Socialist Heritage Tourism in the Municipality of Koper: valorisation of newly recognized tourist sites

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Abstract

The period of socialism changed the society and space of the Municipality of Koper, leaving a distinct cultural heritage of the recent socialist period, which in its particulars may be called the relics of socialism. This cultural heritage includes spatial phenomena of the time: commercial and residential buildings, suburban settlements, individual buildings, monuments of the National Liberation War and other structures erected during the time of socialism. Invisible relics of ideology (non-material cultural heritage) are also included. As this aspect of Slovene history is not currently part of the tourist offer, the purpose of this paper is to present this heritage in such a way as to valorise tourist sites and also form practical proposals for their integration.

The paper initially deals with the registration and presentation of the relics. Meanwhile we attempt to prioritize selected potential tourist sites according to various factors in order to advance the prospect of establishing those that seem worth registering and incorporating into the tourist offer. Next are highlighted those relics which could be potentially integrated into the tourism offer of the Municipality of Koper as new or complementary tourism products. Because of the typological diversity of the relics, we propose various forms of tourism products: the establishment of museums, expansion of existing museum collections, establishment of an open-air museum and creation of info points, learning pathways and the arrangement of excursion tours. In conclusion, the importance of the integration of the cultural heritage of socialism in tourism and the promotion of new tourist products is highlighted. We also emphasize the importance of involvement and participation of all potential stakeholders on
local, regional, and national levels in integrating the new products into the sustainable tourism supply of the Municipality of Koper.

**Keywords:** socialism, cultural heritage, Municipality of Koper, relics of socialism, integration, valorisation of tourist sites.

1 Introduction

The period after World War II was marked by a radically altered change with the advent of socialism as a social political system. Since 1954, when the area of the Municipality of Koper was linked on a ‘permanent’ basis to Yugoslavia, the socialist management of space caused substantial spatial and social change as the result of systematic industrialization to achieve modernization. The ‘fall of socialism’ was followed by a period of transition in which the society and economy were forced to restructure and adapt to a market economy, again creating a radical change reflected in space [1]. The consequences are noticeable today, visible in space and society, representing the cultural heritage of socialism, which consists of a variety of architectural relics and intangible heritage. We consider them to have tourism potential and, with the appropriate interpretation, should be integrated into the offer of the Municipality of Koper. The purpose of the text is therefore to present the cultural heritage of socialism, valorise the selected tourist sites according to various factors and to formulate concrete proposals for the integration of some of these individual relics into the tourism offer.

The central part of the text presents various proposals for their integration based on appearance, functions, and positions in space and their typological diversity. We have proposed certain relics as separate tourist products and selected others as complementary to existing tourist facilities. On this basis, we suggest their integration in a variety of ways: the establishment of museums, expansion of existing museum collections, establishment of an open-air museum, creation of info-points, creation of learning pathways and excursion tours. In conclusion, we highlight the importance of the integration of the cultural heritage of socialism into tourism and its promotion. In addition, we emphasize the importance of involvement and participation of all potential actors in the realization of new tourist products of sustainable tourism in the Municipality of Koper on the local, regional, and national levels.

2 Socialist transformation of space and society and the formation of socialist heritage

After World War II, urban renewal, unemployment and the general welfare were matters of some urgency. Socialism was supposed to provide quicker and more efficient development, elimination of agrarian overpopulation and, generally, hasten the modernization of Yugoslavia. Two main changes were reflected in space and society: state ownership and management, and the abolition of the free market and the market economy. Economic development was guided by the state authorities in order to meet the needs of the country and citizens and at the same
time seek to establish equality between social classes and an equitable distribution of goods, thus eliminating disparities in developing regions. Spatial planning, then, was in the hands of state authorities. “Changes appeared in space as a consequence of management and they are a result of economic planning” [2]. The most important period in terms of spatial change and planning in the Municipality of Koper was 1953–1962 when visual implications concerning the transformation of the area into an industrial zone had arisen. “According to the regional plan and political and economic foresight Koper should become a kind of Slovenian coastal metropolis, an alternative competitor to Trieste with opportunities for industrial development, development of commercial port and railways” [3].

Changes brought about by socialist systems are, aside from those of the Soviet Union, normally associated with urban society; however, the urban society exists in symbiosis with the agricultural and the pre-war agrarian landscape of the Municipality of Koper underwent a number of changes as well. The strategically important border area near the sea began to change because of not only the development of the port (Luka Koper) and fledgling factories (Tomos and Cimos), leading to de-agrarisation, migration to the city, urbanisation, and suburbanisation – these were accompanied by concerted efforts to modernise and socialise the rural space. Together, these factors created the need for new workplaces and an increasing number of immigrants created the need for new housing. The previously sparsely populated surroundings of Koper, Semedela, Markov hrib (Hill), Olmo and Šalara, changed into a rather typical dense suburban agglomeration, crisscrossed by asphalt roads. This changed the relationship between city and suburb, and rural areas as well. “In the period 1961–89, the population of the Municipality of Koper rose by almost half, while at the state level only a quarter increase was recorded” [4].

All the above coincides with the period of socialism in Yugoslavia, including of course Slovenia, which adopted the socialist ideology and undertook the measures dictated by the government of the time. “This can confirm with certainty the existence of a socialist landscape in our country” [5]. Thus, the space has been marked by a unique cultural heritage as a result of socialistic spatial planning, largely consisting of spatial phenomena of the time: the functionally driven architecture of commercial and residential buildings and suburban settlements, monuments, particularly National Liberation War monuments and other objects, and intangible cultural heritage. Today, we can define individual elements of this cultural heritage using the term relics of socialism.

3 Cultural heritage, cultural heritage of socialism, and cultural tourism

“Cultural heritage is the legacy of tangible objects and intangible elements of culture inherited from past generations. It includes buildings, monuments, tools, artefacts, songs, dances, manners and customs, etc. Cultural heritage is not history, but it allows its re-experience and understanding” [6]. The Institute for
the Protection of Cultural Heritage of Slovenia defines cultural heritage as the sources and evidence of human history and culture regardless of origin, development and level of preservation (tangible/material heritage), and the cultural assets associated with this (intangible/non-material heritage). Its basic function is its direct incorporation into space and active life within it, chiefly in the area of education, the transfer of knowledge and experience from past periods of history, and the strengthening of national originality and cultural authenticity [7].

Relics of socialism in particular constitute a sort of peculiar cultural heritage. “These are to a large extent spatial phenomena of the time, economic and housing facilities, perhaps the entire suburban settlements or separate buildings, nationalized agricultural land and other buildings in the area, such as monuments, particularly the National Liberation War monuments, and are typologically different because they are the result of human management of space in various fields like industry, settlement, agriculture and ideology” [8]. Relics coincide with the categories of cultural heritage. These are tangible (material) heritage, construction/architectural heritage, archaeological heritage, cultural landscapes, movable heritage and collections, national treasure and non-material (intangible) heritage.

“Cultural heritage is an essential part of the so-called “cultural tourism” that is defined by the UN World Tourism Organization as travelling with the aim of learning about foreign cultures, presentation of one’s own art work, the visiting of festivals, cultural sightseeing, etc., and in the broad sense as tourism that satisfies tourists’ needs to learn about foreign countries and raises their cultural level, knowledge and experiences by meeting other people” [9].

Although there are many dilemmas involved in contemplating socialist heritage and a variety of opinions on the role of socialism in relation to recent history, politics and society, we believe that socialism’s heritage represents great tourism potential. The reasons for the failure to integrate this heritage up to now (the variety of opinions on the role of socialism as a political system, political favouritism or non-favouritism of past policies, positive or negative attitudes toward the past social situation regarding all human rights) may amount to a formidable obstacle, but ultimately the Slovene nation will be unable to ignore this part of history and the related historical facts. “…there are strong movements to preserve at least some of the communist past so that a pluralist heritage can be created. Much of the current struggle among the new administration is how much of this heritage should be removed and what should replace it” [10]. Though thus far such a struggle is not acute in Slovenia, there will appear a need in the near future to reconcile identities, aspects of economy, and, so far as tourism is concerned, marketing. Other former socialist countries have made important changes based on similar circumstances. Some examples are the Czech Republic’s Museum of Communism in Prague, Hungary’s Statue Park in Budapest, and Poland’s communism tours in Nowa Huta.

This involves visits to places associated with the communist or socialist past. It is increasingly developed in the former socialist countries of eastern and central Europe including the former Soviet Union where Cold War heritage sites
are now being preserved as tourism sites. It was particularly reflected after 1989 and the fall of the Berlin Wall when the tourism market began to change. There has been a dramatic rise in the number of tourists visiting ECE. The major change has been in the nature of tourism and tourists with an expansion of “new” or “alternative” tourism catering to niche markets with particular interests. Among the best known of these are: cultural tourism, ecotourism, adventure tourism, educational tourism and ‘dark’ tourism [11].

In our case we will use the term “socialist heritage tourism”, a “niche” form unique to cultural tourism in Slovenia, for it is impossible to generalise with any real accuracy about the heritage of socialism, which took different forms in different countries, and even had different effects in various regions in different countries. This is particularly evident in former Yugoslavia, where the mix of old and new was always to some degree unique to particular areas – in Koper the Italianate influence is particularly strong, while, for instance in Bitola, Macedonia, the Turkish influence is predominant, and others, say, Novi Sad in Serbia, had a considerable Austro-Hungarian influence. So socialist heritage tourism consists of, in a sense, the same general outline yet includes a unique set of particulars. The architecture from the 1960s is no doubt quite similar in Koper and Bitola, but the monuments and the effects of industrialisation, and especially the cultural intangible heritage, may be quite different.

According to Prosser [12] cultural heritage is essential for sustainable tourism development for two reasons. It is on one hand an important tourism attraction and on the other a source for the clarification of local people’s identity. Sensible inclusion of cultural heritage into the integral tourism product can make a destination unique and more competitive, but it should not be forgotten that heritage can be very vulnerable as every encroachment upon it, in the sense of change or commodification (or even negation), leads to tensions. “Cultural heritage as such is a non-renewable resource, and subject to slower or more rapid decline” [13].

In the following, we registered and analysed the cultural heritage of socialism formed by some individual relics. We describe each relic, its tourism potential and place it among the different types of cultural heritage.

4 Registration and analysis of relics of socialism

The time of socialism left many industrial facilities that typologically fit with corporeal building heritage and have prominent social and technical significance. On this basis a type of so-called industrial tourism, which can include industrial heritage, has developed on a global level. “While industrial heritage tourism is concerned with presenting redundant machinery, processes, buildings, and ways of life, industrial tourism is about manufacturing processes. Sometimes these two can overlap. A factory may decide to open a museum on the industry’s history while inviting visitors to tour the existing factory as well. Thus the tourism product has several possible components: a factory tour, a purpose-built visitor centre, catering facilities and shops selling the company’s products” [14]. This type of heritage corresponds to the two selected relics in the Municipality of
Koper, the port of Koper (Luka Koper) and Tomos (a motorcycle factory). Although the port of Koper with its transport activity is not an industrial plant, and could be included in a narrower niche – the heritage of transport – we have classified it as an industrial heritage site because of its historical function as an initiator of industrial development in the area.

“The reputation of the port, which was during much of the time of the Republic of Venice more important than both Trieste and Rijeka, began the revivication process in 1957. A key role was its geo-strategic location, which still has a special effect” [3]. The port of Koper is also a real spatial giant, which has been upgraded, adding a number of terminals (e.g., container, car, bulk cargoes). “The total economic area has 4,743,000 m² surface, the length of operative quays is 2897 m, the capacity of closed warehouses is 214,700 m², there are 76,500 m² of roofed warehouses, and 880,000 m² of open warehouse space. The capacity of tanks is 52,300 m³ and silo storage capacity reaches 81,000 tons” [15].

Along with the expansion of the port came more industry, such as Tomos, a motorcycle factory, which was officially opened in 1959 by the President of Yugoslavia, Josip Broz-Tito. “The first motorcycle designed in Koper was Tomos Puch SG 250” [16], which though it seems now a bit less significant, meant a great deal, as Tomos vehicles became extremely popular in Yugoslavia and are one of the most recognisable products from the socialist era. The factory now extends to a 23,000 m² production area (though they operate on a much lower scale today than during the socialist era) and its geographical location influenced the development and expansion of suburban settlements Olmo, Šalara, Semedela and Markov Hill, which represent the relic of settlement. According to the Institute of the Protection of Cultural Heritage of Slovenia it ranks as a building heritage site. Employees from Tomos lived in these settlements comprising of large blocks of flats and terraced houses.

During the period of socialism important socio-economic changes in agriculture occurred due to agrarian reform. This mainly concerned the reorganized ownership structure, the withdrawal of the tower structure relations, modern management of large socialist complexes, abandonment of agricultural terraces and the decline of the rural population. The result of agrarian reform was land consolidation, and the modernization of the countryside, which was a priority of the authorities. “Post-war changes in agriculture had a strong impact on land structure with consolidation and new land treatment and its effects are still visible today” [8]. The resulting state property in Slovenia, including in the area of the Municipality of Koper is in no way comparable in size with the state property and state farms elsewhere in central and eastern Europe (except Poland), which introduced state management. The consequences of these measures represent relics of agriculture. Among them are agricultural cooperatives, which represent the building’s cultural heritage but also the heritage of rural life. Agricultural cooperatives were mainly engaged in the trade of general consumables, distribution of fertilizers and materials for reproduction. Their task was also to familiarize farmers with new working methods, machinery, and crops.
Among the relics of ideology belong both buildings and intangible heritage, which had an ideological anchoring function. Building heritage consists of monuments from the National Liberation War and buildings designed to protect and control the borders, whilst the intangible heritage consists of the naming of the streets, squares, schools, museums and other relevant institutions after war fighters and heroes. Intangible heritage is also represented by patterns of daily life, traditions and celebrations. An example of how this is evident is the interesting example of two squares in the centre of Koper separated by just one row of medieval buildings, including a church and bell tower, which encloses the first, now known as Tito Square (the main square), while the other, behind the church was called Revolution Square until about ten years after independence when its name was changed back to the pre-war Brolo, as it was known. In Slovenian Istria memorial monuments and plaques began appearing in 1946 [18]. Buildings designed to protect and control the border have had a special significance, to protect and control the border and in addition, to control the life of people living along the border area. These were border guardhouses and

Figure 1: Relics of socialism: Luka Koper-Port of Koper (top) and Tomos factory (bottom).
border crossings. This specific example lends some urgency to our topic, as the two nearest border crossings from Yugoslavia to Italy have met – thus far – different fates. The Škofije border crossing structures have been razed, perhaps an intention symbolic act in this new era of the supposedly borderless Europe, while the guardhouse along the less trafficked route near Ankaran remains standing.

Figure 2: Relics of socialism: border guardhouse (top left), monuments of National Liberation War (top right), Suburban Markov Hill (centre left), Cooperative hall Bertoki (centre right), Naming of the street (bottom left), border crossing Škofije (bottom right).

Figure 3: Relics of socialism: Naming of the square, Tito Square (left) and Square of Revolution, nowadays renamed as Brolo (right).
5 Valorisation of potential tourist sites

As relics of socialism are still a relatively new phenomenon in the region they are not yet registered in the Register of Cultural Heritage, headed by the INDK Centre at the Ministry of Culture (an information and documentation centre for the protection of cultural heritage). Unregistered, relics of socialism do not fall into any of the categories of historic preservation as cultural monuments of local significance or cultural monuments of national importance. That is the main reason to carry out a valorisation of selected relics of socialism for the needs of tourism.

Among the relics of socialism under examination, we selected four, each representing a different type of socialist cultural heritage. Tomos factory represents industrial heritage, suburban Markov Hill represents the heritage of settlement, the agricultural cooperative in Bertoki represents agricultural or rural heritage and the border Guardhouse in Ankaran represents the heritage of ideology. These relics could be grouped in a package of socialism heritage tourism products or they could constitute independent tourist sites. The valorisation indicates the extent to which individual relics are suitable for inclusion into the tourist offer whether as a primary or supplementary source of tourism based on the criteria of accessibility, authenticity, conservation status and marketing potential. The basis for the valorisation was a fieldwork assessment of the state of potential tourist sites. The numerical value of 5 is the highest, while 1 represents the lowest numerical value for each criterion. Valorisation was performed using the following criteria according to the model of evaluation of cultural heritage in Istria [17]:

- *accessibility* (state road located less than 500m from the site – 5; local asphalt road – 3; macadam – 1);
- *authenticity* (maximum autochthonous – 5; minimum autochthonous – 1);
- *present condition* (functional, without requiring additional input time or money – 5; functional, moderate need for additional money or time – 4; almost ready, requires moderate additional money or time input – 3; non-functional, high required additional money or time input – 2; heritage unsuitable for valorisation 1); and
- *marketing potential* (international attraction is present on both sides of the border – 5; international attraction, locally limited – 4; regional attraction is present on both sides of the border – 3; regional attraction, locally limited to one side of the border – 2; there is no attraction – 1).

We estimated that the availability of the selected relics (rank 5) is great; they are within 500 m of the nearest national road, except in the case of the settlement Markov Hill (rank 4), which is located slightly more than 500 meters away from the national road towards Croatia. We found the authenticity of the selected relics of socialism according to our estimates at a high and medium level. The settlement of Markov Hill (rank 3) and the agricultural cooperative hall in Bertoki (rank 4) have a slightly lower level of authenticity mainly because the settlement blocs do not differ significantly from other blocs of settlements in the
municipality and country from the period of socialism, while the agricultural cooperative hall in Bertoki seems like other commercial buildings from the time of socialism (and while this very fact is indicative of a socialist style of architecture, at the same time it means that if a tourist would like to visit such a settlement or structure there are plenty of others available in the country and in nearby Croatia). Valorisation showed that the selected relics of socialism have good marketing potential (rank 4) and that the implementation of proposed new tourism products would become a recognizable part of tourism in the municipality of Koper considering the fact that such a tourism offer based on the heritage of socialism is not yet included into the tourism offer of the municipality and country but already established in other countries of eastern and central Europe.

Table 1: Valorisation of potential new tourist sites.

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<th>Tomos Factory</th>
<th>Suburban Markov Hill</th>
<th>Agricultural Cooperative hall in Bertoki</th>
<th>Border Guardhouse in Ankaran</th>
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<td>Authenticity</td>
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In general, the relics are perceived to be in modest condition (rank 3), requiring a modest additional investment of money and time. As far as marketing potential, the relics receive a slightly lower rank from the highest (rank 4) mainly because they represent local attractions, as similar facilities in the form of relics also occur in neighbouring Croatia.
6 Proposals for integration of heritage of socialism into the tourism offer

Proposals for the integration of the cultural heritage of socialism formed by the individual relics into a tourism offer should consider Ashworth’s division of tourist attractions into primary and secondary sources. “The first constitute the basic motive behind the visit, while others represent a supplemental supply during the tourist visits” [19]. Relics fall onto either side of this divide. Therefore, we will identify the tourist role for each selected relic and offer proposals for its integration into the tourism offer, considering the importance of the appropriate interpretation of tourist attractions regarding whether they represent a primary or supplementary source of tourism.

Tomos and the port of Koper, which own unique untapped tourism potential in the form of industrial, technical and transport heritage, may constitute a separate or additional tourist offer. The separate part of the tourist offer would be a Technical Museum in the former Tomos motorcycle factory that could be in one of the existing derelict sheds representing a collection of Tomos’ motorcycles. There is also the possibility of guided tours in the factory area. Regarding this, it would be necessary to create a thematic pathway.

Luka Koper with its unexploited potential of transport heritage could be included as a constituent part of the city centre tourist tour or as a complementary tourist offer. After visiting the city, tourist could join a guided tour in the port (which is already underway by bus for school purposes). The port could have an established info point from which would branch a thematic pathway. The thematic pathway would be safe for visitors and adjusted to ensure smooth work in the port. Visitors could see different terminals and learn about the port’s present and past activities. Somewhere relatively near to the info point there should be a museum exhibition about port operations, technology of transport and daily lives of stevedores through the years. The exhibition would underscore the role of the port in the socio-geographic and socio-economic development of the city and its gravitational hinterland.

The agricultural cooperatives represent an as yet untapped potential in the areas of building and rural heritage, and should be registered and considered an independent tourist offer. We propose the organization of a museum collection in the building of Bertoki’s agricultural cooperative hall, which is not far from Koper. The collection could display the cooperative’s role and social function at the time of socialism, emphasizing the village life. One thematic part of the agricultural cooperative could also be the Nature Park Škocjanski zatok (inlet), which is a protected area under the Ramsar Convention. Chiefly a bird sanctuary, the park also keeps traditional Istrian animals such as the boškarin (a large Istrian bull). An active interplay between the cooperative and the park would be a natural collaboration, as the two are quite near each other and both have a primarily rural focus.

The relics of ideology consist of building and intangible heritage. There are many possible suggestions for their integration. We suggest supplementing the existing collections of the Regional Museum of Koper with material from the
period of socialism, where the emphasis would be on daily life, symbols, traditions, and holidays. The exhibition collection could include the naming of streets after national heroes and important political figures from the time of socialism and material about the monuments and memorials to the fallen, which has a strong symbolic and ideological function still today. For the integration of both, we suggest the organization of a thematic and learning pathway tour of Koper, which would present to the visitors selected streets and personalities regarding the naming of the streets, monuments, and memorials. Visitors to the monuments and memorials would learn about historical personalities, facts, and events held during socialism and about their remarkable social and political importance.

Border buildings represent an example of ideologically-bound facilities for surveillance of the border. These are military and customs facilities. We suggest the establishment of a border guardhouse museum that could include selected material from the daily life of guard soldiers and therefore introduce their role, daily tasks and way of life along the border. We propose the establishment of a smuggling museum in one of the existing customs facilities. Visitors would acquire information about the importance of customs and the work of customs officers at the time of socialism, and the administrative border crossing procedures of the time. Given the mystique of the east/west divide, one can reasonably expect a great deal of interest in such a crossing point. Additionally, it would be possible to include active participation of the visitors, who would return to the time of socialism as border crossers (people who pass the border).

The newly formed suburban settlements of Markovec, Olmo and Šalara represent the relic of architectural and urban heritage. It would be reasonable to include them as a part of the proposed technical museum Tomos (construction of the port of Koper and Tomos promoted the emergence of suburban settlements) or even as a complementary part of the Regional Museum of Koper (on the theme of quotidian life during the socialist era). In both cases, it would be appropriate for that purpose to regulate a thematic pathway or open-air museum. Visitors on a guided tour would see a certain part of these suburban settlements (as architectural and urban heritage) and take note of the daily lives in these settlements and the specific functions of individual buildings from the period of socialism. There could be some service facilities arranged in socialist-style (socialistic store and socialist-style postal office).

A thematic excursion entitled “Trail of socialism in Koper with academic lectures” besides the sightseeing of socialist relics would also include academic lectures based on history. This excursion would be appropriate for domestic and especially foreign students and even for tourists who are interested in cultural heritage. Co-organisers of the excursion could be educational institutions, including local high schools, universities and institutes. The excursion could start with sightseeing on Tito Square, which is in the centre of Koper, and proceed with learning about monuments and memorial plaques in the city. Meanwhile students would complete assignments given them by the organiser. Furthermore, they would visit Luka Koper or the Tomos Factory and the typical suburban settlement of Markov Hill and Semedela. The tourist guide and history professor
would play an important role in the presentation of these three socialist relics. The thematic excursion would end with a typical working lunch in one of the restaurants in the city arranged in socialistic style and participants would receive a souvenir – perhaps a pioneer hat from the period of socialism or a model of the Yugoslav flag.

Figure 4: Map depicting relics of socialism in the Municipality of Koper.

7 Conclusion

The period of socialism changed the area and society of the Municipality of Koper and since the changes after the ‘fall of socialism’, constitute a socialist cultural heritage. Relics are seen as the largest meaningful spatial elements of the time in which they arose. They formed a spatial whole, covering industrial facilities, nearby villages, and other elements in space, such as monuments and memorials of the National Liberation War [8]. Today, in a democratic and capitalist society they are still visible and form a spatial and historical reflection of the socialist system, although the post-modern trends and established principles of sustainability in space policies intertwine with them and to some degree threaten their existence. In addition, this heritage represents untapped tourism potential that should be integrated into the tourism offer as separate or complementary tourism products.
Although there are many dilemmas and a variety of opinions on the role of socialism in relation to recent history, its politics and society, we believe that socialism’s heritage represents great tourism potential. Other former socialist countries (e.g., the Czech Republic, Hungary, Poland) have taken important steps on this basis. Thus, it seems appropriate that Slovenia should follow the good practice of those countries and acquire new tourism products from the heritage of socialism. In any case, this could be carried out effectively and substantively in the Municipality of Koper, given the appropriate selection of relics, their arrangements for tourist purposes, proper interpretation, and marketing.

In the text, we registered and analysed some of the potential relics that represent the cultural heritage of socialism. Valorisation of selected relics of socialism on the basis of a variety of factors showed that they are suitable for inclusion in the tourist offer of the municipality, taking into account certain restrictions on some relics in the area in regard to accessibility and authenticity. Our valorisation model showed that these relics have good marketing potential mainly because they represent local attractions (as in some cases similar facilities in the form of relics also occur in neighbouring Croatia as well as elsewhere in Slovenia), while they are functionally in need of some investment of time and money. We are aware that our proposals for the integration of heritage of socialism are only one small step forward and that in this regard, much remains to be done. The vision for tourism development should be focused on the further development of tourist attractions to offer new tourism products. This requires good cooperation, dialogue and communication and interdisciplinary work. Therefore, the process of the integration of the heritage of socialism into the tourism offer of the Municipality of Koper should affect a wider social context; that is, beyond the touristic. We suggest the involvement of all professional bodies and interested public and necessary studies that will show which relics (among those we proposed, as well as many others) are worthy of integration into the tourism offer. Success requires the active participation of local tourist offices, professional services at the state level, the stakeholders involved in the long expected foundation of distinct regions that would help to promote tourism in the Koper area and establish better links with government departments, the university and museum communities, as well as the enthusiastic involvement of the businesses themselves (the port and Tomos), all of this as a pre-condition to striving to acquire assets through the EU. Not to allow this to go unmentioned, this entire enterprise would also create new jobs for local people and outside experts at a moment in economic time when such are in great demand.

Tourism as a market economic branch requires constant development and perpetual adjustments to market trends. The cultural heritage of socialism with the integration of its relics into the tourism offer represents a unique opportunity for the creation of new tourist products. At the same time the cultural heritage of socialism represents an opportunity to develop a sustainable form of tourism, a general feature of heritage tourism. Thus, the integration of the cultural heritage of socialism would mean a significant environmental and economic contribution to the Municipality of Koper, increasing tourist visits to Koper, promoting the
town as a tourist destination, but also enhancing regional and national recognisability and identity.

References


