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## Integrating the New Generation: A Neccesity in the Knowledge and Preserving of Cultural Heritage in Albania

Ph.D. Candidate ENKELEDA MEMISHA Mediterranean University of Albania enkeledamemishaj@umsh.edu.al

#### Abstract

The article addresses the crucial need for young people to recognize and appreciate heritage objects from the past, ensuring that Cultural Heritage remains alive and respected for future generations. This recognition helps in creating a sense of responsibility and pride for this heritage, facilitating its sustainable preservation and protection.

After the 1990s, many Albanians were compelled to emigrate to neighboring countries and beyond in search of a better future for themselves and their families. This turbulent period brought about a kind of indifference that persists to this day towards Cultural Heritage. In this context, many monuments and objects were neglected and not valued as they should have been.

However, with the development of the tourism sector and the increasing awareness of the importance of preserving these treasures, there has been a resurgence of interest in national history and culture. This process is essential for restoring a sense of identity and national pride, as well as for promoting a sustainable and heritage-rich future for new generations.

A concerted effort by institutions and the media is necessary to raise awareness and educate young people about the importance of preserving cultural heritage. Only through the engagement of the entire society, including the youth, can we ensure that these invaluable values survive and are passed on to future generations. Promoting their connection with national history and culture not only aids in the preservation of heritage but also in building a sustainable and valuerich future in the growth of the country.

Key Words: Cultural Heritage, New Generation, Investments, Institutions, Education.

### 1. INTRODUCTION

The recognition of Cultural Heritage and its objects in Albania has been a long and challenging journey since the 1990s, a period when everything related to history was either degraded or neglected. The need to recognize this heritage is not only tied to the identity of the nation and the necessity to pass it on to future generations but also to the economic development of certain regions in Albania that have no other means to escape the poverty they find themselves in. Tourism, a priority sector of the economy, relies heavily on this heritage, which is connected to the country's past. The lack of investment and promotion of a large portion of this heritage has not only led to the neglect of our history but also allowed poverty to prevail in these areas, resulting in increased unemployment and the emigration of young people.

The primary aim of this paper is to highlight the necessity and urgency of raising awareness among young people about the existence and recognition of this heritage. In the future, this awareness, combined with increased investments from state institutions, will significantly impact the reduction of unemployment, the flourishing of these areas, and the development of tourism as an important economic factor.

### 2. OBJECTIVES

1. Integrating young people into the knowledge and visits to this cultural heritage sites will foster the necessity of preserving it for the future. In Albania, a country rich in historical and cultural assets, this integration becomes even more significant. By educating young people about their cultural heritage, they develop a sense of pride and responsibility towards preserving it.

2. Educational programs in schools and universities should emphasize the importance of cultural heritage. Including subjects related to history, archaeology, and cultural studies in the curriculum can ignite interest and awareness among students. Additionally, extracurricular activities such as field trips to historical sites, museums, and cultural events can provide practical knowledge and firsthand experiences.

3. Leveraging technology and media is another effective way to engage the new generation. Digital platforms, social media, and interactive applications can make learning about cultural heritage more appealing and accessible. Virtual tours of archaeological sites, online archives of historical documents, and interactive documentaries can capture the interest of young people who are accustomed to digital interactions.

4. The initiation of investments by state institutions in those cultural objects of particular importance to make them more accessible, and the gathering of funds from specific business groups, will aid in the progress of works and the uncovering of new information that may be of great importance to the entire country.

### 3. A BRIEF HISTORY

Before the 1990s, during the communist era, cultural heritage sites were often maintained but used for ideological purposes. The fall of communism brought about a period of instability and transition, during which many heritage sites suffered from lack of maintenance and protection. This neglect was compounded by the emigration of many Albanians seeking better opportunities abroad, leading to a loss of local knowledge and a decline in community engagement with cultural heritage.

After the 1990s, many Albanians were forced to emigrate to neighboring countries and beyond in search of a better future for themselves and their families. This turbulent period led to a certain indifference towards cultural heritage. The impact of the previous regime had created a "resentment" towards anything related to national history and culture.

The recognition and preservation of cultural heritage in Albania have faced significant challenges, especially since the 1990s. During this turbulent period, many historical sites and objects were either neglected or left to deteriorate. The societal upheavals and economic hardships of the time led to a widespread disregard for cultural heritage, as the immediate needs for survival and development took precedence.

A destructive role during this period was also played by the political conflict between parties, where cultural heritage was not only unrecognized but often destroyed, burned, and looted. These actions had severe consequences for cultural heritage objects, leaving many in a damaged state and in need of urgent intervention. Despite these challenges, there have been efforts to revive and promote Albania's cultural heritage. Some regions have managed to preserve their historical sites and traditions, often driven by local communities and individual initiatives. However, these efforts have been uneven and often lack the necessary support and funding from state institutions.

In today's world, the consequences of these actions are still evident. Relevant institutions must intervene urgently to restore and protect cultural heritage sites. A joint effort is necessary to raise awareness and educate young people about the importance of preserving cultural heritage. Only through the engagement of the entire society, including the youth, can these invaluable values be ensured to survive and be passed on to future generations.

Raising awareness and educating young people about the importance of preserving cultural heritage is crucial for ensuring the survival of these values. Educational activities and involving youth in restoration and preservation projects can create a strong connection between them and cultural heritage, helping to build a deep sense of identity and belonging.

### 4. THE ALBANIAN REALITY POST-1990

After the 1990s, a massive wave of emigration affected Albania, forcing many Albanians to leave for neighboring countries and beyond in search of a better future for themselves and their children. This mass migration led to a pronounced indifference towards cultural and historical heritage, which was exacerbated by the negative sentiments created during the previous regime, when many aspects of history and culture were suppressed or negatively interpreted.

It is no coincidence that the article begins by emphasizing the urgent need for restoration and maintenance of these sites, as no one would want the new generation to see these places merely as "a place with some stones." This is a perspective that must be changed through education and well-structured investments.

Another destructive factor in the preservation of cultural heritage has been the political conflict between parties. The intense political strife after the 1990s had severe consequences for cultural heritage, with many objects of significant national historical importance being destroyed, burned, or stolen. This situation demands urgent intervention by the relevant institutions to restore and protect what remains of this precious heritage.

Albania went through a difficult period that contributed to the deterioration of cultural heritage preservation. The massive emigration of Albanians and intense political conflict created an environment where cultural heritage was often undervalued. Negative sentiments from the previous regime and political tensions led to the destruction of many objects and sites of historical significance.

For today's youth, this is a crucial moment to recognize and appreciate their cultural heritage. Education and awareness about the importance of these assets are essential to ensure that future generations have a strong connection to their past and are committed to preserving it. Such initiatives should be supported by educational institutions, government bodies, as well as non-governmental organizations and the broader community. Only through these efforts can we foster a sustainable and powerful sense of identity and belonging among young Albanians. To address these challenges, it is vital that relevant institutions actively engage in the restoration and protection of cultural heritage. Developing sustainable strategies for public education and awareness, including efforts to rekindle interest and respect for cultural heritage, is a necessary step to ensure that these values survive and are passed on to future generations.

Cultural heritage becomes a resource for sustainable economic, social, and cultural development through inter-institutional and multisectoral cooperation. The connection with the past and its cultural heritage is one of the most important elements that fosters diversity of perspectives, stimulates freedom of thought, and serves as a nurturing ground for democracy.

Cultural heritage cannot be recreated, unlike history which can and should be rewritten. However, for history to be rewritten in line with the process of development and expansion of the scientific horizon, it is necessary for the heritage of the past to be as complete as possible, with its light and shadows, with all its nuances and the time that has acted upon it. New perspectives can only be obtained if the structures of the past exist. No generation can have the right, much less the monopoly, to judge the heritage left by previous generations. The temporary cannot judge the permanent, fashion cannot judge beauty, and today's society cannot judge the heritage of previous generations. This heritage is not to be judged, but to be understood, valued, and passed on to future generations. We can enrich this heritage with the mark of our time, but we do not have the right to erase the marks of our ancestors.

### 5. INVESTMENT IN CULTURAL HERITAGE SITES: AN URGENT NEED.

Investing in cultural heritage sites is an urgent necessity to protect them from destruction, equip them with the appropriate infrastructure, and create conditions for these sites to be included as special itineraries in tourist journeys for both domestic and international visitors. According to data from the Institute of Cultural Monuments, around 190 cultural monuments are classified as endangered due to natural factors. This list includes bridges, churches, mosques, and medieval houses, with about 70 of them being historical residences and 120 residential houses. Despite sporadic restoration efforts by the Ministry of Culture, cultural heritage sites remain in constant danger.



Picture 1.1 Ura e Mesit, Shkodër

Ongoing investments in archaeological parks, restoration of historical sites, construction and enhancement of museums, and improvement of road, security, and digital infrastructure are essential. However, government-approved funds are limited and insufficient to cover the substantial needs of the country's cultural heritage. Therefore, it is crucial to seek support from foundations and Albanian businesses.

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These entities, based on their budgets, can contribute a portion of their funds to the preservation of this extraordinary value of Albanian history and culture.

Many scholars argue that granting concessions for National Heritage is not the only way to preserve these sites. This is because there are no similar examples in other countries around the world, especially for UNESCO World Heritage sites, where cultural heritage is maintained as a common good that should be preserved by the state and the community. Therefore, alternative approaches should be explored, including public-private partnerships, international funds, and active community involvement, to ensure that these valuable cultural heritage assets are protected and preserved for future generations.



Picture 2.1 Gjirokastër

Meanwhile, many researchers argue that granting concessions for National Heritage is not the best solution for preserving these sites. This is because, in many other countries around the world, particularly for UNESCO World Heritage sites, cultural heritage is preserved by the state and the community as a common good. Alternative approaches need to be explored, including public-private partnerships, international funds, and active community involvement.

Only through a shared and strategic commitment can the Cultural Heritage of Albania be protected and preserved for future generations. These efforts will not only safeguard historical assets but also contribute to the development of Tourism and educate the public about the importance of this heritage.

# 6. THE QUESTIONNAIRE REGARDING THE AWARENESS AMONG YOUNG GENERATION ABOUT THE IMPORTANCE OF THIS CULTURAL HERITAGE.

A survey conducted among young people aged 18-25 about their knowledge and visits to Cultural Heritage sites yielded disappointing but expected results. Two-thirds of the respondents had no information about the existence of Cultural Heritage sites in their cities and beyond. Many of them had little information but had never visited, despite having traveled to various European countries.

Half of the respondents had visited these sites during their pre-university education, but the information they received was minimal. Even though Cultural Heritage is included as an elective subject in high school curricula, the information provided does not spark the necessary interest for visiting these places. Table 3-1. Questionnaire on the awareness of the new generation by different age groups and how many would like to visit it. Key questions and reasons for inclusion.

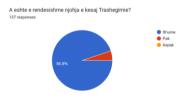
To understand the likelihood of accessing and involving the interviewees better in the concept of reasons that could lead to increased visitation to these areas.

Questions	Alternatives	Reasons for Inclusion in the Survey
Have you heard and visits the cultures sites?	a. Yes b. No	To understand the awareness levels of individuals across different age groups
51005.	0.110	regarding this Cultural Heritage.
What was the reason for the lack of	a. No Promotion	
information?	b. Lack of Interest	
	c. Both	To understand the likelihood of accessing and
What would make a visit to these sites	a. Good infrastructure	involving the interviewees better in the
more attractive?	b. Proximity to the capital	concept of reasons that could lead to
	c. History of the site	increased visitation to these areas.
	d. Better promotion of it	

### **Questionnaire Results**

Online networks, media, the increasing importance given to tourism in recent years, the inclusion of Cultural Heritage in some curricula have provided more opportunities for young people and older age groups to become acquainted with this part of Albania's cultural treasures.

From graph 3.1, there is a noticeable difference in the responses of interviewees between not knowing and never having heard of this important cultural site and some who may live in the surrounding areas and have responded that they have heard of it. About 95% of the respondents answered that knowing this heritage is important, but unfortunately, they did not know it. Meanwhile, only 5% responded that it was not of great importance.





From Graph 3.2, interviewees aged 18-25 0 were asked about the reasons what poses the greatest threat to cultural heritage in Albania? This result is clearly expressed in Graph 3.2. A good number of them, at 62.8%, responded that there has been the poor management of responsible institutions. Another portion, 27.7%, answered that they were not interested in these sites because they did not have enough cultural exposure from their families to be familiar with them, so they attributed the reason to the lack of public awareness.

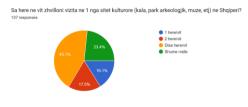




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From Graph 3.3.(below), we observe a significant difference in responses where the majority of interviewees expressed that the visits of this sites was not as it should be done. They were obliged mostly to go there by the school. 23.4 % of the youngsters were answered that they rarely know about these sites and has never been there.



Graph.3.3

# 7. LOCAL BUSINESSES, PHILANTHROPISTS, AND ENTHUSIASTS OF HISTORY AND CULTURE

Local businesses, philanthropists, and enthusiasts of history and culture can make a significant contribution to the maintenance, promotion, and preservation of cultural heritage, just as they did in the 1920s and 1930s in Albania. Through personal financial donations, they can ensure that these treasures are preserved for future generations.

It is no coincidence that the article begins by emphasizing the urgent need for restoration and maintenance of these sites, as no one would want the new generation to see these places merely as "a place with some stones." This is a perspective that must be changed through education and well-structured investments.

A survey conducted among young people aged 18-25 about their knowledge of and visits to Cultural Heritage sites yielded disappointing but expected results. Twothirds of the respondents had no information about the existence of Cultural Heritage sites in their cities and beyond. Many of them had little information but had never visited, despite having traveled to various European countries.

Half of the respondents had visited these sites during their pre-university education, but the information they received was minimal. Even though Cultural Heritage is included as an elective subject in high school curricula, the information provided is scant and does not spark the necessary interest for visiting these places.

This category can make a significant contribution to the preservation of cultural heritage, just as they did in the 1920s and 1930s in Albania. Through personal financial donations and their commitment, these individuals and organizations can help in the maintenance, promotion, and preservation of these valuable assets for future generations.

The need for restoration and maintenance of cultural heritage is urgent. Despite efforts made so far, many cultural monuments are at ongoing risk due to natural factors and lack of funds. According to the Institute of Cultural Monuments, around 190 monuments are classified as endangered, including bridges, churches, mosques, and medieval residences.

If immediate action is not taken, there is a risk that the new generation, when visiting these sites, may view them merely as "places with some stones," without understanding their historical and cultural value. This would be a significant loss for the national identity and history of Albania.

By following these steps and with a shared commitment from all interested parties, Albania can preserve and promote its cultural heritage, making it a vibrant and valuable part of the national identity and a significant attraction for tourists.

### CONCLUSIONS

The integration of the new generation in the knowledge of cultural heritage in Albania is not just an educational endeavor but a necessity for the preservation of the country's rich cultural legacy. By fostering a deep understanding and appreciation among young people, Albania can ensure that its cultural heritage is cherished and protected for future generations.

The same questionnaire was given to the family members of the respondents, and the results were almost identical. Not only was there a lack of information about these sites, but there was also a lack of interest.

Raising awareness among young Albanians about the knowledge and importance of Cultural Heritage starts from primary education, influenced by family culture and exposure to activities at the sites where this heritage is located. Since 1992, Albania has registered 8 sites of tangible and intangible Heritage, including Natural, Cultural, and Mixed sites—a significant number for a small country, but it clearly shows the great wealth from the past. Foreigners appreciate it, but we Albanians either do not recognize it or do not want to. We have inherited apathy from the past, which continues to erode us as a nation, like gangrene, and unfortunately, we are passing this sentiment on to the new generation.

During one of my trips outside Albania, I was amazed to see large groups of children and teenagers, aged 9-16, heading towards the Acropolis in Athens. They were among the many people from around the world, eagerly listening to their teachers as they explained the historical site. I have also observed similar educational practices in Western museums, where entire classes of children visit and learn about historical objects, which are vivid testimonies to history. Their interest in their country's past was truly inspiring.

Today, especially in the past 3-4 years, as the tourism sector has expanded throughout every corner of Albania and positively impacted the country's economic development, the importance of Cultural Heritage must be treated as an institutional obligation.

For this heritage to spark interest among the younger generation, more frequent promotion in the media and on social networks is needed, where young people can learn about its history, the importance of preservation, and be encouraged to visit it.

In this regard, greater cooperation between educational and cultural institutions is required, and infrastructure needs to be developed so that sites are ready to engage youth in their heritage.

Young people express a desire to learn about it in auditoriums, but family culture and early education play a significant role in this aspect.

In most of these sites, there is a lack of tour guides, and visits become a quick pass-through where the intended information is not delivered.

In many of the cultural heritage sites in the country, you simply pay the entrance fee and then wander around without encountering anyone to provide information. A good example here is the Marubi Phototheque in Shkodër, where everything is perceived in a fine and excellent manner, whether it's the oral information given or the presentations on TV. The same applies to the Iconographic Museum in Korçë, where the courteous staff informed visitors, divided into small groups, about each icon and its history.

This is lacking in most of Albania's cultural heritage sites, which is why visits there do not engage the younger generation. Visitors could also be provided with small brochures containing the history and necessary information about the site in question.

How can Iso-Polyphony be preserved and passed down as UNESCO World Heritage? How can the Xhubleta be preserved and passed down as UNESCO World Heritage?

In these cases, it is very important to introduce the younger generation to these assets, integrate them into their culture, ignite their passion, and then invest financially so that this generation can pass them on to future generations.

Some of the cultural heritage sites that are declared and preserved by the state include: the Fortress of Berat, the Fortress of Goricë, the Old Inn of Shpirag, the Ancient Settlement of Vokopojë, the Bridge of Goricë, the Tomb of Abaz Aliu, the Fortress of Delvinë, the Fortress of Himarë, the Fortress at Porto Palermo, the Monastery of Zvërnec, the Fortress of Kaninë, the Archaeological Park of Apollonia, the Archaeological Park of Bylis, the Monastery of Ardenica, the Fortress of Bashtovë, the Archaeological Zone of Finiq, the Fortress of Bilisht, the Fortress of Grazhdan, the Amphitheater of Durrës, the Mosaic of Orpheus, Durrës, the Bazaar Hamam, Elbasan, the Fortress of Kabash, the Fortress of Elbasan, the Clock Tower, the Fortress of Margëlliç, Fier, the Prehistoric Settlement in Cakran, Fier, Gjirokastra and its fortress, the Fortress of Libohovë, the Church of St. Mary in Labovë e Kryqit, the Monument of Çerçiz Topulli, the ruins of the Paleochristian Basilica, Gjirokastër, Tumat near the village of Jermë, the Clock Tower in Kavajë, the Turan Tekke, Korçë, the First Albanian School, the Fortress of Krujë, the Old Bazaar in Krujë, the Tower of Refuge in Theth, the Mesi Bridge in Shkodër, the Zogu Bridge in Mat, and many others.

In recent years, the value of historical sites has been increasingly recognized, making this heritage an essential component of the country's economic development. Cultural heritage, along with natural heritage, is the main source of tourism, which is a key sector of the economy in Albania. To ensure the development of cultural tourism, it is crucial to recognize, protect, and promote this national treasure.

Albanians express their hidden nationalism in its most extreme form during sporting events, emphasizing music, the flag symbol, patriotic songs, and the figure of Skanderbeg. While the role of our national hero in the 15th-century political life and his fight against the Ottoman invasion is undeniable, history also includes many other significant figures. Albanian historiography highlights numerous patriotic figures, both military and literary, who played a crucial role in defending the Albanian cause against foreign occupation.

Today, Albanians travel much more than in the past, and after the COVID-19 pandemic, there has been a noticeable increase in the desire to explore Albanian destinations. A beautiful weekend can be well spent in places like Vlorë, Apollonia, Theth, the Great Highlands, the Valbona Valley, Dardha, Voskopojë, Pogradec, Saranda, and others. Previously, these destinations were often overlooked, partly due to inadequate road infrastructure.

With a united and strategic commitment from local businesses, philanthropists, the government, and the community, it is possible to preserve and

promote Albania's cultural heritage. This collaboration will have multifaceted positive impacts, not only in safeguarding national history and culture but also in developing tourism and improving cultural education for future generations.

The engagement of various stakeholders in preserving cultural heritage is essential. Local businesses and philanthropists can fund specific restoration and maintenance projects for historical monuments. The government, on the other hand, should provide legal and financial support for these initiatives, including creating tax incentives for donations and investments in this sector. The community can play an active role through awareness campaigns and voluntary activities.

Effective promotion of cultural heritage requires a well-planned strategy. Including these monuments in national and international tourist itineraries will help increase visitor numbers. Organizing cultural and historical events, such as festivals, exhibitions, and guided tours, will contribute to the recognition and appreciation of these assets.

A well-maintained and promoted cultural heritage will attract more tourists, contributing to the country's economic development. Cultural tourism is an important segment that can bring economic and social benefits. Investments in tourist infrastructure, including improving roads, signage, and creating accommodation and informational facilities, are essential for this development.

Integrating cultural heritage into the education system is key for educating future generations. School programs should include more information on national history and culture, encouraging educational visits to monuments and historical sites. Education through direct experiences will help young people build a stronger connection with their past and develop a sense of pride and belonging.

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