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SUSTAINABLE STRATEGIES CONCERNING THE CULTURAL HERITAGE OF REPUBLIC OF SERBIA: THE EXAMPLE OF WINE CELLAR SETTLEMENTS OF NEGOTINSKA KRAJINA

ABSTRACT: In order to achieve the overall national goal – the full EU membership – Republic of Serbia adopted several strategic documents in the last decade, under the umbrella of the National Strategy for Sustainable Development. The goal of this paper is to present the research results on the relationship between the sustainable development and cultural heritage, showing the interrelations among relevant strategies and also in regard to the EU recommendations. Furthermore, the paper presents the case study of secondary rural settlements named ‘pivnice’ being located in the region of Negotinska Krajina. Viticulture, as a significant development lever in eastern Serbia, primarily influenced on the generation of these unique cultural and historical structures. Belonging to the villages of Rajac, Rogljevo and Štubik, ‘pivnice’ fall under the category of immovable cultural property of a great importance and consequently under the jurisdiction of The Institute for the Protection of Cultural Monuments of Serbia. Also, ‘pivnice’ are found on the UNESCO tentative list of cultural heritage (PKIC 14, 14 and 10). Analyzing the inherited application of sustainable principles on the one hand, and the recommendation of the sustainable strategies concerning the cultural heritage on the other, the paper underlines the need for an efficient and effective action.

Key words: *being sustainable, cultural heritage, wine cellars, Negotinska Krajina*

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1. Introduction

Following the overall national goal of Republic of Serbia to become a new member state of the European Union, it is crucial to perceive the dominant concept of development and the role of cultural heritage. Based on recommendations and conclusions established in the EU documents, Republic of Serbia adopted several strategic acts in the last decade, directly or indirectly dealing with the question of protecting, conserving and presenting the cultural heritage.

The paper reveals the research results on the linkage among national strategic documents that consider the sustainable development and cultural heritage. It illuminates the role of cultural heritage in the broad multidisciplinary task of the sustainable development, thus emphasizing the need for a holistic approach towards non renewable resources of heritage.

The research results are furthermore considered in the case study of secondary rural settlements, called ‘pivnice’, situated in the region of Negotinska Krajina. Viticulture, as a significant development lever in eastern Serbia, had an influence on the generation of those unique architectural structures. Belonging to the villages of Rajac, Rogljevo and Štubik, ‘pivnice’ fall under the category of immovable cultural property of a great importance and consequently under the jurisdiction of the Republic Institute for the Protection of Cultural Monuments. As a spatial – historical sites (PKIC 14, 14 and 10), ‘pivnice’ are also on the UNESCO tentative list of cultural heritage.

Presenting the inherited sustainable recommendations in ‘pivnice’ on the one hand, and the strategic regional framework for promotion of ‘pivnice’ as sustainable heritage on the other, the paper finally underlines the questions that need to be reconsidered in further institutional practice.

2. Towards sustainable cultural heritage

2.1 The sustainable development concept

The main goal of the sustainable development is to improve the quality of life and thus creates a better world by harmonizing social, economical and environmental factors. Considered essentially as a concept, it combines the idea of prescriptive action and knowledge based on scientific principles.¹

¹ Milutinović, S., (2009). *Politike održivog razvoja, materijal sa predavanja*. Niš: Univerzitet u Nišu.

The World Conservation Strategy (WCS), adopted in 1980 by the World Conservation Union², defines the sustainable development as “the integration of conservation and development to ensure that modifications to the planet do indeed secure the survival and wellbeing of all people”. The aim of the WCS was to help the advance of the achievement of sustainable development through the conservation of living resources, as entirely compatible with the growing demand for the “people-centred” development that is more sensitive to cultural heritage³. WCS gave a conceptual base for the next articulation of the sustainable development, adopted by the World Commission on Environment and Development (WCED) the so-called Brundtland Commission⁴. As a standard for the international development, the report “Our Common Future” introduced the sustainable development concept for the first time⁵.

In the beginning of 21st century, in order to join the European Union, Republic of Serbia started to build the institutional capacity by forming the Sector for European Integrations. In 2004 the National Assembly adopted the Resolution on joining the EU, which confirmed the full EU membership of Republic of Serbia as a strategic national goal. The EU integration process is based on the sustainable and balanced development achievement on the European territory⁶. In 2008 the Government adopted the National Program for the EU integration of Republic of Serbia which determined legislative and administrative measures. Since then, Republic of Serbia has implemented, adjusted and applied dominant principles of the European Union: competitiveness growth based on knowledge, innovations and entrepreneurship⁷. Consequently, Serbia adopted several strategic documents under the umbrella of the National Strategy for Sustainable Development (NSSD).

Regarding the cultural heritage NSSD emphasizes – as a strategic goal in the field of social wellbeing – the increment of cultural capital through the protection, affirmation and presentation of the cultural heritage of Republic

² IUCN, UNEP, WWF, (1980). World Conservation Strategy – Living Resources Conservation for Sustainable Development. Accessed on 15th December, 2012: <http://data.iucn.org/dbtw-wpd/edocs/WCS-004.pdf>

³ IUCN, UNEP, WWF, Ibid.

⁴ WCED – World Commission on Environment and Development, (1987). Our Common Future. Oxford and New York, Oxford University Press.

⁵ Milutinović, S., op. cit.

⁶ Maksin-Mićić, M., Milijić, S., Nenković-Riznić, M., (2009). Spatial and environmental planning of sustainable regional development in Serbia. SPATIUM International Review No. 2, pp. 39–52

⁷ Strategija komunikacije o pristupanju Republike Srbije Evropskoj Uniji, (2011). Accessed on 10th June, 2012: http://www.seio.gov.rs/upload/documents/nacionalna_dokumenta/strategija_komunikacije_2011.pdf.

of Serbia. Regulating the cultural heritage sector with the standards and regulations of the EU is highly important for an effective approach toward the heritage protection.

2.2 National strategic documents and regulations of Republic of Serbia

According to the Constitution of Republic of Serbia everyone is obliged to protect the cultural and historical heritage in accordance with the legislation. The responsibility for heritage protection is on the Republic itself, autonomous provinces and local governments⁸. The legal protection implies the implementation of the regulations and legislation that consider the protection of cultural and natural goods, international conventions and other documents ratified by the Republic.

The capacity to coordinate and integrate various policies, from the economic development, transport and environmental protection to cultural policies, promoted a spatial planning as the instrument guiding all dimensions of the sustainable territorial development and providing a strategic framework for general and sector policies. The basic reason for the promotion of the spatial planning lies in the cultural and landscape diversity of the European space that shall be of a crucial interest for the future economic development of the EU. The spatial planning also has a leading control role, since it enables decision makers to survey different policies effects in certain space and foresee their efficiency and necessary future adjustments⁹. The significant contribution to promoting the role of the spatial planning in the EU was provided by the document on the European Spatial Development Perspective – Towards the Balanced and Sustainable Development of the Territory of the EU (1999), and its continuation The Territorial Agenda of the EU – Towards a More Competitive and Sustainable Europe of Diverse Regions (2007).

The Spatial development Strategy of Republic of Serbia to 2020 defines the overall goal of a long-term sustainable spatial development conception: spatial and functional integration of Serbia with the European surroundings with the optimizing territorial capital. In that matter, the Strategy implies, as a main principle, aim and task, the protection and sustainable usage of cultural heritage as a development factor – a non-renewable resource of a great potential and one of the key points of the sustainable development.¹⁰

⁸ The Constitution of Republic of Serbia, articles 89 and 190

⁹ Maksin-Mićić et al., op. cit.

¹⁰ Strategija prostornog razvoja Republike Srbije do 2020. godine, (2009). Accessed on 20th March, 2011: <http://www.rapp.gov.rs/media/strategije/koncepcija.pdf>.

In order to encourage the cooperation for the development of collective consciousness on European cultural and historical values, the EU is leading its own cultural policy, with no intentions toward unifications. Cultural policy defines the goals of the cultural development, its providing actors, instruments and mechanisms to achieve them. Legislation and finances are the most important instruments in cultural policy implementation. Although the aims of the cultural policy of Serbia depend on the constellation of the Ministry of Culture, one of the most emphasized, beside decentralization and digitalization, is the protection of the cultural heritage.¹¹

One sector, out of eight sectors in the Ministry of Culture, is the Sector for Cultural Heritage Protection, which analyses the current state, suggests strategies, develops the work of relevant institutions, takes care of the implementation of international conventions and other documents, and urges the application of contemporary standards in the field of the protection and usage of the cultural heritage. According to the Law on Culture, adopted in 2010, the Strategy of Cultural Development should be adopted for the period of ten years, one year after the Law entry into force¹². Besides the analysis of the current state, the Strategy should contain the instruments of the cultural development, especially cultural goods. So far it is not publicly available. Also, according to the last revision of the National Program for Integration of Republic of Serbia (2011), the Law on Immovable Cultural Heritage was expected to be adopted in 2012.

The UN World Tourism Organization (UNWTO) defines sustainable tourism as tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities. Number of people taking part in international tourism increased from 25 million in 1950 to 800 million in 2009¹³. As an activity of the future, tourism should be a ‘driving force’ of a regional development of the European rural areas. Since tourism aspires to the creation and permeation of natural, cultural and historical elements of geo space, the frontiers among nations and states becoming more flowing, thus, it is leading to a more intensive regional cooperation. Therefore, natural values represent the carriers of a touristic product.¹⁴

¹¹ Vukanović, M., (2011). Pogled na kulturu – zakoni i prakse u Srbiji i pet država članica Evropske unije. Beograd, Zavod za proučavanje kulturnog razvijatka.

¹² The Law on Culture, article 85

¹³ UNWTO, (2010). Tourism highlights. World tourism organization, pp. 1–12.

¹⁴ Vuković, M., Voza, D., Riznić, D., (2011). Mogućnost unapređenja posebnih oblika turizma u pograničnim opštinama severoistočne Srbije. TEME g.XXXV 4, pp. 1455–1473.

The International Cultural Tourism Charter, adopted in Mexico in 1999, identifies the dynamic interaction between tourism and cultural heritage. It recognizes the cultural heritage as “a material and spiritual resource, providing a narrative of historical development”, which “has an important role in modern life and should be made accessible to general public”. The goal is to achieve a sustainable tourism industry and enhance the protection of heritage resources for future generations.¹⁵

The Law on Tourism (2009) is criticized because it does not mention integral planning, but the planning of the tourism development is reduced only to a sector level which was not adequately addressed to the spatial or environmental planning. Also, it does not provide the basic preconditions in order to manage and guide the sustainable development of tourism as well as the sustainable territorial development, since it does not refer to the set of environmental protection laws from 2004. On the other hand, the Tourism Development Strategy of Republic of Serbia (2006) is intended to contain an analysis of impact on cultural heritage and natural resources, but it does not assess the environmental and spatial impact.¹⁶ It presents the need for a long term protection and integrated management of cultural heritage, as a resource for the sustainable development of tourism. Also, it emphasises the cultural heritage as a strategic strength (historical cities, rich vernacular and sacral architecture) and the insufficient cooperation and coordination between Ministries and relevant tourism groups in the Republic as a strategic weakness, which led to the unarticulated regulation of current and potential touristic destinations and cultural resources, illegal building and failure to apply the legislative.

The Strategy for Sustainable Use of Natural Resources and Goods¹⁷ of Republic of Serbia essentially based its goals on the European Convention on Landscape; the care for the sustainable development and balancing between the natural and cultural heritage and its use is an economic potential in the context of the thriving of sustainable tourism.

¹⁵ ICOMOS, (1999). International Cultural Tourism Charter – Managing Tourism at Places of Heritage Significance. Accessed on 12th November, 2012: http://www.aer.eu/fileadmin/user_upload/Commissions/CultureEducation/EventsAndMeetings/2008/Ustron_140508/ICOMOS_International_CT_Charter.PDF .

¹⁶ Maksin-Mićić et al., op. cit.

¹⁷ Nacionalna strategija održivog korišćenja prirodnih resursa i dobara, (2011). Accessed on 20th December, 2012: <http://www.dvoper.rs/Download/Nacionalna%20strategija%20odrzivog%20koriscenja%20prirodnih%20resursa%20i%20dobara.pdf>.

3. A case study: ‘pivnice’ of Negotinska Krajina

Becoming a part of Vidinski sandžak, Negotinska Krajina got involved in the Ottoman’s frontier military system. In order to secure the frontier, the Ottoman Empire colonized the nearby population. Due to continued concords, at the end of 16th century, the Empire border moved further north, so there was no need for maintaining a frontier regime. Along with the Great migration, a significant number of new inhabitants from the southern part of Serbia settled in that region. The exact name ‘Negotinska Krajina’ was for the first time mentioned in 18th century, in the document of Austrian administration.¹⁸

3.1 Viticulture in Negotinska Krajina

Geography, climate and pedology in Negotinska Krajina are in favour of the development of viticulture. It is assumed that grape vines were transported in galleys during the Roman period. Through the Middle Ages the native Serbian population developed the tradition of viticulture, which was later continued by the immigrants from Kosovo. The strongest viticulture centres were villages of Rajac, Smedovac, Rogljevo, Veljkovo and Karbulovo. In the period of the Ottoman Empire, especially after the liberation in 1833, wine used to be made for the market needs only.

Viticulture was highly significant through the history of Negotinska Krajina. In the period after 1865, when Phylloxera (*daktulosphaira vitifoliae*) devastated French vineyards, wines from the eastern Serbia gained the full affirmation on the international market: the first awards on the international exhibition in Bordeaux, in 1882, and the world exhibition in Anvers, in 1885.¹⁹ Based on the traditional technology and people’s experience, viticulture had been the most important economy in Negotinska Krajina until the appearance of Phylloxera in the region between 1880 and 1890, when it forced the way for agriculture. Significant economic changes followed the devastation of domestic vine cultures: villages suddenly impoverished, population left for work to Romania, vineyards were sold for no price. However, some households re-cultivated vine grapes on smaller areas based on French hybrids, satisfying domestic needs only.

The second phase of viticulture development in Krajina started in 1895 with the restoration of vineyards. The new vine grape, grafted on American rootstocks, was used **and that is** a practice continuing today. In 1887, in

¹⁸ Zečević, S., (1970). Tradicionalna kultura Negotinske Krajine. Beograd, Etnografski muzej.

¹⁹ Maslovarić, D., (1969). Vinogradarstvo u Negotinskoj Krajini. *Glasnik Etnografskog muzeja u Beogradu*, 31–32, pp. 173–194.

Bukovo monastery located on the periphery of Negotin, the Winery-fruit School was founded and people's experience was refreshed by new knowledge. After 1933, when the demand for wine in Europe increased, eastern Serbian traders succeeded in placing the wine from Negotinska Krajina on the international market. Consequently, villages of Rajac, Rogljevo and Smedovac economically strengthened.

The Wine Combine was founded in Negotin after the Second World War. A large area of wine cellars was built in order to provide the conditions for the modern production of a large quantity of different types of wine. The company called *Krajina vino* succeeded in placing it on both the national and international market.²⁰

3.2 The architectural heritage of 'Pivnice'

Villages situated in Negotinska Krajina are mostly of a compact type, where the living space is gathered in the same building complex with the economic facilities. Since viticulture was a fundamental part of industry, authentic architectural and urban structures developed and those were secondary settlements called '*Pivnice*'. Being erected close to the villages of Rajac, Rogljevo and Štubik, those settlements were spatially and functionally independent. They were seasonally used for production, maintenance and storage of wine. During the work in vineyards most members of the household were staying in '*Pivnice*'.

Phases of accelerated development and decadency altered through the history of Negotinska Krajina. Due to embedded sustainable principles, '*Pivnice*' sustained until our days. Custom rules provided well-balanced settlements by respecting the inherited values of the place. Being reflected in the system of folk's building recommendations, those custom rules were orally transmitted during population migrations and building practice of masons. Although '*Pivnice*' were never planned on the paper and there were not written rules, those settlements were coherent and functional only by respecting custom rules.

The location of '*Pivnice*' was chosen close, but out of the village²¹, in order to provide hygienic conditions needed for both production and storage of wine – ventilation, insulation and a distance from unpleasant village smells. On the other hand, the settlement was placed close to vineyards, so the grapes

²⁰ Maslovarić, D., *Ibid.*

²¹ *Pivnice* are located approximately 1km from Rogljevo and Rajac, but 14km away from the village of Štubik.

processing technology would be the most efficient. Also, it was common the unfertile land or the edges of vineyards to be used for building ‘Pivnice’, and thus the grape vine seedlings area to be maximized. Following the topography, ‘Pivnice’ were grouped along terrain contours, supporting the work organization in vineyards and making the access of laden car easy. Everyone had a right on the unimpeded access to ‘Pivnice’.²²

The building efficiency is reflected in the usage of easily available materials – wood and mud in Šubik, rock and fired brick in Rogljevo and Rajac. Furthermore, during the building process, it was usual to leave overhanging rocks on the siding wall, which was also used by the neighbouring house. A right to have a common wall between two buildings of ‘Pivnice’ made the usage of space and materials more efficient.

The social aspect of secondary settlements is reflected in the building of common place and well. In support of seasonal living and working in ‘Pivnice’, there were also organized the butchery shop, bakery and all other needed contents.

3.3 Relevant Strategic Documents

Cultural-historical compounds of ‘Pivnice’ belong to the category of immovable cultural property of great importance, under the jurisdiction of the Republic Institute for the Protection of Cultural Monuments. The Law on Cultural Heritage defines a cultural-historical compound as an urban or rural settlement or its part – the space with several immovable cultural heritage of a special cultural and historical value.²³ ‘Pivnice’ are also found on the UNESCO tentative list for heritage protection (PKIC 14, 14 and 10).

According to the Plan of Strategy for Rural Development from 2009 to 2013, an important component of rural sector is natural, cultural and historical heritage. More than a half of population of Republic of Serbia lives in rural area, which makes 85% of the whole territory. The strategic vision is based on rural economy and a society with the protected cultural identity of rural communities, customs and tradition.

The Spatial Development Strategy of Republic of Serbia to 2020²⁴ emphasizes the problem which pays much more attention to the conservation and research of sacral monuments than to the traditional architecture in rural

²² Alfirević, Đ., (2011). Customary rules of the Rajac wine cellars construction. *Spatium* 24, pp. 51–56.

²³ Zakon o kulturnim dobrima, (1994). *Službeni glasnik RS* br. 71/94, član 20.

²⁴ Strategija prostornog razvoja Republike Srbije do 2020. godine, (2009). Accessed on 20th March, 2011: <http://www.rapp.gov.rs/media/strategije/koncepcija.pdf>.

areas. Also, as the burning issues in rural development, reflected on ‘Pivnice’ and linked villages, the Strategy recognizes: depopulation of rural areas, a low level of technical and social infrastructure, the disorder in spatial structures, the lack of institutional, organizational and planning support in rural development.

In several European Commission documents tourism is detected as one of the significant possibilities for the development of distant, low populated border municipalities²⁵. According to the National Program for Environmental Protection, one of the key tourist products of Republic of Serbia is certainly rural tourism.²⁶ Thus, the cultural tourism development demands and financially makes the higher quality of heritage conservation and scientific research possible, which can significantly contribute to public knowledge and governmental assistance as a feedback.

The EU Strategy for the Danube Region²⁷ recognizes the contribution of the cultural heritage tourism to the development of the Region, which is rich in cultural landscapes formed around the river Danube. It expresses the need and encourages the cooperation on the cultural project based on the development of the Danube region, as an important European destination. Also, the Regional Development Strategy of Timočka Krajina identified cultural tourism as a regional development direction.

In 2007 the Ministry of Economy and Regional Development adopted a Master plan of cultural-historical route called *The road of Roman Emperors*. This document tended to connect vineyards of Knjaževac and ‘Pivnice’ of Negotin (situated in Rajac, Rogljevo, Smedovac and Štubik). It suggested that wine, certified by the Organization managing the route, should be produced and amphora bottled with a ‘special Roman label’ and the logotype of the route.

The most detailed strategic document considering ‘Pivnice’ is the Sustainable Development Strategy of Negotin Municipality adopted in November 2012. Placing Negotin in the group of attractive destinations of cultural heritage tourism in the eastern Serbia, the Strategy finds the basis of regional tourism in vine, rural, cultural-historical and manifestation tourism. Therefore, regarding ‘Pivnice’, in order to upgrade tourism the Strategy plans:

²⁵ Vuković, M., Voza, D., Riznić, D., (2011). Mogućnost unapređenja posebnih oblika turizma u pograničnim opštinama severoistočne Srbije. TEME g.XXXV 4, pp. 1455–1473.

²⁶ Nacionalni program zaštite životne sredine, (2010). *Službeni glasnik RS* br. 12/10.

²⁷ Strategije Evropske unije za Dunavski region, akcioni plan, (2010). Accessed on 20th December, 2012: <http://www.dunavskastrategija.rs/sr/dokumenti/?d=265>.

- The adoption of the General Regulation Plan with the elements of the detailed regulation for the wine cellar settlements of Rogljevo and Rajac,
- The announcement of the compounds of wine cellars of Negotin as a touristic place, incorporating the adequate management model,
- The foundation of the Museum of viticulture and vine,
- Implementation of public lights in ‘Pivnice’,
- Support to traditional wine production,
- Sanitation of the local road Negotin–Rogljevo–‘Pivnice’, Smedovac–Rajac–‘Pivnice’.

4. Conclusion

In order to meet the EU requirements, Republic of Serbia treated the question of cultural heritage in several strategic documents being adopted during the last decade. The need for more effective and efficient treatment of the cultural heritage underlines the significance of harmonization with the EU standards and regulations²⁸. Although globalisation brings the institutions, legislation, ideals, ideas, moral and social practices to a certain level of homogenisation, it also encourages heterogeneity, the cultural diversity and distinctiveness.

Thus, it is crucial to rediscover the indigenous local traditions, community values and cultures.²⁹

As it was stressed in the paper, all fields of development are mutually dependent and have their roles in the sustainable development: the protection and conservation of natural resources influence the development of cultural tourism, which further affects the heritage protection, and brings it all other way around under the umbrella of spatial planning. In order to achieve the sustainable development, all adopted strategies, action plans and policies should be in accordance with each other and fully implemented. Concerning the cultural heritage, Republic of Serbia is at the very beginning of this road.

The case study of ‘Pivnice’ of Negotinska Krajina showed the richness and comprehensiveness of the local tradition in the eastern Serbia. The viticulture and domestic vine sorts sustained through turbulent historic periods

²⁸ Vukanović, M., (2011). Pogled na kulturu – zakoni i prakse u Srbiji i pet država članica Evropske unije. Beograd, Zavod za proučavanje kulturnog razvijatka.

²⁹ Mucica, D., (2003). Cultural legislation. Why? How? What? Council of Europe Project DGIV/CULT/STAGE(2003)4. Cultural Policy and Action Department. Accessed on 15th December, 2012: [http://www.coe.int/t/dg4/cultureheritage/culture/Completed/STAGE/DGIV_CULT_STAGE_\(2003\)4_EN.pdf](http://www.coe.int/t/dg4/cultureheritage/culture/Completed/STAGE/DGIV_CULT_STAGE_(2003)4_EN.pdf)

and a traditional wine production is still a distinctive trademark. The lack of finances in the field of the architectural heritage protection endangers the unique settlements of 'Pivnice'. Due to several decades of neglecting and economic crises, the production of wine is decreasing, roofs and buildings are collapsing, and population is moving out of the countryside leaving heritage behind. Because of the abandonment of villages, the vernacular architecture and traditional wine production, only few people are left to remember and pass over orally transmitted sustainable principles by which 'Pivnice' were originally erected.

On the other hand, the enormous potential – obviously recognized by regional planners – is indicated in several recent documents: The Sustainable Development Strategy of Negotin Municipality³⁰, The Master plan of the cultural-historical route called *the road of Roman Emperors*³¹ and the Action plan for the EU Strategy for the Danube Region³². In order to apply these documents, it is important to continue the multidisciplinary cooperation and research, as well as the public recognition and support.

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³⁰ Strategija održivog razvoja opštine Negotin za period 2012 – 2021, (2012). Accessed on 15th January, 2013: http://invest.negotin.rs/resources/klerr/strateska_dokumenta/Slor_Negotin_2012_2021.pdf.

³¹ Master plan kulturnoistorijske rute Put rimskih careva, (2007). Accessed on 15th January, 2013: <http://futurehospitalityleaders.files.wordpress.com/2012/08/master-plan-kulturnoistorijske-rute-put-rimskih-careva.pdf>.

³² Strategije Evropske unije za Dunavski region, akcioni plan, op. cit.

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A p s t r a k t

U cilju pristupanja Evropskoj uniji, Republika Srbija je u poslednjoj dekadi usvojila nekoliko strateških dokumenata pod okriljem Nacionalne strategije za održivi razvoj. Cilj ovog rada je da prikaže vezu održivog razvoja i kulturnog nasleđa, ističući međuzavisnost relevantnih strategija i EU preporuka, a kroz studiju slučaja pivnica – sekundarnih ruralnih naselja Negotinske Krajine. Vinogradarstvo je, kao značajna grana razvoja istočne Srbije, prevashodno uticalo na oblikovanje ovih autentičnih kulturno istorijskih celina. Pivnice sela Rajac, Rogljevo i Štubik su nepokretna kulturna dobra od izuzetnog značaja, te shodno tome pod nadležnošću Rpubličkog zavoda za zaštitu spomenika kulture. Takođe, pivnice Negotinske Krajine (PKIC 14, 14 and 10) su na preliminarnoj listi UNESCO za upis na listu svetske baštine. Kroz analizu primene principa održivosti, ali i kroz razmatranje preporuka usvojenih strategija koje se tiču kulturnog nasleđa, rad obrazlaže potrebu za efikasnim i efektivnim delanjem na polju zaštite kulturnog nasleđa.

Ključne reči: održivost, kulturno nasleđe, pivnice, Negotinska Krajina

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