



Heritage Interpretation and Tourism - Enhancing the tourist's experience and benefitting host communities

Welcome to Croatia

The Dalmatian coast and its hinterland in Croatia will be the inspiring location for our 2014 conference. Dalmatia is a leading destination for seaside holidays. However, away from its beautiful beaches, it also boasts rich natural and cultural sites that have great potential for heritage interpretation which can bring benefits to tourists and local communities. This makes it an ideal setting for our Interpret Europe gathering.

Setting the scene

As the tourist industry grows globally, competition between destinations increases. Stringent economic conditions force countries to seek increased revenue from tourism. To succeed, unique attributes and quality of product are essential as well as attractive pricing. Heritage sites, natural and cultural, coastal and inland, can give a competitive edge.

But making heritage a 'commodity' poses threats of unsustainable overuse and disturbance to local people as well as dangers of superficial experiences for visitors. The Council of Europe's Faro Convention provides valuable guidance in promoting the use of Europe's heritage for the benefit of local people, in terms of economic benefit and of life-long learning, provided such use is carried out sustainably. This, in turn, benefits visitors.

However, the role of **heritage interpretation** is often overlooked. Professional interpretation can enhance the visitor's experience, it can lead to more responsible behaviour and it can create opportunities for sustainable community involvement. At our 2014 conference, we will discuss the wide range of opportunities and challenges for top-quality heritage interpretation in the context of holiday tourism. We will consider how professional interpretation can help to extend tourism beyond peak seasons and – at any time – away from coastal resorts.

The mission of heritage interpretation, of course, goes beyond economic and cultural benefit. It encourages people to explore new surroundings, to learn from the past and to reflect on their relationship with the natural environment. This greatly augments tourists' experiences of places and people they visit and helps to widen mutual understanding of different countries and cultures.



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European Association for
Heritage Interpretation

Call for papers

At our conference, we want to discuss how:

- heritage interpretation can complement resort tourism
- well-planned and well-executed interpretation can inspire tourists
- interpretation can impact positively on the economy of popular tourism destinations
- interpretation can also contribute to regional identity and local pride
- interpretation planning and delivery can involve local people as well as experts
- we can learn from best practice, success factors, lessons learnt and research results.

We want to take advantage of discussing these questions among interpreters and others who are involved in tourism development and managing heritage sites, museums and protected areas. We want delegates to be challenging, thought provoking and even controversial in what they present and what they debate.

If you would like to make a presentation that is not directly related to the conference theme it could fit into our sessions about interesting developments in the field of heritage interpretation. If you want to share ideas or findings that are significant for the profession, e.g. new approaches, research findings or project reports about interpretation in your country or internationally, your proposal is welcome, too.

Programme arrangements

The formal sessions of the conference will include the following:

- Invited keynote speakers
- Parallel presentations of either 25 minutes or 55 minutes, including questions
- Workshops of either 55 minutes or 1 hour 25 minutes

Abstract requirements

If you are interested in presenting a paper or workshop, either related to the conference theme or on another topic, please submit an abstract by 31 December 2013 using the **on-line form** available at the Interpret Europe web site.

Late submissions will be acceptable only if there is space left in the programme.

Abstracts should include the following:

- Length and type of contribution requested: presentation or interactive workshop
- Working title of the paper (max. 100 characters)
- Summary for the conference programme (max. 1000 characters strictly)
- Aim of the presentation / workshop – how it will contribute to the theme of the conference or to the wider study of interpretation (max. 500 characters)
- Author's full name, email address and phone number(s)
- Current job title / course and organisation where the author is working / studying
- Résumé of your experience in working with or studying interpretation (max. 400 characters)

Additional information for interactive workshops:

- Activities planned and materials needed (max. 800 characters; e.g. group work with flip chart, individual work with hand outs etc.)



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Please note that for fairness and for programme scheduling each accepted paper / workshop must have at least one author who is registered on the conference by 14 February 2014. (Registration will be open from late November / early December).

Any presenter may co-author up to two presented papers or workshops (or one of each), but there must be at least two registered delegates to present them.

Process of selection

First selection round

Deadline for submission: 31 December 2013

Proposals, including abstracts, will be reviewed by a programme committee who may ask for modifications of approach or length to be made. Modifications may be requested if, for example, they fail to support the conference theme or present new insights into heritage interpretation (c.f. 'What is **heritage interpretation**'), or if the programme is already full. The decision of the programme committee will be final.

If your submission has been selected, you will be informed by 15 January 2014 at the latest.

Your presentation or workshop will definitely be accepted and scheduled only after your complete registration and payment of either the conference fee or an instalment, which will be due by 14 February.

Second selection round

Depending on the number and quality of proposals that meet the deadline for the first selection round, we may or may not be able to accept late proposals for a second selection round. Details will be published on our website.

Post-Conference Publication

The presentations and the results of the workshops will be published on-line in the conference proceedings, which will be available after the event.

Deadline for submission of full papers will be 30 June 2014.

If you have any questions, please do not hesitate to contact Patrick Lehnes at Interpret Europe:

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