

WP 3.3

INNOCULTOUR|

REPORT ON PARTICIPATORY PROCESS

CAPITALISATION OF EXISTING STRATEGIES AND APPROACHES REGARDING CULTURAL TOURISM FOR THE ADRIATIC AREA

THE INTERPRETATION

MAIN GOAL - in accordance with current trends in tourism and with the emphasis on the economics of experience

LOCALS

- exposed directly to the interaction with heritage structures in their daily lives so it is necessary to recognize the interdependence of the local community and a cultural heritage locality.
- an integral part of the heritage locality and it can contribute to its vitality and to create an environment for developing tourism

THE WORKSHOPS WITH STAKEHOLDERS

Intergrated tourism development by connecting the tradition, traditional crafts, naturale heritage and culture (museum)

- *Virtual museum*, that resulted from the powerful development of computer technology and networking, has paved the way for new forms of museum communication, in their nature very close to museum exhibitions. One of the possibilities is including new techniques, such as *virtual reality, augmented reality and living history*
- *Living history* is especially suitable for the tourist destination of the island of Hvar. It refers to various activities and events which present certain aspects of life in the rural past, and more often than not, which present an opportunity for active participation. Lately, the number of such events, manifestations and festivals has been increasing steadily, from the scientifically-based events that paint an authentic picture of the past, toward more relaxed manifestations that promote fun and games, with historical elements being a part of the program.

THE WORKSHOPS WITH STAKEHOLDERS

Intergrated tourism development by connecting the tradition, traditional crafts, naturale heritage and culture (museum)

- *Storytelling* can be described as an inspiring act of telling a story about leisure time, where the tribe, family or an individual can enforce the feeling of togetherness, friendliness or love. Transmedia storytelling, also known as multi-platform storytelling, is the storytelling technique that involves using multiple platform and formats used by current digital technologies. From the production viewpoint, this includes creating content that involves the audience through various techniques encompassing their daily lives. In order to achieve this effort, transmedia production should develop a story on more than one media formats, in order to create a unique content experience through multiple channels. It is important to emphasize that all the parts of content are not only related to one another (directly or subtly), but also in mutual narrative synchronicity.

THE WORKSHOPS WITH STAKEHOLDERS

CONCLUSIONS

Interpretation should be regarded more as a communication form than education; the guests should be encouraged to independently learn about cultural heritage in a fun and meaningful way.

Interpretation should help understanding the locality, its place and destination, as well as local island culture
The power of interpretation should be considered as a strategy of managing localities and tourist destinations (tourists interact with destinations and this process of interdependent influencing gives necessary information, which in turn represents Hvar as a suitable and comfortable place for tourist stays).

The awareness of protecting cultural heritage should be achieved through interpretation.

Availability, variability and quality of interpretative media is tied to the needs, interests and expectations of tourists. That means that the form of interpretation should be established in accordance with the segments of market we tend to attract.

THE WORKSHOPS WITH STAKEHOLDERS

CONCLUSIONS

The mission of eco ethnic village in Hvar
is not only inspiring, but also strategically important for locality,
attraction and tourist destination because it contributes to the innovation and offer enrichment,
as well as guest satisfaction.

Make visitors and tourists to really see, understand and experience what they are observing.
In that way, eco ethnic village wont be only a site for passive observation.

THE WORKSHOPS WITH STAKEHOLDERS

CONCLUSIONS AND SUGGESTIONS

Communicating cultural heritage (in case of eco ethnic village) should include:

- singing of traditional songs, folklore dancing, ritual ceremonies,
- preparation of traditional food and beverage, consuming them according to the patterns of local culture – that way the messages about the past will be transmitted to all the participants of an event, so that they can actively receive the sent message,
- non-material heritage in the case of eco ethno village on Hvar can be achieved in the museum material context, with the equipment that can be a part of the protected material culture, or its replica, because for the act of transmitting messages,
- a combination with the topical guided tours and performances in real locality should be considered, in order to include the local community. Locality can be represented through animation and interpretation and can become the mediator between cultures, as it transforms into the space for inter-cultural dialogue. It allows story and information exchange between visitors and in that way, non-material heritage is used as a means to promote respect for other cultures and stimulate dialogue between them.
- The expressions of non-material heritage will help understand localities, with the necessary connection of physical and non-material registry of a particular locality and related artefacts, documenting and archiving oral traditions, keeping past memories through the stories of people and objects, as well as keeping the sense of pride and belonging to a certain cultural landscape.
- The subjects and localities do not create stories for itself, but the stories are created by their inter-connection with people who use them, sell them, share, love, treasure and discover them...