

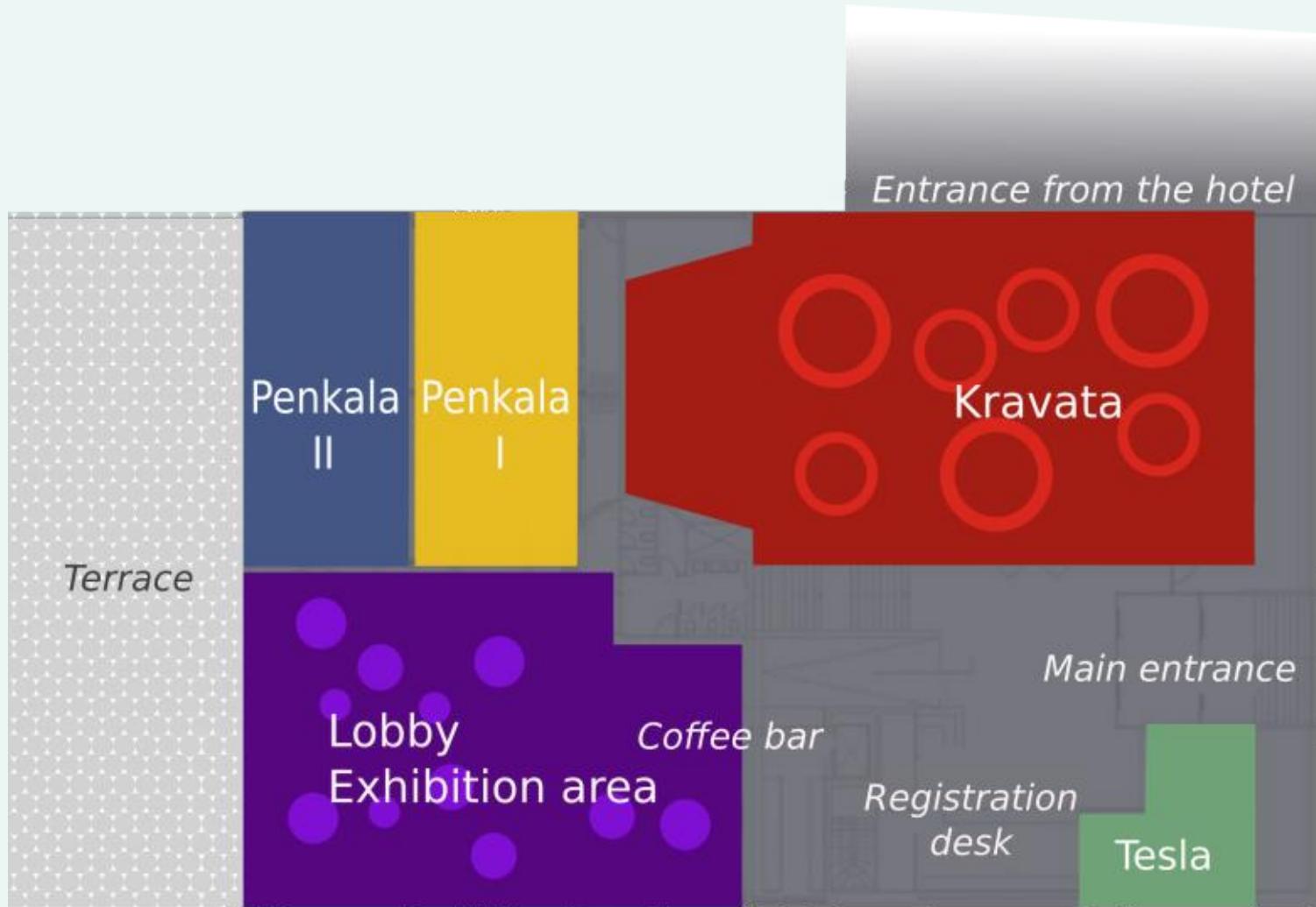
Heritage Interpretation and Tourism

Enhancing the tourist's experience and benefitting host communities

10 -13 May 2014 at Primošten, Croatia



Conference facilities





This is Interpret Europe's fourth annual conference and it's been exciting preparing for it with our friends in Croatia. I hope we have gained from our experience of previous events and that this year's conference will be even more rewarding - and challenging - than before, and that the arrangements 'on the ground' are what you, our delegates, expect. In adding to, and endorsing, the other expressions of welcome, I'd like pay tribute to Darko Babić, our host, for inviting us here, to Patrick and Bettina Lehnes, our Directors, for planning and managing this event, and to the Conference Steering Group for doing just that – steering the programme.

*Michael H Glen
Chair of the Supervisory Committee*



From last year on the Swedish shores of Lake Mälaren we have moved to the warm coast of the Adriatic and we welcome you to our 2014 Conference in Primošten, Croatia. We have worked hard to put together another event that will help take forward our work to raise the profile and professionalism of heritage interpretation in Europe. Enjoy the venue; enjoy the programme but most of all re-inspire yourself about how quality interpretation can help connect people with Europe's amazing heritage.

*Bill Taylor
Member of the Supervisory Committee
Chair of the Conference Steering Group*



I'd like to wish all good friends and colleagues a very warm welcome to Croatia. The Interpret Europe annual conferences started in 2011 in Freiburg, Germany, and at that time it was only a dream to have one, sometime, here in my country. That dream has come true and after Pisa, Italy (2012) and Sigtuna, Sweden (2013), we are now in Croatia and, for the first time, in south-east Europe. I do hope you will like the programme and its diversity - from practitioners to academics, from nature to culture, from preservation to tourism - all, indeed, of what heritage interpretation encompasses. But even more, as your host, I hope you will love our landscapes, our people and this magnificent setting on the Dalmatian coast.

*Darko Babić
Member of the Supervisory Committee
Local organiser*



It's all about people at our conference. Many names from around the world have arrived in our office and we now have the privilege of adding the faces to the names now you have come to Primošten. And while preparing the study visits, we have already met many enthusiastic local people who are caring for their most interesting sites. All these people, the international delegates and the locals, promise to make the conference in Croatia another inspiring and exciting event. Interpret Europe depends on people who are enthusiastic about our common heritage, on people who believe in the power of interpretation and on real collaboration among our members. Get inspired by others whose names and faces you will take home, and enjoy a great European experience which you will never forget!

*Patrick and Bettina Lehnes
Directors of Interpret Europe*

Where we are

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22 202 Primošten
Croatia

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Contact

If you need information or help about anything, please ask whoever is on duty at the conference registration desk which will be open during all breaks. You can also ask any member of the conference committee – they'll be wearing coloured badges.

How to pay for accommodation, meals and extras

Accommodation needs to be paid at the hotel reception.
All meals, except Monday evening, as well as all study visits are included in the full conference fee.
If you have chosen to join a post conference tour this payment needs to be made to the tour operator directly.

Exhibitions

Everyone is invited to lay out a small amount of promotional material and hang up a poster.
Commercial promotion needs to have been booked in advance.

Tickets for study visits

You'll find tickets for the visits you have booked in your conference folder. Please show the appropriate ticket when you enter the coach.

Workshop registration

The number of participants for workshops is limited. Please sign on the lists in the registration area.

Internet

There is Wifi internet access in the conference centre, in the hotel reception area and in all four star rooms. Login details are available at hotel reception.

The bar

The bar at the Zora will be open in the evenings until midnight.

Meals and refreshments

Lunches at the hotel will be served in the restaurant area.
Coffee, tea and water will be provided in the lobby in the conference centre.
All other drinks are excluded from the conference fee and must be paid for separately.

Post conference tours

Pay for post conference tours and ask for information about them at the registration desk.

If you've not made a decision about taking a tour, speak to Bettina at the registration desk.

Emergency numbers

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Ambulance, Fire, Police 112



The conference steering group

Our Conference would not be possible without the efforts of the Conference Steering Group who have worked hard over the last months to ensure a successful event.

The Group consists of:

Darko Babić, Croatia
Marjeta Keršič Svetel, Slovenia
Bettina Lehnés, Germany
Patrick Lehnés, Germany
Peter Seccombe, England/UK
Bill Taylor, Scotland/UK



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Share your photos

During the conference, many delegates will take photographs of working sessions, journeys, study visits, meals and evening activities. We will collect them and create a programme of pictures to show during the last evening of the conference. If you would like to share some of your pictures, please make sure Bettina at the registration desk has a copy of them (from a card / stick / other means) by midday on Tuesday 13th – or earlier. Some of the photographs will be used later on the IE website, in newsletters etc.

As we regard the whole conference as a 'public place' we expect, therefore, that everyone will be happy if they happen to be included in pictures that may be used widely. If you have any concerns, however, please tell Bettina.



Saturday 10 May

Time	Room	Programme
13:00 onwards	Conference centre	Arrival and registration
16:00	Kravata	General Assembly Meeting (for Interpret Europe members)
18:30	Kravata	Conference opening Welcome
19:00	Conference centre	Informal gathering with buffet and drinks
20:00 onwards	Primošten	Festivities of the Madonna of Loreto

Sunday 11 May

Time	Room	Programme
08:30 - 09:25	Kravata	Announcements Keynote by Marjeta Keršič Svetel The other face of tourism: meaningful experiences, discovery and respect
09:30 - 10:30		Parallel sessions
10:30 – 11:00	Conference centre	Coffee break
11:00 - 13:00		Parallel sessions
13:00	Restaurant	Lunch
14:30 – 21:30		Study visits including coffee break and dinner - Trogir - Rural Dalmatia - Sokolarski Centar

Meeting in front of hotel reception

Market of ideas:
Find your partners for initiatives and projects

Tuesday, 14:00

Do you want to share ideas and initiatives with others? Do you want to find partners for international collaboration? Are you just interested in what is going on in interpretation? Then take part in this open-space session which aims to bring together potential partners or give you the floor for short announcements. For example, the EU-funded HISA project is a result of our networking session at our Pisa conference.



Do we need training for heritage interpreters?

Tuesday, 15:00

Most of you will probably say: "Yes, of course!" But what is your opinion about the most important training needs?

We are looking for feedback from all of you, no matter whether you have just discovered 'interpretation' recently or you might be a leading researcher or experienced teacher of interpretation.

The results of this quick plenary survey are important for us all and will be used in the post conference workshop on developing interpretive training and education on a European level.



Monday 12 May

Time	Room	Programme
08:30 - 09:15	Kravata	Announcements / Keynote by Darko Babić History will teach us nothing, or? On eco-museology, interpretation and sustainability
09:30 - 19:00		All day study visits - Šibenik - Krka - Krapanj and Zlarin
19:00 onwards		Free evening

Meeting in front of hotel reception

Tuesday 13 May

Time	Room	Programme
08:30 - 09:25	Kravata	Announcements / Keynote by Gianna Moscardo There's no such thing as sustainable tourism - but is there tourism interpretation for sustainability?
09:30 - 10:55		Parallel sessions
11:00 - 11:25	Conference centre	Coffee break
11:30 - 12:55		Parallel sessions
13:00 - 14:00	Restaurant	Lunch
14:00 - 14:55	Penkala I	Market of ideas: Find your partners for initiatives and projects
15:00 - 15:30	Kravata	Plenary Do we need training for heritage interpreters?
15:30 - 15:55		Parallel sessions
16:00 - 16:25	Conference centre	Coffee break
16:30 - 18:30		Parallel sessions
18:30 - 19:00	Kravata	Conclusion
19:30		Dinner with live auction



Marjeta Keršič Svetel, Slovenia

The other face of tourism: meaningful experiences, discovery and respect

Tourism is a major economic activity in the modern world – but it is (or it could and should be!) much more than that. It can provide people with endless possibilities for discovery, experiential learning, inspiration and personal growth. The need to understand the world around us is a profound human need – just as the need to belong, to be respected and to pass one's values to the next generation. Heritage interpretation can help fulfil these needs and connect people to places, monuments, stories and, cultural and natural assets in a profound, personal and meaningful way.

It is very important to see tourism in its multifunctional potential if we are to achieve millennium goals, sustainability and improved quality of life. Focusing only on the economic importance of tourism we often pay

little attention to other roles of tourism as a tool for all life learning, social cohesion, forming common values and historical memory, and preserving local identity and multicultural tolerance. Interpretation as a special, strategically planned communication can, with carefully designed experiences and communication interventions, make leisure an outstanding opportunity for personal growth and a more tolerant, sustainable and knowledgeable society.

Marjeta Keršič Svetel first graduated in history and ethnology at the Faculty of Arts in Ljubljana. During her teenage years she also studied modern dance and attended theatrical performance workshops. As she started to work for Slovenian National TV, she finished a specialist course in media communication and film directing. Her second postgraduate study was nature conservation at the Biotechnology department of the University of Ljubljana and Birkbeck College, University of London. After leaving her career as a successful documentary filmmaker, she dedicated her work to sustainable development of mountain regions and particularly to sustainable heritage and nature experience tourism in rural areas. She co-authored the curriculum of Tourism Higher Education Study Program in Slovenia and is the author of the curriculum of the School of Sustainable Tourism Erudio in Ljubljana, where she teaches heritage

interpretation and experience design as a part-time lecturer.

From 2008 she is permanently employed by the Slovenian National Institute of Public Health as an expert in strategic communication and experience design in preventive medicine.





Darko Babić, Croatia

History will teach us nothing, or? On eco-museology, interpretation and sustainability

Contemporary heritage management, where heritage interpretation plays an important role, needs to take into account all relevant factors, be they social or economic besides simply preservation. It must ensure tangible and intangible benefits for local communities, and work towards sustainability and, thus, development of society in general.

Critical heritage studies over the last few years have significantly influenced our perceptions of heritage. Stress on a participative approach became crucial where multi/poli-vocality is, or supposed to be, self-understandable. Surprisingly, this practice could be easily tracked to the early 1970s and the eco-museums movement as significant revealing experience.

This paper intends to demonstrate how the practices of eco-museums could be interlinked with, and become valuable for, current heritage management and, in addition, the role(s) heritage interpretation, as a profession, could have in all heritage related issues.

Darko Babić holds a PhD in heritage studies and works as a senior researcher and lecturer at the Sub Department of Museology and Heritage Management (University of Zagreb, Croatia). He is active in contributing towards the advancement of the profession by serving as a treasurer of ICOM-ICTOP, a board member of ICOM Croatia, a member of the Supervisory Committee of Interpret Europe and as an external associate of the University of Barcelona. Besides being in charge of two EU-funded heritage related projects, Darko acts as part-time consultant for museum and heritage projects.



Gianna Moscardo, Australia

There's no such thing as sustainable tourism-but is there tourism interpretation for sustainability?

Despite much academic and government discussion about sustainable tourism there is little evidence that such a thing exists or that tourism makes a net positive contribution to sustainability. Where there is evidence, however, that tourism can contribute to sustainability there is always some form of interpretation.

This paper will review the reasons why there is no such thing as sustainable tourism and argue for a

move towards re-conceptualising tourism as a tool for sustainability. It will examine the critical role of interpretation in this new approach to tourism, highlighting issues, challenges and opportunities. It will present some insights from an Australian experience of using tourism interpretation as a strategy for improving the sustainability of a destination community. It will conclude by suggesting some ways to move the relationship between interpretation and tourism forward in an uncertain world.

Dr. Gianna Moscardo is a Professor in the School of Business at James Cook University. Prior to joining JCU Gianna was the Tourism Research project leader for the CRC Reef Research for eight years with responsibility for research evaluating interpretation as a tourist management strategy. She has been involved in a number of interpretation design and evaluation projects and a keynote speaker at several conferences including Australian and New Zealand Interpretation conferences.





Authentic experiences v. tourist expectations – Rural Dalmatia

Tourists want authentic, 'real' experiences. But the idea of 'real' can be very diverse at different places.

One half of our group will visit a 'typical' Dalmatian village that has been constructed in the mass-tourism context of Solaris beach resort. Its builders used traditional materials and styles and in the eyes of tourists their buildings might look even more authentic than original ones.

The other half of the group will visit Primošten's unspoilt countryside. There are still many structures visible that bear witness to agriculture in the past. Among them are the Babić vineyards which are rarely visited by heritage tourists despite their nomination as a World Heritage Site. There is a photo of it in the UN centre in New York.

Both groups will then meet at the Jurlinovi Dvori ethno-museum farmstead in the hills above Primošten. It is run by a priest who invites guests to the house where he was born and we will enjoy his interpretation of the original site which has been altered over many generations.

This will be an ideal place to discuss how professional interpretation might help to develop sustainable tourism, based on heritage, but away from the crowds, and how to develop interpretation for mass tourism without compromising authentic heritage.

Birds of Prey as a medium for strong modern conservation messages – Sokolarski Centar

Visitors of all ages are fascinated by birds of prey. Here is a remarkable attraction where the birds are the medium through which visitors are helped to understand present day conservation issues. Starting out as a hospital for injured birds the centre now focusses on environmental education.

Not dressing itself as a medieval falconry Centre the emphasis is very much 21st century, with the staff delivering first person interpretation of a high standard. Actively involving all visitors has been an important part of the Centre's success and the revenue generated helps to fund their research and protection work. The staff at the Centre is committed to raising awareness about these magnificent hunters of the skies.

We will end the day with delicious Croatian food in at Jurlinovi Dvori where we will meet the 'Rural Dalmatia' group. The past is still alive in these well preserved stone buildings from the 16 century and you can discover already forgotten tastes of food - simple but extremely interesting ethno gastronomic secrets!

Trogir - about the challenges of being a successful World Heritage Site

The old city of Trogir is one of the most-visited historic places in Croatia. The whole town centre is listed as a World Heritage Site and it attracts millions of visitors every year. Its marvellous cathedral, old palaces and narrow streets create a strong atmosphere. But the aesthetic experience is only a part of this place.

Trogir faces the challenge of how to interpret the stories of the centuries in its city centre, often crowded with tourists. What does it mean to be such a 'hot spot' and how is it possible to retain its authentic character?



Corals, sponges and other treasures – Krapanj and Zlarin

More than 1200 islands are situated off shore the Croatian coast but only 47 of them are inhabited. We will visit two of these 'pearls' where old maritime customs have continued to evolve into modern times.

The Isle of Zlarin is famous for coral hunting and the craft of making coral jewellery. Many people used to earn their living from it and the island hosted a large number of coral workshops. Today there is only one left and very few people still keep up the skill of coral diving. Nearby Krapanj is the island of sponges and it is facing similar problems – as well as development possibilities – as Zlarin.

Tourism on these islands is currently limited to just two months during the summer. We will discuss how heritage interpretation could help to attract new target audiences during the early and later seasons and in that way help to generate income from sustainable tourism for the local economy.



Spectacular waterfalls and much more – Krka National Park

Most tourists come to Krka National Park to marvel at the world-famous cascades of the Skradinski waterfalls set in stunning natural surroundings. Water is the main attraction in this protected area. But there is much more to discover here from ancient monasteries and one of the oldest hydroelectric power plants in the World (1895) to an open air museum with live demonstrations.

The Park management is facing the challenge of managing visitor flows in the most accessible and best-known areas, which are often over-crowded, while other parts of the Park remain largely unvisited. We will discuss these challenges as well as the contribution that heritage interpretation could make toward these issue as well as its potential benefits for local people.



White marble stone and narrow streets – the World Heritage city of Šibenik

Some cities along the Adriatic were established by Greeks, Illyrians or Romans. Šibenik, however, was founded by Croats in 1066.

Over the centuries it has absorbed Venetian, Byzantine, Hungarian and Habsburg influences while city rulers always ensured it retained its Croatian identity that is such an attraction today.

The city's jewel is the 15th Century Cathedral of St. James whose walls and roof were built entirely of stone. Today it's a UNESCO World Heritage Site. The four historic fortresses of Šibenik have witnessed an eventful history, as have its narrow streets which are so typical of Mediterranean communities.

We will visit the City museum's new permanent exhibition of Šibenik history and take a specially-prepared guided tour of the old town and the Cathedral. Then we will have a chance to discuss, with local stakeholders, the link between heritage interpretation and tourism.



Time	Kravata	Penkala I	Penkala II	Tesla
08:30 - 09:25	Announcements / Key note by Marjeta Marjeta Keršič Svetel, Slovenia			
09:30 - 09:55	National Park Gesäuse app: A National Park goes smart <i>Markus Blank, Austria</i>	Power of interpretation in planning of a sustainable tourism destination of a shared area <i>Gülcan Yalinca, Cyprus</i>	Enhancing the tourist experience in the World Heritage Site of Škocjan Caves, Slovenia <i>Samo Šturm & Tomaž Zorman, Slovenia</i>	From exhibiting to content management: interpretive programming for local museums <i>Łucja Piekarska-Duraj, Poland</i>
10:00 - 10:25	Interpretation of geological heritage in the case of Karavanke Geopark <i>Mojca Bedjanič & Lenka Rojs, Slovenia</i>	The role of EARTH in the responsible tourism in Europe. Its synergies with heritage interpretation. <i>José María de Juan Alonso, Spain</i>	Diamonds and pearls of Slovenian coast – how can we make the necklace shine for our visitors? <i>Tina Trampuš, Slovenia</i>	
10:30 - 10:55	Coffee break in the lobby			
11:00 - 11:25	Rules of engagement with the Yonglu people of Yirrkala <i>Egle Garrick, Australia</i>	3D technologies in heritage interpretation: an attempt at interpretation of the K67 kiosk <i>Kaja Antlejš, Slovenia</i>	The Holy Island of Lindisfarne: a local community / tourism case study <i>Peter Phillipson, UK</i>	Falling in love with regional Australia: Interpretive planning delivers wins for hosts and visitors <i>Jane James, Australia</i>
11:30 - 11:55	Community, development, sense of Place. Ecomuseum batana, Rovinj and Ogulin, homeland of fairy tales <i>Dragana Lucija Ratkovic Aydemir, Croatia</i>	Beyond traditional interpretation - infusing tourism with new interpretive opportunities <i>Jane Beattie, USA</i>	Interpreting Yodefat in the Galilee: A national heritage site <i>Mordechai Aviam, Israel</i>	
12:00 - 12:25	Community benefits through heritage trails <i>George Cassar & Marie Avellino, Malta</i>		Being guided by a member of the local community: case study from Lower Lusatia, Germany <i>Delia Gageanu, Romania & Lucija Gudlin, Germany</i>	
12:30 - 12:55			The medieval niche: extending the Viennese tourism offer beyond mainstream attractions and clichés <i>Claudiu Silvestru, Austria</i>	
13:00	Lunch at the restaurant			
14:30 - 21:30	Study visits including coffee break and dinner			

Presentation

Workshop

Time	Kravata	Penkala I	Penkala II	Tesla
08:30 - 09:25	Announcements / Key note by Marjeta Marjeta Keršič Svetel, Slovenia			
09:30 - 09:55	<p>The InterpreActive model for assessing heritage interpretation tools</p> <p><i>Dalit Gasul & Tamar Arbel Elisha, Israel</i></p>	<p>Shaking the foundations: problematizing the interpretive planning process</p> <p><i>Jane Severs, Canada</i></p>	<p>Visitors' thoughts – a formative evaluation of the thought listing-method in a Swedish context</p> <p><i>Eva Sandberg, Sweden</i></p>	<p>Getting what you want from heritage interpretation</p> <p><i>Peter Seccombe & Sarah Douglas, UK</i></p>
10:00 - 10:25	<p>INSIDE OUT - A multi-faceted approach to interpreting our global green heritage in a botanic garden</p> <p><i>Vlasta Yamnicky, Scotland</i></p>		<p>Research study about customer satisfaction with interpretation in the Medvednica Nature Park</p> <p><i>Ivana Jagić & Darko Babić, Croatia</i></p>	
10:30 - 10:55	Coffee break in the lobby			
11:00 - 11:25	<p>The Boundaries Project - multicultural exploration of sense of place</p> <p><i>Kev Theaker, UK</i></p>	<p>Performing heritage – visitor as actor, museum as stage</p> <p><i>Natasa Tepavcevic, Germany</i></p>	<p>Presentation: A Danish professional bachelor education in Natural and cultural heritage management</p> <p><i>Mette Aaskov Knudsen, Denmark</i></p>	<p>Interpreting dangerous heritage</p> <p><i>Adriaan Linters, Belgium</i></p>
11:30 - 11:55	<p>Model of integration of heritage interpretation keys within tourism product development projects</p> <p><i>José Maria Alonso, Spain</i></p>		<p>Quality criteria for heritage interpretation: discussing the results of the Quality Group</p> <p><i>Patrick Lehnes, Germany & Willem Derde, Belgium</i></p>	<p>Folksong - hitting the right note for heritage interpretation</p> <p><i>Michael H Glen and friends, Scotland</i></p>
12:00 - 12:25		<p>Battlefield tourism: interpreting commemorative heritage sites</p> <p><i>Jeffrey Aarnio, France</i></p>		
12:30 - 12:55				
13:00	Lunch at the restaurant			
	Presentation	Workshop		

Time	Kravata	Penkala I	Penkala II	Tesla
14:00 - 15:00	Market of ideas - find your partners for initiatives and projects			
15:00 - 15:25	Plenary - Do we need training for heritage interpreters?			
15:30 - 15:55	Reviving a Roman villa in the Bay of Stari Trogir, Central Dalmatia <i>Nika Lužnik, Slovenia</i>	Unrevealed Mirogoj cemetery – heritage interpretation as foundation for 'sensitive' tourism <i>Mihaela Bingula & Vedrana Kristić & Darko Babić, Croatia</i>	Seniors' perceptions of heritage sites and interpretation: some preliminary indications <i>Marie Avellino & George Cassar, Malta</i>	What to wear for heritage interpretation <i>Jana Vilman Proje, Slovenia</i>
16:00 - 16:25	Coffee break in the lobby			
16:30 - 16:55	Interpretive planning for & with children <i>Juliet Cutler, Netherlands</i>	The Roving Museum: design and delivery of a new cultural consumption pattern. <i>Dorothea Papathanasiou-Zuhrt, Greece & Valentina Vasile, Romania & Darko Babić, Croatia</i>	How effective is heritage interpretation and how can you measure it? <i>Anna Chatel & Monika Nethe, Germany</i>	
17:00 - 17:25		How to write interpretation for international visitors. <i>Susan Cross, UK</i>	HeriQ and LIGHT on Heritage Margarita Kaisheva & <i>Eleonora Negulova, Bulgaria</i>	
17:30 - 17:55	Big places, big challenges – interpretation strategies for complex destinations <i>James Carter, UK</i>		The interpretive agent – a spearhead for our profession? <i>Thorsten Ludwig, Germany</i>	
18:00 - 18:25				
18:30 - 19:00	Conclusion			
19:30	Dinner and life auction			

Presentation

Workshop



Jeffrey Aarnio, France

Battlefield Tourism: Interpreting Commemorative Heritage Sites

We will explore several iconic battlefield sites such as Gettysburg, Waterloo, Normandy landing beaches, Vimy Ridge, Menin Gate (Ypres) and Monte Cassino. You will learn about how they are interpreted and about the effects on tourism.

About the presenter:

Jeffrey Aarnio, Superintendent of the Brittany American Cemetery and Certified Interpretive Guide, has worked for 10 years in interpreting battlefield and commemorative sites in France.

Kaja Antlejš, Slovenia

3D technologies in heritage interpretation: an attempt at interpretation of the K67 kiosk

The paper addresses the usefulness of 3D and other digital technologies (social media, mobile computing, etc)

for heritage interpretation.

An emphasis is on interpreting museum objects at an industrial design exhibition for the purpose of enhancing the inclusiveness, experience and active participation of users not only at a physical exhibition but also beyond the museum walls.

I verified the use of 3D technologies in heritage interpretation with a Slovenian modernist design icon, the K67 kiosk (1966) made by the Slovenian architect and designer Saša J Mächtig. Nevertheless, an overview exhibition of the author's opus is planned; K67 has not so far been interpreted sufficiently. During the research, I prepared interpretation proposals for the K67 kiosk. An interactive 3D computer model, a physical 3D printed scaled model, a serious game called 3D puzzle, an augmented reality mobile application and the idea of the 3D digitization of existing K67 units in collaboration with the public were created.

About the presenter:

Kaja Antlejš obtained her doctorate in Heritology (Heritage Studies) from the Faculty of Arts, University of Ljubljana, in 2013 with the thesis 3D Technologies as a Support for an Industrial Design Museum Exhibition. As a Young Researcher (and before) at IB-PROCADD, she has been involved in various other 3D content projects including Virtual Emona, World of Energy and Sečovlje Salina Interpretation Centre.

Marie Avellino & George Cassar, Malta

Seniors' perceptions of heritage sites and interpretation: some preliminary indications

The sessions will introduce the Grundtvig Learning Partnership HISA (Heritage Interpretation for Senior Audiences) which kicked off in November 2013.

The first part of the session will outline the project and will conclude with the presentation of preliminary data which is being collected by the partners. The second part of the session will open the floor so that delegates will be able to engage in an interactive discussion on the theme.

About the presenter:

Marie Avellino is a lecturer at the Institute of Tourism, Travel and Culture, University of Malta. She is also involved in numerous EU projects as well as local heritage initiatives. Dr George Cassar lectures at the Institute of Tourism, Travel and Culture, University of Malta. He is also involved in numerous EU projects as well as local heritage initiatives.

Mordechai Aviam, Israel

Interpreting Yodefath in the Galilee: a national heritage site

Yodefath is a unique site, the site of the remains of a Jewish town that was besieged and destroyed during the First Jewish revolt against the Romans. This battle was described by the famous Jewish historian Josephus Flavius. The site is also unique for the massive blossoming of thousands of squills (lily-like plants) in autumn. During seven seasons of excavations, relics of the lives of the town's inhabitants were uncovered, including houses and daily objects, means of livelihood, remnants of the war and remains of human bones, all of which shed light on the lives of first-century Galileans and reveal the dramatic end of the town. Until now, visitors to Yodefath provided their own interpretation of the site and its remains.

In this paper, I will discuss our proposal for a central guideline for best displaying the main themes and the drama that unfolded here - from the Roman siege ramp to the cistern in which the mass burial was found.

About the presenter:

I have worked for 35 years as a field archaeologist in the Galilee. I served in the Israel Antiquities Authority as Western Galilee district archaeologist and was actively involved in the development of archaeological sites

and the reorganization of archaeological displays and museums. I excavated at Yodefat for seven seasons and wrote about Yodefat for my PhD dissertation.

Jane Beattie, USA

Beyond traditional interpretation - infusing tourism with new interpretive opportunities

Most often, interpreters, using interpretive programming, signage, exhibits or brochures, at designated and identified interpretive sites, present interpretation to visitors. Could there be a greater responsibility placed on the tourism industry to support our sites? After all, many tourism businesses wouldn't exist without them.

Come and learn how the broader tourism industry such as tour operators, hotels, retail stores and restaurants are rich with opportunities to infuse interpretive messaging throughout the visitor experience. Tourism can better support your natural and cultural heritage sites and – ultimately – your mission. How can you facilitate and encourage this trend for everyone's benefit?

Join me in an interactive presentation and workshop to learn about some of the opportunities, successes and challenges faced, and participate in group activities from which you are sure to leave with a basket full of ideas you could incorporate into your local or regional area.

About the presenter:

Jane Beattie - interpretive consultant and NAI certified interpretive trainer, spent many years working with a National Park concessionaire in US National Parks, training guides, developing products and exhibits and engaging visitors. In the environmental sustainability field, Jane also uses interpretation as a communication tool to create engagement helping organizations meet environmental goals.

Mojca Bedjanič & Lenka Rojs, Slovenia

Interpretation of geological heritage in the case of Karavanke Geopark

An outstanding geological heritage, based on rich natural resources and cultural heritage, offers a great potential for sustainable development on the basis of geo-tourism, geo-interpretation and geo-education. In the cross-border Karavanke Geopark, we want to reveal its attributes through proper geo-interpretation and educate visitors about the environment in which we live - from different perspectives. For that reason, two new Geopark-info centres and several new interpretation points with modern presentation tools have been created as an addition and upgrade to existing tourist infrastructure, as well as several publications, programmes,

projects, events and tools for school education, nature exploring and nature experiences were created and organised which will undoubtedly contribute to the popularization of geological heritage and further development of geo-tourism in the region.

All interpretation and education activities are carried out under the slogan 'It's fun, it's educational and no chore'.

About the presenters:

Mojca Bedjanič: Geopark: Interpretation points (Topla, Smrekovec, Stari Fridrih, Leše, Ravne, Info centre); Animation plan, touch screens, children's books, leaflets, school programmes. Other: Interpretation suitability for disabled (septarian concretions), leaflets, brochures, project ideas, Geological children's books Geological treasures (Goričko, Pohorje, Kobansko), leaflets 'Manners' in nature.

Lenka Rojs: Geopark: Interpretation points (Topla, Smrekovec, Stari Fridrih, Leše, Ravne, Info centre); Animation plan, touch screens, children's books, leaflets, school programmes. Other: Interpretation suitability for disabled (septarian concretions), leaflets, brochures, project ideas. Study: Nature interpretation (workshop, IRSNC).

Mihaela Bingula & Vedrana Kristić & Darko Babić, Croatia

Unrevealed Mirogoj cemetery – heritage interpretation as foundation for 'sensitive' tourism

Cemeteries are one of the most important examples of open-air museums as their headstones, sculptures and architecture reflect social, cultural and historical development of cities.

The best known Croatian cemetery is Mirogoj, located in Zagreb.

It represents an important part of Zagreb's cultural attractions, regarded as one of the most visited tourist destination. In addition to extremely valuable architecture and monuments it is interesting because many significant people have its final resting place there. However, although a well-known and visited place, heritage interpretation is non-existent. Thus we dedicated our student project to this subject, suggesting themed tours and a virtual interpretation centre that would ensure better understanding by, and proper presentation to, tourists and the local community. Since cemeteries include rather sensitive stories, any intervention or interpretation must be carefully planned, balancing respect but provoking interest and curiosity.

About the presenters:

Mihaela Bingula completed her study

of Museology and Heritage Management in Zagreb this year. During her studies, she became interested in heritage interpretation, so her student projects and MA thesis were devoted to this field. Also, she has done practice in Muses Ltd, a company for consulting and managing projects in culture and tourism. Currently she is internship assistant for a Sagittarius Project.

Vedrana Kristić is a student of Museology and Heritage Management. Her interests are mainly connected with heritage interpretation, so her student projects are related to this field. She also attended the conference The Best in Heritage where many awarded projects from all over the world were presented.

Markus Blank, Austria

Gesäuse National Park app: A national park goes smart

Where am I? What can I do? Do I already know? What helps me? How to get there? These are indeed the basic questions of almost every visitor, and they build the foundation of the new Gesäuse National Park app. A smartphone-adapted interactive map represents the central element of the app, and shows, in combination with the activity portal, almost everything a visitor could do and experience in a National Park

from visitors centres to hiking trails. The large knowledge base provides information about the national park, its flora and fauna, and gives advice for the basic needs of a visitor like 'where can I eat' and 'where can I sleep'. To enhance the visitor's experience, a toolbox with a time machine, panoramic views, themed trails and a virtual national park, using augmented reality, involves the visitor in an interactive and interpretive way. A soft mobility system with online-booking of a shared taxi and other soft mobility offers makes the app a one-stop shop for every visitor.

About the presenter:

Markus Blank took his first interpretive steps as a Volunteer Interpretive Ranger in a US National Park. After one year and with a lot of experience, he moved to Austria and now works as an interpretive ranger in Gesäuse National Park. Currently he is in charge of the development of a smartphone app and various other interpretive programs.

James Carter, UK

Big places, big challenges – interpretation strategies for complex destinations

Developing coherent interpretation for large tourist destinations is a challenge. It is especially complex in places such as cities or European-

style national parks, where many different organisations and individuals provide interpretation. A high quality tourist experience depends on the visitors' sense that they have experienced somewhere unique, and destinations need to maintain distinct identities compared to other places. But attraction operators and managers may feel that the character of their own site or organisation is threatened or diminished by suggestions that they share in a common vision for the destination as a whole. Case studies from the Cairngorms National Park and the Edinburgh World Heritage Site in Scotland offer insights into how a coherent approach to interpretation can be developed and delivered through partnerships. They also offer important lessons about the difficulties involved in such strategic planning, and how to encourage practical results.

About the presenter:

James Carter is based in Scotland. He develops interpretation plans, runs popular training events and works on interpretation projects ranging from site-specific arts work to smartphone apps. He is a Fellow of the Association for Heritage Interpretation and has written widely on the subject. He is the co-author and editor of the popular book on interpretation planning, 'A Sense of Place'.

George Cassar & Marie Avellino, Malta

Community benefits through heritage trails

'Unregulated tourism contains within itself the seeds of its own destruction' (Weaver, 2006:8). However, visitor attractions with village and town cores depend on large volumes of tourists to achieve some semblance of economic benefit. Localities in Malta such as Mdina, Rabat and Mosta are locations that attract tourists for a few hours per day, resulting in a relatively negative impact on the social and urban environment while leaving minimal economic benefit as tourists traditionally visit these locations as part of an organised half- or full-day excursion where they are rushed from one place to another to satisfy the programmed tourist circuit. Local councils are trying to address this situation by creating services such as a heritage trail which links the three locations. This intends to allow visitors to spend more time in the towns by encouraging them to explore the sites without the need of a guided tour programme. In the process the visitors may be in a better position to communicate.

About the presenters:

Comm. Dr George Cassar lectures at the Institute of Tourism, Travel and Culture, University of Malta.

He is also involved in numerous EU projects as well as local heritage initiatives.

Marie Avellino is a lecturer at the Institute of Tourism, Travel and Culture, University of Malta. She is also involved in numerous EU projects as well as local heritage initiatives.

Anna Chatel & Monika Nethe, Germany

How effective is heritage interpretation and how can you measure it?

An interpretive space in the largest nature park in Germany should support sustainable tourism in the region.

Is it really true?

An evaluation by means of a standardized questionnaire and GPS tracking allows the visualization of mobility routes and visitor residence times. Results yield insights into visitor acceptance of interpretive provisions and the success of visitor management measures. GPS tracking thus emerges as a promising instrument for the evaluation and planning of interpretive provision and a tool to support visitor management and monitoring in large protected areas. A new possibility is to create apps which combine collecting GPS-data and giving visitors interpretive contents.

About the presenters:

Both presenters are researchers in Heritage Interpretation at the University Freiburg

Susan Cross, UK

How to write interpretation for international visitors.

This writing workshop will review best practice skills in interpretive writing and give participants the chance to practice some of them in a relaxed and supportive environment. We will consider the specific needs of international visitors both in terms of content and structure of what we write. This will take us to the limitations of the written word in interpretation.

Come prepared to play adventurously with words. Bring writing materials of your choice.

About the presenter:

Susan Cross is director of TellTale, a heritage interpretation and visitor experience consultancy. Although she now does a wide range of advisory and strategic work, she has a special and lasting love for writing. Her popular workshops give people skills, understanding and hopefully enjoyment of the interpretive writing process.

Juliet Cutler, Netherlands

Interpretive planning for and with children

Children are often one of the primary audiences for interpretive and tourist sites, so how do we not only effectively plan for them but also incorporate them into the planning process itself?

This presentation will begin by looking at recent research related to children and teens in informal learning environments. Do technology-rich museums hold more appeal for adolescents? What do families say they want when they visit heritage sites? What does learning theory tell us about designing developmentally appropriate environments for children and families?

In addition to answering these questions, this presentation will offer a range of best practices for engaging local children in interpretive planning. By giving local children a voice in heritage sites, we create engaging, playful, and authentic places and empower a new generation of lifelong learners committed to heritage in their communities.

About the presenter:

Juliet develops interpretive plans and exhibits for clients around the world. She recently created an interpretive plan for a new children's museum in the Middle East, and in 2010, one of her projects was awarded top prize for wayside exhibits by NAI.

She has also taught in a range of settings and holds a MA in communications development and a BS in education. She is a CIP and a CIT through NAI.

José Maria de Juan Alonso, Spain

Model of integration of heritage interpretation keys within tourism product development projects

A scheme of integration of the concepts and methods of heritage interpretation within product development workshops as carried out in emerging destinations in Latin America: Nicaragua, Bolivia, Perú. We show how to connect the model with the inputs of market intelligence, regarding the promotional and functional profiles of tourists. How to make tourism products more competitive, innovative and differentiated in the market thanks to the use of heritage interpretation techniques. Practical cases include cultural, archaeological, nature, wine tourism, including references from Spain and other non Latin American countries.

About the presenter:

Jose María de Juan is the director of Spanish Center for Responsible Tourism/ KOAN. Is specialised in tourism production and marketing using local development and the international cooperation. He is currently working on tourism

development projects in Spain, Latin America and Africa and is deeply devoted to introducing, research and enhancing the role of heritage interpretation within the tourism sector.

José Maria de Juan Alonso,
Spain

The role of EARTH in the responsible tourism in Europe. Its synergies with heritage interpretation.

Presentation of the EARTH network. Basic description of its objectives and members. Current projects and activities related to heritage interpretation developed by EARTH and its members at European and international level. Panorama of future synergies with Interpret Europe. Possibilities of reinforcement of the role of heritage interpretation within the tourism projects carried by EARTH and its members.

About the presenter:

José María de Juan Alonso is founder and director of the Spanish Center for Responsible Tourism. Is also founder and Vice-President for the Communication of EARTH-European Alliance for Responsible Tourism and Hospitality. Currently is carrying out several tourism development projects in Latin America and Europe related to the integration between tourism production and heritage interpretation.

Delia Gageanu, Romania & Lucija Gudlin, Germany

Being guided by a member of the local community: a case study from Lower Lusatia, Germany

Involving the local community in the interpretation process brings benefits both to tourism and heritage. This is even more the case when talking about living heritage. By looking at the case of the Sorbian minority in the east German region of Lower Lusatia (Niederlausitz), we will discuss benefits and challenges of interpretation being done by representatives of the local culture. It has been twenty years since Marga Morgenstern (79) started doing guiding tours around Lübben, introducing tourists to Sorbian customs and traditions. By using storytelling and her personal history as a method of interpretation she is enhancing the understanding of the heritage in question and providing an authentic touristic experience. As she is part of the local community this process is made sustainable. But nevertheless it is a multifaceted one involving challenges and opportunities alike, which we will both try to bring into the discussion.

About the presenters:

Delia Gageanu, born 1987 in Focsani, Romania, finished a BA in American Studies in 2011 at the

University in Bucharest. In 2013, she received her MA in World Heritage Studies at the Brandenburg Technical University in Cottbus, Germany. In her master's thesis, she used interpretation to formulate tourism products for the communist heritage in Bucharest.

Lucija Gudlin, born 1983 in Zagreb, Croatia, graduated in Art History and Pedagogy in 2009 at the University of Zagreb. Worked as a curator in the Print Collection of the National and University Library in Zagreb. She is currently writing her thesis on the representation of intangible heritage in museums as part of the MA in World Heritage Studies at the BTU in Cottbus, Germany.

Egle Garrick, Australia

Rules of engagement with the Yonglu people of Yirrkala

North Eastern Arnhem Land is a unique tourist area. It provides wild scenery and pristine beaches, but its main drawcard is the aboriginal cultural experience provided by the Yirrkala Arts Centre - a mecca for local people and for tourists. This centre is a hub for the local aboriginal people - it provides them with an anchor to tell their cultural stories through art and film in an environment unique in Australia in its harmonious partnership between the indigenous people and the broader

Australian regional community. This benefits both the indigenous people and tourists because it provides the opportunity for tourists and visitors to see aboriginal culture which is not adulterated by a pseudo cultural commercial overlay as it is in the big cities which are very far removed for where the action actually occurs. Genuine aboriginal culture is very difficult to access for the tourist - because of the strict protocols which apply to the aboriginal communities - but it does happen here.

About the presenter:

Egle Garrick, Managing Director, Garrick Advisory, has a long history of engagement in tourism and heritage in Australia. She spent 10 years in the Sydney Harbour Foreshore Authority. As General Manager, she was among the formative members of Interpret Australia. She is now a consultant to government on a variety of matters, including heritage interpretation.

Dalit Gasul & Tamar Arbel Elisha, Israel

The InterpreActive model for assessing heritage interpretation tools

Environmental interpretation tools serve two purposes. First, from the visitors' perspective, they satisfy a demand for information about the natural and cultural environment and enhance the visitor's experience.

Second, from the perspective of the site managers, these tools change perceptions and visitor behavior, and serve to recruit partners for the purpose of preservation. This can be realized only if the interpretation tools inspire the visitors and empower their experience.

The study outlines means for assessing the interpretation tools at the Ramat Hanadiv Memorial Gardens and Nature Park, situated on Mount Carmel, Israel. This was accomplished firstly, by forming the InterpreActive model, consisting of two axes: the 'level of interpretation' from the interpreter's point of view, and the 'level of interactivity' of the visitors. Secondly, a visitor's survey was conducted in order to analyze attitudes, perceptions and the uses of the various interpretation tools at the park.

About the presenters:

Dalit and Tamar are the initiators, founders and academic managers of the Interpretation Forum, Israel. The forum brings together all the major organizations and destinations that deal with interpreting or delivering messages to visitors. They organize four seminars a year that facilitate the exchange of knowledge between the participants. They also conduct research related to interpretation.

Michael Glen and friends, *Scotland*

Folk song - hitting the right note for heritage interpretation

This workshop will discuss folk song, plus music and dance, as an age-old and universal means of communicating and interpreting natural and cultural heritage. Delegates will be asked to bring (or sing) an example of a well-known folk song from their own country and the workshop will examine common elements across the continents and how they contribute to national and international understanding of different locations, regions and countries and of historical and celebratory events.

In the experience of the presenters, this is the first time folk song has been considered at an interpretation conference as a vital, vibrant and thoroughly enjoyable medium of interpretation and the workshop will be expected to debate ideas for developing understanding and awareness of folk song as a potential element within the range of interpretive media. An associated purpose is to discuss how folk song, plus music and dance, can be used within and among communities to enhance mutual understanding and respect.

About the presenter:

Michael Glen has been involved with the art of interpretation for 45 years, as consultant, planner, administrator and creative writer.

He recently proposed to a client the idea of employing musical conventions to involve communities in learning, and telling others, more about their local heritage.

He believes there is great scope for using folk song, in particular, as an essential element of heritage interpretation. His presentation includes contributions on video from Sally Gall, Emily Scott and Robyn Stapleton.

Ivana Jagić & Darko Babić, *Croatia*

Research study about customer satisfaction with interpretation in the Medvednica Nature Park

In order to evaluate the quality of the interpretation of natural and cultural heritage in Medvednica Natural Park, the online survey analyses the park's emissive market and visitors' satisfaction with educational and interpretive contents - in the first place the satisfaction with the contents on the interpretational panels placed along the educational trails in the park.

Medvednica Nature Park, near Croatia's capital, Zagreb, is a green area of the 17,938 hectares. Seven themed educational trails with interpretive panels have been installed. Besides the trails, the most-visited attractions in the park have been evaluated in the survey:

the Veternica cave, the Zrinski mine and the Medvedgrad fort. The park is surrounded by a region of about one million people. Each year, the park gets around a million visits.

About the presenters:

Ivana Jagić holds Master's degrees in Museum Studies and in Economics / Tourism. Her interests include cultural tourism development and methods and new approaches of interpretation. She works freelance in an interpretation consultancy and as a tour guide. After graduating, she has continued to do research into heritage interpretation and sustainable cultural tourism development.

Darko Babić holds a PhD in Museum / Heritage Studies and works as researcher and lecturer at the UNIZG, Croatia. His research interests include heritage development, management and interpretation. He was a supervisor for numerous students' projects and theses, some addressing heritage interpretation.



Jane James, Australia

Falling in love with regional Australia: interpretive planning delivers wins for hosts and visitors

Interpretive planning and improved delivery of visitor experiences is a requirement of the strategic plan for the Adelaide Hills Tourism region, in the hinterland of the state capital of South Australia. A collaborative approach to tourism branding, in line with state / national tourism marketing objectives, was developed following the identification of key interpretive 'take home' messages for the region, covering the five sectors of nature and landscape, art and culture, food and wine, towns and villages, and accommodation. Consultation with local communities, interpretation training for tourism operators and developing a regional interpretation framework allowed the identification of 20 'regional heroes' who use interpretation to support sustainable tourism. The impact has been win-win for hosts and visitors with improved professionalism for operators, increased diversity, authenticity and duration of visitor experiences, better visitor engagement and more satisfied customers.

About the presenter:

Emeritus Professor Jane James ran the successful award winning tourism

degrees at Flinders University, South Australia for 17 years, and has a strong background in interpretation. She is a director of JayTalk Consulting specialising in interpretive planning and training, sustainable tourism product & experience development and site interpretation. She believes in telling your story - really well.

Vlasta Jamnicky, Scotland

INSIDE OUT - A multi-faceted approach to interpreting our global green heritage in a botanic garden

This presentation reviews the changing approaches and diverse media that have been adopted for 'telling our stories', outlining a strategic approach to public engagement and garden interpretation. The Royal Botanic Garden Edinburgh is over 340 years old. It is a major visitor attraction in Scotland's capital, receiving over 700,000 visits annually from an audience comprising c150,000 tourists and c150,000 locals. The garden also encompasses three regional sites, each a major attraction, in other parts of Scotland. With over three centuries of history, historic buildings and landscapes showcasing a collection of more than 15,000 different species of living plants, as well as a programme of active plant research and conservation work in

over 80 countries around the globe, there is overwhelming potential to provide interpretation. But there is also a real challenge in such diverse outdoor sites, with hugely mixed audiences, to make the interpretation relevant, accessible, informative and entertaining.

About the presenter:

Worked at RBGE for eight years developing interpretation across its four sites. External interpretation work at Botanical Garden Lokrum, Dubrovnik; Sarajevo Botanical Garden and Nezahat Gokyigit Botanic Garden, Istanbul. Worked for six years as Communication Officer for The Living Rainforest education charity in Berkshire, UK. Graduated with Bsc Hons in Plant Biology from University of Edinburgh, UK.

Margarita Kaisheva & Eleonora Negulova, Bulgaria HeriQ and LIGHT on Heritage

The Bulgarian Heritage Interpretation Centre initiated partnerships in three international projects related to heritage interpretation. All three were approved for funding by the Leonardo program, Swiss government and the Without Borders program of the the EU Social Fund. We intend to present two of them at the conference: LIGHT on Heritage (Local Initiative for Guiding Heritage for Tomorrow) and HeriQ: Heritage Story Telling - Quality

Interpretation - on the introduction of quality interpretation standards in Greece, Bulgaria and France for tourist guides, mountain guides and museum guides. Both projects are directly benefiting regional and local communities by enhancing the traveller's experience based on heritage interpretation.

About the presenters:

Margarita Kaisheva is the chairperson of the Centre of Heritage Interpretation, Sofia, Bulgaria.

Eleonora Negulova is a member of the Centre and a chairperson of the National Association of Small and Medium Business, accommodating tourism businesses alongside other industry branches.

Mette Aaskov Knudsen, Denmark A Danish professional bachelor education in natural and cultural heritage management

The presentation will contain a brief description of the Danish education and will focus on the learning methods and how the students will be trained in developing interpretive skills.

Programme structure:

The study programme covers 6 semesters and gives the student an understanding of cultural heritage, natural heritage and the experience economy.

Instruction:

The program contains a mixture of team tuition, problem-based learning, case studies, workshops and group/project work.

Disciplines:

During the course of the teaching the students will be introduced to the following disciplines:

- Natural Heritage Management; Views of nature, Ecology, natural history heritage administration and management, nature experiences and nature activities, nature experiences and nature activities
- Cultural Heritage Management; Views of culture, cultural forms of expression, aesthetics, art and design, cultural history, foreign cultures and modern cultural development trends
- The experience economy and innovation; Insight into creative enterprises, experience industries and experience dimensions and knowledge of practice and methods of the experience industries, entrepreneurship and innovation and innovation processes

The graduates are qualified to work in eg. museums, natural- and cultural centres, tourist organisations and as travel guides.

About the presenter:

Mette Aaskov Knudsen is head of the Research Centre for Outdoor Life and Nature Interpretation at the

Department of Geosciences and Natural Resource Management (IGN), at the University of Copenhagen. The research centre works primarily with three types of activities: Research projects on outdoor learning and outdoor facilities, education (formal and informal) on outdoor life and Nature Interpretation and consultancy of municipalities on planning for outdoor life and environmental education.

Patrick Lehnes, Germany & Willem Derde, Belgium

Quality criteria for heritage interpretation: the results of Interpret Europe's quality group

There are many good reasons for generic quality criteria in heritage interpretation such as

- shaping and raising the professional profile of heritage interpretation,
- providing guidance to contractors, site owners and project funders,
- providing guidance to visitors and tourists and
- creating job opportunities for qualified interpreters.

For that reason, Interpret Europe's Quality Group, which met first at the Pisa conference in 2012, identified what can be considered as core qualities, ie qualities that should be inherent in all interpretive provision, regardless of the content and the media used.

We will present the results and invite small groups to discuss which criteria are shared by all while others might be questioned. This will reveal common agreement and where there are still differences within the profession.

About the presenters:

Patrick Lehnes is Executive Director of Interpret Europe. Between 1996 and 2002, he worked at the University of Freiburg, Germany. Since 2002 he has also been working internationally as a freelance consultant and trainer in interpretive planning and writing.

Willem Derde is Director of the Ename Center for Public Archaeology and Heritage Presentation in Belgium.

Adriaan Linters, Belgium

Interpreting dangerous heritage

Industrial sites are dangerous. Windmills, steam boilers, cogwheels and drive shafts all include potential danger while not complying with modern health and safety regulations. Two deaths on Dutch windmills, a miller in Flanders hit by the sails ... just some examples of the dangers inherent to working historic industrial sites. Most industrial sites are polluted. Can they be opened to the public without harming visitors? How can we

allow visits to a boat or an old power station filled with asbestos, or to a former mercury processing plant, an historic nuclear power station ...? Interpretation should be based on the real thing, the real history - and not on a 'created' Disneyland-image of it. To what extent does a 'reconstructed' underground mine offer a real experience and explain to the public the real work and life of miners at the coal front? Or does it only offers some 'kick' with no or little reference to the original? Visiting a coal mine without being black when returning to 'surface'?"

About the presenter:

Since 1973, engaged in preservation, adaptive reuse, interpretation and presentation of industrial and technical heritage.

Thorsten Ludwig, Germany

The interpretive agent – a spearhead for our profession?

In 2011, three German associations agreed on standards for interpretation. Because implementation was an issue, research recommended training of interpretive agents. The term was derived from the concept of change agents, which is well developed in management and recently became part of the sustainability debate. Change agents translate something unfamiliar into the language of other people. Good interpreters fulfill

many requirements of change agents. As an additional quality, they connect heritage to future – one characteristic of interpretive agents. But not every interpreter is able to set up a stakeholder network, or to encourage values and competences that entail a more sustainable world.

This presentation introduces the idea of the interpretive agent, highlighting the mission of interpretation against the background of sustainability. It explains critical findings about the diffusion of innovation and particular skills that interpretive agents need to promote their profession.

About the presenter:

Certified Interpretive Trainer (NAI, USA), Certified Interpretive Planner (NAI, USA), MSc Interpretation: Management and Practice (UHI, UK), running Bildungswerk interpretation since 1993, actively involved in projects like Real World Learning (www.rwlnetwork.org), TOPAS (<http://tinyurl.com/EU-TOPAS>), ParcInterp (www.parcinterp.eu), and HeriQ (www.heriq.org)

Nika Lužnik, Slovenia

Reviving a Roman villa in the Bay of Stari Trogir, Central Dalmatia

The project focuses on a computer visualisation of a Roman maritime villa in the bay of Stari Trogir, Central Dalmatia. The relatively well-

preserved standing remains are constantly under threat of destruction as they're exposed to construction works of local people trying to improve the functionality of the coast. They were documented in the year 2004 by the Department of Archaeology (ULFF) and are especially interesting as they include a peculiar semi-circular structure. Combined with older reports and analogies, first interpretations were made. In a virtually rebuilt environment, different theories can be effectively presented. Following the basic principles of relevant charters (eg The Ename Charter) the plan is to present, appropriately, the created interpretation in order to tell a story about the locals' home. This should encourage an emotional connection with the remains and induce respect and regard towards the history of the place and the desire to preserve and protect our cultural heritage.

About the presenter:

I work on the computer visualisation of archaeological interpretations in the context of my PhD study which focuses on information and communication potential of computer-aided visualisation of archaeological structures; I take part in European projects (RADIOPAST, CONPRA) as a researcher of Department of Archaeology (UL FF); I work as a researcher in Virtual Archaeology in the firm 7reasons Medien GmbH.

Dorothea Papathanasiou-Zuhrt, Greece

& Valentina Vasile, Romania & Darko Babić, Croatia

The Roving Museum: design and delivery of a new cultural consumption pattern.

The SEE/B/0016/4.3/X SAGITTARIUS has introduced a new cultural consumption pattern in South East Europe. A Roving Museum with five components is operated in seven countries inspiring contextual co-creation and participatory learning. A novel form of heritage narratives considers working memory limitations, reinforces the association chain enabling new cognitive content to relate to prior knowledge. 110 heritage assets in Greece, Italy, Bulgaria, Croatia, Slovenia, Romania and Hungary are made accessible in real time via 110 QR Codes in the territory, a portable exhibition, an app for iOS and Android, a 15-minute film, an interpretive guidebook and eight heritage games to be played in situ assisted by social-media-based ICT. The Roving Museum communicates heritage assets and their values to non-captive audiences in a entertaining but interactive way, implementing new ways of recreational learning and visitor satisfaction.

About the presenter:

Dorothea Papathanasiou-Zuhrt holds a BA degree in Classics (University of Athens), an MA degree in Linguistics (Humboldt University) and MSc and PhD degrees in Tourism Planning (University of the Aegean). She is fluent in English, German, French, Italian, Russian and Turkish. Her technical work experience is closely related to the development and implementation of EU-funded projects.

Peter Phillipson, UK

The Holy Island of Lindisfarne: a local community / tourism case study.

Last year, two small visitor centres, with large ambitions, opened on the beautiful and remote island of Lindisfarne off the north east coast of England. Peter will tell the story of how they developed; of the commitment to local people sharing the island's story; of the need to support the local community and economy; and of the need to highlight the international wildlife importance of a place best known for its human history. This is a tale of monks, geese, Vikings, saints, seals, pubs, teashops and a flooded causeway.

About the presenter:

Peter Phillipson is a director of TellTale, a heritage interpretation and

visitor experience consultancy. Before becoming an interpreter, Peter worked in landscape design and ecology and he brings these skills to his work of creating interpretive experience that focus on enhancing visitors' sense of place.

Łucja Piekarska-Duraj, Poland

From exhibiting to content management: interpretive programming for local museums

Local museums may play a significant role in place branding and tourist promotion, provided their resources are thoroughly interpreted with special regard to the visitors' needs. The method of heritage interpretation developed by the team, and Exhibition Dynamics working at MIK (Krakow, PL), consists of a sequence of steps forming a creative group process which is intended especially for smaller, local museums to support their teams in content management. The overall goal of the method is to construct a tailored interpretive program of 'giving access' to museum resources in order to build / strengthen its consistent brand with regard to enhancing tourist experience. The method has been developed and published as 'The local museum in a global world' manual and presents practical tools for team work at the same time as being rooted in a constructivist approach to heritage (which is seen as a dynamic social process).

The workshop is a presentation of all

stages of the method, its logic and potential.

About the presenter:

For a decade I have worked in a museum support team called Exhibition Dynamics at Malopolska Institute for Culture in Poland. We have just published a manual on our method of heritage interpretation designed especially for local museums. We run a blog (muzeoblog.org) where we promote heritage interpretation in museums. I also work as a freelance coach and interpreter.

Dragana Lucija Ratkovic Aydemir, Croatia

Community, development, sense of Place. Ecomuseum batana, Rovinj and Ogulin, Homeland of Fairy Tales

The practice of heritage interpretation in Croatia is presented through two examples: Ecomuseum batana, Rovinj and Ogulin, Homeland of Fairy Tales. The first ecomuseum in Croatia was founded in 2004 when the interpretation centre, the Batana House, opened to the public. The story of a local wooden fishing boat has become a leitmotif for the interpretation of the identity of Rovinj and the local sense of place. Ogulin, Homeland of Fairy Tales is the slogan of a destination that is, unlike Rovinj, located in the touristically underdeveloped part of Croatia.

Here, the focus is placed on the most famous Croatian writer of fairy tales, Ivana Brlic-Mažuranić, who was born here, but also on celebrating fairy tales and fairy tale writers from all over Europe.

Two major interpretation media have been developed: Ogulin Fairy Tale Festival and the Visitor Centre, Ivana's House of Fairy Tales, which, with the support of EU funds, has just opened its doors as the first children's museum in the country.

About the presenter:

Since 1994, I have worked in the cultural heritage sector, first as an employee of the Croatian Ministry of Culture, and later as the founder of the Muses Ltd, the first private owned company in the sector of heritage interpretation in Croatia. Connecting knowledge from herpetology, museology, and cultural tourism with skills in heritage interpretation, I work as a partner with the local community.

Eva Sandberg, Sweden

Visitors' thoughts – a formative evaluation of the thought listing-method in a Swedish context

To provoke, challenge and inspire thoughts is believed by many to be interpretation's most important task. But how do you know what your visitors are thinking? There are many ways to try to find out.

Questions in relation to the objectives, such as 'Have you been enriched by your visit?' or 'Did you learn anything new today?' followed by yes or no answers give information - but not about what visitors really think as a result of their participation.

The method called thought listing, presented in the interpretation context as a tool for evaluation by Sam Ham (2013), was tried by the Swedish Center for Nature Interpretation together with eight naturum (visitors centers) in summer 2013. The main idea was to record thoughts that visitors 'took home' from their visit. To count, categorize and compare the thoughts with the missions and objectives of the interpretive programs. The evaluation of the method together with naturums' reflections will be presented followed by a discussion.

About the presenter:

Eva Sandberg is the director of the Swedish Center for Nature Interpretation at the Swedish University for Agricultural Sciences.

Peter Seccombe & Sarah Douglas, UK

Getting what you want from heritage interpretation

Heritage interpretation is an important part of developing the 'visitor experience'. It can help visitors

and tourists to understand an area better and also develop positive feelings of engagement with a place. But what do we really want to achieve with interpretation and how does, or should, the interpretive planning process integrate with other management aims for a site or an area?

This workshop will explore the role that interpretation can play in the wider process of heritage and environmental management, sustainable economic development and tourism management. In other words, what can interpretation really do for you as a site manager, tourism operator or community resident?

About the presenters:

Peter Seccombe is co-director of Red Kite Environment, a UK-based consultancy involved in planning and implementing heritage interpretation, protected area management and supporting rural communities.

Sarah Douglas is co-director of Red Kite Environment. Sarah specialises in working with local communities, developing interpretation plans and delivering a variety of interpretive media.



Jane Severs, *Canada*

Shaking the foundations: problematizing the interpretive planning process

Interpretive planning is built on a foundation of shared assumptions, things like: resources possess inherent meanings, multiple perspectives add value, a central theme is crucial

These are 'givens', common knowledge that's beyond question. Really?

Join me as I step back and evaluate the interpretive planning process.

Together, we'll explore the tensions and instabilities that render current practices problematic, and propose a basis for the elaboration of new alternatives.

About the presenter:

Jane Severs is an interpretive planner with 17 years of private and public sector experience in the planning, implementation, delivery and evaluation of interpretive media and programs.

Claudiu Silvestru, *Austria*

The medieval niche: extending the Viennese tourism offer beyond mainstream attractions and clichés

The Viennese Inner City was inscribed in 2001 in the UNESCO World Heritage List, one of the arguments

being its outstanding medieval heritage. However, several studies of the Viennese tourism management organization show that the primary attraction for cultural tourists is the imperial heritage. Although the advertising of medieval heritage mainly focuses on the Cathedral of St Steven, there are further sites which can offer a fascinating insight on the medieval past.

This paper presents a concept for an integrated interpretation of all medieval assets of the Viennese Inner City which facilitates synergies between singular sites with different budgets and possibilities for touristic enhancement. By doing so, the interpretation confronts the visitor not just with singular preserved architectural objects, but with the complex spatial structure of the medieval city – the preserved street pattern and functional diversity being the holistic cultural heritage of medieval Vienna.

About the presenter:

The author combines his architectural training with the research on interpretation of cultural heritage, seeking the optimal balance between physical and digital interventions to enhance touristic attractions. After completing his MSc thesis on The Touristic Development of Sarmizegetusa Regia, he is currently writing his PhD thesis on The Interpretation of the Medieval Cultural Heritage of Vienna.

Samo Šturm & Tomaž Zorman, *Slovenia*

Enhancing the tourist experience in the World Heritage Site of Škocjan Caves, Slovenia

All our guides are nature supervisors. Visitor contact with Park staff is in the way that we promote our goals, ideas and the purpose of protected areas as well as through non-personal experience. In the visitor centre, there is an info-point with non-personal interpretation: videos, posters etc of the whole park. In the park, there are several exhibitions; one is devoted to the history of exploring the caves, another is an ethnology exhibition and last one covers a geological collection, a biological collection and an archaeological collection.

These can also be visited with a guide / interpreter. Especially in the tourist season, we offer different workshops for visitors: archeological, ethnological, 'museums open doors' event, making bird / bat houses / shelters. Education of young people and tourists during their visit in this protected area is exceedingly important and natural and cultural heritage interpretation is one of the main objectives of the programme.

About the presenters:

Samo Šturm has a BSc in Biology, and has worked for the Park since 2002. He works with young people,

mostly school groups who visit the Park on field trips. The natural science school trip programme has been running in the Park since 2003. His other fields of expertise include work with Natura 2000 programme, speleobiology, nature protection, international projects, interpretation.

Tomaž Zorman has a BSc in Forestry, and has worked in the Park since 1997 as Head of the Environmental Ranger Service. He is an advocate of nature and its protection, which can be achieved primarily by providing environmental education to various target groups. He participates in EU projects and organizes and conducts training seminars for seasonal workers, guides school groups, students, and experts, and photographers and cameramen, takes care of wild animals, and contributes to and prepares publications.

Natasa Tepavcevic, Germany

Performing heritage – the visitor as actor – the museum as stage

The paper talks about the link between tourism and heritage and in that context - how the audience can become the community, using the example of AVNOJ Museum in Bosnia and Herzegovina.

This museum was a central memorial museum in Yugoslavia (1953-1991), bombed and looted during the war

(1992-1995) and re-opened and re-conceptualized in 2008.

The museum organizes on the occasion of 29 November ('the birth of Yugoslavia') - an annual manifestation called the Days of AVNOJ, which attracts about 5000 tourists. In order to 'behave as one', they dress themselves as partisans, pioneers, Yugoslav soldiers, etc.

This performance offers an epistemologically interesting location for the study of the production of institutionally complex meaning.

I would like to speak about how tourists in one 'heimtlos' museum, on their own initiative, do such subversive acts towards the general political climate and, with the power of a staged event, make a shift in the readings of the permanent museum exhibition.

About the presenter:

The museum I want to speak about was theme of my master work and it is also partly the topic of my PhD project.

Kev Theaker, UK

The Boundaries Project - multicultural exploration of sense of place

The Boundaries Project was a collaboration between the Edinburgh Mela and The Welcoming Project, Edinburgh. The project aimed to introduce recent migrants to Edinburgh to a greater range of

spaces and habitats both outside and within the city. The project is as an example of interpretive work that reaches beyond the conventional methods of delivery to develop a closer relationship with place. Not only does it aim to develop a sense of place, it also frames the sense of place of home for the group who are out of place. An examination of the project is used to question our evaluation of quality of interpretation and criteria for assessing our interpretive work.

About the presenter:

Dr Kev Theaker is a lecturer in interpretation and countryside management. For 15 years he has taught the 'people strand' of countryside management degrees at SRUC - Scotland's Rural College. Prior to this, he worked in a variety of posts as a countryside ranger delivering interpretation in country parks. He is interested in art and storytelling as media for delivery of interpretation.

Tina Trampuš, Slovenia

Diamonds and pearls of the Slovenian coast – how can we make the necklace shine for our visitors?

The Slovenian coast and its hinterland are rich in natural and cultural heritage sites. Some are managed and well equipped with

interpretation infrastructure or programs and offer good experiences to numerous visitors (eg Sečovlje Salina Nature Park, Škocjanski zatok Nature Reserve). Others are waiting to be placed on the map, to become significant parts of the tourist destination of Slovenian Istria, a small area between our national borders with Italy and Croatia. Interpretation could be an important tool to improve local identity, tourism experience and income. It could help the tourism sector to connect better with heritage conservation and rural development. It is an opportunity to recognise diverse options for visitors to prolong their stay, get a richer experience and wider understanding of the place and become inspired by nature in a culturally diverse area.

About the presenter:

Specialised in strategic communication, interpretation and stakeholder engagement. Working on communication projects, interpretation of natural heritage sites in SW Slovenia and improvement of the communication and interpretation practices nationwide. A member of IUCN CEC.

Jana Vilman Proje & Klemen Langus, *Slovenia*

What to wear for heritage interpretation

Heritage interpreters represent the image of a destination by their personality and appearance. Clothes make the man, they say. Usually interpreters wear national costume or historical clothes or a T-shirt with a printed logo. Authenticity of the dress is always a question and linked to the needs of contemporary people. Using garments, we can tell the story of a destination. It can be old or new, but told through years it will become a new heritage. A traditional story about a bunch of alpine flowers can be interpreted using motifs and garment which represent the heritage site or tourist destination. By producing garments, we can also connect industry with tourism, stimulate production of traditional hand craft, home made products, local development and the interpretation of a destination story.

About the presenters:

Jana Vilman Proje is a designer and doctoral candidate. She works on local development projects connecting tourism, industry and cultural heritage with a contemporary perspectives and creativity. She also works for Bohinj Tourist Board.

Klemen Langus, director of Bohinj Tourist Board and project manager for the project, Archaeological park Ajdovski gradec, dealing with the interpretation of Bohinj archaeological sites and archaeological parks, organising the international wild flower festival and managing it from its start in 2007.

Gülcan Yalinca, *Cyprus*

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

Community Based Tourism” in a potential NATURA 2000 area is an opportunity for sustainable rural development and an effective driver for the well-being of communities through preservation of natural and cultural heritage. Use of interpretation in designing and planning 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.

About the presenter:

Gülcan Yalinca is one of the founders and an active member of Association of Sustainable Development of north Cyprus. The activities are focused on the rural development through development of “sustainable tourism” with the vision “to contribute to the well-being of society by enabling responsible economic growth,

connecting communities and safeguarding the natural environment”. Gülcans activities include training and consultancy in “Nature protection”, “Rural Development”, “Sustainable Tourism”, and the “protection, conservation and valorisation of natural and cultural heritage”. She is involved actively in implementation of the multi component EU funded project: “Technical assistance for management and protection of potential Natura 2000 sites in the northern part of Cyprus” between 2008 and 2012. She has also formulated and implemented several international donor funded rural development, community development and civil society projects in the nature protection areas of North Cyprus.



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See you in Poland

6 - 9 June 2015
Krakow

