

# DANUBE LIMES BRAND

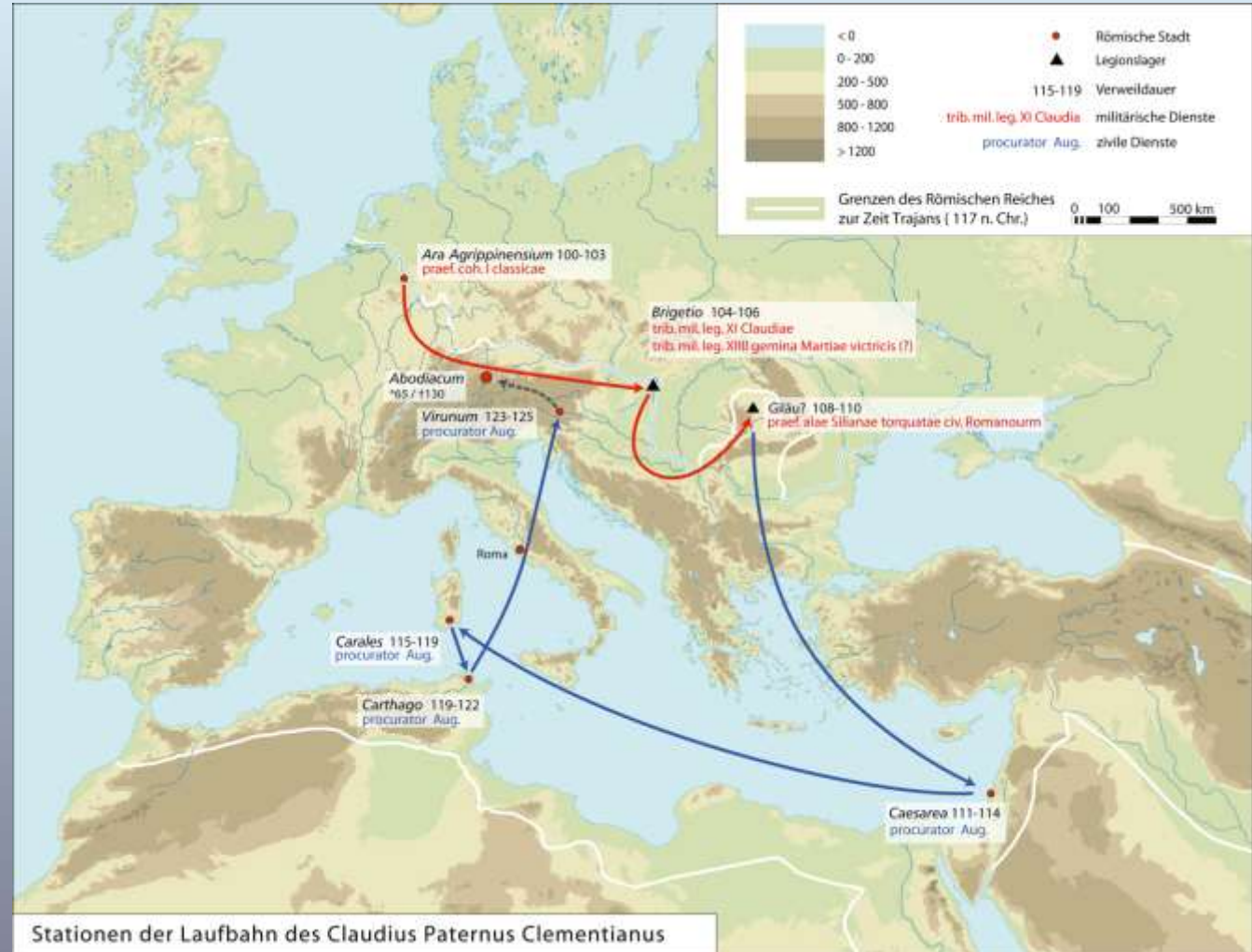
## Extension of the World Heritage Site „Frontiers of the Roman Empire“ into the Danube Countries“

Dr. Sonja Jilek  
Institute for History  
University of Vienna

Vortrag TU Wien  
Wien/AUT  
19.09.2014

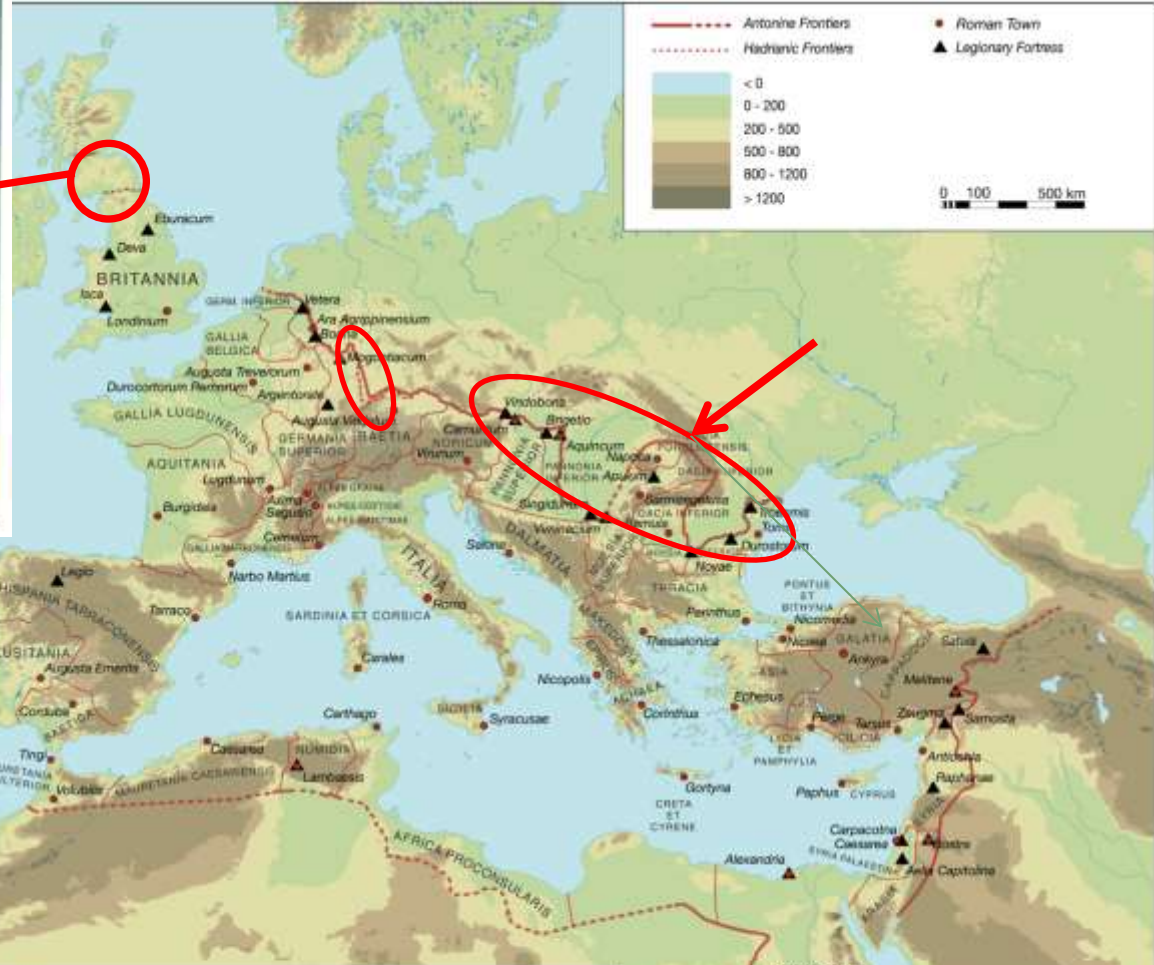


# Career scheme of a Roman army officer

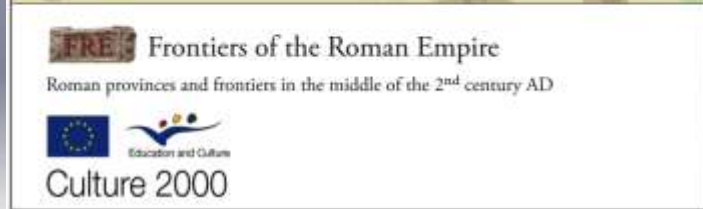




# 2009-2014: new Danube Limes World Heritage Nominations



Already inscribed sections in  
UK and DE





UNITED NATIONS EDUCATIONAL,  
SCIENTIFIC AND  
CULTURAL ORGANIZATION

CONVENTION CONCERNING  
THE PROTECTION OF THE WORLD  
CULTURAL AND NATURAL  
HERITAGE

*The World Heritage Committee  
has inscribed*

*Grenzen des Römischen Reiches  
Obergermanisch-Raetischer Limes  
on the World Heritage List*

*Inscription on this List confirms the exceptional  
and universal value of a cultural or  
natural site which requires protection for the benefit  
of all humanity*

DATE OF INSCRIPTION

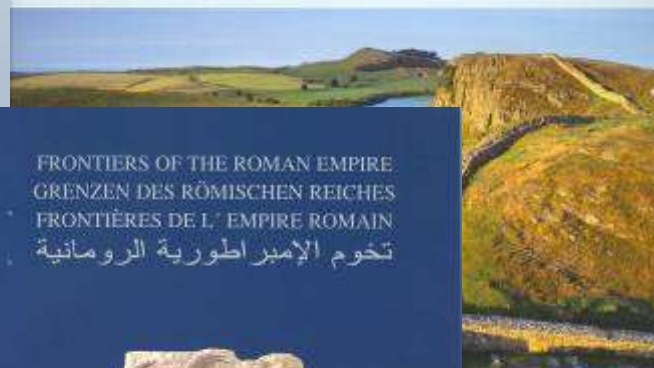
7 December 1987  
17 July 2005

*K. M. ...*  
DIRECTOR-GENERAL  
OF UNESCO



MARGOT KLE

GRENZEN DES IMPERIUM:  
LEBEN AM RÖMISCHEN LIME



FRONTIERS OF THE ROMAN EMPIRE  
GRENZEN DES RÖMISCHEN REICHES  
FRONTIÈRES DE L'EMPIRE ROMAIN  
تحوم الإمبراطورية الرومانية



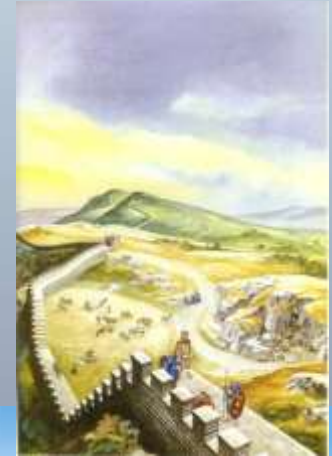
DAVID J. BREEZE - SONJA JILK - ANDREAS THIEL



## Great Chinese Wall



## Iron Curtain



## Roman Limes

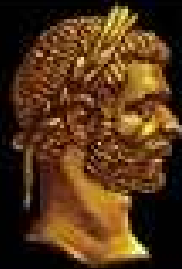
# THE POWER OF ROME



TRAIANUS DECIVS  
249 - 251



HOSTILIANVS  
251



CLAVDIVS GOTHICVS  
268 - 270



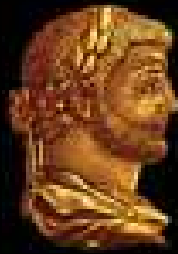
AURELIANVS  
270 - 275



PROBVS  
276 - 282



MAXIMIANVS HERCVLIVS  
285 - 305, 310



GALERIVS  
305 - 311



CONSTANTIUS I  
CHLORVS 305 - 306



FLAVIVS SEVERVS  
306 - 307



LICINIVS  
308 - 324



MAXIMINVS DALA  
311 - 313



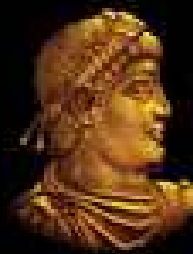
CONSTANTINVS I  
312 - 337



CONSTANTINVS II  
337 - 340



VETRANIO  
350



IOVIANVS  
363-364



GRATIANVS  
373 - 383



CONSTANTINVS III  
421



IUSTINIANVS I  
527 - 565

# THE POWER OF ROME LASTED FOR NEARLY 500 YEARS IN EUROPE

Proclamation of **Pax Romana** through  
Emperor Augustus

**Tolerance** - the superior ability  
to adopt and transform foreign cultures

Securing **Domination** through  
cultural missionary work  
including local elites

Systematic development  
of a **Legal Framework**





# THE ROMAN EMPIRE AT ITS LARGEST EXTENT 2nd CENTURY AD

Serial multinational UNESCO World Heritage Site „Frontiers of the Roman Empire“



**Largest archaeological monument**

**Length**

**7500 km**

**On 3 continents in**

**Europe, Near East and Africa**

**20 countries**

**(UK, NL, D, A, SK, H, HR, SR, BG, RO, MD, UA, TR, SYR, JOR, ET, LAR, TN, DZ, MA)**

**FRE** Frontiers of the Roman Empire

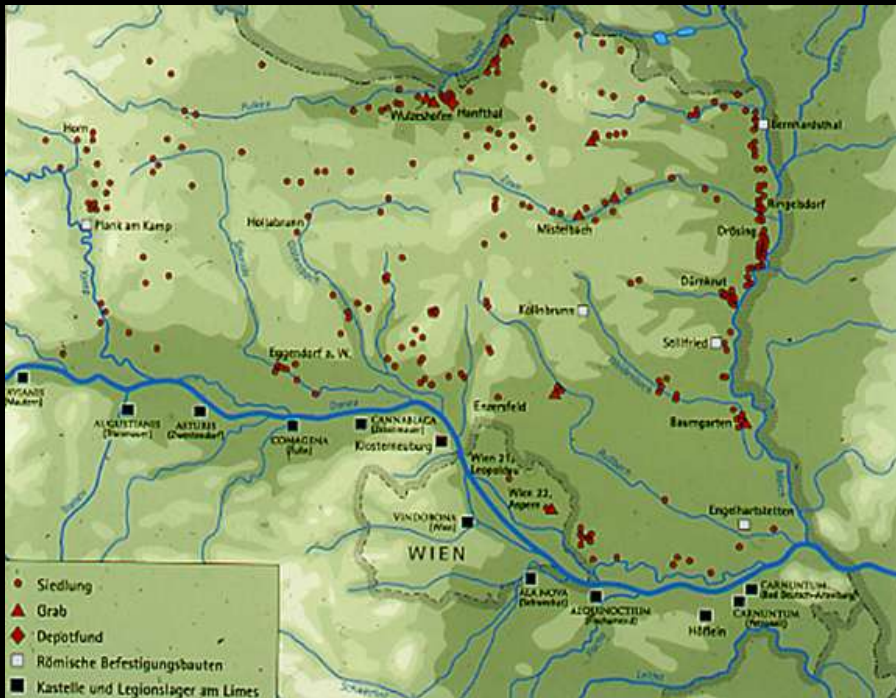
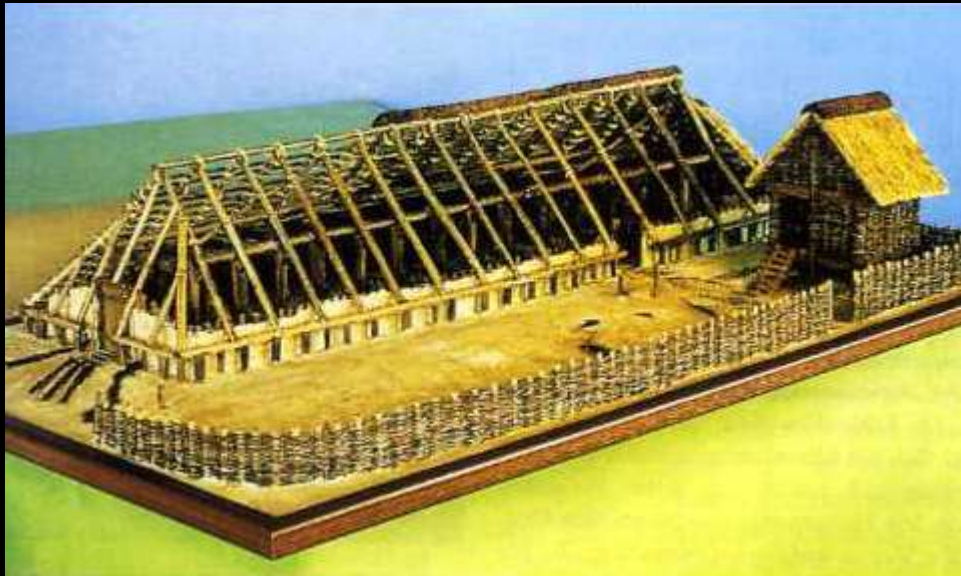
Roman provinces and frontiers in the middle of the 2<sup>nd</sup> century AD.



Culture 2000



# IMPERIUM ROMANUM - BARBARICUM





**THE IDEAL CONCEPTION OF THE ROMANS – A LESSON IN HISTORY  
FOR THE EUROPEAN UNION?!!**

**Systematic Strategic Thinking – Joint Decisions!**

# THE **IDENTITY** OF EUROPE

Common Values i.e. Democracy everywhere after 1989

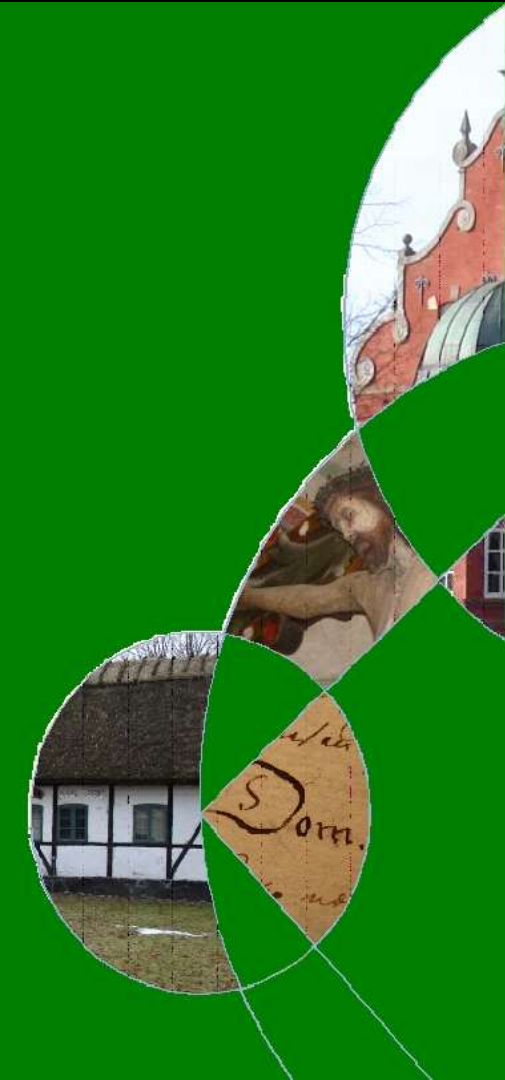
Europe: 28 Member State

Council of Europe: 47 Member States

## THE **IDENTITY** OF THE DANUBE AREA

**Cultural Diversity**

Danube Area Strategy: 14 Member States





**2000** more than ten years ago.....

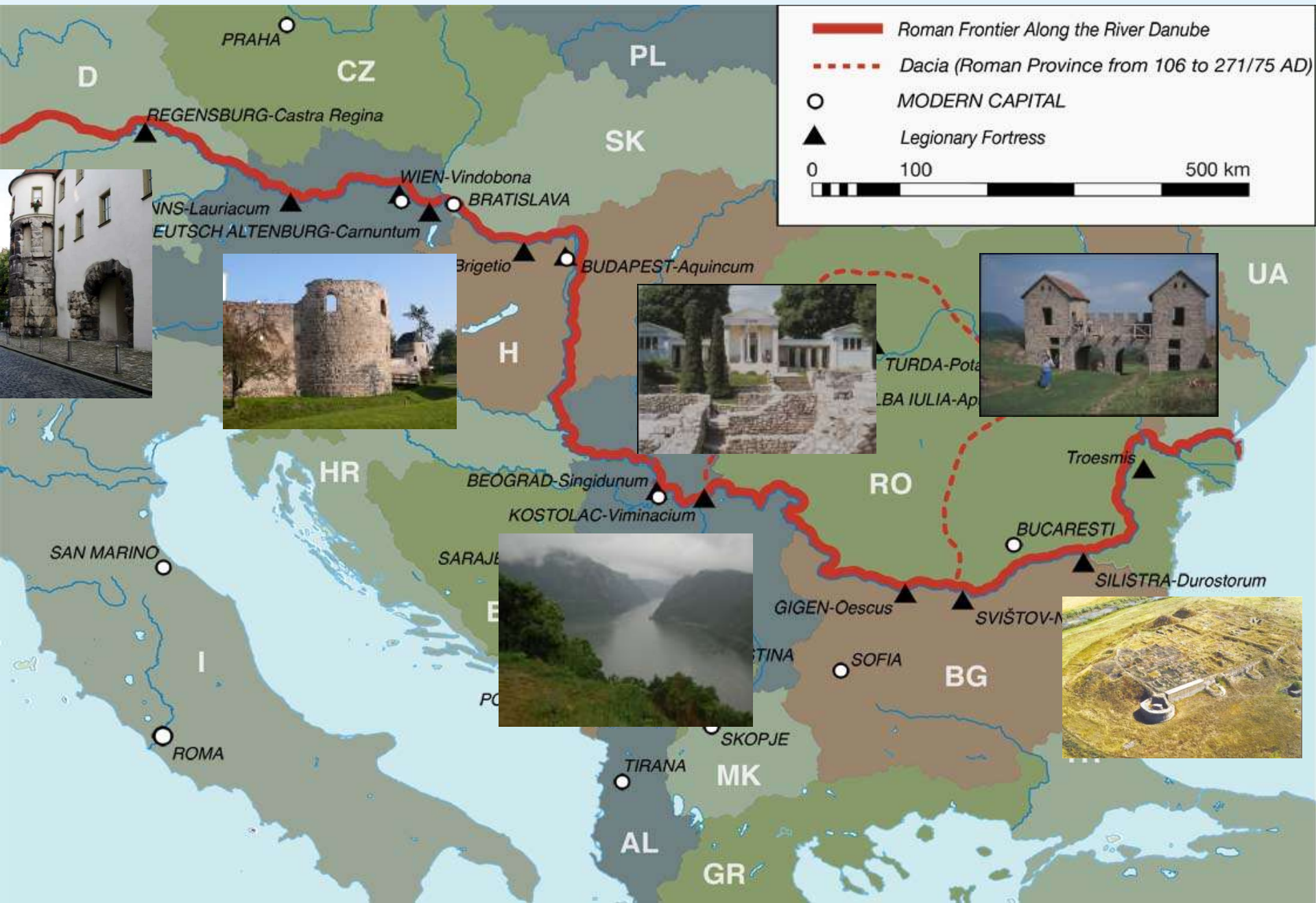


United Nations  
Educational, Scientific and  
Cultural Organization



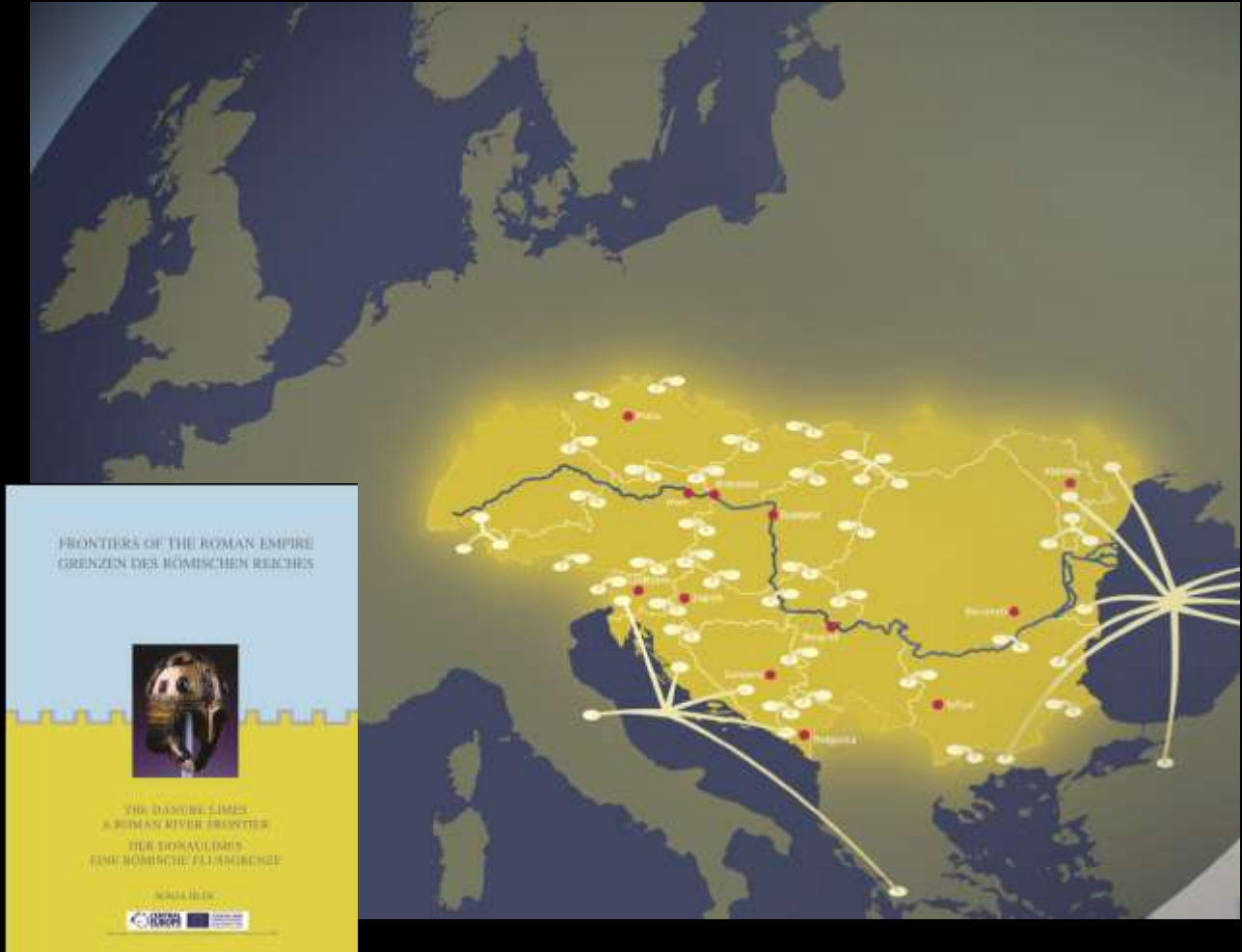
**Hadrians Wall inscribed on the World Heritage List in 1987**

# Danube Limes UNESCO World Heritage Expansion 2800 km length



# New macroregional European Strategy for the Danube Region

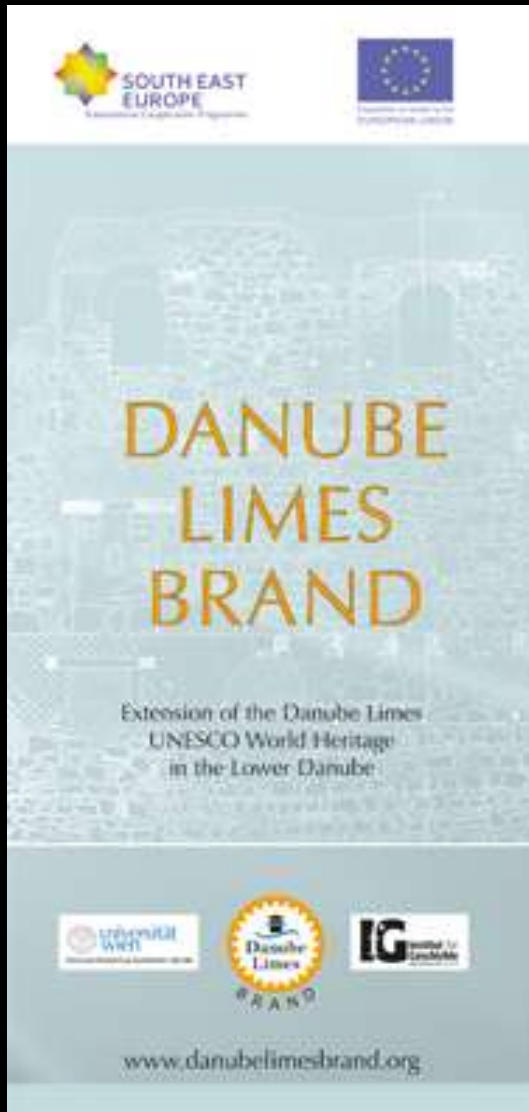
## The Danube Limes WHS is a Flagship Project



More than 100 million people live in this area!



# Southeast Europe Project 10/2012 – 9/2014



## Main objectives

- **Long-term and sustainable preservation of Limes monuments through nominating new frontier section for World Heritage status in the Lower Danube countries**
- **Development of a joint action strategy for the Danube Limes from Central Europe to the Black Sea**
- **Create brand modules for a Danube Limes destination**
- **Interregional cooperation in developing, improving and presenting individual Limes sites**

# Archaeological Limes Landscapes – the Connecting Element is the Limes Road



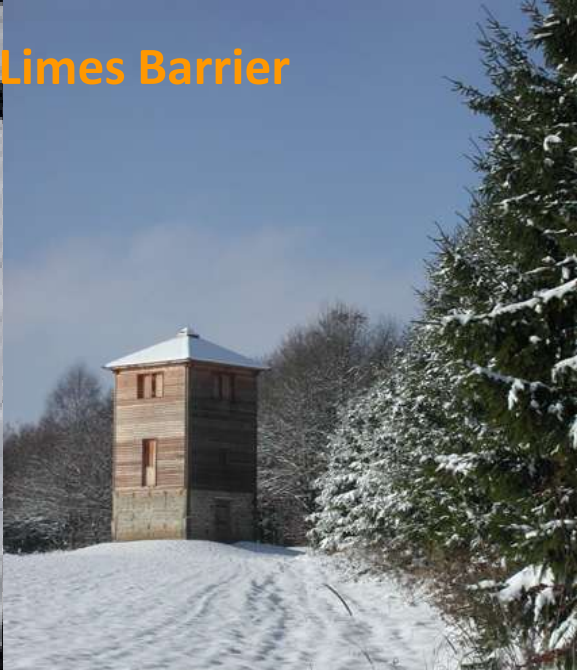
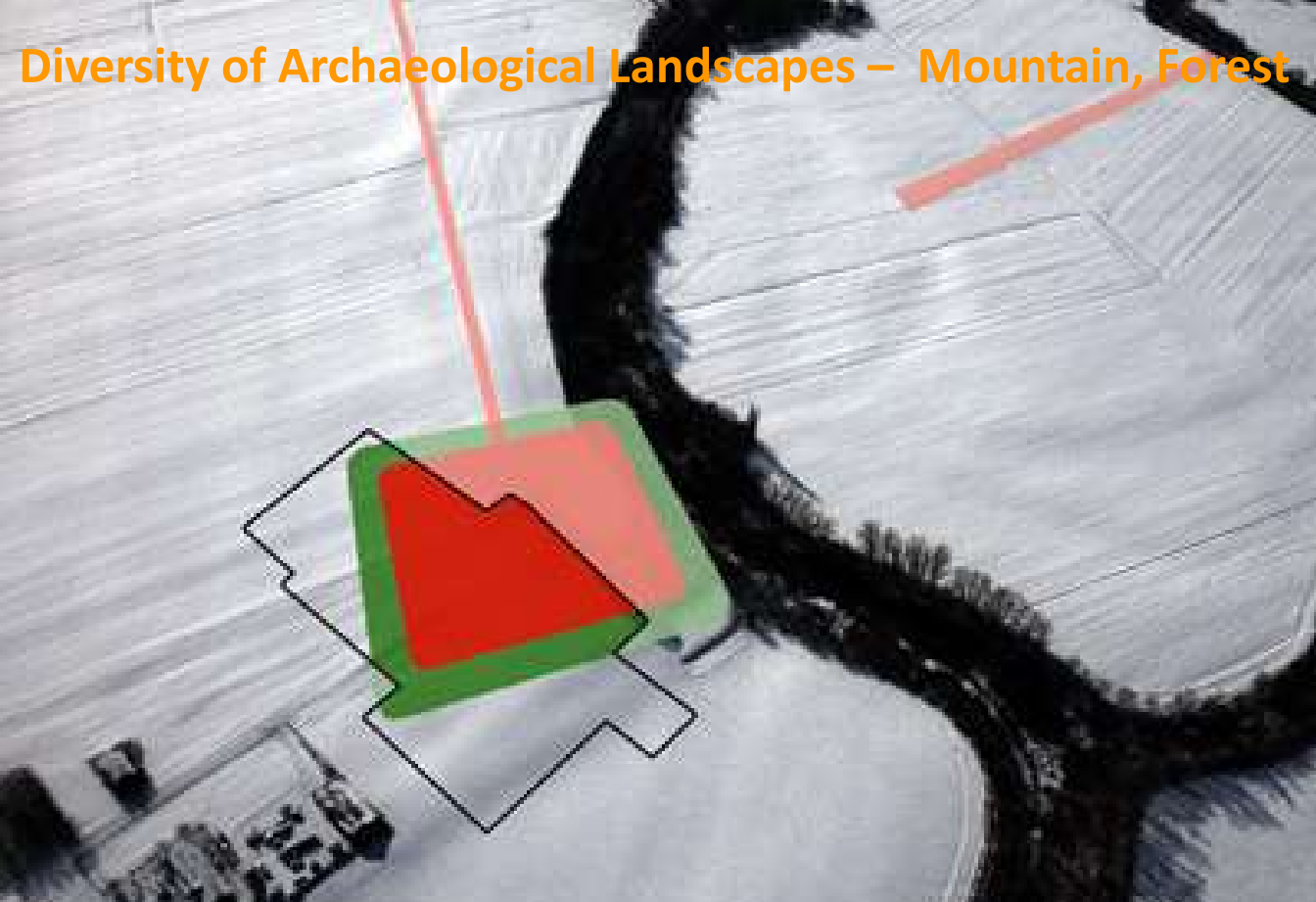


# Diversity of Archaeological Limes Landscapes – Artificial Barriers, Walls, Palisade





# Diversity of Archaeological Landscapes – Mountain, Forest Limes Barrier





# Diversity of Archaeological Limes Landscapes – River Frontiers



**Ships,  
Harbour  
installations**



*Nigrum Pullum (Zwammerdam-NL)*

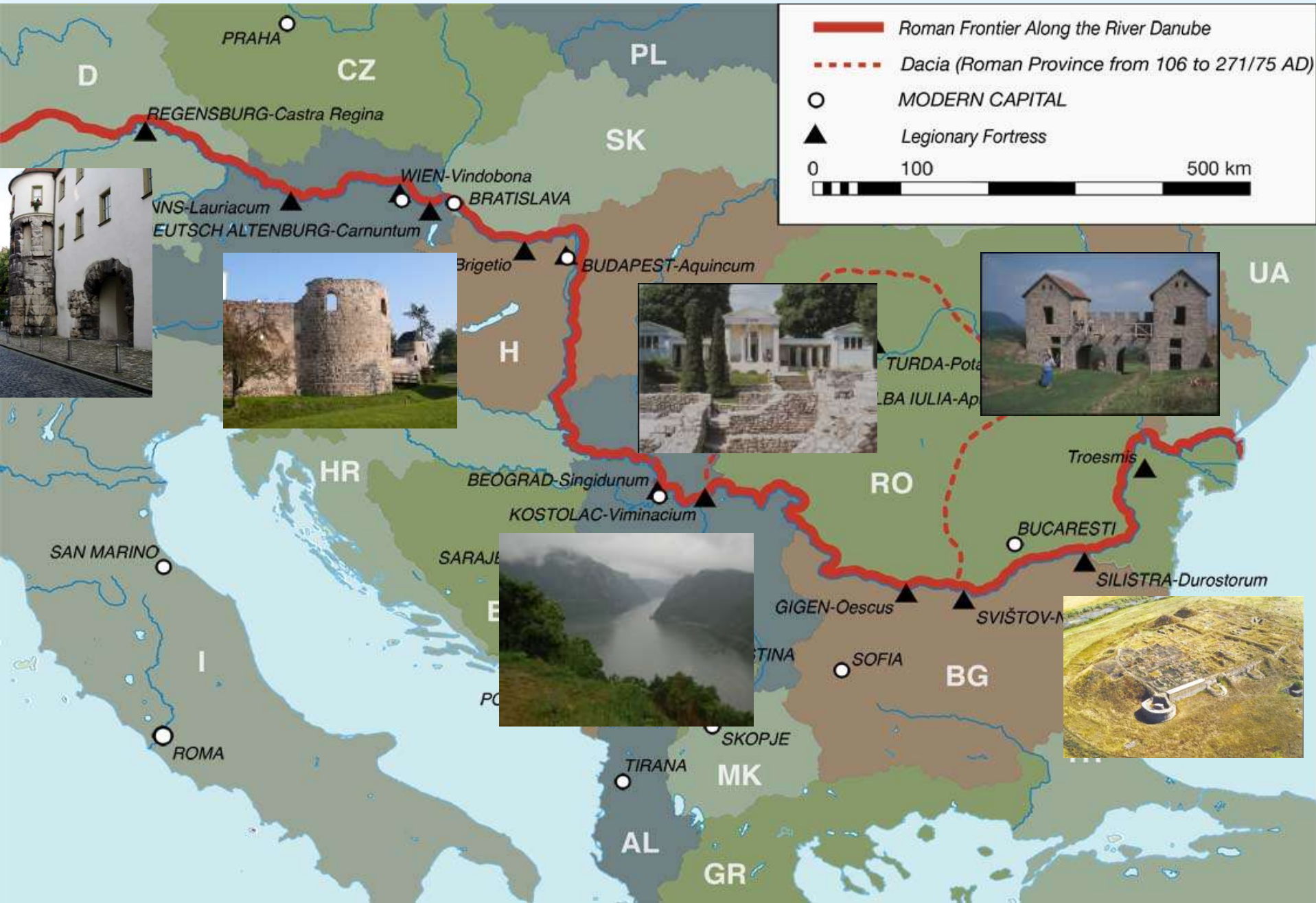


# Diversity of Archaeological Limes Landscapes – Desert Frontiers





# Danube Limes UNESCO World Heritage Extension 2888 km length







ANNONIENSIS  
PANNONIA  
SUPERIOR

DACIA  
SUPERIOR

(APULENSIS)

DACIA  
INFERIOR

MOESIA  
SUPERIOR

MOESIA  
INFERIOR

(MALVENSIS)

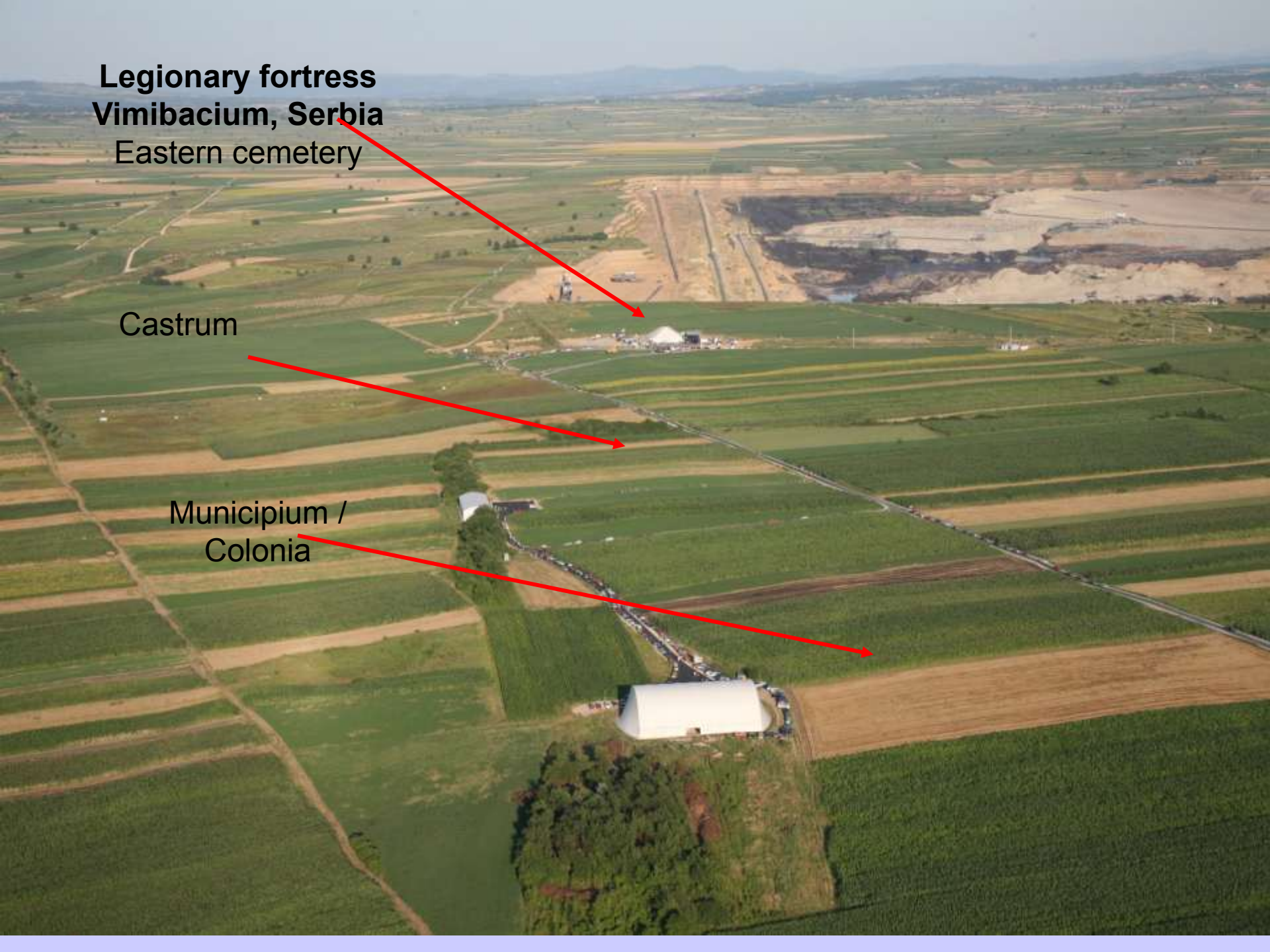
THRACIA



**Legionary fortress  
Vimibacium, Serbia**  
Eastern cemetery

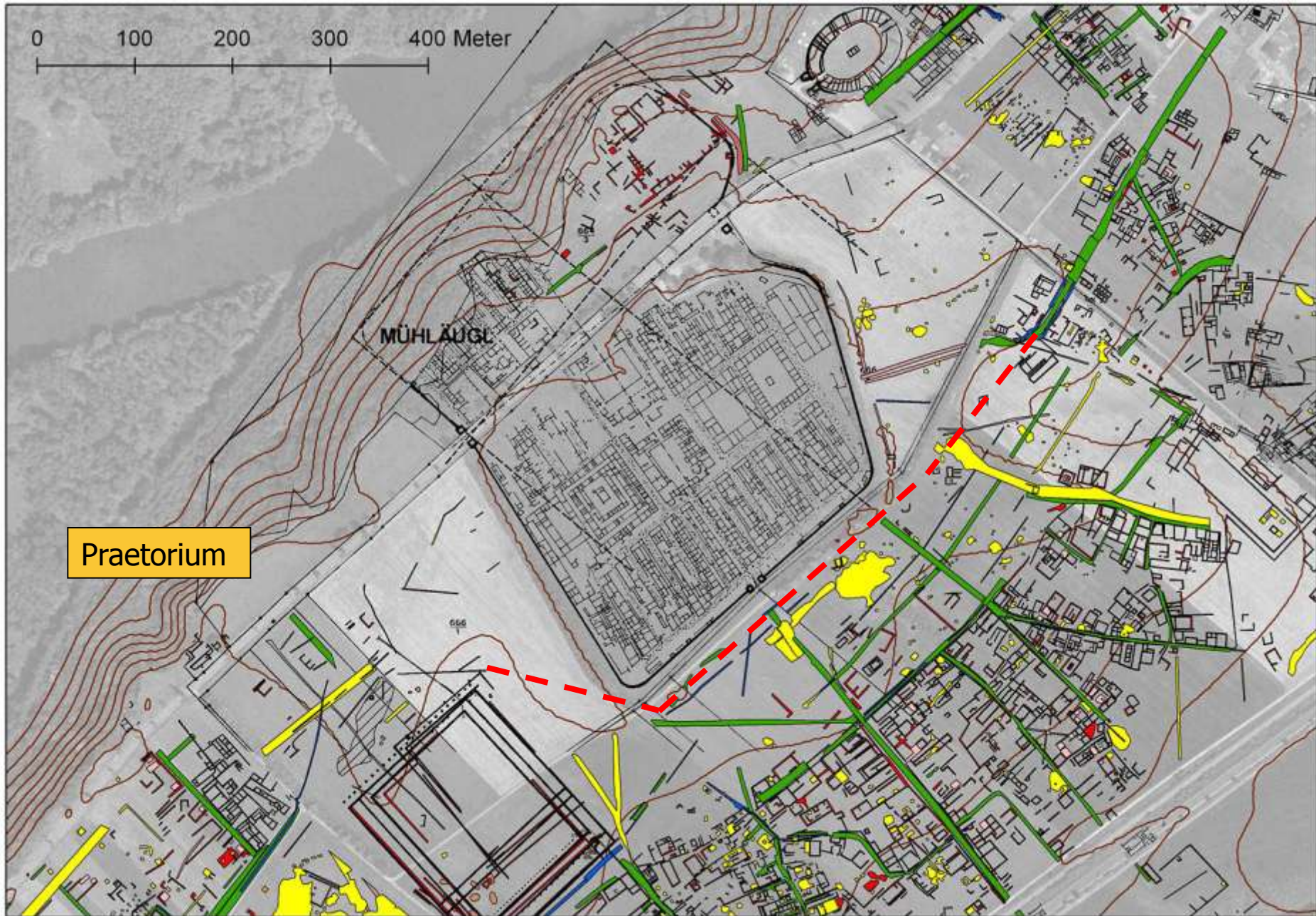
Castrum

Municipium /  
Colonia





# Carnuntum - legionary fortress and canabae





# Legionslager Regensburg, Deutschland







# ICONIC SITES





# ICONIC ELEMENTS





**Main Objective: longterm, sustainable protection to avoid further destruction**



# Cultural Heritage Protection for the FRE monuments/sites







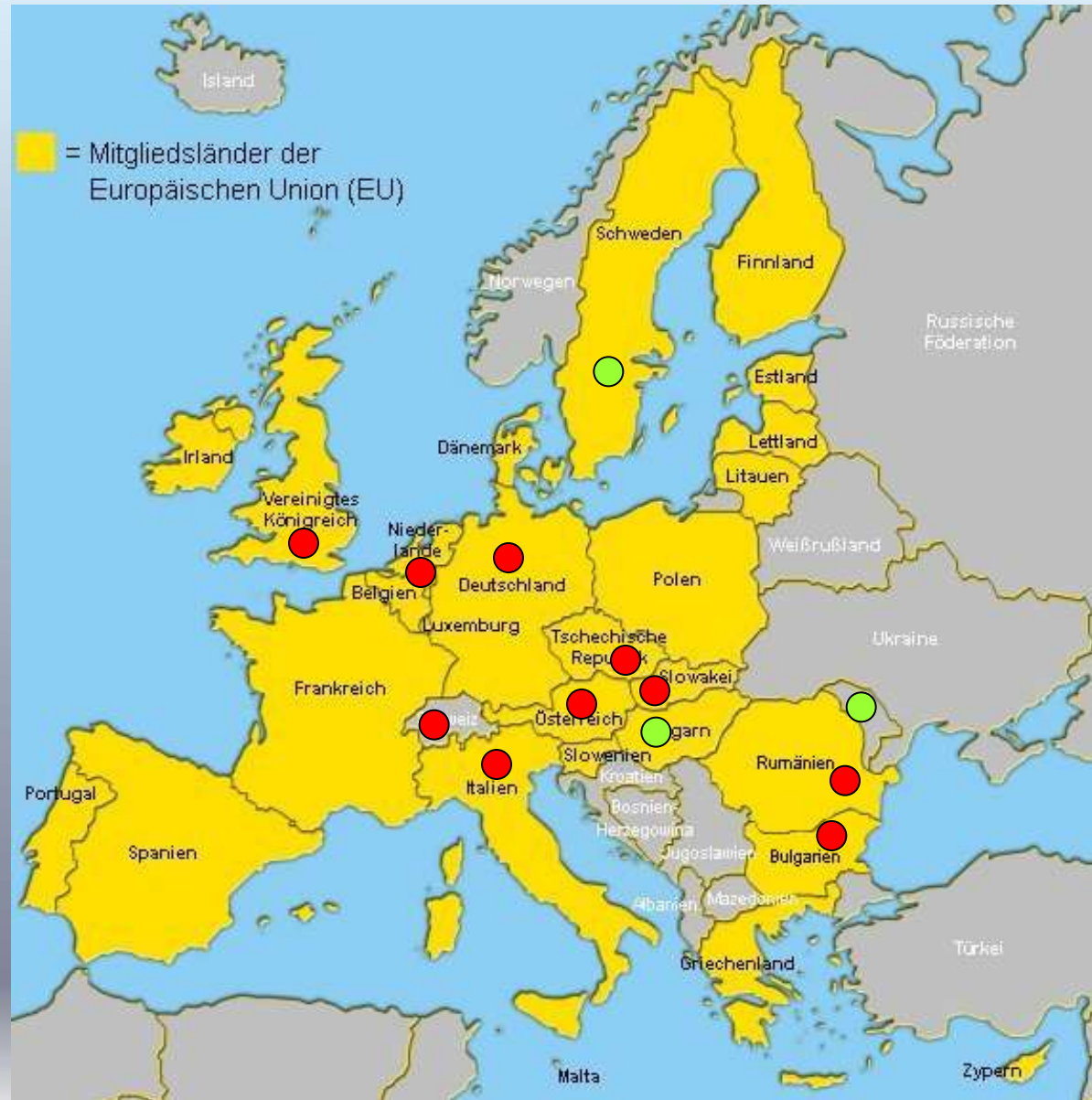
# Cooperation with European Land and Soil Alliance (ELSA)

## ELSA-member countries in Europe

- 10 countries with members
- First contacts (3 countries)

[www.soil-alliance.org](http://www.soil-alliance.org)

[www.bodenbuendnis.org](http://www.bodenbuendnis.org)



## Monument Protection



## Conservation for future generations



## Land Use



## Awareness Raising and Presentation



## Management of Sites and Museums

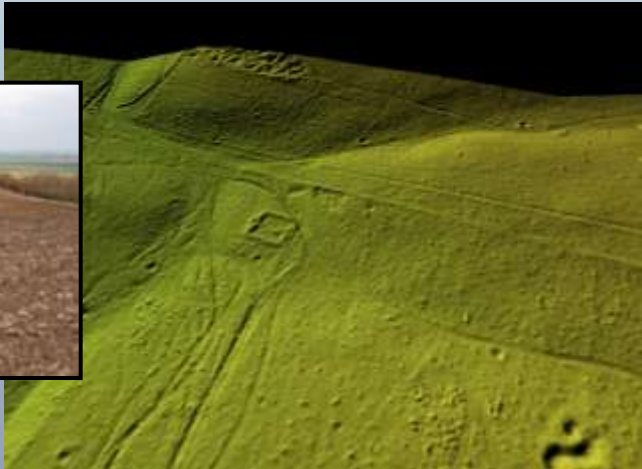
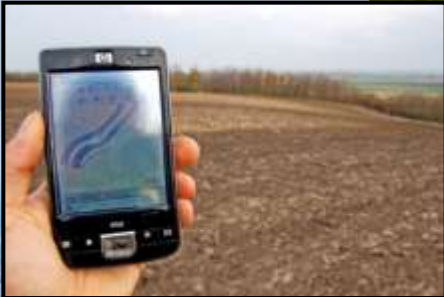


## Tourism Cultural Route



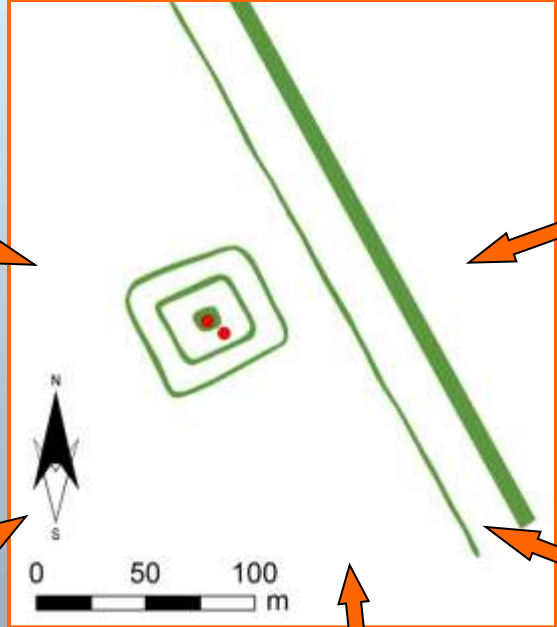


# Inventarisation of monuments, archive work, detailed and broader analysis of monuments and surroundings (database)



# More Archaeological Research

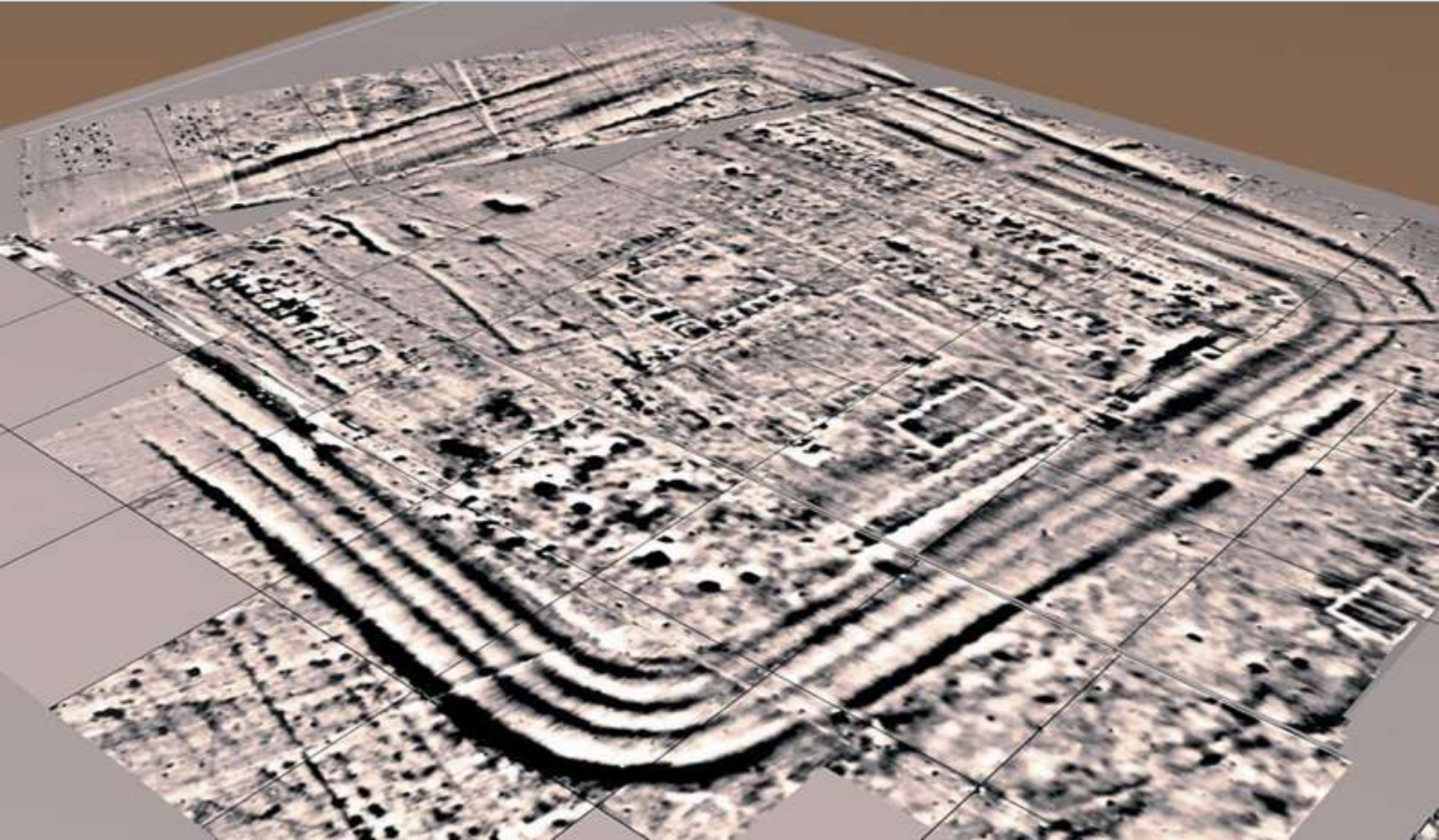
## Identification for Nomination





**Inventarisation of monuments, archive work, detailed and broader analysis of monuments and surroundings (database)**

**Alternative, non-destructive methods of documentation – geophysics**

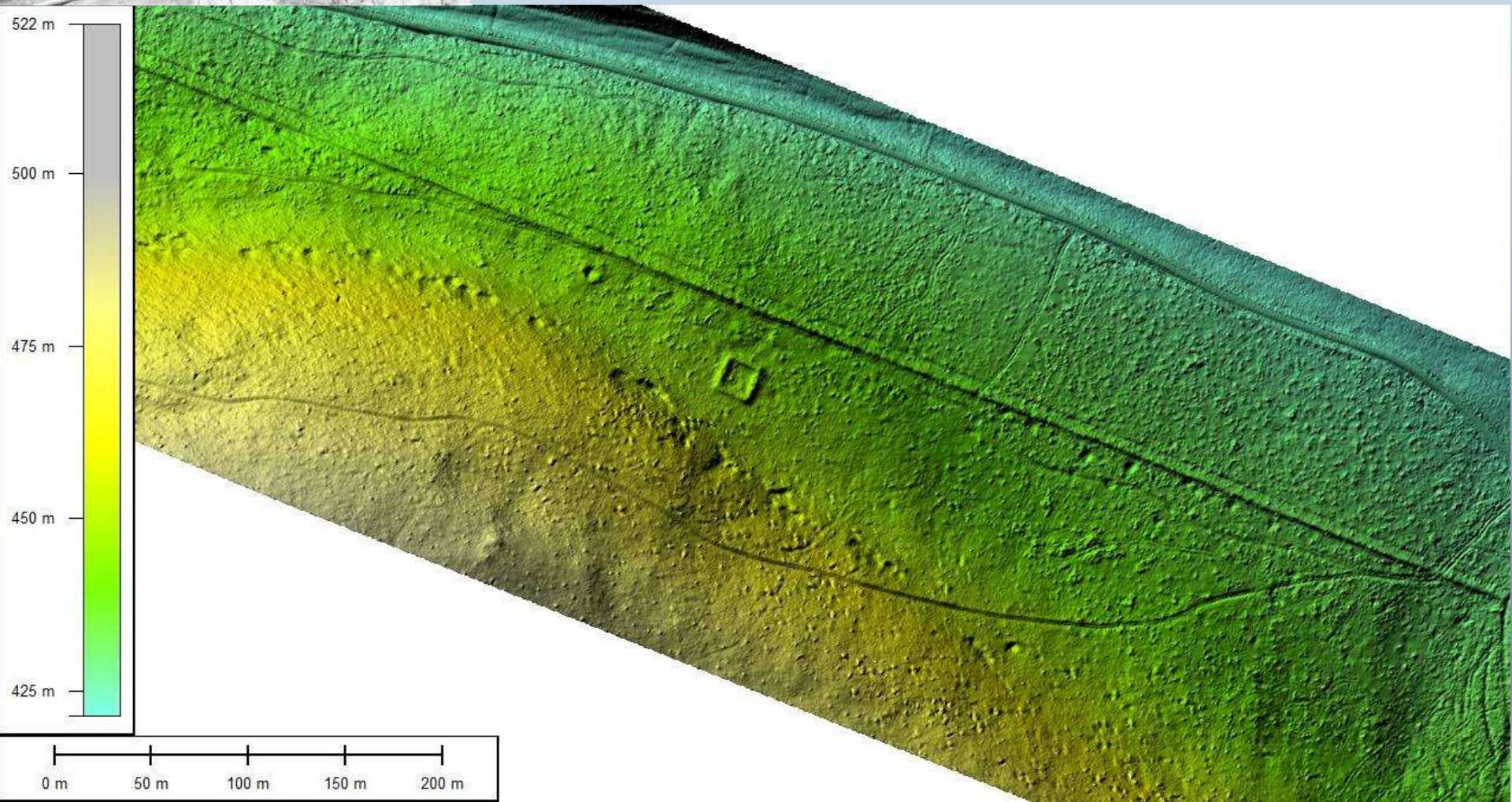




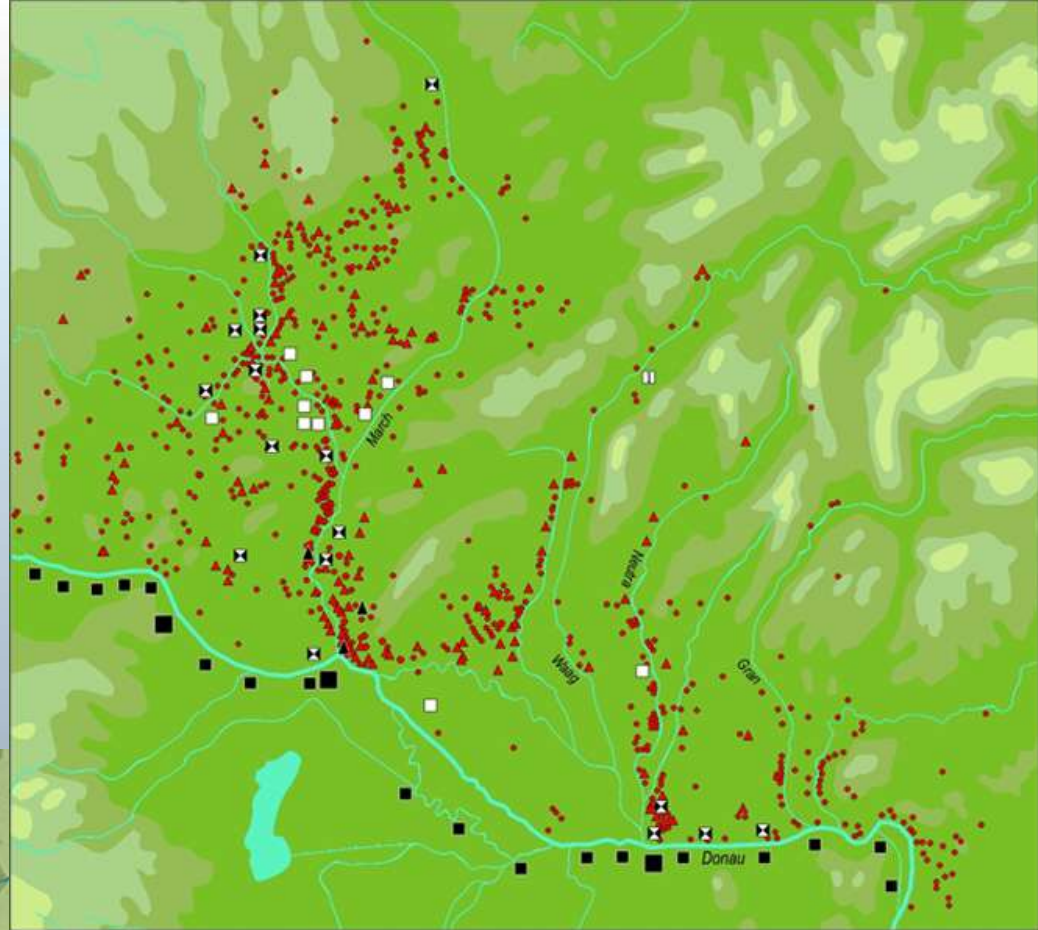
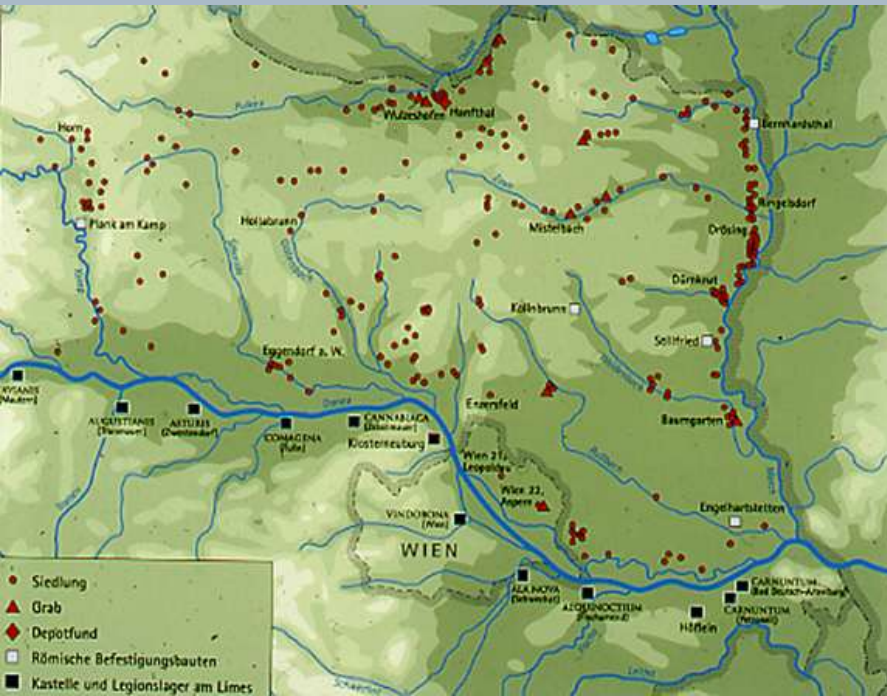
# The Archaeology of Landscapes

New techniques Laser scans  
Upper German Raetian Limes

ORL Bavaria (©BLfD München)







Settlement structures  
Landscape structures



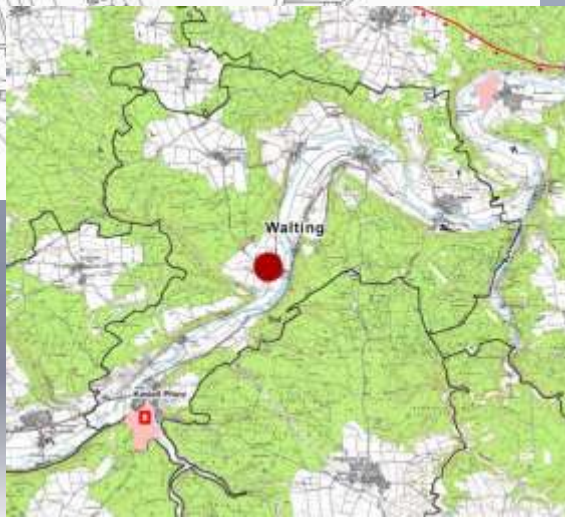
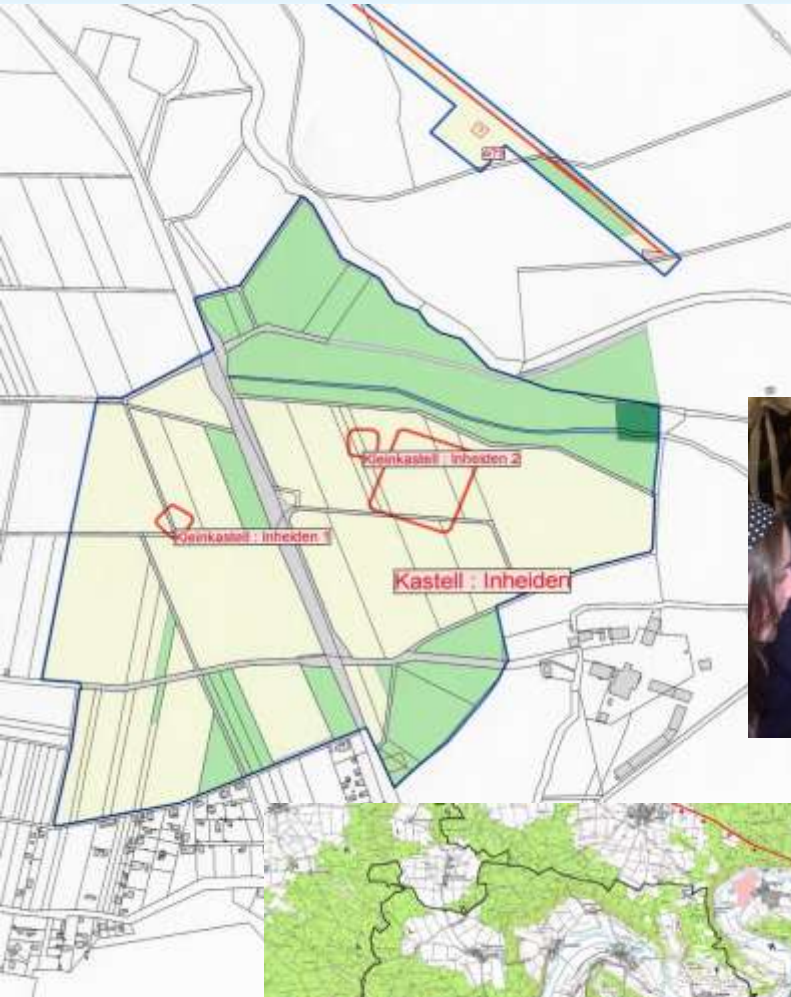
## AQUINCUM, Budapest/HU

Legionary fortress,  
canabae and civil town





# Definition and description of core- and bufferzones



# Management Plan, Museum Development Plan, Research Strategy

„Rescue excavations“



Conservation of sites



Monitoring of sites



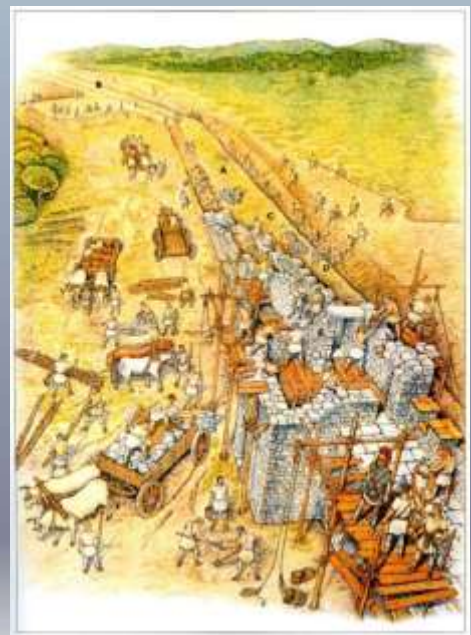
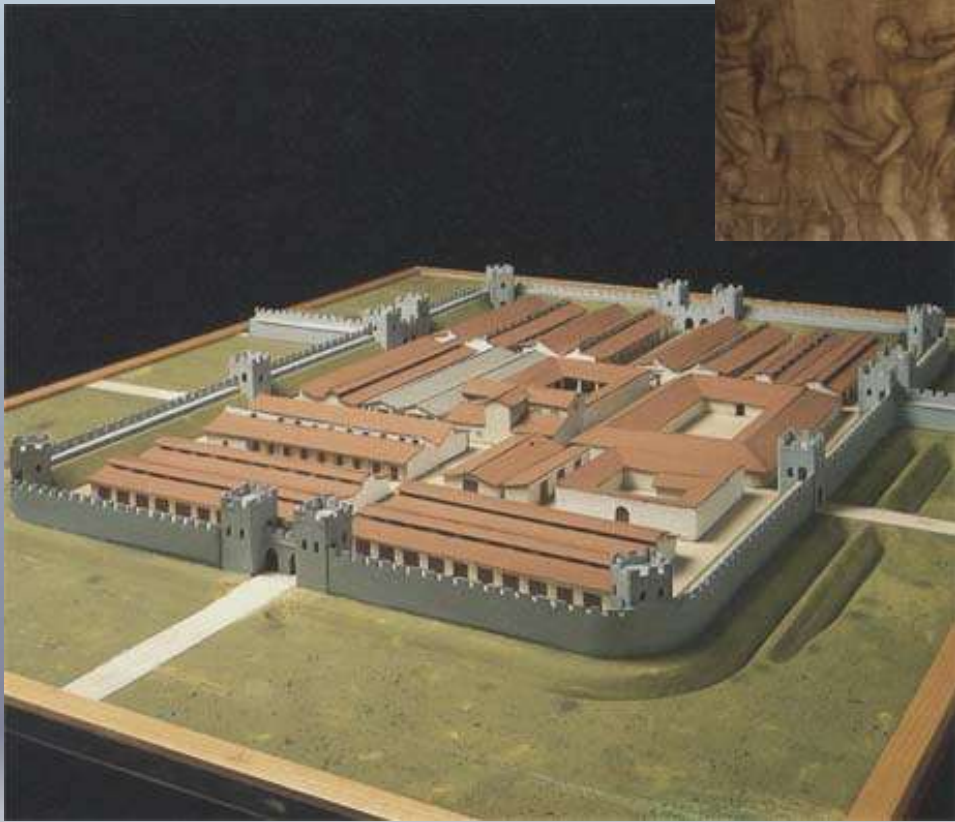
# Alternative Presentation Methods: Reconstruction of Monuments in Towns and in the Open Landscape

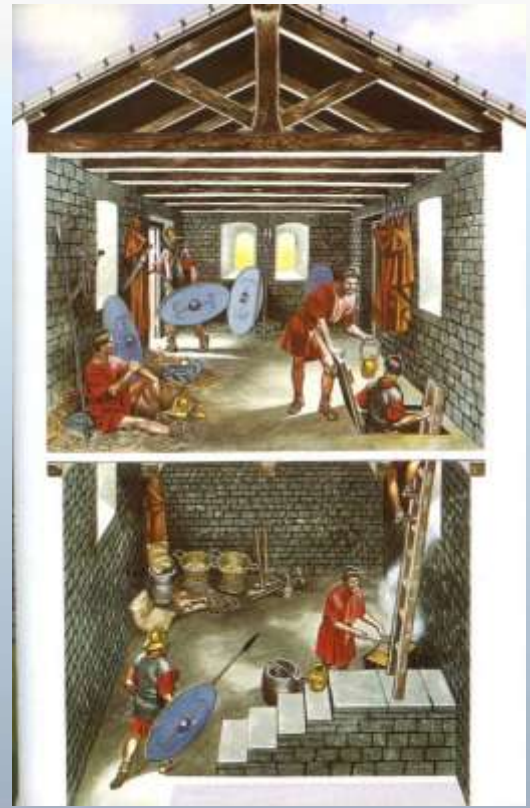


## Virtual reconstructions fortresses, forts, watchtowers













**Neighbouring  
civil settlements,  
towns**

**Plan, ground  
scheme**

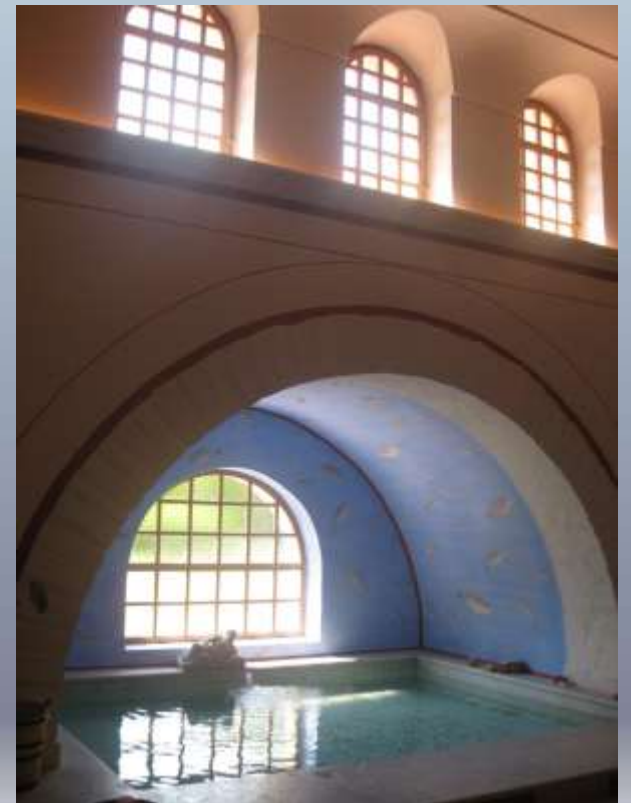


# Conservation and Presentation Measures – Architectural Dimensions



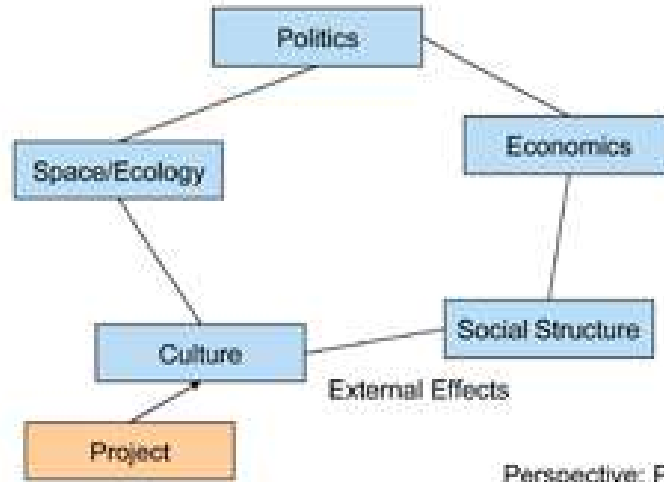


# Carnuntum, APK Therme





Desired economic impacts have to be defined  
Externalities have to be regarded!



Perspective: Politics and Administration

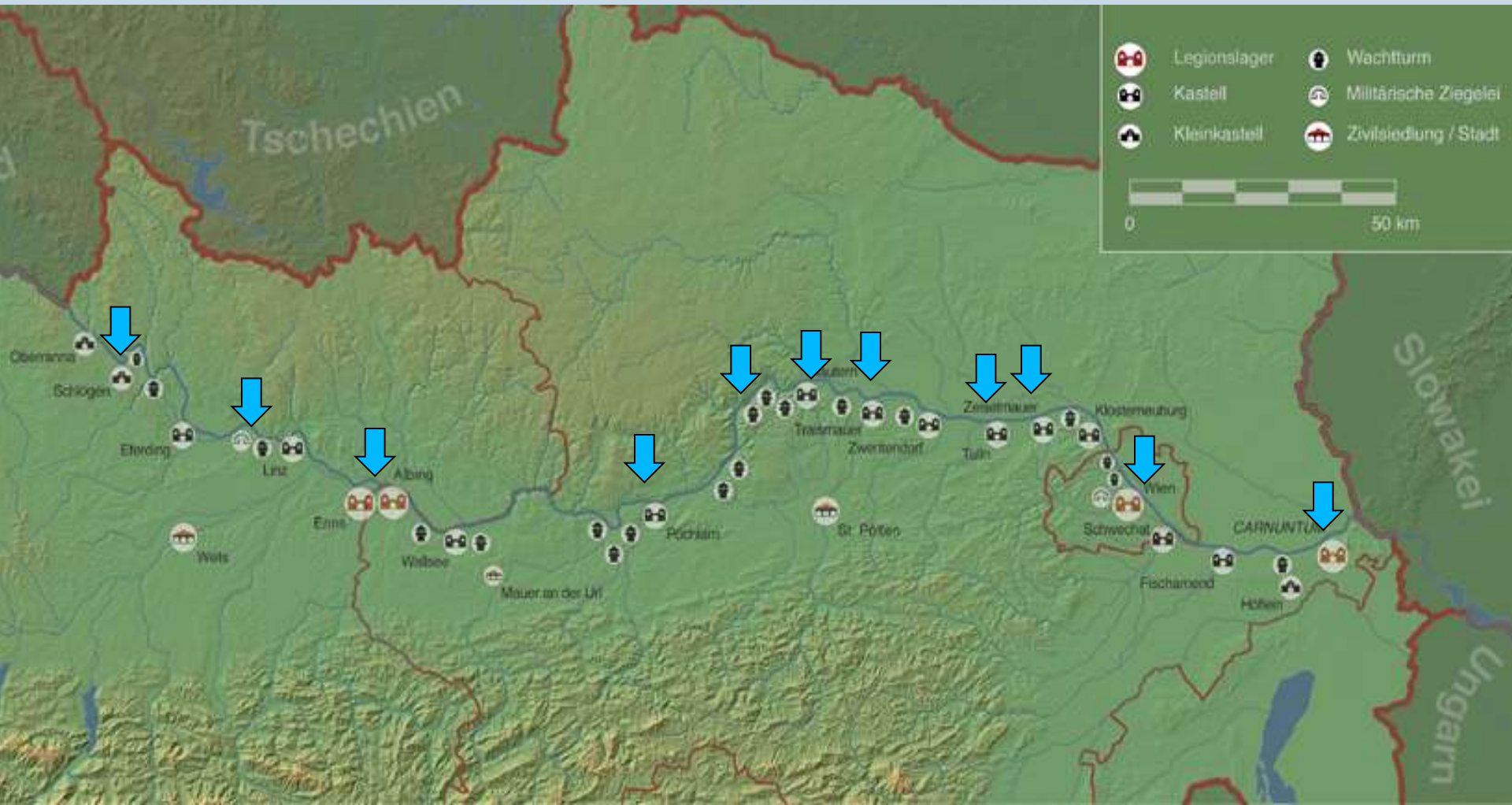
# Cooperation with Tourism





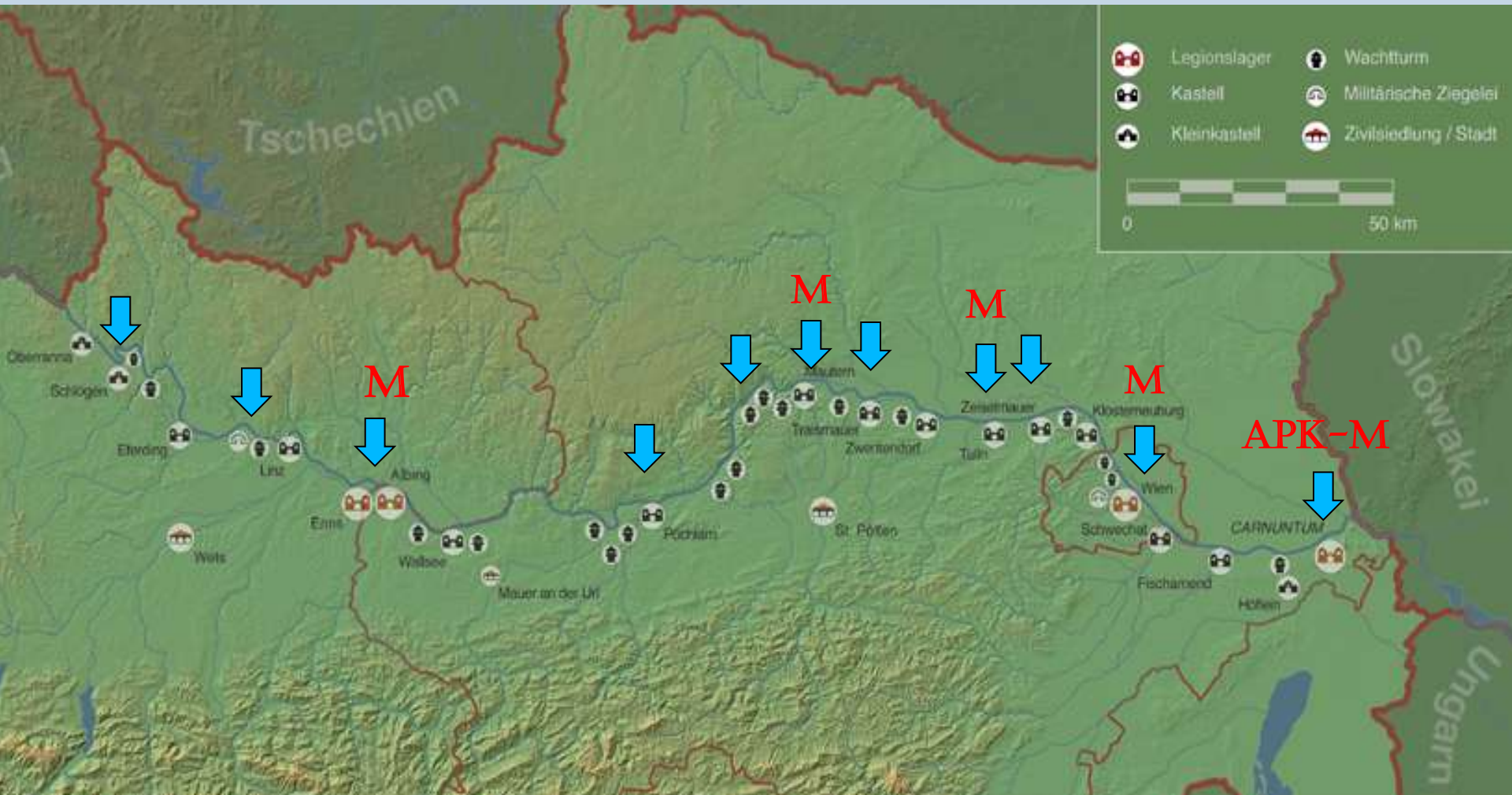
# THE DANUBE LIMES IN AUSTRIA – LIMES TOURISM

## ↓ Open Air Sites



# THE DANUBE LIMES IN AUSTRIA – LIMES TOURISM

## M Roman Limes Museums Central Museums Enns/Lauriacum & APK - Archaeological Park Carnuntum





# CARE

**Sustainability and public.**

**How to interest the public and keep them interested,  
or**

## **WHAT DOES THE PUBLIC WANT?**

- 1. Cared for**
- 2. Authenticity: the real thing objects and archaeology**
- 3. Quality: goods reconstructions, good service**
- 4. Be inspired, experiment**
- 5. Exploration, experiment, do it ourselves**
- 6. Education and Enjoyment**
- 7. Recollection of something unique**
- 8. Recognition: an icon, Identification**
- 9. Relaxation**



# COMMUNICATION





# Culture 2000 Project, Central Europe Project



Maps



Books, booklets, guidebooks



Databases



New nominations



## LIMES NETWORK



Workshops



Conservation of individual Limes sites



Lectures

# EU Projects: Partners Involved 2005-2014

- **UK:** Historic Scotland (Leadpartner Culture 2000); Royal Commission of Ancient and Historic Monuments, Hadrianswall Heritage Trust
- **NL:** Province of Utrecht
- **DE:** German Limes Commission; Bayerisches Landesamt für Denkmalpflege; German Limes Road Association
- **AT:** Austrian Institute for Historical Research; Department for History, University of Vienna; Danube University Krems
- **SK:** Bratislava City Museum; Academy of Sciences Nitra; Slovak Monuments Board; Bratislava monument preservation authority
- **HU:** University of Pécs; National Institute for Monument Protection; City of Paks; Károly Róbert College
- **HR:** National Museum Slavonia Osijek
- **SR:** National Archaeological Institute
- **RO:** Museum Zalau; Institute for National Heritage
- **BG:** Archaeological Institute and National Museum, Academy of Sciences
- **PL:** University of Warsaw, Research Center Southeast Europe
- **SLO:** National Museum Ljubljana
- **ES:** University of Leon, Archeological Department
- **IT:** Province of Rimini





**CULTURE 2000 PROJECT 2005-2008**

**1.250.000,00 EURO**

**CENTRAL EUROPE PROJECT 2008-2011**

**2.523.000,00 EURO**

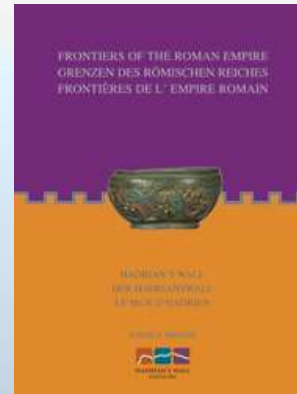
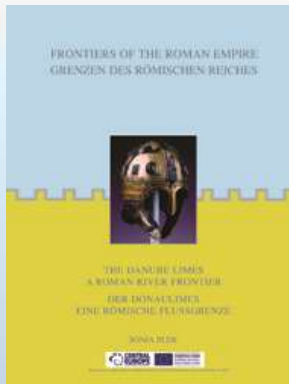
**SOUTHEAST EUROPE PROJECT 2012-2014**

**1,183.000,00 EURO**

**LIMES TOURISM CONNECTION 2012-2013**

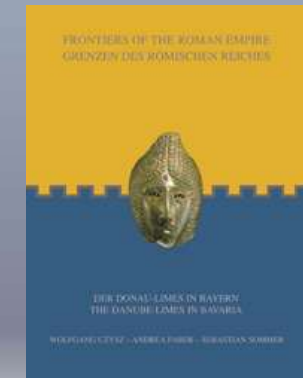
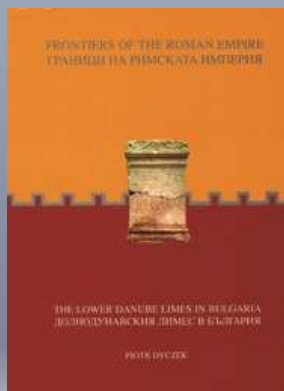
**5.066.000,00 EURO**





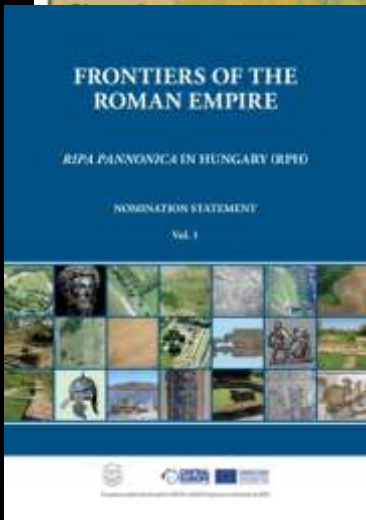
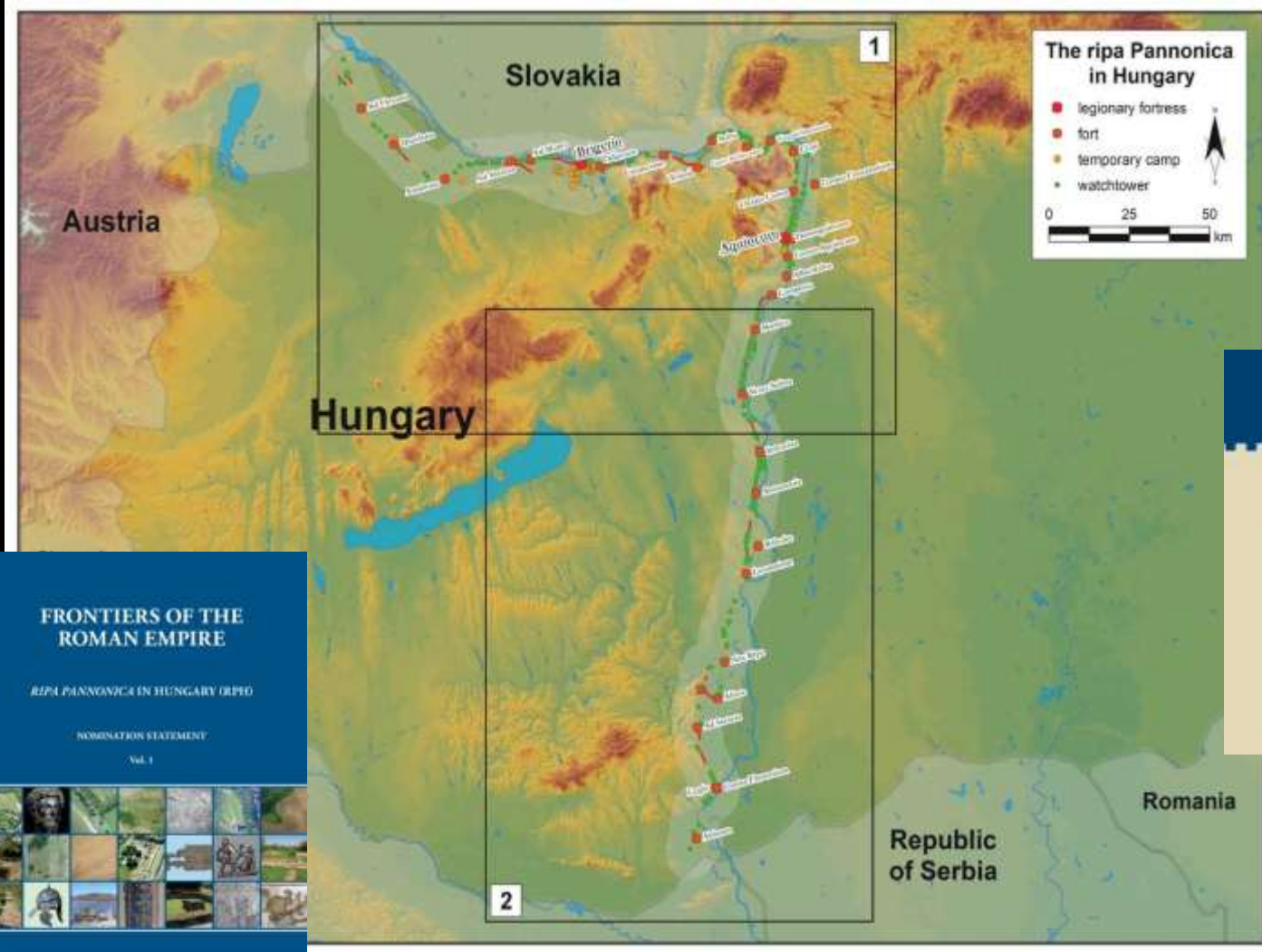
## FRE booklet series

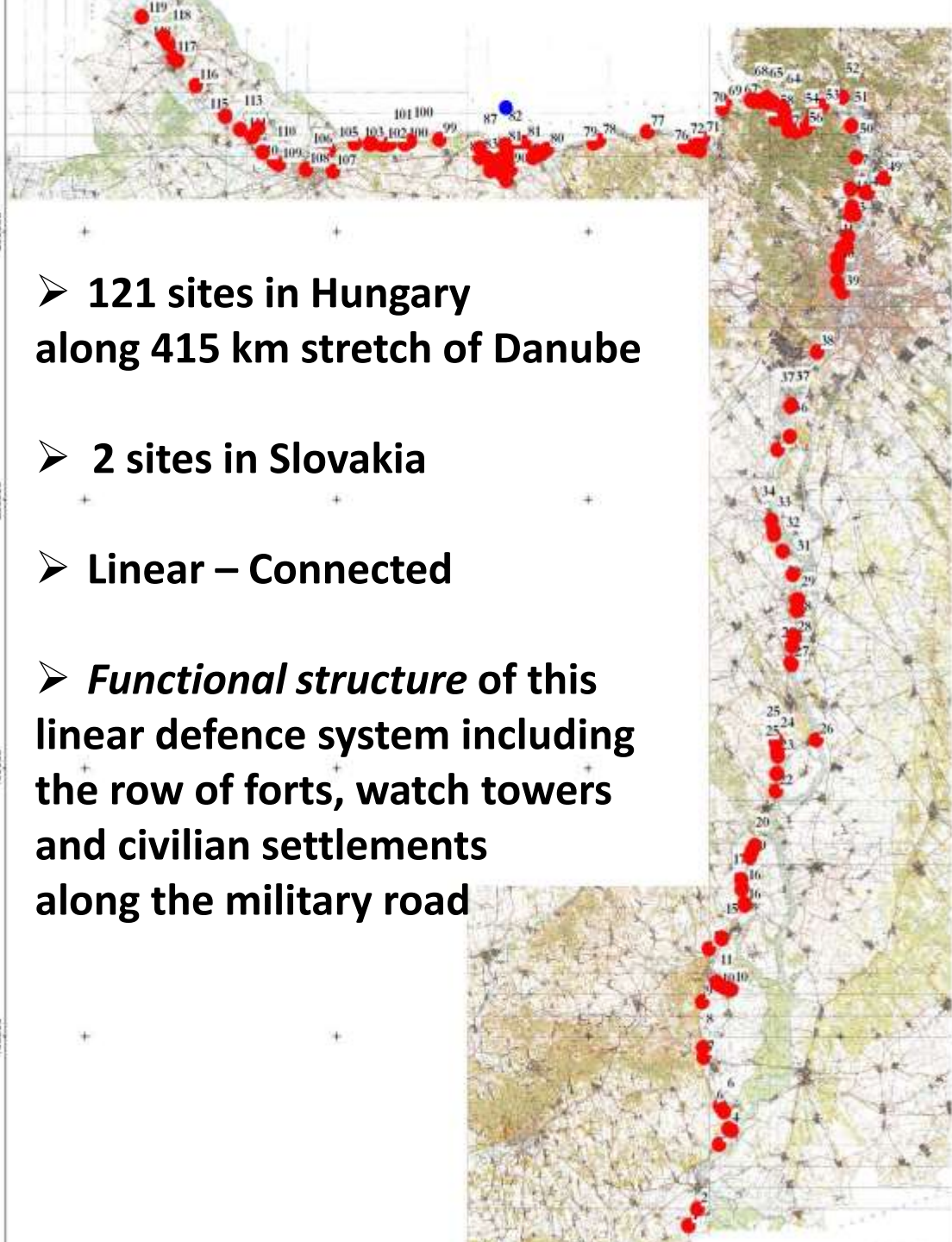
# LIMES





# Danube Limes - UNESCO Nomination in Hungary & Slovakia 2008-2011





- **121 sites in Hungary along 415 km stretch of Danube**
- **2 sites in Slovakia**
- **Linear – Connected**
- **Functional structure of this linear defence system including the row of forts, watch towers and civilian settlements along the military road**

**2 Legionary Fortresses**

**34 Forts**

**87 Watchtowers + sections of military road**



**Negotiation process 2010-2013**



# The Danube Limes in Hungary

415 km length



# The Danube Limes in Slovakia

90 km length



- **Earliest Roman occupation on the Middle Danube area**
- **Military springboard across the Danube**
- **Interaction with the Germanic tribes beyond the borderline**



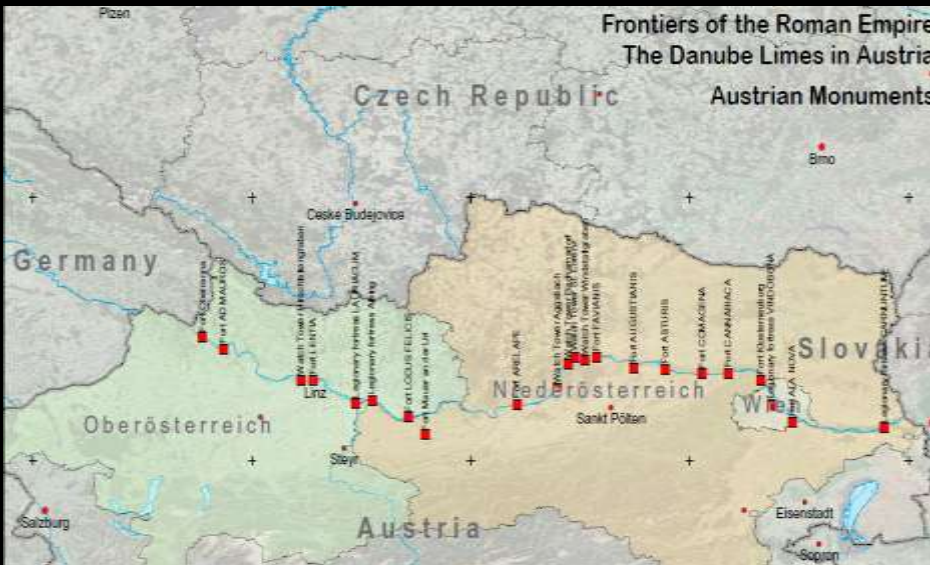
# The Danube Limes in Austria

357 km length

- Best preserved Late Roman fortification walls, gates and towers
- Main military road structure still visible in the street grid of villages and towns



21 Limes sites on the Tentative List Entry 2011



# The Danube Limes in Austria





# The Danube Limes in Croatia

137 km length



# The Danube Limes in Bulgaria

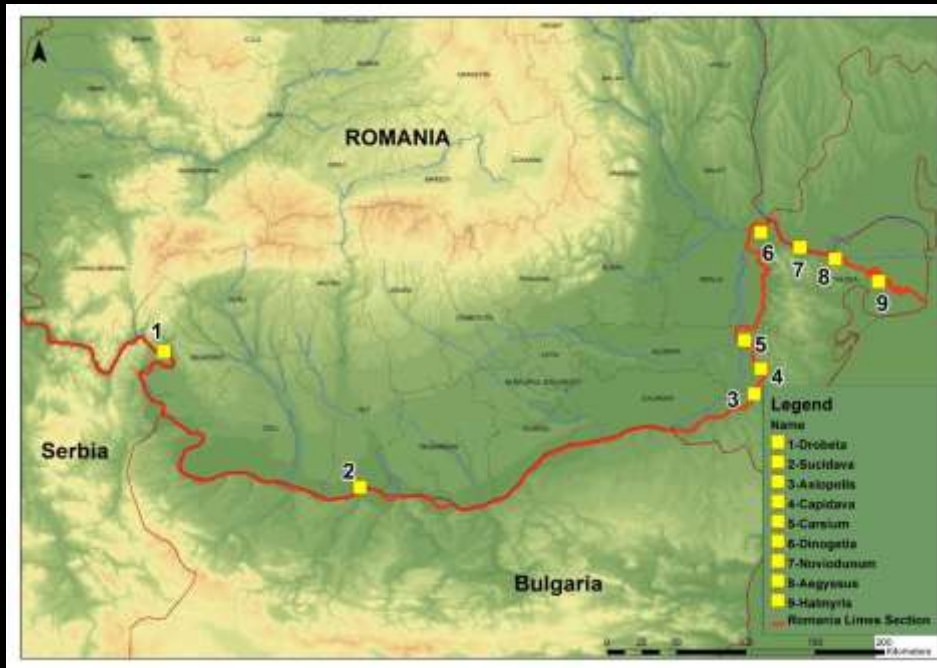
487 km length





# Danube Limes in Romania

Length 1075 km



- 32 sites have been identified on the Romanian part of the Danube Limes within the considered twelve counties
- 9 sites selected for the moment



# Danube Limes Brand Strategy Tasks



**THE JOINT  
NOMINATION PROCESS**

**THE JOINT TOURISM  
ACTION PLAN**

## **DISCUSSION ON TWO LEVELS**

**Transnational  
Cooperation Level**

**Regional Clusters of Cultural  
(and Natural) Resources**



# Transnational Cooperation Level

- Identify common Danube Limes Brand Values
- Feed Consumer portals
- Drive new product development
- Build and share resources
- Use European/Danube area scale to generate media attention

## Danube Tourism portal



Create Overall Danube Limes Brand Identity



Protection of Cultural Property –  
International Blue Shield  
Association

# EU-Project: LIMES TOURISM CONNECTION March 2012 – February 2013

## INTERNATIONAL TOURISM ACTION PLAN FOR THE ROMAN LIMES

**BUREAU BUITEN**  
economie & omgeving

## THE ROMAN FRONTIER: A WORLD-CLASS VISITOR EXPERIENCE

By 2020 the FFG will be implemented into nationally as a coherent new law offer with a variety of high-quality experiences and packages available to a wide range of identified markets supported by a strong and effective commercial partnership.

[www.romanfrontier.eu](http://www.romanfrontier.eu)



[Home](#) > [20 great places to visit](#)

## 20 great places to visit



### About Limes

- Identity and citizenship
- Military life on the Frontier
- Lives on the Frontier
- Frontier provinces
- Legacies
- Power and control
- Frontier landscapes

### Countries

- Austria
- Hungary
- Germany
- The Netherlands
- Great Britain

### Contact

- Ideas and co-creation invitation
- Frequently asked questions
- Partners
- Contact

# Development of regional Cultural Clusters



Develop Limes  
cruise/bike/hike tour  
packages with tour  
operators



Stimulate more regional  
Public Transport Facilities



Integrate local  
traditions and  
festivals



Combine cultural highlights/institutions



Local/regional culinary traditions



Eco-Tourism



Identify DANUBE  
Limes landmarks



Prepare PR material



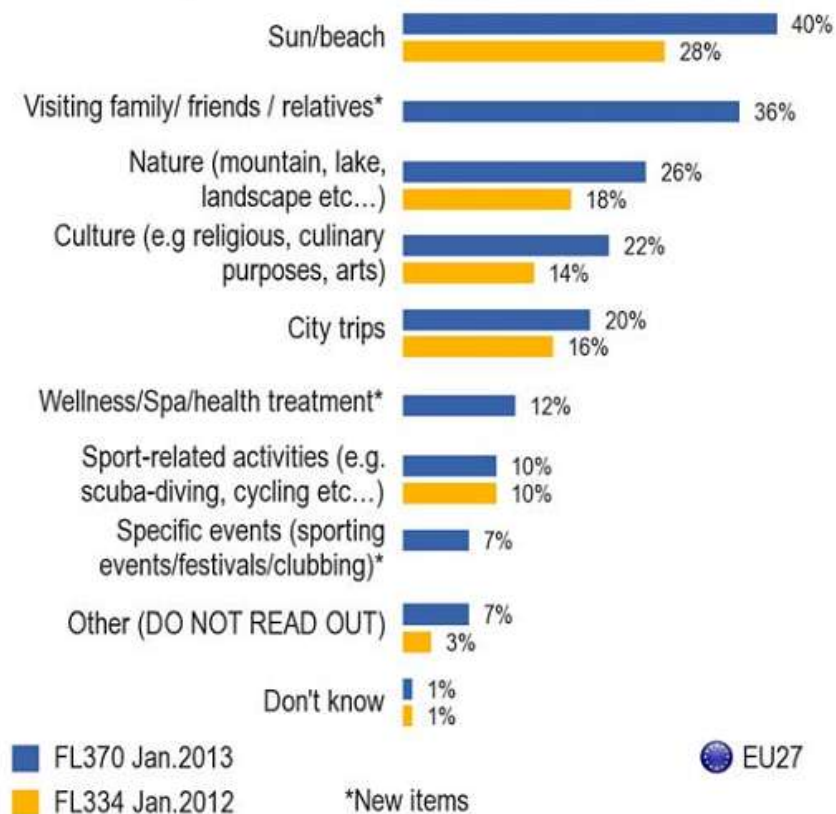
Develop cooperation with  
SM - enterprises



**"Experiencing the Danube Limes" is the concept which will serve as a bridge between the recovery and promotion of cultural heritage, the development of new tourism products and the development of the local Network of tourism and cultural stakeholders.**



Q5. What were your main reasons for going on holiday in 2012?



Rimini Ancient World Festival  
21 June 2014