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## STRATEGIC INTERVENTION IN THE AREAS WITH SPECIAL PRESERVING REGIME

## STRATEGICZNA INTERWENCJA W OBSZARACH O SPECJALNYM REŻIMIE OCHRONY

### Abstract

The contribution deals with correlations of the processes of cultural and natural heritage preservation and stimulation of the weakened areas by means of strategic interventions. On the examples from Slovakia and of Europe, it documents the possibility of symbiotic interaction of both processes and refuses the hypothesis that the processes of the strategic interventions and of a preserving regime of monument or natural heritage should be in the fundamental contradiction.

*Keywords: strategic intervention, protection of cultural and natural heritage*

### Streszczenie

Korelacja procesów ochrony kulturowego i przyrodniczego dziedzictwa i pobudzania osłabionych obszarów następuje za pomocą strategicznych interwencji. Na przykładach ze Słowacji i całej Europy, autorka przedstawia możliwość symbiozy interakcji obu procesów i odrzuca hipotezę, że procesy strategiczne interwencji i system zachowania zabytku lub dziedzictwa naturalnego powinny być w zasadniczej sprzeczności.

*Słowa kluczowe: interwencja strategiczna, ochrona kulturowego i przyrodniczego dziedzictwa*

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## 1. Introduction

The content and usage of strategic interventions is usually connected to the necessity of the revival of a certain area. Their aim is to initiate and stimulate a secure economic (sustainable) and social development of an area, which would succumb to a deteriorating process and general degradation. The priority strategy for human societies has always been not only the creation of secure, possibly optimal life conditions for their members, but also the preservation and development of the societies as a whole. To implement this strategy, mostly in the crisis situations, special, above-standard managing actions – strategic interventions – have usually been used.

Strategic interventions are not a discovery of the present time, but our ancestors applied them in all historical eras. The impulse for their implementation came from different limiting situations, which endangered or decelerated the development of a society. Numerous of these interventions have been preserved until today in such a scale that they serve as a record of their era and are a part of cultural heritage under legislative protection.

## 2. Description of the problem: Areas with preserving regime in need of strategic intervention

Strategic interventions considering security and essential improvement of life conditions are known from the past from different parts of the world. Generally, in the past, the strategic interventions were implemented mostly from these reasons:

- security,
- gaining of the energy source,
- creating of the communication links (roads, bridges, harbours, canals, etc.),
- beginning, development and improvement of production,
- power and representation status.

The constructions of strategic interventions came usually under the regime of special security, because of their strategic significance. The importance of this significance created respect in peoples' subconscious towards these works, which lasted even after the perishing of the causes that had created it. Numerous works that were constructed in the past as the strategic interventions belong today to the golden fund of the cultural heritage and are under protection of the preservation of monuments.



- III. 1. Imminent danger of an enemy attack on the town wealth was the reason for a fortification intervention, which changed the representative parish church to a defensive fortress – Banská Štiavnica, the first half of the 16<sup>th</sup> century, Slovakia
- II. 1. Bezpośrednie zagrożenie atakiem nieprzyjaciela z uwagi na zamożność miasta było powodem wybudowania fortyfikacji, które zmieniły reprezentacyjny kościół parafialny w obronną twierdzę – Bańska Szczawnica, w pierwszej połowie XVI wieku, Słowacja

Disappearance of the reason that created the first strategic intervention usually causes the termination of its active function and consequently its maintenance. The finishing of the operation causes chain reaction – departure of the supporting and complementary production, as well as of the qualified managing staff, the loss of visitors. It is followed by the reduction of economic power, the weakening of social structure and relationships, as well as the general decline. The good name of such areas with preserved documentary valuable elements of the original investments is very often saved by their proclamation of monument and consequent inclusion into the Cultural Heritage Fund. However, this is not a factor strong enough for its sustainable preservation. That is why, it is necessary to find a new active function by means of which it would be revitalised.

New conversion of a preserved area of a cultural heritage, as well as intensification of the usage of a preserved natural heritage, presents a new strategic intervention into such areas. Their aim is to keep life in that locality, and by activation of the local potential, to create conditions for the development of new viable activities. In this case, the local potential is presented by the specific “know-how of that locality”. Monuments, together with the preserved environment, are the carriers of

information about all the reached knowledge and proven experiences of their function. They form a unique database of material factual account, which records the development of human civilization. Its presentation and making available to the worldwide public arises from the Human Rights Charter, and that is why its preservation has become the strategic aim of the presence.

Positive publicity and good marketing of the activities making the heritage available to the public manage to strengthen the good name of the locality. The status of the preserved area of a cultural or a natural heritage makes it the trade mark of high quality in marketing. That is why such localities are attractive destinations not only to knowledge hunting visitors and travel agencies, but also and mostly to developers.

However, the problem of revitalisation and sustainable preservation of the cultural and natural heritage is not solved by only development. On the contrary, the development interventions transpose it usually only into different position. The “success” of such intervention (as the initiators of anti-degradation processes) is appraised by means of quantitative criteria. Those are primarily orientated to the financial profit that is reached mainly by consumption-commodity growth. It is characteristic of the attributes such as the rise or innovation



III. 2. Florence – legislatively protected historic panorama

II. 2. Florencja – prawnie chroniona historyczna panorama

of production, the growth and expansion of business, the influx of inhabitants, the growth of visitors and the improvement of economical status. Even the complementary criterion for the improvement of social status is usually evaluated by means of quantitative indexes, which consequently creates the pressure on the growth of production and implementation of new investments (buildings). Developers manage to increase the attendance and active usage of new investments; however, they frequently disrespect and exceed the delicate limits of the preserved heritage. Its authenticity and integrity, which represent the key criteria of the heritage quality, are the most endangered.

In the present days, strategic intervention represents an outer organised and system intervention in the territory, which direct, innovate or reverse the current (usually negative) developing trend in the area, community, environment towards a desirable, economically prosperous state. Preserving regime in the area is a legislative-implementation tool for the conservation of the current developing state even for the future prospects.

This begs the question: Is the process of a strategic intervention and of a preserving regime in the fundamental contradiction? Are these processes counter-productive?

### 3. Examples of positive experiences

The problem of contradictory interaction between the processes in the areas with preserved cultural or natural heritage is only apparent. In the world, there are lots of examples of the strict protection of the heritage. However, it has not caused decline of the community and area, on the contrary, it has initiated its further blooming, the increase of visitors attendance, the origin of new activities based on the presentation and development of the know-how acquired from the heritage.

The images of a town in a country, its historic panorama or the panorama of its most significant monuments are often not only identifying symbols of a locality but also identity attributes of its inhabitants. In most cases, these symbols as a common social quality have been declared the protected heritage. Their preserving regime blocked implementations of such investments that would change or cover the protected attribute.

**Florence (Italy).** Immediately after the World War II., the representatives of the city council accepted a strategic decision about the town development by means of the cultural tourism. High attendance of visitors of the architectural monuments played the priority role. The protecting regulation of the preserved historic panorama ordained that no new building may exceed the height of the Santa Maria del Fiore Cathedral as the bearer of the town identity, as well as the historic building density may not change. These regulations are valid even today.

**Paris (France).** The construction of the Eiffel Tower at the end of the 19<sup>th</sup> century disrupted the so far placid level of the town building and changed its identifying panorama. In the following period, the tower was accepted as the new identity attribute. However, the subsequent development of the city was managed in a way so the identifying panorama would stay unchanged. The conversion and restructuring interventions into the construction tissue of the city (e.g.: Les Halles, the Beaubourg, new Opera, the Louvre) were strictly regulated:

- they could not exceed the height of the surrounding building level,
- they had to respect the preserved city planning structure in its areal extent,
- the function was focused on education and cultural and social purposes.

Outside of the historic centre, on the other side of the embankment of the river Seine, there was created La Défense – a new district of high-rise buildings with its own panorama, of the large scale functions of the international business, banking, firm administration and representation.

These two situations have become ideological examples for a number of other European towns. We can find them in different variants not only in the towns with the world declared cultural heritage (e.g.: Salzburg, Prague, Krakow, etc.), but also in other localities practically throughout the whole Europe.

### 4. Planning and proposal techniques in the preserving area, which needs strategic intervention

If a certain area has been declared as protected because of its natural or cultural qualities, then their preserving is the criterion for all other implemented interventions and activities in that area. The criterion



III. 3. New development at Donovaly has completely changed the identity of the locality at the expense of its original landscape values

II. 3. Nowe inwestycje w Donovaly całkowicie zmieniły tożsamość miejscowości kosztem jego pierwotnej wartości – krajobrazu



III. 4. The Liptovska Mara Dam represents a positive example of successful landscape conservation. Today, it serves as an interesting and attractive tourist destination for the visitors from large Middle-European regions

II. 4. Liptovska Mara stanowi pozytywny przykład udanej ochrony krajobrazu. Dziś służy jako ciekawe i atrakcyjne turystyczne miejsce i jest celem turystów z wielu rejonów Europy Środkowej

of the success of the strategic interventions in the area with protecting regime is the preservation and quality sustainability of those factors, situations and things in the area, which are the subjects of protection. Intelligible identification of values and components of the protected heritage determines its effective protection. The precise analysis of endangering factors conditions the choice of the suitable planning and implementing devices of the preserving regime. Their impact is possible to present on the examples of the chosen localities in Slovakia.

**National Park of the Low Tatras.** This 80 km long protected area of the mountain type creates the lengthwise axis of the territory of Slovakia. It contains special natural values – extensive karstic formations, presence of rare species of flora and fauna (e.g.: bears, wolfs, eagles, etc.). It has an excellent configuration for the winter sports as well as the summer hiking; the area is easily reachable by means of the road communications. In the seventies of the 20<sup>th</sup> century, by the Urbanization Project of Slovakia (the strategic planning document of the state development), certain localities close to the international transit communications were chosen, and regulated investments in the tourism infrastructure were allowed in limited areas – the localities of Donovaly and Certovica. There the old tourist tradition was respected and considering capacity, a limited net of ski pistes was permitted. The accommodation and catering services, regulated in capacity as well, were allowed to be built only in the valleys on the southern and northern foothill of the mountain – the counties of Tale, Bystra, or Demanovska valley-Jasna. Thanks to the well identified limits and strict regulation of activities, and despite of the higher visit attendance of these resorts, the quality of the natural phenomena of this extensive compact area of the national park has been effectively preserved.

However, the urbanization of the 'mountain site of Donovaly has not been so successful. After the change of the political regimes, the new, financially strong

private investors took advantage of the weakening of the state investment regulation, and former typical extensive areas of meadows were built up by random assortment of architectural shapes and constructions.

**The Liptovska Mara Dam.** The strategic intervention of the energetic and anti-flood purpose is from the seventies of the 20<sup>th</sup> century. It is situated in the alluvial plain between the mountain ranges of the High Tatras and Low Tatras. The new territorial plan of the contact area of this water work has strictly demarcated the protected area around the dam as well as the perspective areas for urbanization, it has forbidden industrial production and regulated the agricultural production near the dam. Development close to the water area has not been allowed. Almost forty years after the implementation, it is possible to state that the intervention has been successful. Apart from the technical and economic effects, it has contributed to ecological stability of the area as well as to the positive image of the mountain countryside of the northern Slovakia.

## 5. Conclusions

The area, which contains cultural or natural heritage, should definitely belong to the group of areas that need support by means of strategic interventions. During their planning and implementation it is necessary to respect the fact that:

- defining of a protecting regime is a kind of strategic intervention,
- to support the protecting regime in the area it is necessary to regulate the interventions with regard to the requirements arising from the protection,
- the keystone of attractiveness and sustainability of the protected area is the diversification of the invested activities, which complementary widen the perception of the heritage and multiply its value capacity.

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