

## HERITAGE ALIVE!

### Leveraging the Value of World Heritage Sites in the Regions for the Benefit of All

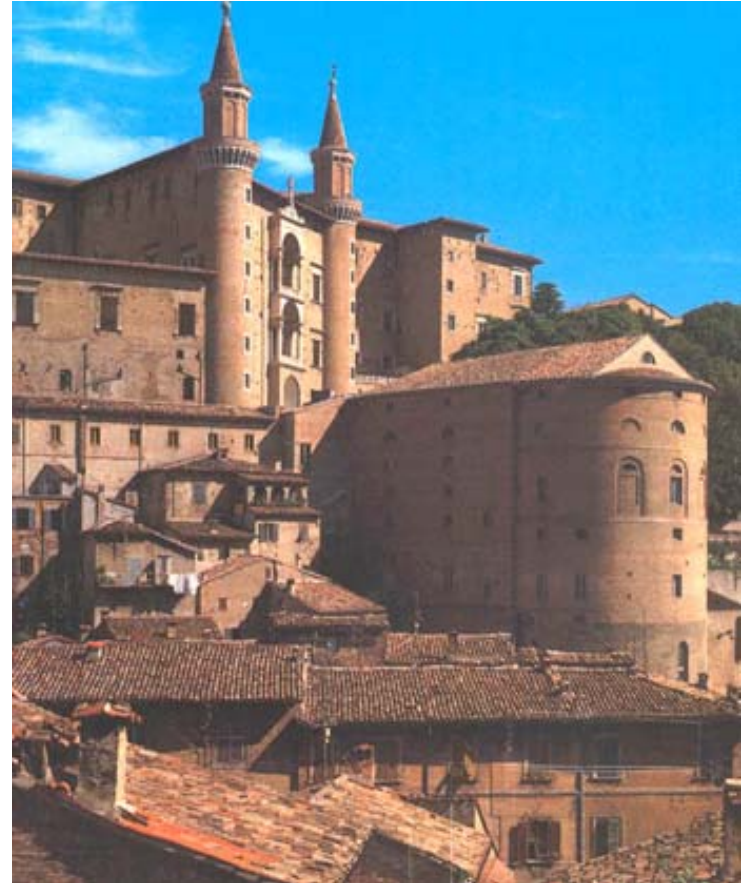
**Workshop 6: Sustainable development of natural and cultural heritage**

**CADSES Closing Conference  
Venice, 24-25 November 2008**



## Presentation overview

- | Origins of the project
- | Main achievements
- | Utilisation of results and impact
- | Outlook



**HERITAGE ALIVE!**

## **Origins of the project**

## The HERITAGE ALIVE! project

### | Project facts

- | Duration: 04/2006 – 03/2008
- | Network of European World Heritage Sites
- | 9 partners from 7 countries

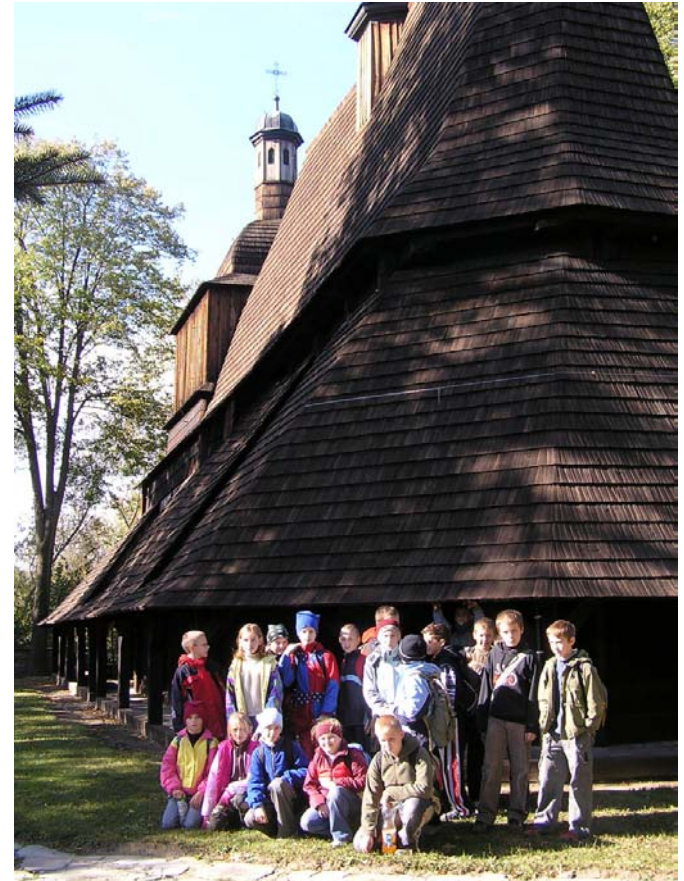
### | Project partners

- | Salzburg Research, AT
- | Department for the Presentation of the Historical City of Salzburg, AT
- | Administrative District of Gorlice, PL
- | Municipality of Urbino, IT
- | Municipality of Hóllökö, HU
- | Region of Ionian Islands, GR
- | Centre for Economic and Social Analyses and Strategies, BG
- | Municipality of Kardzhali, BG
- | Mioritics Association, RO



## Project aims

- | Utilise world heritage to promote
  - | economic development,
  - | social cohesion, and
  - | regional identity in the regions
  
- | Use new media and technologies to better
  - | communicate cultural heritage content to visitors and residents,
  - | increase users' understanding of the value of our shared heritage



## Starting point

- | Different kind of World Heritage Sites
  - | Historical cities (e.g. Urbino, Salzburg)
  - | Historical village (Hollókö)
  - | Historical monuments and archaeological sites (e.g. Gorlice, Perperikon)
  
- | Diverse problems and interests...
  - | Level of development/structure
  - | Target groups
    - | residents, visitors
  - | Specific objectives, e.g.
    - | Attract more visitors (Sighisoara)
    - | Raise local awareness (Salzburg)
    - | Develop site trails (e.g. Perperikon)
    - | Attract visitors and document intangible heritage (Hollókö)



**HERITAGE ALIVE!**

**Main achievements**



## Main achievements

- | 3 Pilot Actions - Learning Quests
  - | Gorlice – Wooden Churches
  - | Perperikon – ancient, mythical site
  - | City of Urbino
  
- | 3 Pilot Actions – Virtual Tour Guides
  - | City of Salzburg
  - | Village of Hollókő
  - | Town of Sighisoara (Fortified Saxon churches)
  
- | ICT Good Practice Publication
  - | “Case Studies in Interactive Cultural Experiences”
  - | Learn from other applications



## Learning Quests

- | Why?
  - | Children are often not interested in cultural heritage/know little about it
  
- | Aims of the Learning Quests
  - | Raise children's/students' awareness of their local/regional cultural heritage in a playful environment, and
  - | Strengthen regional and cultural identity
  
- | The Learning Quest approach
  - | Based on Web Quest model from Bernie Dodge (and Tom March)
  - | An inquiry/task-based activity in which students use various sources (ICT) to get a thorough understanding of a certain theme



## Learning Quests

- | Different approaches taken in
  - | Gorlice
  - | Perperikon
  - | Urbino
  
- | Achievements
  - | Co-operation with local/regional schools
  - | Concrete results, e.g.
    - | a Web Tour Guide of Perperikon from children for children,
    - | video documentaries and a role playing game in Gorlice
    - | promotional material in Urbino
  - | Presentation of the Gorlice Learning Quest at official UNESCO events in Poland
  - | Television news & feature coverage



## Virtual Tour Guides

- | Approach(es)
  - | Different target groups
  - | Utilise existing mobile technologies
  - | 3 unique tour guides developed
  
- | Virtual Tour Sighisoara
  - | Targeted at attracting domestic and international visitors
  - | 3 theme specific tours
  - | Multilingual
  
- | Virtual Tour Guide Salzburg
  - | Targeted at regional population
  - | Focus on lesser-known heritage
  - | Interactive features and rich media
  - | Raise awareness of value of heritage/preserve heritage



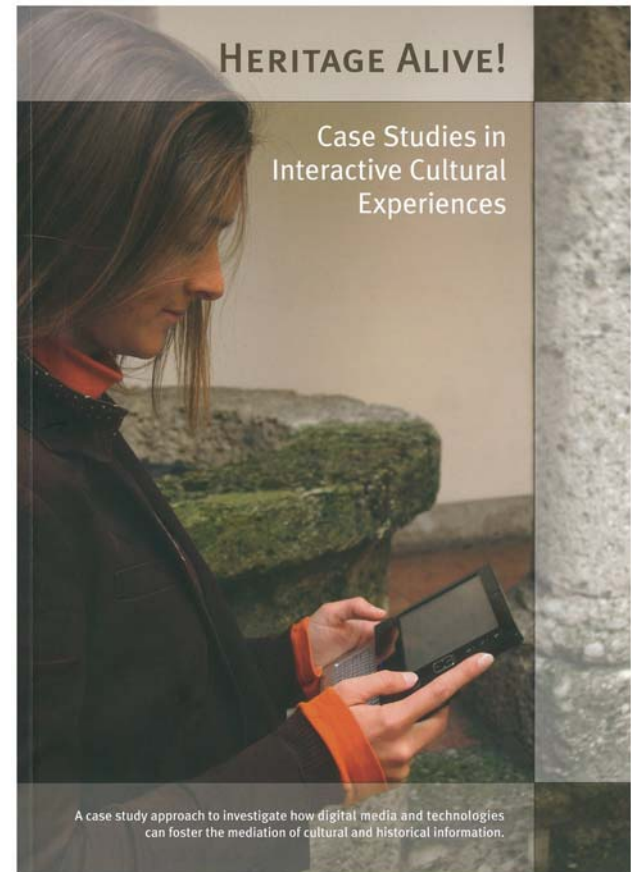
## Virtual Tour Guides

- | Hollókő tour guide
  - | Targeted mostly at domestic visitors
  - | Document living, intangible heritage
  - | Videos to document heritage and introduce visitors to local customs and cultural practices
  
- | Achievements/user trials in 2007
  - | 3 working prototypes
  - | All 3 tour guides trialled with test users
  - | Evaluation incorporated
    - | Narrative approach
    - | Technical performance and stability
    - | Usability



## Case Studies in Interactive Cultural Experiences

- | Aim
  - | Learn from existing Good Practice applications
  
- | 12 case studies on
  - | Virtual guides to local and regional heritage
  - | Tools for valorising archaeological sites
  - | Educational and social community tools
  - | Virtual museums and exhibitions



**HERITAGE ALIVE!**

**Utilisation of results and impact**

## Utilisation of results and impact

- | Wide public and media coverage
  - | Newspapers, magazines
  - | Television, radio
  - | Papers and articles, e.g.
    - | The Parliament Regional Review
    - | Scientific papers (e.g. IEEE-DHMS, VSM 2008)
  
- | Presentation at official events, e.g.
  - | UNESCO sponsored events in Poland, Hungary and Urbino
  - | Brussels Tourism Fair
  
- | Establishment/strengthening of regional partnerships
  - | Co-operation of regional actors in implementation of activities



## Utilisation of results and impact

- | Take-up of results, e.g.
  - | Close co-operation with schools in Learning Quests
  - | Take-up of virtual tour guides (e.g. in Hollókő) or in discussion
  - | Interest of third parties to implement similar solutions
  - | Link cultural – natural heritage
  
- | Attracting new user groups, i.e.
  - | Children and teens
  - | “Technophile” users
  - | Extending visitor stays (Hollókő)
  
- | Overall positive feedback
  - | Greater appreciation of heritage
  - | Strengthening of regional & cultural identity
  - | Learning effect (e.g. history, heritage, using new technologies)



**HERITAGE ALIVE!**

**Outlook**



## Outlook – “Moving Voices”

- | Move beyond communicating built cultural heritage to communicate intangible heritage
  
- | Foster intercultural dialogue
  - | Minorities
  - | Residents
  - | Visitors
  
- | Taking advantage of maturing mobile technologies
  
- | Interactive narratives



## Contact us:

Andreas Strasser

Salzburg Research Forschungsgesellschaft m.b.H.

Jakob-Haringer-Strasse 5/III, 5020 Salzburg

Tel: +43-662-2288-306

Email: [andreas.strasser@salzburgresearch.at](mailto:andreas.strasser@salzburgresearch.at)

Copyright images:

Salzburg Research Forschungsgesellschaft m.b.H., Mioritics Association, Administrative District of Gorlice, Municipalities of Hollókő, Kardzhali and Urbino

