

CHAPTER 1



UDC: 719:316.774

doi: https://doi.org/10.18485/akademac_nsk.2023.4.ch1

MEDIA PROMOTION IN THE FUNCTION OF PRESERVING CULTURAL HERITAGE FROM THE UNESCO LIST: STATISTICAL FINDINGS AND ANALYSIS

Branislav Sančanin¹

ORCID ID: 0000-0002-4255-2634

Aleksandra Penjišević²

ORCID ID: 0000-0002-0898-6818

Summary: This paper has ambitions to contribute to a multicultural understanding of cultural heritage through media perception, and to point out the relevance of reducing potential threats by building awareness of the necessity of its continuous revitalization and irreversibility, in case of damage or loss of authenticity and unrepeatable value. The subject of this paper is the importance of traditional and digital media for the preservation and promotion of cultural heritage. The aim of the paper is to establish how and to what extent public opinion is familiar with cultural heritage, how and in what way this resource is managed, as well as to detect dangers and development opportunities for the Republic of Serbia based on tangible and intangible cultural heritage that has been included on the UNESCO list. The research sample was an opportunistic, convenient sampling of residents of the Republic of Serbia, from each of the 5 regions (n=145). The importance of the process of cultural heritage preservation was established, with respondents having the Doctor of Science, PhD level of education affording the greatest degree of importance. Preservation of tangible cultural heritage is insufficient and the greatest danger comes from unsatisfactory maintenance. It has been proven that weak, or good knowledge of cultural heritage is associated with insufficient interest and insufficient media representation, i.e., great interest.

Key words: *cultural heritage, revitalization, media, promotion, UNESCO*

¹ Union - Nikola Tesla University - Belgrade; Faculty of Management, Sremski Karlovci; Assistant Professor, e-mail: branislav.sancanin@famns.edu.rs

² Union - Nikola Tesla University – Belgrade; Faculty of Management, Sremski Karlovci; Associate Professor, e-mail: aleksandra.penjisevic@famns.edu.rs

1. Introduction

Systematic activities and concern for the protection, promotion, scientific study and valorization of cultural heritage in the 21st century represents the obligation not only of individual institutions but of the entire social community, which thus creates long-term conditions for the preservation of unique cultural, historical and architectural values. Conditions are created for a more significant institutional and public participation of Serbian cultural heritage in European cultural exchange through the continuous process of conservation, restoration, revitalization, presentation and education on national cultural heritage.

On the international agenda, adopted by the United Nations in September 2016, culture is recognized as a factor of sustainable development, whereby the support and promotion of culture is not seen as an independent challenge but as a way to achieve a number of sustainable development goals. (Kasbayeva et al., 2021)

Media promotion of cultural heritage is based on a true, complete, timely and unbiased interpretation with the aim of highlighting tangible and intangible values. Media discourse should appreciate legal, economic, social, technological and increasingly ecological determinants of cultural property, the spatial environment and a realistic context. The goal of the paper has been defined in this context: to establish how and to what extent public opinion is familiar with cultural heritage, how and in what way this resource is managed, as well as to detect dangers and development opportunities for the Republic of Serbia, based on tangible and intangible cultural heritage that has been included on the UNESCO list.

Cultural heritage is generally interpreted as a dichotomy between the tangible and intangible domain of goods. The legacy of the 21st century digital reality consists of all three domains: tangible, intangible and virtual. (Spennemann, 2023)

The use of artificial intelligence through numerous algorithms is increasingly prevalent in the promotion of cultural heritage, and its importance can first confirm its relevance during the process of creating multimedia content. Based on predefined criteria and previous experience, Sančanin and Penjišević (2022) indicate the importance of an algorithm for recognizing visual content that could be acceptable for different purposes. An ever increasing number of media are accepting the inevitable changes that are, to a great extent, redefining business activities by utilizing advanced technology to publish more and better content.

The system of financing the preservation and promotion of cultural heritage is largely focused on detecting sources of financial support, collecting relevant indicators and measuring outcomes, thus relativizing the importance and purpose of cultural heritage. A rigid and bureaucratized framework consequently

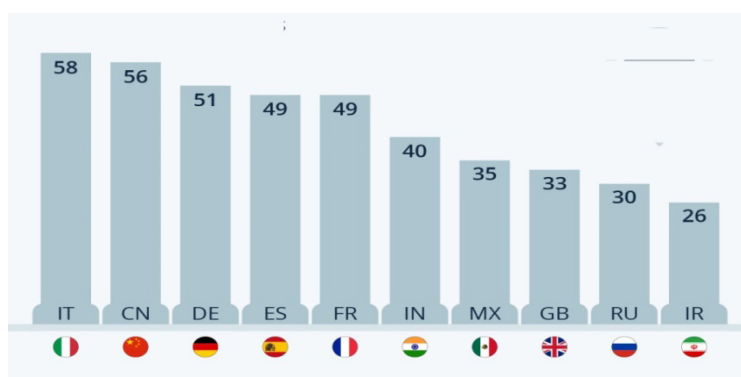
contributes to the true erosion of the essence of culture, which by its very nature is diametrically opposed: dynamic, creative, innovative and often unpredictable. Holden (2016, 11) points to the necessity of, “overthrowing the concept of centralized top-down transfer of value and replacing it with the creation of value from a broad system base”.

2. Cultural Heritage on the UNESCO List

In 1972, the General Conference of the United Nations Educational, Scientific and Cultural Organization (UNESCO) adopted, in Paris, the Convention on the Protection of the World Cultural and Natural Heritage, having in mind that parts of the cultural or natural heritage are of exceptional interest and should therefore be preserved as part of world heritage, as a whole. Namely, that the preservation of this unique and irreplaceable asset, no matter which nation it belongs to, should be the responsibility of the international community as a whole. This obligation implies the participation of the international community in the protection of cultural and natural heritage of exceptional universal value, by granting collective assistance which, although it cannot take the place of a specific state’s actions, serves as an effective supplement. (UNESCO, 1972)

Italy is the country with the greatest number of world heritage sites. Following the announcement of the new 2020/21 sites, this number rose to 58 sites, with China in second place with a total of 56 sites, and Germany in third place with 51 world heritage sites. (UNESCO, 2023)

Figure 1. Countries with the highest number of UNESCO World heritage sites



Source: UNESCO, 2023

In 2003, UNESCO adopted the Convention for the Safeguarding of the Intangible Cultural Heritage in Paris thus recognizing the importance of intangible cultural heritage as the main source of cultural diversity and a guarantee of sustainable development. "Intangible cultural heritage means practices, representations, expressions, knowledge, skills, as well as instruments, objects, artifacts and cultural spaces associated with them, which communities, groups and, in some cases, individuals recognize as part of their cultural heritage." (UNESCO, 2003: 5)

The Council of Europe Framework Convention on the Value of Cultural Heritage for Society (2005) furthered the links between cultural heritage and local economic development. The focus is on the importance of heritage, as a relevant determinant of sustainable economic growth and development, while respecting its specificities and integrity during use.

Sustainable management of cultural heritage at the local level is based on respect for the following principles (Mikić, 2016):

- The principle of intergenerational equality – to ensure access to cultural monuments for future generations;
- The principle of social sustainability – goods and services produced by cultural heritage should ensure the quality of life both for people involved in the preservation of cultural heritage (old, rare and artistic crafts), and for the broader local community;
- The principle of responsible management of cultural heritage - protection of heritage refers to the entire community, where it is necessary to enable engagement and encouragement of the private and civil sector based on a combined model and instruments provided by the state;
- The principle of sustainable use of heritage - the creation of dynamic plans/strategies for the management of cultural heritage should ensure sustainable patterns of use of space, renewable and non-renewable monuments, as well as wider economic justification of investment in heritage;
- The principle of social profitability of investment in cultural heritage - means that the implementation of cultural heritage protection projects leads to the realization of social interests, but also that they must be based on financially justified and rational behavior. The economic benefits of investing in cultural heritage should not be seen only as a simple sum of the direct benefits that can be realized by using heritage objects (revenues, ticket sales, leasing, *etc.*), but should also include the indirect benefits gained through the multiplication and acceleration effects that these investments have on local economic growth;

- The principle of respecting and preserving the diversity of cultural identities - means ensuring the preservation of the cultural diversity of ideas, beliefs, traditions, etc., through cultural heritage management programs.

The principle of a holistic approach to cultural heritage - means working to strengthen intersectoral links and cooperation between governments, non-governmental organizations, local communities and the private sector through various development policies.

The UNESCO World Heritage List includes 1,157 properties: 900 cultural assets, 218 natural assets, 39 mixed assets, while 55 assets are in danger. (<https://whc.unesco.org/en/list/stat>, 2023)

Table 1. Number of World Heritage Properties by region

Regions	Cultural	Natural	Mixed	Total	%
Europe and North America	469	66	11	546	47,19%
Asia and the Pacific	195	70	12	277	23,94%
Africa	54	39	5	98	8,47%
Latin America and the Caribbean	100	38	8	146	12,62%
Arab States	82	5	3	90	7,78%
Total	900	218	39	1157	100%

Source: UNESCO, World Heritage List Statistics. Available at: <https://whc.unesco.org/en/list/stat>

The list of UNESCO'S intangible cultural heritage includes a list of intangible cultural heritage in need of urgent protection, a representative list of intangible cultural heritage of humanity, and a register of good protection practices. There are a total of 676 elements in 140 countries. (<https://ich.unesco.org/en/lists>, 2023) The Intergovernmental Committee for the Protection of the Intangible Cultural Heritage, elected by member states, meets in the General Assembly in accordance with the principles of equitable geographical representation and rotation. Seats in the Committee, for a term of four years, are allocated to six electoral groups so that, of the 24 members, each group occupies at least three seats.

Numerous sites, where cultural heritage is at risk, are located in war zones such as Ukraine, Syria, Libya, Yemen, Venezuela, Afghanistan, while in some places such as Egypt and Uzbekistan, as well as in the center of Vienna, where UNESCO disputes the construction of a new large hotel, it is uncontrolled construction that

threatens historical heritage (Buchholz, 2023). The increased development of the city, *i.e.*, the destruction of the outstanding universal value of the city and the coast by new buildings and a new Everton Football Club Stadium, was the reason for Liverpool, in the UK, losing its World Heritage status in 2021. A status Liverpool had enjoyed since 2004. Liverpool is the third city to lose this prestigious status in nearly 50 years. The Arabian Oryx Sanctuary in the state of Oman (2007), and the Elbe River Valley near Dresden in Germany (2009), were previously removed from the World Heritage List. (Halliday, 2021)

2.1. Representative List of Tangible Cultural Heritage

The following buildings from Serbia are on the World Heritage List: since 1979, a medieval complex near Novi Pazar that consists of two different elements, the Stari Ras Fortress and the Sopoćani Monastery. The Studenica Monastery became part of world cultural heritage in 1986, and in 2007, the Roman imperial palace of Felix Romuliana, from the Gamzigrad site near Zaječar, was added to the world heritage list. This list from 2016 also includes the Stećci-Medieval Tombstones, which unites 28 sites in western Serbia, Bosnia and Herzegovina, western Montenegro and central and southern Croatia (UNESCO, 2016). Serbian medieval monasteries in Kosovo and Metohija: Visoki Dečani, the Patriarchate of Peć, Gračanica and the Church of the Virgin of Ljeviška in Prizren, under a unified name, were registered in 2004, but are on the list of endangered heritage. Namely, the World Heritage Committee decided in 2006 that among the 52 properties on the List of World Heritage in Danger, four buildings of this locality should be added which reflect the peak of Byzantine-Romanesque church culture, with its distinct style of wall painting which developed in the Balkans between the 13th and 17th centuries. (Sančanin et al., 2022)

Figure 2. Djurdjevi Stupovi Monastery and Sopoćany Monastery



Source: Authors, 2023

Sremski Karlovci is the only city in the Republic of Serbia that has established a legislative framework for research, rehabilitation, conservation, restoration, revitalization, presentation and use of cultural and historical heritage. The law also created prerequisites for the protection, arrangement and improvement of natural assets and the environment, communal equipping, *i.e.*, for the reconstruction and construction of accompanying infrastructure, with the aim of the sustainable development of the local community. (Law on Restoration of Cultural and Historical Heritage and Encouraging the Development of Sremski Karlovci, 2021)

Numerous problems persist within the Republic of Serbia, despite positive efforts and the ratification of international conventions on the protection of cultural heritage. The multi-decade long lack of funds intended for institutions responsible for the preservation of cultural heritage, the absence of cooperation and adequate coordination between state institutions and the non-governmental sector, the absence of responsibility, as well as the vagueness of legal regulations and its non-compliance with international recommendations, have consequently generated a set of problems that hinder or prevent the timely and professional revitalization of cultural heritage. (Roter Blagojević et al., 2017)

2.2. Representative List of Intangible Cultural Heritage

“Family patron saint’s day” was entered on the UNESCO Representative List of Intangible Cultural Heritage in 2014, making it the first registered cultural asset from the Republic of Serbia. The decision to register “Kolo, traditional folk dance” was made in 2017, while as of 2018, “Singing to the accompaniment of the Gusle”, is the third registered element from Serbia. Chronologically, in 2020, “Zlakusa pottery”, the manual production of pottery in the village of Zlakusa, was registered. The last recorded intangible cultural heritage from the Republic of Serbia on the UNESCO Representative List was “Social practices and knowledge related to the preparation and use of the traditional plum spirit – šljivovica” in 2022 (UNESCO, 2022).

The list of elements of the intangible cultural heritage of the Republic of Serbia includes 57 entries (National Committee for the Intangible Cultural Heritage, 2023): “Easter customs – blessing of paska”, “Small kolo dance”, “Tambouritzza-players; tamburitza-playing practices”, “Knowledge and skills of making ojice lace”, “Maće slabs - manufacture and use”, and “Drugaričenje / Kumačenje”.

The list of elements of the intangible cultural heritage of the Republic of Serbia includes 57 entries (National Committee for the Intangible Cultural Heritage, 2023): *Saint Patron’s Day; Prayer – St. George’s Day ritual; Belmuž - Traditional shep-*

herd dish made of unripened cheese; Ritual of making and lighting farmer candles; Making of Pirot hard cheese; Rug-making in Pirot; Filigree craft, Craft of stonemasonry, Pazar meat pie prepared in traditional way; Zlakusa pottery; Kosovo-style embroidery; Singing accompanied by gusle; Groktalica singing; Clamor singing; Era-style humor; Kolo dance, three-steps kolo, six-steps kolo; Rumenka kolo dance; Bagpipe playing; Pipe-playing practice; Kaval playing; Slovak naive art painting; Lazarica processions from Sirinička Župa; Wooden flask making in Pilica village; Vuk's Convocation; Ojkača singing; Urban songs from Vranje; Easter Ritual of Guarding Jesus Christ's Tomb; Pirot-style storytelling; St. George; Šljivovica - traditional plum spirit; Coppersmith's trade; Rug-making in Stapar; Skill and craft of making kajmak; Cipo-vka – the skill and craft of making traditional bread in Vojvodina; Cooking žmare; Bela vila – Easter customs at Velika Hoča; Burning of Petrovdan "lila" torches; Toasts; Opanak-making craft; Double-stranded knitting of woolen socks; Singing along a bee swarm; Bezdani damask; Weaving bošča aprons; Prince Marko's Wedding–carnival wedding at Štrpce; Vertep; Making of Sjenica-Pešter type of kilim carpets; Making of bread baking pan (crepulja) in Ražanj; Weather crosses; Aunty Bibia; Dragačevo Trumpet Festival; Trumpeting; Easter customs – blessing of paska; Small kolo dance; Tambouritza-players; tamburitza-playing practices; Knowledge and skills of making ojice lace; Maće slabs - manufacture and use; and Drugaričenje / Kumačenje.

In the future, we should expect professional and scientific explanations of the intangible cultural heritage regime from the point of view of UNESCO, and intellectual property rights in traditional culture from the position of the World Intellectual Property Organization (WIPO), considering that these two organizations promote different ways of asserting rights to culture. Today, the protection of heritage, on a global level, is achieved simultaneously from the positions of two equally important platforms: UNESCO deals with listing and preservation, and WIPO with ownership and exchange. (Sančanin & Dramićanin, 2019)

3. Data, Methodology and Stylized Facts

The primary research was created to see how, and to what extent, the citizens of the Republic of Serbia are familiar with cultural heritage, both tangible and intangible, whether cultural heritage is adequately managed in Serbia, as well as the views and opinions of respondents on the impact of dangers for preserving the cultural heritage of the Republic of Serbia. Accordingly, the following research questions were asked:

Q1. How and to what extent is public opinion familiar with the cultural heritage (tangible and intangible) of the Republic of Serbia?

Q2. How and to what extent is cultural heritage managed in the Republic of Serbia?

Q3. How and to what extent is tangible cultural heritage in danger?

The data was collected using the questionnaire method using Google Forms. Participation in the questionnaire was voluntary and for the purposes of this paper, and may not be used for other purposes. The research sample was an opportunistic, convenient sampling of residents, from each of the 5 regions of the Republic of Serbia. The pilot research included 35 respondents. After an analysis of the pilot research (which involved checking the content validity of all aspects measured in this research), the final version of the questionnaire was compiled and the research was conducted on a new group of 145 respondents ($n=145$). The time of data collection was from March 2023 to June 2023.

The questionnaire consisted of two parts. The first part consisted of general questions about gender, region, current level of education and age. In the second part, the respondents rated their knowledge of cultural heritage (tangible and intangible), the reasons for a certain rating, as well as the influence of certain social networks on a scale (1- I'm not familiar at all / No input at all, 7- I am fully aware / Great contribution) for the contribution to the promotion of the cultural heritage of the Republic of Serbia. Descriptive measures, measures of dispersion and measures of symmetry were calculated in order to obtain answers to the research questions. Non-parametric techniques (Chi-square Test, Mann-Whitney U test, Kruskal-Wallis test) were used for hypothesis testing. Data was processed using the SPSS software package.

4. Empirical Results

The research results are based on *The influence of the media on the promotion of cultural heritage* questionnaire. As previously mentioned, 145 respondents participated in the research of which 77 (53.1%) were Male and 68 (46.9%) were Female. The average age of the respondents was 34.04 years of age, the median was 29 years of age, however, from Table 1 we can see that the largest percentage of respondents were between 18 and 25 years of age, 50% (Mode was 20 years of age), as well as that the largest percentage of respondents had a current level of education High school, namely 49.0%. For more see Table 2.

Table 2. Summary of demographics

		Frequency	Percent
Gender	Male	77	53.1
	Female	68	46.9
	Total	145	100.0
Age Category	18-25	71	49.0
	26-33	8	5.5
	34-41	17	11.7
	42-49	22	15.2
	50-57	12	8.3
	58+	15	10.3
	Total	145	100.0
Region	Vojvodina	31	21,4
	Belgrade	34	23,4
	Southern and Eastern Serbia	65	44,8
	Šumadija and Western Serbia	15	10,3
	Total	145	100,0
Level of Education	High school	71	49,0
	Higher education	6	4,1
	College	41	28,3
	Magister, Master of Science	13	9,0
	Doctor of Science, PhD	14	9,7
	Total	145	100,0

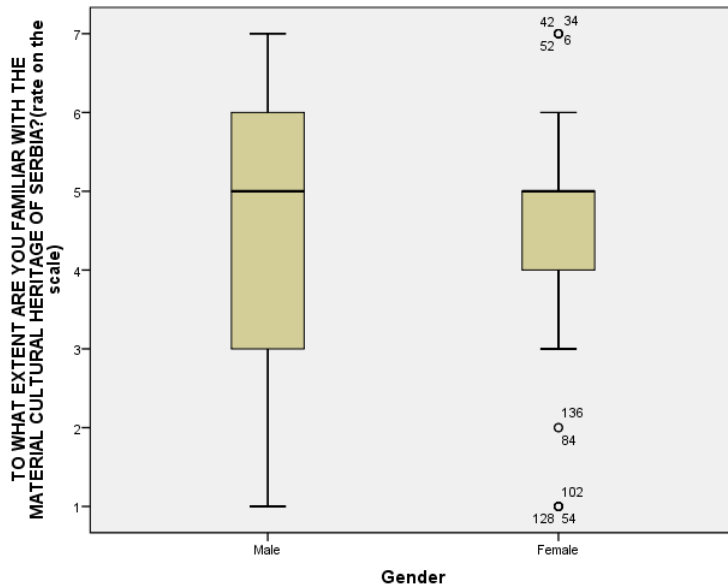
Source: Authors (2023), primary research results

4.1. Knowledge of cultural heritage

Respondents rated their knowledge of tangible cultural heritage with an average score of 4.43, Median and Mode 5, 95% CI: 4.17 to 4.65. The variable is without outlier data, with moderate negative asymmetry (Skewness=-0.478) and moderate variability (coefficient of variation was 35.87%). If we look at the knowledge of tangible cultural heritage in relation to gender, Males gave an average score of 4.44, Median was 5, Skewness=-0.392 (variable showed mean negative asymmetry), while Females gave an average score of 4.41, Median was 5, Skewness=-0.665 (variable showed a strong negative skewness) and had no outlier data. For Female interval 1.5IQR: 3 to 6, and for Male 1 to 7. The highest average score related to knowledge of tangible cultural heritage was provided by respondents from the region of Vojvodina 4.87, Median was 5, Mode 5, coefficient of variation 33.84% (moderate variability), followed by those from the region of Belgrade 4.47, Median was 5, Mode 5, coefficient of variation 37.85 % (moderate variability), Šumadija and Western Serbia 4.33, Median was 5, Mode 5, coefficient of variation 28.50% (weak variability), while the lowest average score was given by the group of respondents from the region of South Serbia 4.22, Median was 4, Mode 5, coefficient of variation 37.11% (moderate variability). For knowledge of tangible cultural heritage, the highest average score was given by respondents from the 58+ age group, namely 5.06, whose median was also the highest at 5.50, the score of 4.82 was achieved by respondents from the 50-57 and 34-41 age groups, 4.68 by respondents from the 42-49 age group, 4.50 from the 26-33 age group, while the lowest average rating was provided by the 18-25 age group. Respondents with a Doctor of Science, PhD degree received the highest average score of 5.64 for knowledge of tangible cultural heritage. For this group of respondents, the Median was 6, and the interval was 1.5IQR: 4 to 7, the variable did not have any outlier data. The other groups of respondents gave average grades of 5.00 Magister, Master of Science, 4.44 College, 4.67 Higher education and 4.06 High school, the variable did not have outlier data, only the respondents with High school level of education. See Graph 3 for more.

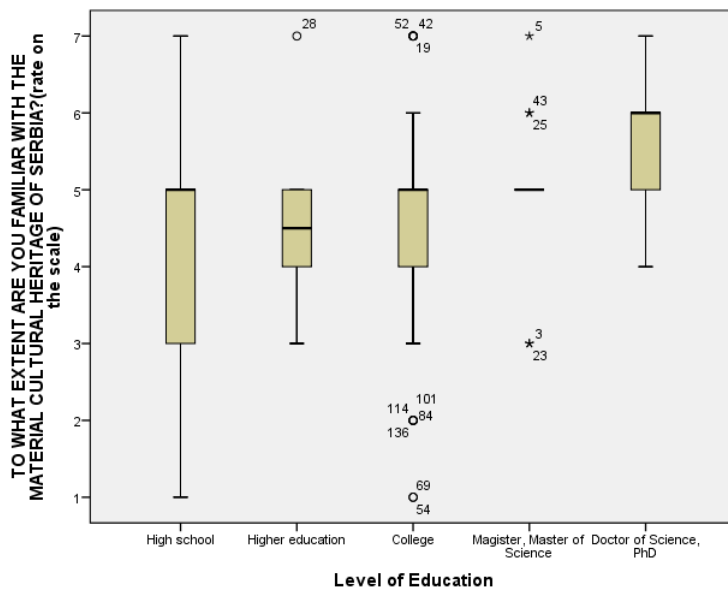
The Kruskal Wallis test revealed a statistically significant difference in the assessment of knowledge, of tangible cultural heritage, for five groups of respondents according to level of education (Gp1, $n=71$: High school, Gp2, $n=6$: Higher education, Gp3, $n=41$: College, Gp4, $n=13$: Magister, Master of Science, Gp5, $n=14$: Doctor of Science, PhD), $\chi^2(4, n=145)=14,539, p=0,006$. The highest Mean Rank had respondents with the degree of Doctor of Science, PhD.

Graph 1. Knowledge of tangible cultural heritage in relation to gender



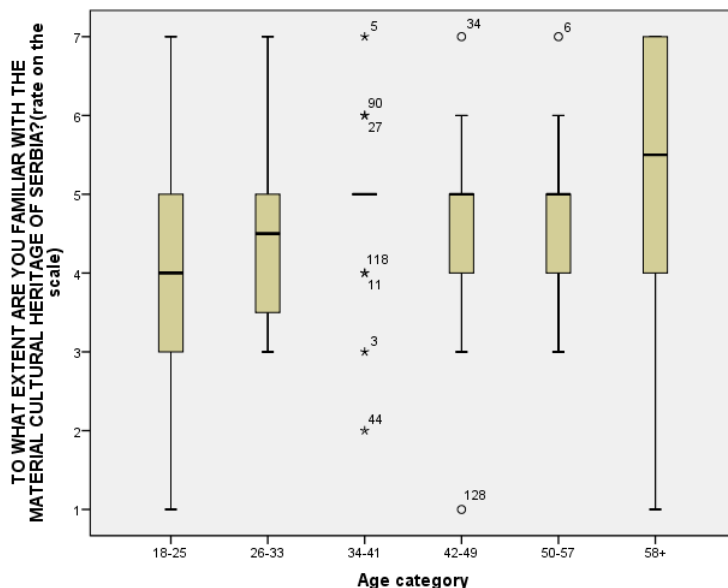
Source: Authors (2023), primary research results

Graph 2. Knowledge of tangible cultural heritage in relation to level of education



Source: Authors (2023), primary research results

Graph 3. Knowledge of tangible cultural heritage in relation to age



Source: Authors (2023), primary research results

Respondents who rated their own knowledge of tangible cultural heritage as 4 or less (41.38%) cited the main reasons being: I wasn't interested 35.00%; Insufficient media representation 31.67%; We didn't learn about cultural heritage in school 26.67%; and Not enough e-content 6.67%. The highest percentage of Females 42.9% cited Insufficient media representation as the main reason, while the highest percentage of Males 40.6% cited I wasn't interested as being the main reason. Both groups of respondents see Not enough e-content as the least applicable of the options.

Table 3. Gender * The reasons are: If you rated from 1 to 4 Crosstabulation

		The reasons are: If you rated from 1 to 4				Total	
		I wasn't interested	We didn't learn about cultural heritage in school	Not enough e-content	Insufficient media representation		
Gender	Male	Count	13	10	2	7	32
		% within Gender	40,6%	31,3%	6,3%	21,9%	100,0%
		Adjusted Residual	1,0	,9	-,1	-1,7	
	Female	Count	8	6	2	12	28
		% within Gender	28,6%	21,4%	7,1%	42,9%	100,0%
		Adjusted Residual	-1,0	-,9	,1	1,7	
Total	Count	21	16	4	19	60	
	% within Gender	35,0%	26,7%	6,7%	31,7%	100,0%	

Source: Authors (2023), primary research results

The Chi-square test of independence showed a significant correlation between poor knowledge of tangible cultural heritage (reasons of respondents who gave a score of 4 or less) and age categories, $\chi^2(15, n=60)=34,170, p=0.003$. The value of Cramer's V was 0.436, so that we say that the impact is large ($R-1/K-1$ was 3 (four categories)), Gravetter, F.J., Wallnau, L.B. (2004, 2012). The value in the Adjusted Residual cell (in the SPSS report) for respondents of the 58+ age group, and Not enough e-content was greater than 2, equal to 3.1, which indicates that the number of cases was significantly higher than expected. Respondents of this age group stated Not enough e-content and Insufficient media representation as the main reasons.

Respondents who rated their own knowledge of tangible cultural heritage as 5 or more (58.62%) cited as the main reasons: I am interested in cultural heritage 69.8%, Something else 20.9%, and I am engaged in the promotion of cultural heritage 9.3 From Table 3, we can see that I am engaged in the promotion of cultural heritage was chosen by a slightly higher percentage of Males, 13.3% compared to Females 4.9%.

Table 4. Gender * The reasons are: If you rated from 5 to 7 Crosstabulation

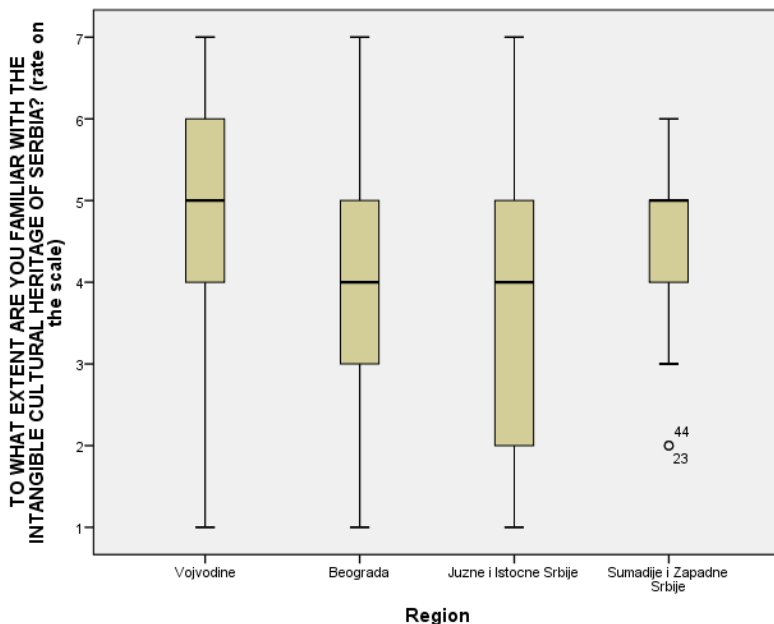
		The reasons are: If you rated from 5 to 7			Total	
		I am interested in cultural heritage	I am engaged in the promotion of cultural heritage	Something else		
Gender	Count	32	6	7	45	
	Male	% within Gender	71,1%	13,3%	15,6%	100,0%
		Adjusted Residual	,3	1,3	-1,3	
	Female	Count	28	2	11	41
		% within Gender	68,3%	4,9%	26,8%	100,0%
		Adjusted Residual	-,3	-1,3	1,3	
Total	Count	60	8	18	86	
	% within Gender	69,8%	9,3%	20,9%	100,0%	

Source: Authors (2023), primary research results

Respondents rated their knowledge of intangible cultural heritage with an average score of 4.21, Median was 4 and Mode was 5, 95% CI: 3.92 to 4.49. The variable had no outlier data, showed moderate negative asymmetry (Skewness=-0.341) and moderate variability (coefficient of variation was 41.40%). If we look at the knowledge of intangible cultural heritage in relation to gender, Males gave an average score of 4.21, Median is 4, Skewness=-0.223 (the variable showed a small negative asymmetry), while Females gave the same average score as Males 4.21, but Median was 5, Skewness= -0.515 (the variable showed a strong negative asymmetry). The highest average score related to knowledge of intangible cultural heritage was provided by respondents from the region of Vojvodina 4.77, Median was 5, Mode 5, coefficient of variation 34.97% (moderate variability), followed by those from the region of Šumadija and Western Serbia 4.47, Median was 5, Mode 5, coefficient of variation 27.87% (relatively weak variability, the data in the series was homogeneous for this group of respondents), from the region Belgrade 4.09, Median was 4, Mode 4, coefficient of variation 41.86% (moderate variability), while the lowest average score was given by the group of respondents from the region of South Serbia 3.94, Median was 4, Mode 4, coefficient of variation 46.40% (moderate variability). For knowledge of intangible cultural heritage, the highest average score was given by respondents from the 34-41 age group, and was 4.71, the median was 5.0, respondents from the 58+ age group gave a

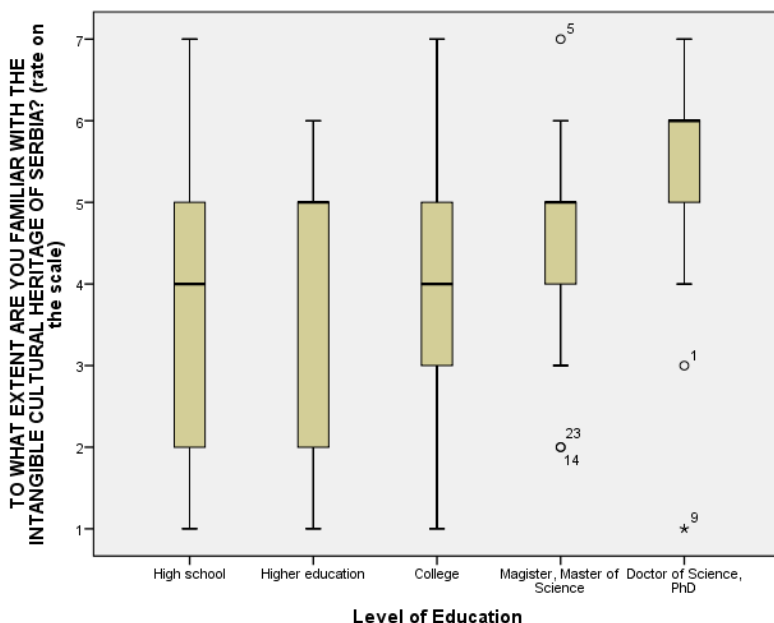
score of 4.63, respondents from the 50-57 age group gave a score of 4.27, respondents from the 26-33 age group gave a score of 4.25, respondents from the 42-49 age group gave a score of 4.09, while the lowest average score of 4.01 was given by the 18-25 age group. Respondents with a Doctor of Science, PhD degree gave the highest average score of 5.29 for knowledge of intangible cultural heritage. For this group of respondents, the Median was 5, and the interval was 1.5IQR: 4 to 7, with no outlier data for the variable. Other groups of respondents gave average grades: 4.54 Magister, Master of Science, 4.20 College, 4.00 Higher education and 3.96 High school.

Graph 4. Knowledge of intangible cultural heritage in relation to the region



Source: Authors (2023), primary research results

Graph 5. Knowledge of tangible cultural heritage in relation to level of education



Source: Authors (2023), primary research results

Respondents who rated their own knowledge of intangible cultural heritage as 4 or less (51.03% of them, about 10% more compared to knowledge of tangible cultural heritage), state the main reasons as being: I wasn't interested 39.2%; Insufficient media representation 29.7%; We didn't learn about cultural heritage in school 20.3%; and Not enough e-content 10.8%. The largest percentage of Females, 35.5%, cited Insufficient media representation as the main reason, while the largest percentage of Males, 44.2%, cited I wasn't interested as the main reason. Both groups of respondents see Not enough e-content as the least applicable of the options. The largest percentage of respondents, 60% from the region of Šumadija and Western Serbia, cited Insufficient media representation as the most applicable reason, while 67.7% of respondents with a Doctor of Science, PhD education level cited Not enough e-content as the most applicable reason.

The Chi-square test of independence showed a significant correlation between poor knowledge of intangible cultural heritage (reasons of respondents who gave a score of 4 or less) and the level of education, $\chi^2(12, n=74)=20,565$, $p=0.047$. The value of Cramer's V was 0.304, so we say that the impact is large ($R-1/K-1$ is 3 (four categories)), Gravetter, F.J., Wallnau, L.B. (2004, 2012). The values in the Adjusted Residual cell (in the SPSS report) for respondents with the Doctor

of Science, PhD and Not enough e-content education levels are greater than 2, equal to 3.2, which indicated that the number of cases was significantly higher than expected.

Table 5. Gender * The reasons are: If you rated from 1 to 4 Crosstabulation

		The reasons are: If you rated from 1 to 4				
		I wasn't interested	We didn't learn about cultural heritage in school	Not enough e-content	Insufficient media representation	Total
Gender	Count	19	8	5	11	43
	% within Gender	44,2%	18,6%	11,6%	25,6%	100,0%
	Adjusted Residual	1,0	-,4	,3	-,9	
	Count	10	7	3	11	31
	% within Gender	32,3%	22,6%	9,7%	35,5%	100,0%
	Adjusted Residual	-1,0	,4	-,3	,9	
Total	Count	29	15	8	22	74
	% within Gender	39,2%	20,3%	10,8%	29,7%	100,0%

Source: Authors (2023), primary research results

Respondents who rated their own knowledge of intangible cultural heritage as 5 or more (58.62%) cited as the main reasons, I am interested in customs and traditions 75.7%, Something else 15.7%, I am engaged in the promotion of cultural heritage 5.7%, and I am engaged in the protection of cultural heritage 2.9%.

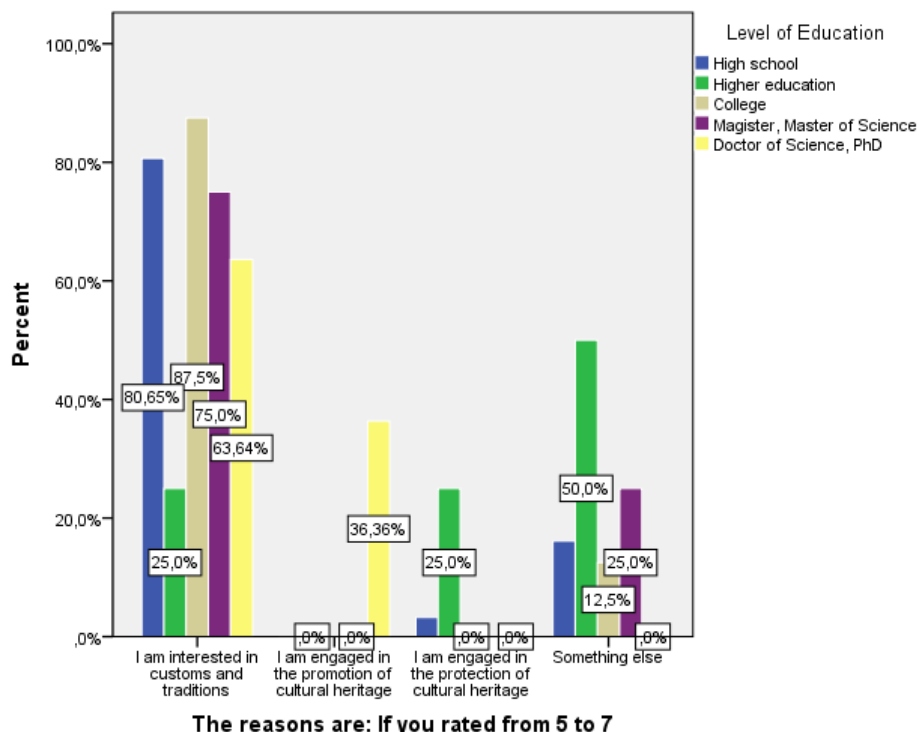
A somewhat higher percentage of 9.1% for Male respondents chose I am engaged in the promotion of cultural heritage compared to 2.7% of Females.

The Chi-square test of independence showed a significant relationship between reasons for knowing intangible cultural heritage (reasons of respondents who gave a score of 5 or more) and the region they live in, $\chi^2(9, n=70)=16,887, p=0.044$. The value of Cramer's V was 0.284, so we say that the impact was large ($R-1/K-1$ is 3 (four categories)), Gravetter, F.J., Wallnau, L.B. (2004, 2012).

The Chi-square test of independence showed a significant relationship between the reasons for knowing intangible cultural heritage (reasons of respondents who gave a score of 5 or more) and the level of education, $\chi^2(12, n=70)=36,556, p<0.001$. The value of Cramer's V was 0.417, so we say that the in-

fluence was large ($R-1/K-1$ is 3 (four categories))), Gravetter, F.J., Wallnau, L.B. (2004, 2012). The values in the Adjusted Residual cell (in the SPSS report) for respondents with the degree of Doctor of Science, PhD and I am engaged in the promotion of cultural heritage was greater than 2, equal to 4.8, which indicated that the number of cases was significantly higher than expected.

Graph 6. Reasons for knowledge of intangible cultural heritage in relation to level of education

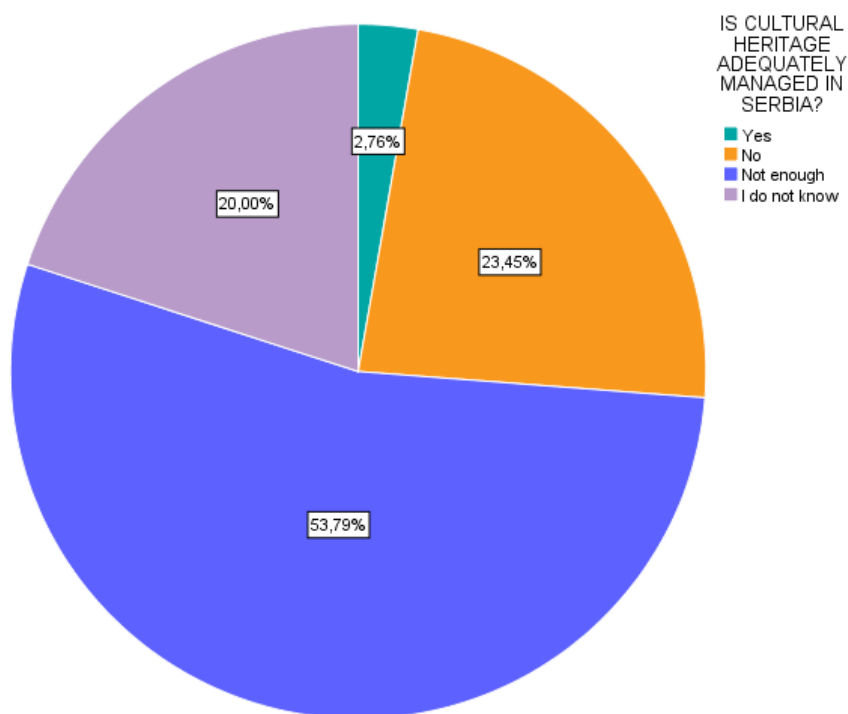


Source: Authors (2023), primary research results

When we talk about the number of intangible heritage of the Republic of Serbia on the UNESCO list, the most common answer of respondents was that it was 5 intangible assets, which is correct, however, the average answer of respondents was that there are 15, while 12.4% of respondents gave the answer I don't know. For tangible cultural heritage, respondents gave 7 as the most common answer (there are 5), while the average answer was 15, and 18.6% of respondents gave the answer I don't know.

In the opinion of respondents, the adequacy of the management of tangible cultural heritage was Not enough for 53.8%, the answer No received 23.4%, I do not know 20.0%, and Yes 2.8%. This practically means that management was assessed as inadequate by 77.2% of the respondents. What is interesting is that no Female respondents, as well as respondents from the regions of Belgrade and Šumadija and Western Serbia, gave the answer Yes. It is also important to point out that about 93%, or 86% of respondents with a Magister, Master of Science, or Doctor of Science, PhD degree, believe that tangible cultural heritage is not managed adequately. About 88% of respondents aged 58+ are of the same opinion.

Graph 7. Management of cultural heritage



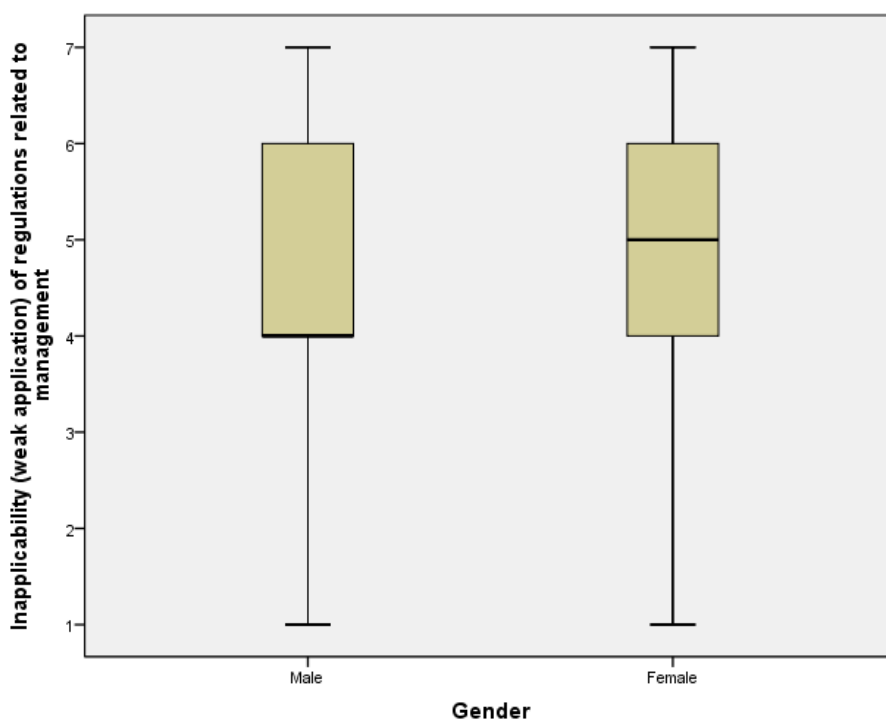
Source: Authors (2023), primary research results

According to the respondents, tangible cultural heritage is most at risk due to: Unsatisfactory maintenance (average score 5.14, Median was 5, Mode 7, first quartile (Q_1) 4, coefficient of variation 30.23%); Lack of financial resources (average score 5.01, Median was 5, Mode 6, first quartile (Q_1) 4, coefficient of variation 31.16%); Insufficient legal protection (average score 5.01, Median was 5, Mode 5,

first quartile (Q_1) 4, coefficient of variation 31.36%); Inapplicability (weak application) of regulations related to management (average score 4.66, Median was 5, Mode 4, first quartile (Q_1) 4, coefficient of variation 34.14%); and Uncontrolled tourist exploitation (average score 4.20, Median was 4, Mode 4, first quartile (Q_1) 3, coefficient of variation 41.00%). None of the variables had normal distribution.

The Mann-Whitney U test revealed a statistically significant difference in the assessment of cultural heritage danger from Inapplicability (weak application) of regulations related to management, for Male ($Me=4.0$, $n=77$) and Female ($Me=5.0$, $n=68$), $U=2073.00$, $z=-2.204$, $p=0.028$, effect size $r = \frac{z}{\sqrt{N}} = \frac{2.204}{\sqrt{145}} = 0.18$, i.e., the impact can be said to be small (Cohen, 1988). The variable had a higher Mean Rank for female respondents.

Graph 8. Management of Cultural Heritage



Source: Authors (2023), primary research results

The variables Unsatisfactory maintenance, Inapplicability (weak application) of regulations related to management and Lack of financial resources showed a strong negative asymmetry ($Skewness > 0.5$), the variable Insufficient of legal pro-

tection showed a medium negative asymmetry (Skewness=-0.387), while for the Uncontrolled tourist exploitation variable we can say that it had no asymmetry (Skewness=-0.067).

Conclusion

The research results have shown an interest in the preservation of cultural heritage, which is most at risk due to unsatisfactory maintenance, and more so for Female than Male. Respondents showed greater knowledge of tangible than intangible cultural heritage. Greater knowledge of tangible cultural heritage was shown by Female compared to Male (interval 1.5IQR: 3 to 6), then respondents from the region of Vojvodina belonging to the 58+ age group, as well as respondents with the degree of Doctor of Science, PhD. As the main reason for poor knowledge of tangible cultural heritage (those who rated knowledge with a score of 4 or less), the respondents stated I wasn't interested, while the main reason for good knowledge (those who rated knowledge with a score of 5 or more) was stated as being I am interested in cultural heritage. As for intangible cultural heritage, respondents are somewhat less familiar with it than tangible cultural heritage. The same as when it comes to tangible cultural heritage, respondents from the regions of Vojvodina and Šumadija and Western Serbia showed better knowledge (for this group of respondents, the interval was 1.5IQR: 3 to 6), for the 34-41 age group, as well as respondents with the degree of Doctor of Science, PhD. The main reason for poor knowledge of intangible cultural heritage (those who rated knowledge as 4 or less) stated I wasn't interested, while Female stated the main reason as being Insufficient media representation. The respondents stated as the main reason for good knowledge (those who rated knowledge as 5 or more) being I am interested in customs and traditions. Management of tangible cultural heritage was Not enough and No for 77% of respondents, where no Female respondents, as well as respondents from the regions of Belgrade and Šumadija and Western Serbia, gave the Yes answer for Good management of tangible cultural heritage. Furthermore, about 93%, or 86% of respondents with a degree of education Magister, Master of Science, or Doctor of Science, PhD think that tangible cultural heritage is not managed adequately. This attitude is shared by 88% of respondents aged 58+.

Conflict of interests

The authors declare no conflict of interest.

References

1. Buchholz, K. (2023). Where UNESCO Eorld Heritage Is In Danger. *Statista*, August 3, 2023.
2. Cohen, J. W. (1988). *Statistical Power Analysis for the Behavioral Sciences (2nd edn)*. Hillsdale, NJ: Lawrence Erlbaum Associates.
3. Council of Europe. (2005). Framework Convention on the Value of Cultural Heritage for Society. Faro, 27.10.2005. Retrieved from: <https://rm.coe.int/1680083746> Accessed: March 21, 2023.
4. Gravetter, F.J., Wallnau, L.B. (2004, 2012). *Statistics for the Behavioral Sciences (10th ed)*. Belmont, CA: Wadsworth.
5. Halliday, J. (2021). Unesco strips Liverpool of its world heritage status. *The Guardian*, Jul 21, 2021. Retrieved from: <https://www.theguardian.com/uk-news/2021/jul/21/unesco-strips-liverpool-waterfront-world-heritage-status> Accessed: May 30, 2023.
6. Holden, J. (2016). *Budućnost kulturne vrijednosti*. Zagreb: Akademija dramske umjetnosti. ISBN: 978-953-97568-7-9
7. Kasbayeva, G., Imanzhussip, R., Zhurkobayeva, A. Troyanskaya, M. (2021). A study of the socio-economic background in the modern management of cultural services. *Conservation Science in Cultural Heritage*, 21, 109-124. <https://doi.org/10.48255/1973-9494.JCSCH.21.2021.04>
8. Law on Restoration of Cultural and Historical Heritage and Encouraging the Development of Sremski Karlovci. (2021). *Official Gazette of RS*, no. 52/2021.
9. Mikić, H. (2016). Sustainable cultural heritage management in creative economy: guidelines for local decision makers and stakeholders. In: (Rypkema & Mikić Eds) *Cultural heritage & Creative industries (9-24)*. Belgrade: Creative Economy Group Foundation.
10. National Committee for the Intangible Cultural Heritage. (2023). List of elements of intangible cultural heritage of the Republic of Serbia. Retrieved from: <http://nkns.rs/en/list-elements-intangible-cultural-heritage-republic-serbia-0> Accessed: March 31, 2023.
11. Roter Blagojević, M., Nikolić, M., Vukotić Lazar, M. (2017). Serbia: Current Risks in Heritage Protection. In. *Heritage at Risk – World Report 2014-2015 on Monuments and Sites in danger*, 125-128. ISBN 978-3-945880-26-5
12. Sančanin, B., Dramićanin, S. (2019). Cultural heritage of the Republic of Serbia on Unesco's representative list of intangible cultural heritage. *Баштина (49)*, 419-431. Приштина - Лепосавић: Институт за српску културу. <https://doi.org/10.5937/bas-tina19494195>

13. Sančanin, B. & Penjišević, A. (2022). Use of Artificial Intelligence for the Generation of Media Content. *Social Informatics journal*, 1(1), 1-7.
14. Sančanin, B., Bajac, M., Bubulj, M. (2022). Digitalna medijska promocija kulturnog nasleđa. U: Zbornik radova sa III naučno-stručne konferencije sa međunarodnim učešćem „Digitalni mediji u funkciji održivog razvoja kulturnog nasleđa“. Sremski Karlovci: Centar za kulturu, edukaciju i medije „Akademac“ – Fakultet za menadžment. https://doi.org/10.18485/akademac_dmkn.2022.ch3
15. Spennemann, D. H.R. (2023). The Digital Heritage of the Battle to Contain COVID-19 in Australia and Its Implications for Heritage Studies. *Heritage*, 6, 3864-3884. <https://doi.org/10.3390/heritage6050205>
16. UNESCO. (1972). Convention for the Protection of the World Cultural and Natural Heritage. Retrieved from: <https://whc.unesco.org/archive/convention-en.pdf> Accessed: June 18, 2023.
17. UNESCO. (2003). Text of the Convention for the Safeguarding of the Intangible Cultural Heritage; Retrieved from: https://ich.unesco.org/doc/src/2003_Convention_Basic_Texts-_2022_version-EN_.pdf Accessed: June 30, 2023.
18. UNESCO (2016). Stećci Medieval Tombstone Graveyards. Available at: <http://whc.unesco.org/en/list/1504> Accessed: July 11, 2023,
19. UNESCO (2022). Representative List of the Intangible Cultural Heritage of Humanity. Retrieved from: [https://ich.unesco.org/en/lists?text=&country\[\]=00237&multinational=3#tabs](https://ich.unesco.org/en/lists?text=&country[]=00237&multinational=3#tabs) Accessed: May 29, 2023.
20. UNESCO 2023: UNESCO. World Heritage List. Retrieved from: <http://whc.unesco.org/en/list/> Accessed: July 13, 2023.
21. UNESCO 2023: UNESCO. Lists of Intangible Cultural Heritage. Retrieved from: <https://ich.unesco.org/en/lists> Accessed: June 10, 2023.