

## Conference 2012

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## Key notes

### Why heritage interpretation is much more than a management tool

*Patrick Lehnes, Germany*

There is no doubt that heritage interpretation can be a powerful tool for the management of protected areas, of historic sites and museums, and for the sustainable development of villages, cities and regions. But heritage interpretation is more than a means to achieve management goals.

This keynote will look at Enos Mills' and Freeman Tilden's philosophy of interpretation and relate it to European humanism and enlightenment. It will also propose consequences for treating interpretation as a management tool.

*Patrick Lehnes is Executive Director of Interpret Europe. Since 1996 he has conducted local and international projects on interpretation at Freiburg University, where he also worked as a guest lecturer. In 2002 he founded a consultancy for interpretive planning and training and, over a number of years, he initiated the foundation of Interpret Europe.*

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### Exploring the frontiers of heritage interpretation: reflections on the ICOMOS Ename Charter

*Willem Derde, Belgium*

The value of the ICOMOS Ename Charter, amongst other things, is that it forces us to think about the value of heritage in contemporary society from a communal perspective and to take this perspective into account when setting up programmes of heritage interpretation. The consequences of such an approach, however, are far reaching and might force us to rethink what heritage is all about. This will be illustrated by focussing on the way in which monuments are treated, integrated or reintegrated in the urban fabric of modern China.

*Willem Derde is the Director of the Ename Center for Public Archaeology and Heritage Presentation, Belgium. He has a special interest in the role of heritage in society from a comparative perspective between Europe and Asia.*

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### Love, not loss

*Maurilio Cipparone, Italy*

Interpretation is proposed not as a tool for environmental education based on the fear of a unsustainable future, but as an instrument for rediscovering the sense of place, the sense of 'belonging'. The challenge is to promote commitment to the conservation of Italy's protected areas and their extraordinary natural and cultural heritage - their valuable gift for Europe.

*Maurilio Cipparone, Vice-Chair of Interpret Europe's Supervisory Committee, has worked more than 40 years in parks, environmental education, training, literally 'introducing' environmental interpretation to Italy. He is the former director of the regional park service in the Lazio region and a founding member and president of the Pangea Institute which has promoted training initiatives for more than 1000 interpreters and the first interpretive plans in Italy.*

## Concurrent sessions and workshops

### Interpretation as a strategic management tool

*Genevieve Adkins, UK*

The financial crisis in Europe is forcing governments and organisations to review their expenditure. Interpretation, all too often seen as an add-on activity, has to provide better evidence of its value in heritage and conservation management. Using case studies, this presentation explores how interpretation projects in the UK have delivered financial benefits to organisations – helping deliver key management, conservation and learning objectives – and offers valuable lessons to the European interpretation community.

*Genevieve Adkins is Director of the Centre for Interpretation Studies at Perth College UHI. Formerly Head of Interpretation at Historic Scotland and Head of Interpretation and Education at Historic Royal Palaces, Genevieve has been involved in some of the UK's most exciting heritage interpretation projects over the past decade, including HM Tower of London, Stirling Palace and the presentation of 'Britain's Top Treasure'.*

**45-minute presentation**

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### Are people who've planned to visit a wine trail also interested in wine cultivation?

#### A case study from an Austrian wine region

*Arne Arnberger, Renate Eder, Austria*

This study investigated the profile of wine trail visitors in three Austrian communities. On-site visitors were asked about the importance of the trail for their destination choice, their degree of specialization in the topic of wine, their perceptions of the trail and their expenditure in the community. The study found that wine trails attracted higher proportions of visitors to the communities. However, explicit wine trail visitors were less interested in the topic of wine.

*Arne Arnberger and Renate Eder are landscape planners, working at the University of Natural Resources and Life Sciences, Vienna, Austria. Their research foci are environmental education, educational trails, recreation in the landscape, landscape aesthetics, historic landscape tourism and eco-tourism.*

**20-minute presentation**

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### Experience design - a new approach to masterplanning

*Tony Berry, UK*

The National Trust welcomes more than 19m visitors every year across 300 sites, from castles, houses and gardens to wild landscapes. To help us plan visitor journeys at so many places, we've developed a technique we call Experience Design. It's a structured process that takes each property through the key elements of a successful experience. In this workshop, we'll be introducing the key principles of experience design and taking participants through a simple exercise that will help them to apply these ideas to their own site.

*Tony Berry has been with the National Trust since the early 1990's, working regionally and nationally in PR, marketing, commercial development and learning. As Visitor Experience Director, he's now responsible for the strategic direction of the Trust's visitor-facing operations.*

**2-hour workshop**

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### The gifts of interpretation

*Ted Cable, USA*

This presentation will remind the audience of the many important benefits that agencies, communities, and our guests receive from interpretation.

*Dr. Cable is the author of three books and many articles about interpretation. The National Association of Interpretation named him a Master Interpreter and in 2000 he received their highest honour by being named a Fellow of NAI.*

**20-minute presentation**

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### GPS tracking – an innovative tool for heritage interpretation

*Anna Chatel, Monika Nethe, Germany*

GPS tracking can be used in different ways to make heritage interpretation more effective. On one hand it can help for

interpretive planning in feasibility studies. On the other hand GPS tracking can evaluate a heritage interpretation facility. The collected data shows where visitors spend their time, which places they prefer and how long they stay in the area. In the Black Forest a pilot project was started to apply this new method.

*Anna Chatel: Biologist, PhD at the University of Freiburg, Biogeography*

*Monika Nethe: Geographer, research projects in the field of interpretation, / University of Freiburg.*

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#### 20-minute presentation

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### Interpretation and sustainability: supporting Herculaneum's conservation

*Sarah Court, Jane Thompson, Italy*

An interdisciplinary team have been tackling conservation challenges at the archaeological site of Herculaneum for more than a decade after management errors in the late 20th century led to spiralling decay. While the situation stabilizes and there are fewer emergencies, attention is focusing on strategies that will make the site sustainable into the future. This paper focuses on the importance of interpretive initiatives being used to support a range of management objectives, from awareness raising of the site's significance and fragility through to encouraging healthier relationships between the site and the surrounding modern town.

*Sarah Court is an archaeologist who has worked in Italy for the last decade. She was brought in early on in the Herculaneum Conservation Project in order to communicate the team's work and involve a range of interest groups.*

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#### 45-minute presentation

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### 'Seeing through other eyes' - different visitors, different needs and motivations

*Susan Cross, UK*

We know that not everyone sees and thinks about the world in the same way as we do. But it can still be difficult to plan and design interpretation for people who are 'not like us'. Susan will talk about recent work and new information on audience segmentation – identifying the different types of visitors – and how this has clarified and changed the interpretive planning process. She will introduce four main visitor types and their needs and show how interpreters can use this data to help more people have satisfying and memorable visits to natural and human heritage sites.

*Susan Cross FAHI is a Director of TellTale and one of the UK's most experienced interpreters. She is an enthusiastic interpretive planner, writer, trainer and mentor, who spends much of her time encouraging the next generation, to produce great interpretation. She works in the UK, Ireland and, last year, in Australia.*

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#### 2-hour workshop

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### Beyond conservation: Interpretation for public benefit

*Nicole Deufel, UK*

Is material conservation the best approach to heritage management? This is a question that academics, legislators and funders have raised over recent years. Increasingly they favour approaches that are based in the intangible values of communities and which aim to deliver public benefits such as identity building and social cohesion. This session reviews these developments and explores the implications for heritage interpretation.

*Nicole Deufel currently undertakes her doctoral research on public benefit delivery through heritage interpretation at University College London. She also manages Bedwellty House and Park in Wales where, among other aspects of heritage management, she is responsible for interpretation.*

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#### 45-minute presentation

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### The Austrian educational trail web site – experiences with its development and management

*Renate Eder, Arne Arnberger, Austria*

In 2006, the Austrian educational trail web site was implemented. The aim of this website was to provide a data base of all Austrian educational trails. Website visitors have several research options such as trail topic, location, target groups, and trail design to find their preferred trail. A detailed description of each trail is provided including access, length, contact details etc. Each trail manager has the possibility of including his or her trail in the database. Today, 380 trails are included.

Arne Arnberger and Renate Eder are landscape planners, working at the University of Natural Resources and Life Sciences, Vienna, Austria. Their research foci are environmental education, educational trails, recreation in the landscape, landscape aesthetics, historic landscape tourism and eco-tourism.

**20-minute presentation**

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## Interpreting Public Art

*Duane Fast, Canada*

Fundamentals of public art and its interpretation.

The audience will learn about public art, its value in parks and other public places and how to interpret it to a variety of audiences.

*Duane Fast has spent his life working with and on boards of both governmental and non-governmental organizations around the world dealing with issues relating to cultural and natural interpretation.*

**45-minute presentation**

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## The forgotten story about the Postič's vine has prevented the demolition of an old vinedresser's cottage

*Mihela Ferlinc, Janez Ferlinc, Slovenia*

Franc Postič (Franz Postitsch) (born 1794, Zagreb, died 1861, Sv. Ana) was a surgeon as well as a grower of modern vines and fruit. He planted the Pinot meunier vine with the local name Blaue Postitschtraube. He was one of the first men in the world to have vines named after him – since 1841. A valuable collection of old pictures of vines has been kept in Maribor, of 23 varieties of vines from Sv. Ana, including a picture of the žametovka (Blauer Kölner), which is the oldest vine in the world. It has been growing in Maribor for more than 450 years.

*Mihela FERLINC, member of The Historical Society of Slovenske Gorice, biology student from the University of Ljubljana.*

*Janez Ferlinc, president of The Historical Society of Slovenske Gorice.*

**20-minute presentation**

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## Beny Wilson - paragon of interpretive guiding

*Michael H Glen, UK*

Beny Wilson of Panamá is an outstanding example of effective training and outstanding guiding. He is a big man with a big mind and a big vision and he uses his engaging combination of wisdom and enthusiasm to convey a memorable 'panorama' of Panamá that constantly inter-relates natural and cultural factors. Michael will try and do justice to the many threads of his 'panorama' and identify the constituent elements which characterise his achievement.

*Michael H Glen has more than 40 years experience of interpretation and has travelled widely. He is a interpretation planning consultant and a creative interpretive writer. He is one of two Honorary Fellows of the Association for Heritage Interpretation and Chair of Interpret Europe, both organisations which he helped to found.*

**45-minute presentation**

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## Interpreting the Panoramic Imaginary: the new Hampi at Vidyanagar

*Shannon Henriksson, Sarah Kenderdine, Australia*

Shannon Henriksson presents a co-authored paper written with Dr Sarah Kenderdine describing the experiences of bringing Museum Victoria's exhibition, Ancient Hampi: the Hindu Kingdom Brought to Life to its new home in India. Bringing together pioneering interactive technology with an extraordinary cultural and geological landscape, the new museum resides in Vidyanagar near the UNESCO World Heritage site of Monument at Hampi, in India's southern Karnataka State.

*Shannon Henriksson has worked in the arts sector for the past 15 years, in lighting, digital media, installation and project management roles. Shannon has been employed by the award winning Museum Victoria for 11 years. Shannon was the Technical Coordinator for the Hampi project which has been installed in Hong Kong, Melbourne and now India.*

*Dr Sarah Kenderdine holds the position of Special Projects at Museum Victoria & is Visiting Assoc Prof & Director of Research at the Applied Laboratory for Interactive Visualization & Embodiment, City University, Hong Kong. Her research amalgamates cultural heritage with new media, using interactive cinema, augmented reality and embodied narrative.*

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#### 20-minute presentation

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### Making heritage interpretation work for your site

*Sue Hodges, Nicola McColl, Australia*

We will examine how interpretation is used as a management tool at several sites in Australia: a national park, a regional town, a suburb and an inner-city heritage site. The interpretive needs of these sites include increasing visitation, selling real estate, helping residents appreciate their suburb and gaining heritage permits. Our interactive presentation will explore management challenges at each site, discuss the benefits of different kinds of interpretive media and workshop how to resolve conflicts between 'best practice' interpretation and management requirements.

*Sue Hodges is the Managing Director of SHP (Sue Hodges Productions) and President of Interpretation Australia. SHP manages a wide range of interpretation projects in all media.*

*Nicola McColl is Senior Interpreter and Historian at SHP. She is highly experienced at interpretive planning and in delivering interpretation across a broad range of media.*

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#### 2 hour workshop

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### The Heritage and Tourism Interpretation Framework adds value to tourism on Kangaroo Island, Australia

*Jane James, Patrick James, Australia*

The Heritage and Tourism Interpretation Framework (HATIF) interpretive planning tool fosters the integration of natural and cultural heritage as part of an engaging visitor experience and contributes to sustainable site management. Kangaroo Island - the top destination in South Australia – uses the HATIF to integrate stories, using various interpretation methods. It identifies stakeholders and partners, matches tourism experiences to visitor needs and conserves the heritage assets of the place.

*Professor Jane James is Director of Jaytalk Consulting which specialises in site interpretation and visitor experience development, and in telling great stories, really well. She is a dedicated subscriber to the power of interpretation, believing it can truly make a difference to visitor experiences. A trainer at heart, she still gets a buzz when people 'get it'.*

*Patrick James is Professor of Teaching and Learning Initiatives at the University of South Australia. He is keen to stimulate interest in all aspects of science in general, but geology in particular. His recent interests have tended towards improving students' communication skills and the use of computers and information technology in Teaching and Learning.*

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#### 20-minute presentation

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### Heritage interpretation tools for tourist planners and operators (both in cultural tourism and nature tourism)

*José Maria de Juan Alonso, Spain*

The objective of the workshop is to demonstrate how practical tools of heritage interpretation can be applied to the design and qualification of tourism products, relating the concept and design of products to the motivation of the actual demand.

The examples included in the workshop are based in real projects at cultural heritage destinations and routes worldwide, from which we can select: the Mayan Route and Volcano and Colonial Cities Route in Central America and the Inca Route in the Andean countries.

It shows how heritage interpretation enhances the role of myths, branding and image of tourism destinations and routes.

CEO of KOAN Consulting, S.L. – International Tourism Consultants. Founder and Director of the Spanish Center for Responsible Tourism. Vice President of EARTH - European Alliance for Responsible Tourism and Hospitality. Advisor of the European Cemeteries Route. Member of the Supervisory Committee of Interpret Europe.

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## 2-hour workshop

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### The power of interpretation in planning a sustainable tourism destination of a shared area

*Gulcan Kulle Yalinca, Cyprus*

'Community Based Tourism' in a potential NATURA 2000 area is an opportunity for sustainable development and an effective driver for the well-being of nature, culture and communities. Use of interpretation in designing and planning of a 'community based tourism destination' in a multi-cultural and multi-national community will create better places for people to live in and for people to visit.

*Gulcan Kulle Yalinca is from North Cyprus, Chair of the Board of the Association of Sustainable Development, a capacity building expert and trainer on nature interpretation, community based tourism and sustainable development.*

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## 45-minute presentation

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### Interpretation for young children?

*Bettina Lehnes, Germany*

As Tilden stated in his principles: Interpretation for children needs to be different – but how?

We will try to understand the way of looking at the world in the early years between three and six. How do children that age perceive the world? What do they really need and what should we provide in this early stage to make them interested and responsible adults?

*Bettina Lehnes has worked with children aged between three and ten for more than 25 years. During the last couple of years she has been infected by interpretation. She is now Assistant Director of Interpret Europe.*

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## 20-minute presentation

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### Interpreting and presenting the flax heritage

*Adriaan Linters, Belgium*

Flax is the most common vegetal textile fiber in Atlantic Europe. Generally flax fiber production is situated outside towns and villages, because of the bad smell during the retting. In Flanders some twenty years ago the idea of a Flax Valley Ecomuseum was launched, without success. It was clearly too early, time was not ready for it. Recently "flax heritage" suddenly has to become a tourist product, as the region has very little "unique selling positions" in the tourist market. The paper will deal with the re-location of a Flax Museum to a new building, the role of volunteers and private owners in interpreting, and what story to tell at all: the locally adored story which is as research has shown not the real story...

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## 20-minute presentation

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## Digital recording, monitoring and presentation of cultural and natural heritage at the protected cultural environment Havrå, Norway

*Atle Ove Martinussen, Arild Sætre*

The Museum Center in Hordaland has seen that the documentation and presentation of a national protected cultural environment Havrå in Hordaland, Norway is highly fragmented. We have a need for new tools that make it easier to interpret, record, monitor and communicate the protected cultural environment Havrå. One of the methods we considered is the 3D modelling of the whole cultural environment. We will present the ideas and possible tools we are working with for making the interpretation of cultural and natural heritage sites more accessible for both professionals and the public. The aim is to make people more aware of the values of heritage and to develop new and better systems and tools for interpretation.

*Atle Ove Martinussen is director of the Museum Centre in Hordaland, historian and has more than 25 years of experience within the field of interpretation of cultural heritage. Expert on intangible cultural heritage, technology and transmission of knowledge and skills in traditional crafts.*

*Arild Sætre, architect and heritage consultant at the Cultural Heritage Service in the Museum Centre in Hordaland, expert and adviser in restoration of protected traditional heritage buildings. Sætre also has a long experience in safeguarding of the world heritage site Bryggen in Bergen, Norway.*

**20-minute presentation**

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## Know your goals: three case studies in planning and delivering interpretation as a management tool

*David Masters, UK*

This presentation explores three case studies in the use of interpretation as a management tool:

1. Improving visitor management at Berry Head National Nature Reserve in Devon.
2. Supporting economic development through tourism along the Rochdale Canal.
3. Piloting and evaluating a smartphone application at Rainham Marshes National Nature Reserve in East London.

The presentation will conclude with a brief review of the common threads that have made these schemes successful.

*David Masters MAHI is Lead Consultant with Imagemakers Interpretive Design and Consulting*

**20-minute presentation**

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## Content is not enough: using motivational techniques to encourage participation and learning in mobile apps.

*David Masters, UK*

David will look at how organisations can use motivational techniques to get visitors to participate & learn through mobile apps. The talk would include a showcase of the new Walls Quest app developed in Chester for Portico as an example of how new techniques and methodologies are being used in technology to connect people with the stories.

*David Masters MAHI is Lead Consultant with Imagemakers Interpretive Design and Consulting*

**45-minute presentation**

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## The interpretive plan for Oltrepò Mantovano, a management tool for local development

*Giovanni Netto, Luana Fidani*

The presentation is about the interpretive plan for the Oltrepò Mantovano area. the plan is about bike tourism in particular. and his goal is to design the interpretive framework for the activities, program tools and services connected with European bike tourism.

*Giovanni Netto is president of the Italian Association for Interpretation and works for the interpretive service in Circeo National Park. He worked for 20 years for the interpretation service of the Abruzzo National Park.*

**45-minute presentation**

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'Sagittarius': launching (g)local-level heritage entrepreneurship: strategies and tools to unite forces, safeguard the place, mobilizing cultural values, deliver the experience

*Darko Babić, Croatia, Margarita Kaisheva, Bulgaria*

'Sagittarius' puts into practice an integrative management model, designed to mobilize cultural values. Advanced tools guide multilevel actors to protect and use heritage assets. Professional skills are certified by EQF. An activity mix exploits the socio-economic potential of culture: locally implemented pilot projects provide for cultural experience diversity, thus local cultural production is connected to international markets. Heritage entrepreneurs emerge, exemplifying, how heritage is valued, protected, communicated and used with ecological, economical and social profit.

*Darko Babić, PhD University of Zagreb*

*Margarita Kaisheva, Chairperson, Center for Heritage Interpretation, Sofia*

**20-minute presentation**

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Creating five star experiences at human and natural heritage sites

*Peter Phillipson, UK*

There is a lot more to interpretation than simply 'telling people's stuff'. Peter will look at the wider context particularly and how the place itself can help to tell the story. He will draw on his experience of landscape design and a range of examples to explain how to look at the site and work with it to bring out its full potential for creating memorable experiences and telling great stories. He will introduce the STARS system for planning site experiences. The session will give participants an opportunity to apply this to their own site.

*Peter Phillipson MIEEM is a Director of TellTale and an interpretive planner, project manager and trainer who has worked on a wide range of natural and human heritage sites in UK and Ireland. His background in landscape design, protected landscapes and nature conservation gives him a special insight into planning interpretive site experiences.*

**1-hour workshop**

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Should a celebrity, actor or a 'real' person do the voice-over for your audio trail?

*Steven Richards-Price, UK*

When doing an audio trail, the selection of a speaker is as important as the content in order to get your message across.

*Steven Richards-Price has been in charge of interpretation with Forestry Commission Wales since 2002. He is Vice-Chair of the Association of Heritage Interpretation (AHI), a Member of the Supervisory Committee of Interpret Europe, and a Steering Group Member of Dehongli Cymru / Interpret Wales*

**20-minute presentation**

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Interpretation for future generations -  
a Swedish strategy for the development of professional interpretation

*Eva Sandberg, Swedish Centre for Nature Interpretation*

The Swedish Centre for Nature Interpretation was established in 2007 by the Swedish Environmental Protection Agency and the Swedish University of Agricultural Sciences with the aim of serving as a meeting place, a centre for development and a competence resource for all nature interpreters in Sweden.

*Eva Sandberg is the Director of the Swedish Centre for Nature Interpretation.*

**20-minute presentation**

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So, that's heritage as well?  
The role of heritage interpretation in reducing potential conflicts at a heritage site

*Iryna Shalaginova, Germany*

Nowadays it has been recognized that heritage interpretation can be used as a management tool, on the one hand, to reduce negative visitor impacts and, on the other hand, to acquire public support for the preservation of heritage. This presentation aims to reveal the role of heritage interpretation in these fields and to show how it may minimize potential conflicts between communities and preservation authorities, using the example of the Britz estate in Berlin. By using the

example of heritage of the 20th century the presentation also aims to extend the concept of heritage so that it also includes living heritage. It will illustrate the problems that arise at heritage sites still being used for their principal function and how interpretive activities can minimize some of those problems.

*Iryna Shalaginova is a Heritage Consultant and co-owner of Kultur-Interpretation Deutschland UG. Member of the Supervisory Committee of Interpret Europe-. Since 2011, President of International Association of World Heritage Professionals e.V.*

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#### 45-minute presentation

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### Quality assessment of nature guides: experiences from Sweden

*Per Sonnvik, Sweden*

The Swedish Centre for Nature Interpretation shares its experiences in the work of developing a national quality assessment of nature guides. In its work, SCNI has looked at existing systems in, for example, Finland, Denmark, Germany, Italy, USA and Great Britain.

*Per Sonnvik is Project Manager at the Swedish Centre for Nature Interpretation (SCNI). He looks at different options on how to develop a system for assessing Swedish nature guides. At SCNI he also works with interpretive planning and manages the network of over 1 300 persons in Sweden that are interested in nature interpretation.*

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#### 20-minute presentation

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### The interpretive plan for Sibillini National Park: an effective tool for nature conservation and welcoming visitors

*Rita de Stefano, Maria Laura Talame, Italy*

The interpretive management plan designed by the Pangea Institute for the Sibillini National Park represents a unique experience in the Italian Protected Areas scenario. After its formal approval, the plan has been implemented by the Park Authority step by step and the process is still ongoing. An integrated system of signs, facilities, paths and routes, media, personal services, activities are providing the best answer to the need of finding a balance between the objectives of conservation and the use of the park resources by the visitors.

*Rita de Stefano is an expert in environmental interpretation and vocational training. She has been a member of the Pangea Institute since it was established in 1992 and at present she leads this Italian NGO with a unique experience in the field of heritage interpretation, education and training mainly for protected areas staff, schoolteachers and other stakeholders.*

*Maria Laura Talamè is an official of the Sibillini National Park. She is responsible for the application of the European Chart for Sustainable Tourism and for the interpretive plan for the Park. She coordinates environmental education and tourist activities, as well as the production of educational and interpretive materials.*

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#### 45-minute presentation

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### Landscape interpretation as a management tool for protected areas

*Angela Tavone, Italy*

In Italy there are few examples of interpretation plans adopted in protected areas and this illustrates how little the discipline is known as a management tool. Currently, I'm studying to see if interpretation, and in particular landscape interpretation (my international PhD is entitled 'Management and conservation issues in changing landscapes') could be useful for managing a protected area, not just to improve its touristic success but also for resolving conflicts between institutions dealing with landscape planning.

*Angela Tavone is an international PhD student in "management and conservation issues in changing landscapes at the University of Molise and has a Masters degree in governance of natural protected areas. She became involved with Interpretation a few years ago, when she developed her degree thesis on the communication roles of the interpretive facilities in many protected areas of Lazio.*

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#### 20-minute presentation

## Heritage interpretation: the case for academia and practitioners

*Nadia Theuma, Malta*

This workshop will debate the role of heritage interpretation as both an academic topic and as a practical subject. It will outline how heritage interpretation as an academic topic can assist practitioners and how practitioners can influence research and enhance knowledge of heritage interpretation.

*Dr. Nadia Theuma, is an anthropologist as well as a cultural tourism specialist. She currently occupies the position of Director of the Institute for Tourism, Travel and Culture at the University of Malta.*

**1-hour workshop**

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## Interpreting 'out of sight' issues to change consumer behaviour

*Tina Trampuš, Jana Vilman Proje, Slovenia*

An exhibition about endangered Date Mussels serves as a tool for raising awareness and changing the behaviour of consumers and tourism workers. By consuming these mussels or offering them as a dish, people indirectly (consciously or unconsciously) encourage destruction of the marine environment and of biodiversity. Their behaviour in urban areas should be managed to preserve the natural resources and beauties of the Mediterranean Sea.

*Tina Trampuš works at the Institute of the Republic of Slovenia for Nature Conservation. She specialises in communication, interpretation and stakeholder engagement. She works on regional communication projects, interpretation of heritage sites in SW Slovenia and improvement of the interpretation practices nationwide. A member of IUCN CEC.*

*Jana Vilman Proje: My method is connecting cultural heritage with a contemporary perspective. I interpret heritage in relation to tourism, and manage innovative projects (from their conception to realization), combining culture and creative industries, industrial manufacturing and cultural heritage, all of which promote tourist destinations and enrich their offers.*

**45-minute presentation**

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## Establishing a link between visitors and what they can discover at a museum, as a relevant aspect of managing a cultural institution

*Monika Wlezień, Poland*

I would like to present how educational projects help in managing a cultural institution and point out the ways they establish and strengthen the bonds between visitors and issues discovered in a museum.

The case of two educational projects for adults from the National Museum in Kraków which took place last year will show how to interpret national natural and cultural heritage with reference to visitors' individual background, knowledge and values.

*Monika Wlezień, art historian, for the past 15 years in charge of museum education at the National Museum in Kraków, teacher and trainer of the Museum's education section, author of numerous series for children, young and adult visitors.*

**20-minute presentation**

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