

István Járdányi Paulovics Ruin Garden

Local Archeo Plan

Co-operating institutions:

Catholic Diocese of Szombathely

Savaria Museum

Municipality of The County-Rank City of
Szombathely

West Pannon Nonprofit Ltd.

Introduction

The city of Szombathely was already a prosperous settlement in Roman times, so a lot of archaeological monuments and artefacts have been preserved. One of the most remarkable of the city's numerous historical and cultural sites is the István Járdányi Paulovics Ruin Garden, which is the backbone of this document, as a development area, which reveals the largest contiguous detail of the remains of the former Savaria. Excavations here have uncovered medieval remains alongside ancient buildings and complexes built between the 1st and 4th centuries. From antiquity, the governor's palace and its mosaic floor have been excavated. The most valuable part of the Ruin Garden is the ancient palace complex. Its vast hall was once covered with a huge mosaic floor, which is still the largest continuous mosaic floor in Pannonia, even in its fragmentary state. The mosaic floor is currently being reconstructed and restored. The restoration will involve the reassembly of the mosaic into several elements, which will be re-installed and displayed in-situ following the development of the Ruin Garden and construction of a protective building on the site. There are numerous other monuments and ruins in the area that provide an insight into the city's past. For example, the basalt-lined road along the former city wall, near which a pottery and a customs house have been excavated. Built on Roman stones, the remains of a medieval castle have been found. The remains of the circular wall of the 9th-century castle, the Octagon, is the only known non-sacramental Carolingian stone building in the Transdanubian region. It is the most important monument of medieval Szombathely. Today, the monumental building of Baroque Szombathely, the Cathedral of Our Lady of Sarlós, stands on the outskirts of the area.

In its current state, the Ruin Garden is a fenced, contiguous area in the heart of the city with a Passage (The Passage was built in 2017). The Passage allows visitors to view the Ruin Garden but does not give a full insight into the archaeological remains of the area. One of the main aims of the development presented in the document is to create a park that will welcome visitors to the area, presenting the values and monuments of the different periods.

1. Table: Basic information about the development area

Name of the site(s):	István Járdányi Paulovics Ruin Garden
Name or number of the site(s) in the national register of archaeological sites and monuments:	Lot number 5997/1-2., 5998/1-2., 5999-6010., 6014., 6024/2-5. Monument identification: 9420 Monument registration number: 7568 Number of the ministerial decree of protection: MKM 84723/68. Commission decision dated: 1968. 03. 28.
City, town:	Szombathely
Region/County:	Western Transdanubia region / Vas County

Country:	Hungary
Landowner(s):	Diocese of Szombathely
Manager:	Savaria Museum
Responsible monument protection institution:	Savaria Museum



1. Figure: Area of the Ruin Garden¹

The spatial extent of the Ruin Garden is shown in Figure 1, the entire area is considered an archaeological site. The development area's lot number 5997/1, which covers an area of 13,498 m² according to the Land Registry Information System.² Although ruins from different periods can be found in numerous locations throughout the city, not all of them are of "significant" value, and the present development plan focuses only on the Ruin Garden area. Within this area, the eastern half of the site is where most of the archaeological remains that have been excavated and are to be presented are concentrated. **The elements that are central to the present concept are: the hall of the former governor's palace, the mosaic to be reinstated there, the bath house, the remains of the Carolingian castle, the trade route and the adjacent pottery and customs house.**

¹ Source: Savaria Museum

² Source: www.e-epites.hu/e-kozmu; www.foldhivatal.hu

Regarding the state of research in the area, although archaeological work has been going on for several decades, and archaeological observation, professional supervision, data collection and field visits have been carried out alongside excavations, the Ruin Garden is still not fully mapped. The monuments already excavated and not covered can only be visited by guided tours. However, it should be stressed that efforts should be made to protect and preserve all the remains of the buildings.

For the above reasons, it is important to develop the area in such a way that the functions developed do not hinder future research and exploration. All local archaeological work is the responsibility of the Savaria Museum, i.e., archaeological research, the preparation and preservation of documentation of investigations and the protection of artefacts found, and any archaeological work carried out in the Ruin Garden area during the development of the site.

The István Járdányi Paulovics Ruin Garden is currently an unused/untapped cultural, archaeological and tourist facility in the city centre. The area is able to showcase several historical periods simultaneously, offering an unparalleled opportunity to trace the development of the city through the ages.

Development context

The idea of developing the area has been around for almost a decade but achieving significant results has proved particularly difficult. The purpose of this document is to bring together the stakeholders interested in the development of the site and to set out an initial development direction. One of the specific aims of the action plan is to gather the views of all the relevant stakeholders, analyse them and present them as a planning and development perspective. During the workshops and the information gathered the data collection process have made it possible to define a common development direction, which was the most supported by the workshop participants.

The expected impact of the development set out in the document:

- Creating functional space from currently undeveloped site.
- Increasing the number of local and tourist visitors.
- Providing an opportunity for a comprehensive presentation of the city's historical heritage.
- Providing a link in the heart of the city centre between the main square and the current bus station.
- It can be an important link between archaeological research and reconstruction in Szombathely, contributing to an attractive urban image.
- The Ruin Garden can be given a greater role in the Savaria Historical Carnival in Szombathely, further enhancing the tourism value of the site and the carnival.
- Indirectly increasing the value of the surrounding areas.
- Further increasing the green space in the city centre that can be visited and used.

If the development programme described in the plan is implemented, it is important to consider the following aspects in order to avoid potential negative impacts in the future:

- In no case should the development and planned use compromise the preservation of the ruins.
- The possibility of further archaeological research on the site should be ensured.
- The proposed development should not exceed the scale and potential of the town and its surroundings, both in financial and townscape terms.
- Development should focus on the real needs of the town and its inhabitants.
- Local human resources should be taken into account and planned with this in mind.

The aim of the action plan is to establish a consensus position that will identify development processes and facilitate decision-making when drawing up the development concept. This is necessary for two main reasons:

- The Ruin Garden creates a complex planning situation due to its built heritage and its location within the city. In order to simplify and understand this, a detailed analysis of the area and its various relationships is needed.
- The ownership and management relationships between the three main stakeholders, (i) the Catholic Diocese of Szombathely as owner, (ii) the Savaria Museum as maintainer and (iii) the Municipality of The County-Rank City of Szombathely, need to be clarified.

The information gathered has been used to produce a comprehensive document summarising the difficulties mentioned, setting out possible directions for improvement and the steps to be taken to achieve the objective set.

Development actions

In this chapter, the territorial concepts put forward by the participants in the consultation process are examined. The first of these is the "*Ruin Garden as the entrance to the city centre*". Szombathely does not currently have a strong tourism package and infrastructure. The Ruin Garden, together with the redeveloped Ady tér (Square), could form a new gateway to the city centre. If the aim is to attract tourists and visitors from the Ruin Garden to the rest of the city, it must be ensured that the area is properly linked to the existing and planned infrastructure. Furthermore, it should ensure unobstructed and appropriate transport through the area.

The next concept is to create a *cultural centre* in the development area. This was mentioned by several participants during the workshops, and everyone agreed and supported the idea. The central location and cultural significance of the park would make it an appropriate connection point for other cultural institutions and assets in the city centre. In the vision, the Ruin Garden is the "gateway" to urban tourism, from where other attractions and sights of Szombathely can be visited. This can be facilitated by common branding elements and infrastructure developments that aim to "connect" the areas. In addition, the cultural centre to be developed could help to form a common tourism package, thus stimulating local tourism.

A concept for pedestrian traffic in the area can also be formulated. Now, the area can only be crossed at the southern boundary of the Ruin Garden, the passageway. The entrance to this is located to the east at the corner of the cathedral, while from the west it can be accessed from Hollán Ernő utca (Street). At the moment, there are no signs on either side of the pass, and it is difficult to find the pass without local knowledge. The idea of creating a new axis on the

north side of the Ruin Garden was mentioned during the workshop. On the western side, a partial conversion of the Csödy house or Putsarits house could provide a suitable entrance to the site and even to the museum. Starting from here, keeping the axis of the historic route, we can reach the northern side of the eastern block. Here, according to the concepts already mentioned, the main entrance to the Ruin Garden would be located. These changes would provide adequate infrastructure for crossing the Ruin Garden, helping to make the area more discoverable and thus more accessible to traffic. If the Ruin Garden is to serve as a cultural centre and gateway to the city centre, it is recommended that a transport plan for the whole area and its surroundings be drawn up, following the distribution of functions on the site.

Finally, the vision for the area's appearance is to change the "*visual landscape*" of the Ruin Garden. The present and desired state can be defined by the key words "*openness-closure*". Prior to the opening of the Passage, the Ruin Garden could only be visited through museum tours and programmes, otherwise it was difficult to gain insight. The design of the passageway has helped to overcome this problem. The workshop participants also stressed their wish to move in this direction and to open up the area "*visually*" to passers-by and visitors. The visibility of the area could significantly increase the tourism, safety, and image of the Ruin Garden.

Given the complexity of the planning and development process, both in terms of unresolved interests and the complexity of the area, it is advisable to understand and define the consensus points of the stakeholders. In the first part of the next chapter, the points of agreement are outlined, followed by the actions needed to develop the entire Ruin Garden area and its functional units. On this basis, we describe the steps needed to implement and achieve the agreed vision.

Consensus points achieved

Based on the workshops and discussions with stakeholders, there is a significant level of agreement on six main development issues:

- Absolute priority will be given to the restoration, conservation, in situ reinstallation and display of the "Aula Palatina" and its floor mosaic. This action would constitute the main historical, cultural and tourist asset of the Ruin Garden. The infrastructure of the park and the design of the museum section should aim to showcase these elements.
- The participants agreed on the west-east functional division of the development area, with the two parts following the line of the former city wall. The western area would be landscaped, with temporary and permanent services, while the eastern side of the Ruin Garden would be a museum site with guided access only.
- The later promenade on the site of the former city wall was considered by all participants as a suitable way to divide the Ruin Garden. This would provide the opportunity to ensure north-south axis permeability.

- The participants considered it appropriate to restore and reconstruct the ruins of the former trade route, pottery and customs house building in the western part of the Ruin Garden and integrate them as a functional element in the park. They could be used in the future for a variety of functions, including as a souvenir shop and/or exhibition space.
- Participants agreed that the Romkert Club/Disco could serve as an appropriate entrance to the renovated park, but due to the nature of private property, this option cannot be planned for in the short to medium term. Taking into account the future development plans for Ady Square, the location of the building would be optimal for welcoming visitors and could provide sufficient space for various services such as reception and exhibition space, cafés and toilets.
- Although there is not a complete consensus on this point, the majority of participants believe that the existing passageway entrances need to be redesigned, as they are not properly marked and are difficult for passers-by to see. Furthermore, their design does not reflect (in scale, style and appearance) the values of the park.

Actions planned

In the Ruin Garden, the proposed actions are presented following the same spatial structure as previously presented and used. The actions are based on the consensus points discussed in the previous chapter. The details of the proposed actions are given after Figure 2.

2. Table: Actions planned

Territorial unit	Project/Strategic Objective	Action
1/ Eastern area	1/1 Built elements and services	<ul style="list-style-type: none"> • Surveying and designing activities related to built elements • Designing of a protective building for the reinstallation of the mosaic • Planned local functions: <ul style="list-style-type: none"> ▪ Archaeological workshop ▪ Community studios ▪ Auditorium ▪ Exhibition sites
	1/2 Restoration, reconstruction and presentation of ruins and monuments	<ul style="list-style-type: none"> • Surveying and designing activities related to archaeological elements
	1/3 Designing new museum entrances	<ul style="list-style-type: none"> • Designing of the entrances to the museum site • Ticket office, souvenir shop and other functions

2/ North-South axis passage	2/1 Designing a passageway	<ul style="list-style-type: none"> • Preparing of survey and construction plans of the passageway • Designing and integrating passage points into the urban transport infrastructure
3/ Western area	3/1 Designing of reception area	<ul style="list-style-type: none"> • Preparing architectural plans • Designing community and museum functions: <ul style="list-style-type: none"> ▪ Reception area ▪ Ticket Office ▪ Toilets ▪ Office ▪ Exhibition site • Addressing operational and sustainability issues
	3/2 Restoration, reconstruction and exploitation of ruins and monuments	<ul style="list-style-type: none"> • Restoration and preparation of ruins on the site <ul style="list-style-type: none"> ▪ Pottery building ▪ Customs House building ▪ Former trade road • Planning functions that complement public benefit and local programmes: <ul style="list-style-type: none"> ▪ Workshop, studio ▪ Souvenir shop ▪ Snack bar ▪ Information point ▪ Exhibition
	3/3 Developing programme spaces	<ul style="list-style-type: none"> • Utilisation of green spaces: <ul style="list-style-type: none"> ▪ Outdoor stage ▪ Auditorium ▪ Community spaces ▪ Outdoor furniture
4/ Total area of the Ruin Garden	4/1 Developing public utility infrastructure	<ul style="list-style-type: none"> • Preparation of a utilities plan in consultation with the museum to ensure that utilities are properly installed in a safe area
	4/2 Improving local transport	<ul style="list-style-type: none"> • Redesigning the passageway entrances • Connection of the passageway and the promenade
	4/3 Landscaping and gardening works	<ul style="list-style-type: none"> • Preparing landscape architecture plans • Accessibility, transport and other infrastructure development plans: <ul style="list-style-type: none"> ▪ Water architecture ▪ Plan for evening lighting of the area • Maintenance plans
	4/4 Security and monitoring systems	<ul style="list-style-type: none"> • Installation of a security camera system • Planning monitoring activities

		<ul style="list-style-type: none"> • Site fencing plan
	4/5 Maintenance and sustainability works	<ul style="list-style-type: none"> • Establishing operating and maintenance conditions. • Preparing a sustainability strategy: <ul style="list-style-type: none"> ▪ Materials incorporated and elements to be incorporated ▪ Operating
5/ Horizontal activities	5/1 Developing and implementing a communication strategy/plan	
	5/2 Developing a tourism package	



2. Figure: Territorial delimitation of the planned activities

1/ Eastern area

1/1 Built elements and services

Basic data	<ul style="list-style-type: none"> • Detailed condition assessment of the construction sites and carrying out conservation and restoration works • Planning and designing services
Items to be created	<ul style="list-style-type: none"> • Surveying and designing activities related to built elements • Planned local features: archaeological workshop, community studios, event hall, exhibition spaces.
Expected socio-economic impact	<ul style="list-style-type: none"> • Enables the use of the area • Stimulating tourism by showcasing historical and cultural values
Expected environmental impact	<ul style="list-style-type: none"> • Partly positive. Regular maintenance work to maintain the area • The services to be developed will take up green space
Operation/maintenance	<ul style="list-style-type: none"> • The Museum is responsible for the operation and maintenance of the museum site
Risks	<ul style="list-style-type: none"> • Delays in archaeological works may result in additional costs

1/2 Restoration, reconstruction and presentation of ruins and monuments

Basic data	<ul style="list-style-type: none"> • Designing restorations to the highest quality and standards is a top priority • Designing a museum exhibition site • Safe and barrier-free access and other infrastructures must be built on the museum site without damaging the monuments
Items to be created	<ul style="list-style-type: none"> • The works will focus on the Aula, the mosaic and the already excavated ruins. These will be restored to a presentable state, taking care of the most important thing, namely the safe and secure repositioning of the mosaic • Design of a new entrance (specifically for a museum site). • Other functions (ticket office, reception area, exhibition space, communication elements)
Expected socio-economic impact	<ul style="list-style-type: none"> • The opening of the museum and the items on display will increase the area's visitor numbers, generating more revenue • Increasing the city's tourism potential • The Ruin Garden can be thematically linked to the other cultural and touristic elements of the city

Expected environmental impact	<ul style="list-style-type: none"> Negative. The amount of green space is significantly reduced. It is expected that some of the existing trees will be cut down (increasing the view into the Ruin Garden) The vegetation to be planted in the area should be chosen so as not to damage the ruins
Operation/ maintenance	<ul style="list-style-type: none"> The Savaria City Museum with County Authority is the operator and manager Maintenance would also be the responsibility of the Museum with the support of the Church and the City Financial support for the operation of the Ruin Garden can be provided by the church, the city and the state
Risks	<ul style="list-style-type: none"> Delays in works

1/3 Designing new museum entrances

Basic data	<ul style="list-style-type: none"> The current museum entrance is not suitable for the planned services (visibility, location, design)
Items to be created	<ul style="list-style-type: none"> Designing the entrances to the museum site Ticket office, souvenir shop and other functions.
Expected socio-economic impact	<ul style="list-style-type: none"> A spectacular new entrance is expected to increase the attractiveness of the area and the number of visitors Creating jobs
Operation/ maintenance	<ul style="list-style-type: none"> The Savaria City Museum with County Authority is the operator and manager
Risks	<ul style="list-style-type: none"> Number of the visitors may be negatively affected if it remains difficult to find the entrance to the museum site

2/ North-South axis passage

2/1 Designing a passageway

Basic data	<ul style="list-style-type: none"> Developing a north-south axis promenade on the site of the former city wall Increasing the accessibility, visibility and findability of the area
Items to be created	<ul style="list-style-type: none"> Designing architectural and landscape plans for the promenade Designing and integrating entrances into the urban transport infrastructure
Expected socio-economic impact	<ul style="list-style-type: none"> Increased number of visitors to the site The new route will facilitate urban pedestrian traffic
Operation/ maintenance	<ul style="list-style-type: none"> The Savaria City Museum with County Authority is the operator and manager

Risks	<ul style="list-style-type: none"> • Until the western area is not developed, the route is closed in both directions. This is provided limited movement similar to the current passageway.
-------	---

3/ Western area

3/1 *Designing of reception area*

Basic data	<ul style="list-style-type: none"> • The Ruin Garden is the starting point of the city's tourist and cultural package. Developing services accordingly • Exact location to be confirmed. The Romkert Disco could be an ideal location, but ownership does not currently allow this
Items to be created	<ul style="list-style-type: none"> • Preparing architectural plans • Designing community and museum functions (reception area, ticket office, toilets, office, exhibition site, workshop, event space etc.) • Addressing operational and sustainability issues
Expected socio-economic impact	<ul style="list-style-type: none"> • Conceptually and physically connecting cultural and historical points in the city • Providing an easily accessible entrance to the Ruin Garden area, "re-introducing" it to the residents • Contributing to the development and marketing of the tourism package
Expected environmental impact	<ul style="list-style-type: none"> • This cannot be investigated at present, depends mainly on the chosen location
Operation/maintenance	<ul style="list-style-type: none"> • In the hands of the museum, as it would also be the point of reference for other cultural points in the city • Other services (eg: café) may be privately owned
Risks	<ul style="list-style-type: none"> • It is not possible to find/design a suitable location for the development on the edge of the western area

3/2 *Restoration, reconstruction and exploitation of ruins and monuments*

Basic data	<ul style="list-style-type: none"> • Restoration of ruins for community use, taking into account archaeological standards
Items to be created	<ul style="list-style-type: none"> • Restored Customs House, Pottery House, Commercial Road • Adequate protection, covering or reburial of other unused ruins and monuments
Expected socio-economic impact	<ul style="list-style-type: none"> • First source of income for the site operator (probably the museum, but could be private, municipal, etc.) • Opening the ruin garden after a long time. A new, exciting area

	<p>to explore for local residents and visitors</p> <ul style="list-style-type: none"> • Active functions increase the use of the area, which is positive from both an economic and a social point of view. • Increased opportunities for urban leisure activities
Expected environmental impact	<ul style="list-style-type: none"> • Boost the development of areas around the Ruin Garden. • Requires regular maintenance of the Ruin Garden area
Operation/maintenance	<ul style="list-style-type: none"> • Operating the site can be in church, municipal, museum and private hands • But maintaining buildings and ruins is a museum's job
Risks	<ul style="list-style-type: none"> • Damage to archaeological features due to use

3/3 Developing programme spaces

Basic data	<ul style="list-style-type: none"> • Partial use of the green spaces of the Ruin Garden
Items to be created	<ul style="list-style-type: none"> • Outdoor stage • Auditorium • Community spaces • Outdoor furniture
Expected socio-economic impact	<ul style="list-style-type: none"> • Positive contribution to possible leisure activities • Increases the number of local services, increasing the value of the area and the number of visitors
Expected environmental impact	<ul style="list-style-type: none"> • Developing services may result in additional loss of green space • Green spaces of sufficient size should be left free or integrated with other services/functions
Operation/maintenance	<ul style="list-style-type: none"> • Highly dependent on the features designed
Risks	<ul style="list-style-type: none"> • Loss of green spaces • Reduce of local biodiversity • "Over-planning" of local services, ignoring real needs

4/ Total area of the Ruin Garden

4/1 Developing public utility infrastructure

Items to be created	<ul style="list-style-type: none"> • Preparation of a utilities plan in consultation with the museum to ensure that utilities are professionally installed in a safe area
Expected environmental impact	<ul style="list-style-type: none"> • Green spaces damaged during the installation of utilities should be restored according to landscape plans

Risks	<ul style="list-style-type: none"> • Damage to ruins due to poor design, construction or operation
-------	---

4/2 Improving local transport

Basic data	<ul style="list-style-type: none"> • Developing the Ruin Garden area should be integrated into the existing infrastructure • Furthermore, existing infrastructure elements should be upgraded to a quality representative of the new functions (passageway entrances)
Items to be created	<ul style="list-style-type: none"> • Redesign of the passageway entrances • Connecting the passageway and promenade
Expected socio-economic impact	<ul style="list-style-type: none"> • Increased number of visitors • Easier access and pedestrian traffic
Expected environmental impact	<ul style="list-style-type: none"> • Damage to other areas can be mitigated due to the "linear", in-line visitor traffic
Operation/maintenance	<ul style="list-style-type: none"> • As with the current operation of the passageway, the routes should be closed in the evening

4/3 Landscaping and gardening works

Basic data	<ul style="list-style-type: none"> • Landscaping work following restoration works
Items to be created	<ul style="list-style-type: none"> • Improving the "visibility" of the Ruin Garden • Placement of landscape elements (water architecture, street furniture, etc.) • Designing internal routes and paths
Expected socio-economic impact	<ul style="list-style-type: none"> • Green spaces and their design enhance the aesthetic appearance of the Ruin Garden • Contributes to attracting visitors
Expected environmental impact	<ul style="list-style-type: none"> • Positive through the development - and regular maintenance - of green spaces
Operation/maintenance	<ul style="list-style-type: none"> • The designation of a person(s) responsible for green spaces in the Ruin Garden area could be ensured, even by the organisation currently responsible for urban park maintenance
Risks	<ul style="list-style-type: none"> • Uncontrolled growth of vegetation can damage the ruins, which is why regular maintenance is necessary

4/4 Security and monitoring systems

Basic data	<ul style="list-style-type: none"> • A security and surveillance system should be set up to protect the area
Items to be created	<ul style="list-style-type: none"> • Installation of a security camera system • Planning of monitoring activities • Plan for fencing the area

Expected socio-economic impact	<ul style="list-style-type: none"> Reducing the vandalism also has a maintenance cost-reducing effect The data gathered from the monitoring activities help to define the visitor/tourist strategy and development direction of the Ruin Garden
Expected environmental impact	<ul style="list-style-type: none"> Security systems reduce the likelihood of vandalism occurring / damage caused by vandalism
Operation/maintenance	<ul style="list-style-type: none"> It is advisable to hire a private, local company with appropriate references for the ensuring the security of the area
Risks	<ul style="list-style-type: none"> An inadequate security background compromises the preservation of the values of the site and reduces visitor confidence, which can lead to economic difficulties (low/decreasing visitor numbers)

4/5 Maintenance and sustainability works

Basic data	<ul style="list-style-type: none"> Establishing operating and maintenance conditions Sustainability of the materials used construction method and elements to be incorporated (consideration of carbon footprint)
Items to be created	<ul style="list-style-type: none"> Preparing the operating and maintenance strategy Preparing the sustainability strategy.
Expected socio-economic impact	<ul style="list-style-type: none"> Well-managed operation and maintenance will help the museum site to operate efficiently Achieving high sustainability standards can create a positive image among locals and users
Expected environmental impact	<ul style="list-style-type: none"> Positive: the pursuit of truly sustainable solutions in design and operation - use of materials, construction, operation, energy - promotes the rational use of our environmental resources
Operation/maintenance	<ul style="list-style-type: none"> It is advisable to hire a private, local company with appropriate references for the ensuring the security of the area
Risks	<ul style="list-style-type: none"> Sustainable planning is time-consuming It may be more costly in the short term but pays off in the long term. This should be kept in mind

5/ Horizontal activities

5/1 Developing and implementing a communication strategy/plan

Basic data	<ul style="list-style-type: none"> The development and implementation of a short, but focused communication strategy/plan is necessary for the economical operation of the Ruin Garden, as it is necessary to reach the defined target groups as effectively as possible, given the number of attractions and information available in today's world
------------	---

Items to be created	<ul style="list-style-type: none"> • Designing the image/brand • Communication plan: defining objectives, target audience(s), message (part of the brand), channels, budget and timetable
Expected socio-economic impact	<ul style="list-style-type: none"> • Raising awareness of the area, bringing it back into the life of the city • Increase the number of visitors, thus generating revenue
Expected environmental impact	<ul style="list-style-type: none"> • Not indirectly relevant
Risks	<ul style="list-style-type: none"> • There can be a number of risks in developing a communication strategy ("wrong" target audience definition, or the choice of channels that are not appropriate for the target audience, cost constraints, misdirection/proportional use of resources, etc.). It is advisable to involve an experienced expert with good/experienced references, both in the design of the strategy and in the implementation of the plan

5/2 Developing a tourism package

Basic data	<ul style="list-style-type: none"> • As in many areas of life, cooperation with other "actors" is important in the cultural life of a city. Of course, the primary aim of the staff responsible for an attraction is to operate, develop and promote it, but in the case of a medium-sized city, it is particularly important to cooperate with other attractions, and a joint offer is often more attractive to visitors than an isolated site. Accordingly, it makes sense to join forces with other sites with a similar profile and develop a joint tourism package
Items to be created	<ul style="list-style-type: none"> • Tourist package with additional historical and cultural values of the city • Developing a marketing concept (in line with the communication strategy)
Expected socio-economic impact	<ul style="list-style-type: none"> • Raising awareness of the area, bringing it back into the life of the city • Connecting the city's other historical and cultural values • Increasing the number of visitors, thus generating revenue
Expected environmental impact	<ul style="list-style-type: none"> • Not indirectly relevant
Risks	<ul style="list-style-type: none"> • Inadequate cooperation between the actors responsible for the elements that make up the package • Incorrect sales concept / use of an inappropriate communication plan

