

Ana Zadro  
Sveučilište u Mostaru, Filozofski fakultet  
*University of Mostar*  
*Faculty of Humanities and Social Sciences*  
E-pošta: ana.zadro@ff.sum.ba

Goran Mijočević  
Sveučilište u Mostaru, Filozofski fakultet  
*University of Mostar*  
*Faculty of Humanities and Social Sciences*  
E-pošta: goran.mijocevic@ff.sum.ba

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## **Ancient Motifs on the Postage Stamps of the Croatian Post Mostar as a Medium of Cultural and Historical Heritage Promotion**

### **Summary**

The paper presents postage stamps with ancient motifs issued by the Croatian Post Office Mostar, through the prism of cultural and historical, and therefore tourism potential and publicity. Of the total number of stamps issued by the Croatian Post Office Mostar, 15 of them featured ancient motifs such as various archaeological sites and museum exhibits – money, fibula, helmet, figure and the like. The following were published as regular postage stamps: Šamatorje Archaeological Site in Gorica (1997), Ošanići Archaeological Site (1999), Ravlič cave (2010), Early Christian Basilica in Cim (2011), Early Christian Cemetery and Monastery of St. John in Livno (2013) and the Ancient Complex in Rivine (2015). Portable archaeological material of ancient provenance was depicted on seven postage stamps issued by the Croatian Post Office Mostar. Four of the postage stamps were issued as regular stamps (Fibula in 2011 and 2020, then the Cult of the God Mithras in Konjic in 2012 and the Bronze Goddess from Sovići in 2021) and three as commemorative stamps (Helmet of an Illyrian warrior from Vranjevo Selo in 2008, Coinage from Daorson – green and brown, in 2012 and Gold Coin of Emperor Nero in 2014). Considering that stamps, depicting various themes and motifs, enter the homes of people all over the world, the aforementioned postage stamps are a kind of medium for the marketing of cultural and historical heritage. The use of modern technologies and the Internet enables almost unlimited ways of presenting or promoting the cultural, historical and natural heritage. A high-quality presentation of heritage increases its value, which affects the constant increase in tourist visits. From this standpoint, the postage stamp will not play a dominant role, but it will certainly remain a valuable medium for the promotion of natural and cultural-historical heritage.

*Keywords:* postage stamps; ancient motifs; cultural and historical heritage; archaeological sites; promotion; Herzegovina.