

The Use of Tradition: Economic and Identity Impacts

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(Summary)

Many events in Slovenia, as well as elsewhere in Europe, are being advertised as traditional, meaning that they have either been taking place for a number of years (although not necessarily, as some are declared “traditional” after their second occurrence) or that they serve to present old cultural elements (customs and habits, tools and equipment, culinary heritage, etc.). Nowadays, tradition is an important idea in various economic and social spheres, e.g. for tourism development, identity strengthening, etc. In the past, it was also subjected to political (colonial, class, national) manipulation, being used as a means of highlighting differences, describing exotics, enhancing the existing social order, expressing national originality, etc.