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SEMINAR ON CULTURAL MANAGEMENT FOR ETHNOLOGISTS

(12.11-18.11.2003, Samokov, Republic of Macedonia)

From the 12th of November to the 18th of November 2003 in Samokov, Republic of Macedonia, a seminar on cultural management was held. The seminar was organized by the Macedonian Student Ethnological Society and it aimed at undergraduate and post-graduate students of ethnology, graduated ethnologists and other professionals from the field of ethnology, anthropology and other related disciplines. Representatives of the local self-governance of the municipality of Samokov were invited, but they were not present due to objective reasons. Support was given by the Foundation Open Society Institute - Macedonia, Pro-Helvetia Skopje, the Department of Ethnology at the Faculty of Natural Sciences and mathematics in Skopje and the project "The right to know".

The complete training was done by Prof. Petar Simonich from the Department of Ethnology and cultural anthropology of the Philosophical Faculty in Ljubljana, Republic of Slovenia, with an assistance of two of his students, Katja Krajnc and Bojan Matjashic.

The aim of the seminar was to form and train an efficient team that could independently plan and implement projects in the frames of the newly formed Ethnological Educational and Research Center in

Rastesh, a part of the Macedonian Student Ethnological Society. The activities of the Center "Rastesh" should help the progress of ethnology and anthropology in the Republic of Macedonia, and at the same time help the development of the municipality of Samokov. These activities should enable active inclusion



Ethnological Educational Research Center "Rastesh"

of ethnology/

anthropology in the

contemporary social trends, to help the process of revitalization of the passive areas and the process of decentralization of culture.

The following topics were covered:

- Cultural Anthropology with particular overview of Slovenia and its experience with the process of transition
- Brief History of State and Institutions and impact to the cultural development

- Evolution of Civil Society, in regard to French revolution as a historical turn-over
- Theory of research: construction of program: in between international, national, regional and local mythology and their visions and interrelations (key issues, problems, marketing management: from situation A to positioning B). Two basic sources of knowledge: European and national cultural *policies and marketing* versus local/regional **ethnography**); Pragmatics: personal situation, context, possibilities, benefits, luck
- Methodology of research: Transitions and Components of Cultural Policy and Cultural Management: relations between time and space, symbolism, ritual, technology; meanings of community/culture, science and economy; human resources, natural resources = *from determinism to system theory*

The assistants of Prof. Simonich conducted a lecture on the “Basics of Visual Anthropology“ and “Web design as a possibility for promotion and marketing“. This was an addition to the main course, aiming to understand the possibilities of development of ethnology/anthropology, relations to other disciplines and its influence upon contemporary social trends.



Management Seminar, Samokov, 2003

The main focus of the second part was directed towards planing and creation of draft projects. 9 draft projects were created that entered the two-year program for development of the Ethnological Educational and Research Center “Rastesh“. The complete program includes possibilities for promotion of natural and cultural values of the municipality of Samokov that is a part of the ethnic area of Poreche, cooperation with local population and local governance and other partners interested in supporting the development of Poreche. As an addition to the process of planing of activities of “Rastesh“ the following topics were discussed:

- Human Resources – Motivation
- Organizational Structures and their Legal Frames: presentation of Slovenian structures/law and participants analysis of Macedonian legislative
- Time Management / “Project Management“ (constructions - planning meetings – networking – starting-up)
- Basics of Finance (Books, Reports, Fundraising)
- Basics of Marketing and Public Relations
- Suggestion to publish a referential book

Additional events included field research, creation of a web-site and the logo of the Center "Rastesh", as well as defining the organizational structure of the Center. The field research was related to the goal of the seminar, that is, it was directly pointed towards completion of the planning process. The logo and the web-site aim to promote and spread the knowledge of the Center. The web-site at the moment is a part of the site of the Department of Ethnology, www.ethnology-dep.org. A separate organizational structure of the Center Rastesh was defined, that will implement the planned programs. The organizational structure is made up of the following bodies: Governance Board, Executive Board, Program Board with the following management functions: President of the Governance Board, Director of the Executive Board and Manager of the Program Board. Each of the Boards has a certain number of members. These bodies at the moment work in the frames of the Macedonian Student Ethnological Society, but attempts are made to make the Center Rastesh independent, as a separate local organization that will directly cooperate with the local population of Samokov, ethnic area of Poreche.

The conclusions of the seminar were presented at a meeting with the inhabitants of municipality of Samokov. The present ones expressed big satisfaction on the suggested initiatives and participated with their own suggestions and will to cooperate.