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JYVÄSKYLÄN YLIOPISTO  
UNIVERSITY OF JYVÄSKYLÄ

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## Uses of the past – Menneisyyspolitiikat

University of Jyväskylä

9. - 10.11.2017, Jyväskylä, Finland

“Uses of the Past – Menneisyyspolitiikat” symposium brings together researchers who explore the intersections of the past, present and future. The symposium is open to experts from wide variety of academic fields. The working languages of the symposium are Finnish and English.

The keynotes on Thursday are open to the public. Welcome!

### **09.11.2017, 9.30-12.00 Keynote lectures (S212)**

#### **Ulf Zander, Lund University: "Outsider, Bystander, Insider. Sweden, the Second World War and Uses of the Past"**

Ulf Zander is Professor of History at the Department of History, Lund University. His academic research focuses on the questions of history culture and history and images in both Scandinavian and international context.

#### **Leena Kurvet-Käosaar, University of Tartu: "Hidden within Threads of Memory: Trauma and Baltic Women's Remembrance of Soviet Repressions"**

Leena Kurvet-Käosaar is Associate Professor of Literary Theory, Institute of Cultural Research and Fine Arts, University of Tartu and Senior Researcher, Archives of Cultural History, Estonian Literary Museum. Her research interest includes life writing, trauma theory and modernism.

**Chair:** Tuuli Lähdesmäki, University of Jyväskylä

## **Austro-Hungarian Heritage and Tourism Discourses in Pula, Croatia**

Anita Sujoldžić and Anja Iveković Martinis, Institute for Anthropological Research, Zagreb, Croatia  
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This paper will explore the links between tourism and cultural heritage in the city of Pula, in the north-eastern Adriatic region of Istria, focusing in particular on the legacy of the Austro-Hungarian period. Analysing the way heritage is represented and mobilised in tourist-oriented discourses to construct a particular image of a destination can also reveal certain ideological positions which can be related to local, regional or broader political, social and cultural values and identifications. In spite of a strong tradition in Croatian (and previously Yugoslavian) historiography of representing Austria-Hungary as a „prison of nations“, a despotic multi-ethnic empire which suppressed the rights of newly self-conscious nations, this period of Croatian history is now being re-evaluated in a more positive light, especially in urban centres, as a period when Croatia became part of a modern, urban and cosmopolitan European cultural sphere. The process of joining the EU was accompanied, in the sphere of tourism promotion, by a growing emphasis on long-standing cultural belonging to „Europe“ (conceptualised primarily as Western and Central Europe). Pula, whose fast and intense growth and modernisation were determined by its selection as the seat of the imperial navy in the 19<sup>th</sup> century, provides a particularly good case study. Specific regional politics and the multiculturalism dominating recent Istrian public discourse add another layer of complexity. Using critical discourse analysis, this paper will analyse visual and textual representations of Pula’s Austro-Hungarian heritage in recent tourist promotional materials and its role as a symbolic resource for constructing contemporary urban identity.