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04/2018



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1. INTRODUCTION

SAINT MARTIN – A SYMBOL OF MUTUAL SHARING

Saint Martin, the symbol of sharing, is one of the most popular saints in Central Europe (CE) with thousands of monuments dedicated to him, as well as a rich intangible heritage (folk traditions, legends) keeping his memory alive.

In 2005, the Council of Europe named Saint Martin as a European personality and thus also confirmed his importance for the formation of a more solidary, human and reciprocal Europe. His philanthropic gesture of sharing his military coat with a beggar has become the basis on which European nations should build their common future. Saint Martin therefore essentially represents the ethical ideal of human solidarity, which has deeply impacted today's cultural consciousness of the European nations since the beginning of his worship. This is proved by the folk stories about Saint Martin, which are so faithfully shown in all his portrayals: Saint Martin has not become the symbol of a Roman soldier or a Christian bishop, but a symbol of human compassion. The Saint Martin of Tours Route, which is based on his personality, aims to enable a diverse cultural exchange through the common European cultural heritage, which will enrich our mutual life and make a friendlier and more human Europe, but mostly deepen the awareness of our common values and foundations. This is by no means an inversion into the past, but on the contrary. Saint Martin is a symbol of prosperity and hope for the future.





2. LOCAL VISION STATEMENT FOR THE NEXT TEN YEARS

Vision

The city of Maribor is a distinctive destination, related to the cultural heritage of Saint Martin, both in the local as national and European scale. Saint Martin's route, passing through Maribor, is a recognizable and an important generator of tourism and entrepreneurship in the city, as it contributes to the creation of new entrepreneurial initiatives associated with new services and offerings for visitors of the route. The residents of the city, especially young people, are aware of the importance of the cultural heritage of Saint Martin and the values that are symbolized by him and are proud of this heritage.

Priorities

1. Visibility of Saint Martin's route and the cultural heritage along the route
2. The Old Vine as a symbol of the natural and cultural heritage, associated with Saint Martin
3. Creating new offers, products and services for visitors to Maribor and Saint Martin's route
4. Raising awareness of the material and intangible cultural heritage of Saint Martin, with an emphasis on young people, and building a culture of values which Saint Martin symbolizes

In accordance with the terms of the Transnational Vision Statement, we will as a project partner of NewPilgrimAge endeavor to achieve the following objectives of the project:

- Increase and boost the communication and collaboration among the main groups of stakeholders, especially among authorities, experts, local citizens and business.
- Find a common way to connect all actors who work on Saint Martin's heritage in order to improve cooperation.
- Ensure coordination among different local visions.



- Develop new forms of cultural services to improve cultural initiatives and accessibility to historical sites, including eventual fundraising.
- Increase the knowledge of Saint Martin's heritage among residents firstly as some ignore the existing Saint Martin's heritage.
- Increase the level of voluntary/cultural/social work in the local communities.
- Reinforce the capacity of local communities to be empowered and involved in a common vision to link past, present and future.
- Increase the capacity to transmit traditions from past to present

Maribor is the second largest city in Slovenia and is located at an important European traffic junction. According to historical records, this place was also traveled three times by the Saint Martin. The history of Christianity in these territories is strongly linked to the values of Saint Martin, therefore, with the local vision within the New Pilgrim Age project, we want to re-educate the awareness of Saint Martin. To encourage the local population to take greater account of the values associated with Saint Martin. At the same time, we want to bring the local population closer to common European values that are strongly linked to Saint Martin and his heritage, and in the future will be a strong link between different European nations.

Through these activities, we want to stimulate and strengthen the values of Saint Martin (such as solidarity, hospitality, selflessness ...).

Integration of all sectors and civil society

It is necessary to increase the social and economic cohesion of cities and regions dealing with cultural heritage in order to reach more competitive local economies, which will contribute to improving the quality of life in cities and regions. To achieve this goal, it is necessary to create a network of private and public stakeholders in the field of cultural heritage. This demands the implementation of different participatory and community-building approaches, methods and tools that will enable to hear the voice of the local people, especially their needs, desires and ideas. This will increase the social inclusion and economic growth of the targeted areas. Important goal is also to achieve better connection between the experts and the local population. However, local people are the main practitioners and bearers of cultural heritage, thus they should be involved in the maintenance and renewal of its environment.



Values connected with Saint Martin, will also be involved in a number of social and cultural activities run by local communities (non-governmental organizations, local associations, individuals, youth initiatives).

Citizens will be trained to use and develop the heritage of St. Martina for various purposes of sustainable development (care for the environment and sustainable use of cultural heritage).

Integrating of civil society in to the process of implementing project activities, especially young people.

Another important goal is to include younger generation in actions related to the cultural heritage of Saint Martin.

In the modern world more and more, young people spend a lot of time using electronic media such as the Internet, video games, etc. They spend more and more time on mobile or smartphones, laptops and tablets. Many young people are already addicted to these activities today. As part of the NewPilgrimAge project, young people need to be attracted and involved in activities related to cultural heritage (games, workshops, camps, hikes, etc.). The modern media should be used in a positive sense, which will influence the personal and social growth of the individual.

In the future, we will include more schools (elementary, secondary and faculty) in activities related to the heritage of Saint Martin.

There are many religious groups that could better integrate into Saint Martin and his heritage. These groups are active promoters of Saint Martin.

Prepare youth camps (Saint Martin's values): socializing, unselfish help, content applications.

To include the younger generation in activities related to the protection of cultural heritage (games, workshops, hiking ...).

Strengthening cooperation and friendship between generations at the local, national and supranational level.

By involving young people in heritage projects, we will also achieve intergenerational connectivity, as young people will become acquainted with the content and importance of creating previous generations on which their or our present life is based. Young people are characterized by youthful energy and creativity, which in the time of a technologically developed society gives cultural heritage a higher added value.

Permanent monitoring of the proposals made by young people and the elderly.



Young people on pilgrimage, Photo: Uroš Vidovič

Important issue is also the possibility to enable younger to travel to other partners and make friends in other cities in the NPA project. The exchanges can take place in the form of camps, school exchanges, excursions, professional excursions. Of course, it is important to connect in the general sense on the basis of common values and cultural heritage of St. Martin. Examples of integration and cooperation are, among others, twin cities, links between professional institutions (museums, institutions for the protection of cultural heritage, schools, institutes for tourism, enterprises).



Older people during the study of the heritage of Saint Martin, Photo: Uroš Vidovič

Old Vine, Maribor

Between the cultural heritage connected with Saint Martin Vine in the Maribor area certainly stands out of the Old Vine. It is the oldest vine in the world, which is also included in the Guinness Book of Records. On the façade of the Old Vine House in the heart of the old city Centre on Lent, the Old Vine – the world’s oldest vine – has been growing its roots for over 400 years. The house was built in the 16th century, and the south side, towards the Drava River, has seen no major architectural changes since then.

We want the inhabitants of Maribor and its surroundings to get to know the positive values through the Old Vine and Wine Culture. The old vine is a good example of how to stand and stand with its age and hardiness. At the same time, the Old Vine represents an extremely important tourist attraction of Maribor. In Slovenia, viticulture and wine are strongly associated with Saint Martin of Tours. Therefore, integrating the Old Vine into a local vision is absolutely logical and necessary.

Today, the Old Vine House is a temple of wine tradition and culture of Maribor, Styria, and Slovenia, offering guided tours of rich wine patrimony and other museum exhibits. Visitors of the city are also welcome at the helpful tourist information Centre. In the Old Vine House, visitors can visit the wine shop and the room for wine tastings of premium wines



from the Maribor wine sub region as well as a souvenir shop where they sell delicious Slovene chocolates.

Old Vine House Gift Certificate can be the perfect gift! Throughout the year, the House hosts numerous events connected to wine and gastronomy. During the warmer months, you can sit in the wine garden with a glass of excellent Styrian wine and enjoy the view of the venerable “vine queen”.



Old Vine Maribor, Slovenia, Photo: Uroš Vidovič

TOURISM AND MARKETING CONNECTED WITH PILGRIMS, SUSTAINABLE DEVELOPMENT

Cultural heritage of Saint Martin and tourism, is very connected with pilgrims. We need better information for users, guests, pilgrims, hikers. Integrating cultural heritage into marketing, new value-added products and services, travel agency packages and online sales, individual guests and organized groups. The local strategy must lay the foundations for long-term cooperation by establishing a network of partners for the exchange and cross-marketing.



Encouraging and involving the general public in the development of new cultural products and services related to the heritage of Saint Martin.

Creating a common brand, to improve the marketing of the cultural heritage of Saint Martin and related products.

Develop a new creative cultural products and services that will ensure a modern interpretation of Saint Martin's cultural heritage.

Project partners will advocate that more travelers and pilgrims will walk along the path of Saint Martin and other pilgrimage routes, providers of accommodation and meals will also start working in terms of sharing goods in a cheaper way.

Travelers and pilgrims need help to get to cheaper food, to cheaper accommodations and thus help revive the tradition and the spirit of hiking.

Sustainable development is a development that is in line with the needs of the present generation. In doing so, it does not jeopardize the possibilities for satisfying the needs of future generations. Sustainable tourism is responsible tourism, because it respects the needs of the environment and people living there, as well as the local economy and visitors. In this direction of sustainable development, we also want to develop tourism, which is related to the heritage of St. Martina and pilgrims in the area of the Municipality of Maribor.

Preparation of exhibitions and educational events, with the aim of involving younger generations.

Path of Saint Martin of Tours, VIA SANCTI MARTINI

Path of Saint Martin of Tours is the Great Cultural Route of the Council of Europe, known as VIA SANCTI MARTINI. The path connects four countries.



Map of European Cultural Route Saint Martin of Tours, VIA SANCTI MARTINI

Route of Saint Martin of Tours enters the area of the Municipality of Maribor in the village of Metava. The route crosses the wooded hill Hum and then walks through Grušova and Ruperče to the wine-growing village of Hrenca. From the top of the hill we can see a beautiful view of Maribor with Pohorje and the Drava valley and the Dravsko polje with Boč, Donačka Gora and Ivančica in the background. The path then leads us among the vineyards in Vodole, where there are numerous tourist farms and wine shops. Through the Stolni vrh, the path of Saint Martin descends to the city of Maribor, where she first visits the hill Piramida. On the hill that rises above the city of Maribor, the castell of Marburg once stood. It is only a few steps to the Three Ponds, where the Saint Martin route split into a variant. The main route leads northwards across the Rošpoh to Saint Urban above Maribor. The top of the hill, decorated by the church of Saint Urban, with 600 meters above sea level, is also the highest point of the Saint Martin route from Szombathely to Maribor. From the top there is an exceptionally beautiful and wide view on all four sides of the sky.



View of the city of Maribor from the path of Saint Martin, Photo: Uroš Vidovič

The path then descends through Lucija's hill to Kamnica near Maribor, where we visit the Baroque church of Saint Martin. From Kamnica we go to the entrance to the island of Maribor, then the path runs along the river Drava through the Kobljar Bay to Lent. At the Koroški bridge, our route is combined with a variant that leads through the old city center of Maribor.

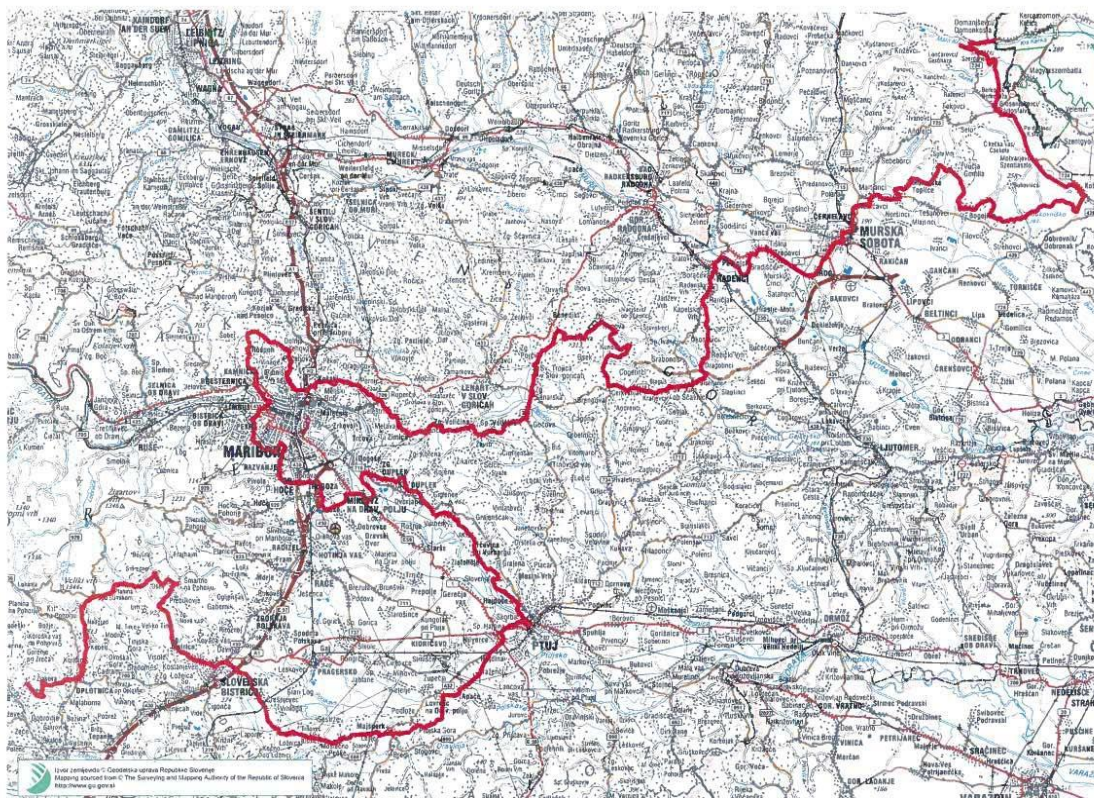


Saint Martin's route visit also Urban nad Mariborom, Photo: Uroš Vidovič

Variant Paths of Saint Martin leads from the Three Ponds through the city park to Cathedral of Saint John the Baptist on Slomškov trg, from where he continues through Poštna ulica to Glavni trg. Passing the old town hall and the landmark, we descend to the bank of the river Drava, where we stop at the biggest sights of the city of Maribor Old Vine. In the house of the Old Vine there is an information center and a wine cellar with selected Styrian wines. From the Old Vine House the Path leads. sv. Martina continues along the Drava River embankment to the Koroška bridge, where the main route through Sv. Urban and Kamnica. Now leads the way across the river Drava to Pekrska gora, where stands the Church of Mary, also called the Slovene Calvary. From Pekrske gorce the path descends to the Upper Radvanje and continues to the Betnava castle under the slope of Pohorje. Now the path of Sv. Martina heads south and through the settlement Razvanje reaches Bohovo, where he leaves the Municipality of Maribor.



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Map of European Cultural Route Saint Martin of Tours in NE Slovenia

Martinovanje or Saint Martin festival in Maribor is the biggest one-day public celebration in Slovenia, when 20,000 thousand visitors from Slovenia and abroad gather in Slovenian Styria capital. A gift of the autumn and a cheerful gathering at the Leon Štukelj Square are accompanied by a rich cultural and entertainment program and, of course, a traditional wine-culinary offer. Martinovanje in the city center is enriched with the arrival of wine queens, bracelets, folklorists, peasant women, rafters and representatives of the wine ranks and fraternities that are walking around the city center. They bring autumn crops and goodies with them in order to symbolically thank the autumn. Apart from the festive grape must, numerous tastings of Martin's dishes and drinks are organized, which are offered by vineyards and winemakers, tourist farms and other caterers on numerous stalls. The annual event, dedicated to Saint Martin, a saint who transforms must into wine, symbolizes the end of the entire vineyard's efforts, and at the same time concludes the Old Vine Festival, the top festival of wine and culinary, culture and entertainment, which is held in honor of the Old Vine, the oldest vine on the world.



Saint Martin's Day 2016 in Slovenska Bistrica, Slovenia, Photo: Tjaša Korošec

Cuisine and other offer for hikers along the path of Saint Martin on existing farms should also be available throughout the year. Catering and tourist offer on the path of Saint Martin make more connected.





Saint Martin goos, Photo: https://www.google.si/search?q=martinova+gos&client=firefox-b&dcr=0&source=lnms&tbm=isch&sa=X&ved=0ahUKEwjYprmU6bTaAhWBLVAKHbTNCCMQ_AUICigB&biw=1295&bih=694#imgrc=lyj2Vm0Gdu_PIM:

As a NPA project partner, we will strive to make the tourist farms more interconnected. In the future, providers must unite and jointly offer cheaper food and drinks and accommodation for hikers.

We want to develop new products that will be linked to the protection of cultural heritage and offer them to a wider circle of users. By applying new products, we will establish among our users the protection of common values, such as solidarity and hospitality.



3. SUMMARY

A statement of the local vision was created on the basis of a transnational vision statement prepared in advance by the project partners of NewPilgrimAge. The TVS sets out the basic guidelines and goals that NPA project partners want to achieve. With help of a local vision, we want to increase the knowledge of Saint Martin's heritage among the inhabitants. Namely, in 2005, the Council of Europe proclaimed Saint Martin for the European personality, thereby confirming his importance for creating a more solid, human and mutual Europe. His humanitarian note, when he shared his military coat with the beggar, became the basis on which European countries must build a common future. Therefore Saint Martin essentially represents an ethical symbol of human solidarity. However, at the local level, we want to transfer as many of these values to civil society and professional institutions. In the project, we give special emphasis to the inclusion of young people. By involving young people in heritage projects, we will also achieve intergenerational connectivity, as young people will become acquainted with the content and importance of creating previous generations on which their or our present life is based. Young people are characterized by youthful energy and creativity, which in the time of a technologically developed society gives cultural heritage a higher added value. Of course, we must not forget the older people who must play an important role in protecting the cultural heritage and transferring their knowledge and experience to the younger generations. The environment in which we carry out NPA project activities is very important tourism and marketing in connection with heritage and pilgrimage. In the future we want to promote pilgrimages along the Saint Martin and other pilgrimage routes in the area of Maribor and its surroundings. Hiking contributes significantly to physical activity and does not pollute the environment at the same time, and is therefore very important for sustainable development. Pilgrims in groups have to adapt to each other, establish friendship and compassion. In pursuit of Saint Martin wants to include more young people together with her parents. As a NPA project partner, we will strive to make the tourist farms more interconnected. In the future, providers must unite and jointly offer cheaper food and drinks and accommodation for hikers. We want to develop new products that will be linked to the protection of cultural heritage and offer them to a wider circle of users. By applying new products, we will establish among our users the protection of common values, such as solidarity and hospitality. As a central tourist attraction in the field of cultural heritage in the city of Maribor, it is certainly the Old Vine. It is the oldest vine, which has been on the Lent in Maribor for more than 400 years. In the implementation of the local vision, we are faced with a great challenge, how to successfully transfer the values related to the heritage of Saint Martin in the local environment. The future of Europe and the world will also depend on this environment.



4. RESOURCES

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