

REVIEW

by Prof. Mira Nikolaeva Markova PhD, Department of Ethnology, Faculty of History, Sofia University to a doctoral thesis "Strategy for Cultural and Natural Heritage Management of the Municipality of Pavlikeni" (author Diana Miteva)

The proposed dissertation puts at its centre Diana Miteva's research interest at the problems of the study of the cultural and natural heritage of the region of Pavlikeni municipality. In the first decades of the XXI century, this is a topic of considerable relevance, insofar as it raises the question of the contemporary change in the attitude towards cultural and natural heritage, the evaluation of this heritage and the means of prevention from destruction and falsification. These issues are set in the context of local culture by analysing the normative basis of the problem and seeking broader generalisations.

The dissertation consists of an introduction, three chapters divided into paragraphs, a conclusion, a bibliography, with a total length of 255 pages. The bibliographical reference includes 87 items with only 4 in a foreign language. Here I would like to point out that the author's theoretical background would only have benefited from a broader grounding in the works of authors from different schools of museology. 55 internet-based sources were used. I find the organization of the bibliographic reference poor. The field interviews should be brought up as a specific database and not classified as unpublished sources. Normative documents should also be separated and structurally distinguished.

The introductory part of the dissertation includes general information about the town of Pavlikeni. It also outlines the main lines of the research, the relevance of the topic, the methodology used, the literature and the documentary basis. The author has set four research objectives and these are united around the desire to assess the current state of museums, public collections, historical, cultural and natural heritage. An assessment of the existing institutional structure as well as the potential for development of these elements. Here I make a recommendation for a vaguely formulated main objective. The assessment is more of an approach. Six main objectives have been formulated, which are in line with the nature of the assigned topic. I do not approve of the division of the literature into scientific and research. This approach is unjustified.

Chapter Two: Historical, Natural and Intangible Cultural Heritage has the ambitious task of offering an analysis of the state of the historical, natural and intangible cultural heritage of the region under study. This includes archaeological monuments with a certain degree of socialisation. Diana Miteva has also drawn attention to a number of sites unknown to science by focusing public and professional attention on them. The question of the dimensions of memory and the extent to which museums and museum spaces shape memory is also raised. In this context, the question of where the boundary is between historical veracity and myth reflected in museum spaces remains unresolved.

The PhD student also raises the question of the state of the ecological niche, the preservation of the natural environment and the negative impact of reckless human activity. I find this data useful, which points the thesis towards its applicability, especially in the tourism industry.

This chapter also focuses on the socialisation of intangible cultural heritage. The customs of "Ivanovy Vlachugi" and Todorovden are presented, as well as the festivals "Humour in Folk Art" and "The Parade of Masks" from the town of Byala Cherkva. The Masks Parade and the Masque of Masks Parade. The proposed content has its contributions, but the intangible cultural heritage is taken out of the context of the overall development of the communities at the moment. It is left as if it is not connected with the contemporary development. Festival culture has its specificities. It is fundamentally different from popular culture. This has not been revealed by the author. The proposed empirical materials are presented as a whole. The contemporary transformation of folk culture and the "invention of tradition" should also be part of the research.

The text of this part outlines the problems in the promotion of cultural heritage in the municipality of Pavlikeni. Specific successful practices of promotion with the participation of museum professionals are discussed.

In the third chapter the author focuses on the perspectives and strategy for the development of the cultural and natural heritage in the municipality of Pavlikeni. It is divided into five parts. As a general finding from the previous chapters, the fact that the museum expositions in the Pavlikeni region have thematically outdated concepts is clarified. The author seeks a solution to this problem by trying to propose a strategy for the management of cultural heritage at the very least. Diana Miteva develops the thesis that it is necessary to create a common institutional framework for action on issues related to the preservation and development of the local heritage of the municipality of Pavlikeni.

In the conclusion the main conclusions are summarized and developed. It is a merit of the dissertation that for the first time a comprehensive analysis of the state of cultural and natural heritage of the municipality of Pavlikeni is proposed. The author is committed to the applicability of the conducted research, offering alternative solutions for the future development of the cultural and natural heritage of the studied region. The focus of the study is also the management of cultural and natural heritage in accordance with modern trends in the development of museological practice.

Considering the specificities and complexities in the realization of the dissertation "Strategy for the management of the cultural and natural heritage of the municipality of Pavlikeni" and the applicability of this work, I find it justified to give my positive assessment and to recommend the scientific jury to award Diana Miteva the degree of Doctor of Education and Science.

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