems or heating, this building will be able to host more tourists and involve them in the museum as ethnographers while drawing symbols of traditional clothing, becoming acquainted with traditional songs or cooking recipes. In this project the community was also involved as participants in the filmed videos and for the contribution of old traditional materials needed to be exhibited. Special attention has been drawn to preserving the traditional materials by showing the authenticity of the city.

The same care was devoted to the restoration of all paths which connect four public spaces dedicated to some expression that Edward Lear wrote about Gjirokastra. Here comes the disadvantage of this project because all these saying are in English (Figures 9,10) and the citizens

who do not have such knowledge seem to be excluded. These public spaces are located in very strategic spots of the city from where one can have wonderful views.<sup>32</sup>

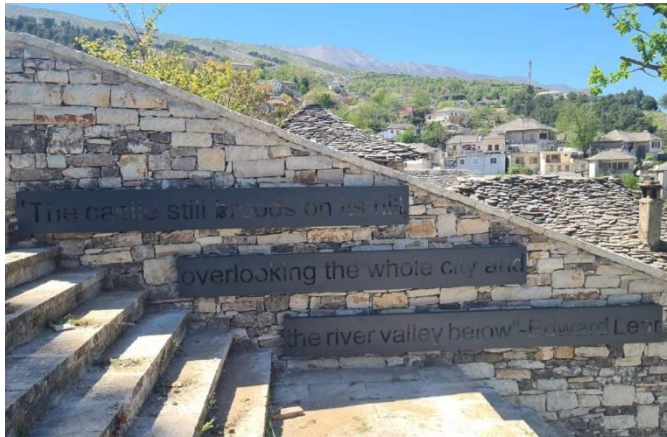


Figure 9, Expression of Edward Lear on the walls ( Photo taken by the author of the thesis)



Figure 10, Expression of Edward Lear in stone tiles ( Photo taken by the author of the thesis)

Reviewing these examples, it seems indispensable for the government or other adequate institutions dealing with heritage to take strict measures to prevent the loss of heritage of the Gjirokastra in all cases of illegal interventions. Since citizens are the ones who harm the city mostly, it seems of great importance also to convey to them the sentiment of belonging to that place and the responsibility for the environment, as Simon formulates in his article: “You are the city”.<sup>33</sup>

<sup>32</sup> Marsela, Cekrezi. “Gjirokastrë, Prezantohet Koncepti Për ‘Sistemin e Muzeve’ ” [Gjirokastra, The Concept For the ‘Museum System’ is presented] Albanian Development Fund, December 10, 2019.

<sup>33</sup> Simon. “Chronicle in Stone”, 107.

## **Citizens' perspective on technological innovations**

Considering the strong connection of citizens with the urban-architectural environment of the city, their opinion about changing it, counts. Therefore, engaging them in city affairs is a crucial factor for successful projects and citizens' wellbeing. Hence, three residents living respectively 25, 50, and 67 years in the old buildings of the museum areas and two engineers who tackled projects in these areas were invited for online interviews through phone calls and social media apps. Questions were direct and inquired about their position toward technological innovations and their inclusion in the decision-making.

Maintaining their anonymous status, residents pointed out the municipality's negligence in considering their opinion on the new projects. Despite the theme of the project, residents have the right to be aware of the proposed changes and expectations to avoid further contradictions, because they concern their everyday life. The residents' lack of information on museum areas' policies and instructions on using technological innovations led them to illegal constructions. Therefore, it was properly suggested for an informative platform designed by the Institute of Monuments which includes rules to be followed and new project ideas for the city. It seemed to be a challenge for the engineers to persuade citizens to the implementation of the project when they saw it as a threat to their individual interests more than preservation or promotion of values. Regarding the authorities' bureaucracy, this process lasted longer.

Despite the challenges in the implementation of innovations or finding traditional materials, residents and experts in the field embrace the idea of using technological innovations to revitalize museum areas. These innovations facilitate not only the engineers' job in the construction process but improve residents' living conditions in old buildings too. Considering the cooperation on the governmental and locals level for the assessment of authenticity and building a community that cares for and promotes the city, the number of illegal interventions and contradictions will decrease.

## Conclusions

Analysing the situation in the city of Gjirokaštër, the influence of technological innovations includes not only the architecture and the urbanization of a city, but it can have a lingering effect, especially in terms of cultural heritage and its devastation and consequent social inclusion. Technological innovations enable satisfactory economic profits through the revitalization of the city while considering its history and cultural heritage values.

This thesis argued the necessity of the citizens' engagement in decision-making to offer them the possibility of enjoying the city and not acting against the rules as in the case of the illegal constructions. Thompson M. Mayes points out that many people feel a deep-seated connection to old places including those who love old houses, historic cities, ancient religious sites, and they have feelings of belonging, identity, and memory.<sup>34</sup> This sense of connectedness will reinforce the idea of responsibility that citizens and the government have for the built heritage of their country. It will contribute to better maintenance of the built heritage. In this way, they will acknowledge the value of policies and will be active citizens deserving the right to decide for their city in collaboration with the adequate instances.

The scope of this thesis attempted to broaden, not only architecture, or the assessment of heritage, it provides perspectives for social inclusion. It also precedes the debates about the changes those technological innovations bring to the citizens' lifestyle or the shift from the economic approach according to which visitors just spend money on attractions to also capturing the broader social and economic impact.

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<sup>34</sup> Thompson M, Mayes. *"Why Old Places Matter: How Historic Places Affect Our Identity and Well-Being"*. Washington DC: Rowman & Littlefield Publishers, 2018.

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