

როტენბურგ ობ დერ ტაუბერი

ჰრისტომირ ჰრისტომიროვი
ერლანგენ–ნიურნბერგის ფრიდრიხ–ალექსანდრეს
უნივერსიტეტი

როტენბურგ ობ დერ ტაუბერი ბავარიის მიწის (გერმანია) შუა ფრანკონიის ოლქში მდებარე პატარა ქალაქია (დაახლ. 11 000 მცხოვრები). მე-12 საუკუნის მეორე ნახევარში იგი კონრად მესამის მიერ დაარსებული ციხე–სიმაგრის ახლოს მდებარე პატარა პროტესტანტულ დასახელებას წარმოადგენდა. ოცდაათწლიანი ომის დროს იგი ორჯერ აიღო კათოლიკურმა არმიამ. 1945 წლის 31 მარტს მასზე განხორციელდა საჰაერო თავდასხმა და ქალაქის 40% მთლიანად განადგურდა. მოგვიანებით იგი აღადგინეს და დღეისთვის მსხვილ ტურისტულ ცენტრს წარმოადგენს, თუმცა ამ მიმართულებით მის განვითარებაში არსებობს რამდენიმე პრობლემა: პირველი მისი ნაკლებად ხელმისაწვდომობაა პირდაპირი ტრანსპორტის თვალსაზრისით, მეორე ისაა, რომ იგი საკმარისად ცნობილი არაა. სამომავლო პერსპექტივაში განსახილველია ქალაქის იერსახის შენარჩუნებაც.

დასკვის სახით შეიძლება ითქვას, რომ როტენბურგ ობ დერ ტაუბერი კულტურული მემკვიდრეობის მენეჯმენტში დღეისთვის არსებული პრობლემებისა და პერსპექტივების ტიპური ნიმუშია.

Rothenburg ob der Tauber

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Rothenburg ob der Tauber is a small town (ca. 11 000 citizens), which is located in the district Middle Franconia of province Bavaria in Germany. The closest city to it is Ansbach. Rothenburg is visited by approximately 1 500 000 tourists annually – in the following text will be discussed why and how this happens.

Rothenburg was established in the second half of 12th century AD – it was a small town, not far away from a castle, which had been founded by Conrad III. On 15th May 1274 King Rudolph of Habsburg granted Rothenburg rights of a Free Imperial City. The town had such status until 1802. During the Thirty Years War Rothenburg, which was a Protestant town, was occupied at least twice by Catholic troops. Maybe the worst day in Rothenburg's history was 31st March 1945. On this day, several months before the end of World War II, the town was attacked by air; ca. 40% of it was destroyed. In the following years Rothenburg has been restored and nowadays it is again a major tourist attraction.

There are some buildings of cultural value in Rothenburg, which attract the majority of tourists. Its late medieval fortification structures are well preserved. Especially the town walls were even at the end of 19th century an important tourist attraction. They were damaged to some extent in 1945 – the wooden parts were destroyed by fire, but the stone ones – almost completely preserved. A decent example of the town's fortification towers and bastions represent the Röderbastion and its tower. Till 1953 the fortifications have already been fully restored.

The Town Hall is located in the town centre. Its building in Renaissance style started in 1572. There is a tower as well as two facades with nice proportions. Nowadays they look out in almost the same way as originally. In 1945 the Town Hall was heavily damaged. Because of lack of money its restoration took some time, but in 1951 the building has already been again in use.

The City Councillors' Tavern (in German: die Ratsherrntrinkstube) was built during 15th century. Nowadays it houses the Tourist Office. It is a late gothic building, one of the most famous houses in Rothenburg. The tavern was accessible only to the city councillors. Its main clock was installed in 1683. The two windows located to the right and left of the clock open several scheduled times every day to show the legendary "Master Draught". The legend goes back to 1631 in the midst of the Thirty Years War when Catholic

troops occupied Protestant Rothenburg. The Catholic general count Tilly threatened to destroy the town. But he also promised to spare it, if a councillor could manage to drink 3.25 l of wine in a single draught. Nusch, the former mayor, accomplished the task and saved the town. Nowadays Rothenburg celebrates this event every year on Whitsun with a festival performance.

Despite all these attractions, there are some problems regarding Rothenburg. A major one is that the town cannot always be reached in a short time. The closest airport is Nurnberg Airport – but it is approximately 90 km away. So a trip from Nurnberg to Rothenburg by car lasts at least an hour. Another opportunity is to travel by train or by train and by bus. But then at least one change has to be made and the trip lasts between ca. 1:15 h and ca. 2;15 h. In these terms there should be changes in the future.

Another problem is that it seems that Rothenburg is not famous enough. There are not so many advertisements about the town and its attractions. So in my opinion Rothenburg should be a lot more popularized in the following years. This may increase the number of tourists and therefore – the income.

As a future perspective can be regarded the preservation of the town. Its monuments are well preserved and because of this Rothenburg itself is a significant attraction in terms of tourism. It will be wonderful to preserve the town further in such manner. The same must be done to other similar places.

Rothenburg has also appeared in several movies. The use as a movie scene is – on the one hand – a decent advertisement; it secures on the other hand some income. From such an income benefit not only the citizens but also the state as well as many private companies. A significant role plays the Tourist Office – this institution is responsible for mail services, room reservations etc. It organizes even several types of guided tours. Thus tourism itself, and its further development, is in my opinion a major perspective regarding Rothenburg as well as other similar towns.

In conclusion may be pointed out that the town of Rothenburg ob der Tauber – with its history, architecture and tourist attractions – represents a most decent example of the problems and perspectives of managing cultural heritage nowadays.