Staatlich anerkannte, private
Fachhochschule des
Mittelstands (FHM)

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# MIECAT

**Methodology of Interpretation of European Cultural Heritage through Attractions in Tourism**

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# Objectives of the project

- Detailed elaborated subtopics of European cultural heritage
- Identification of needs of visitors – segmentation
- Examples of good practice in interpretation of European cultural heritage
- Set of methods suitable for interpretation of cultural heritage

Co-funded by the Erasmus+ Programme of the European Union

## Partners

University of Economics Prague

University of Economics in Bratislava

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Universidad Europea

UNIVERSITATEA „ALEXANDRU IOAN CUZA“ din IAŞI

FH Burgenland University of Applied Sciences

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# Agenda

I. Interpretations of cultural heritage

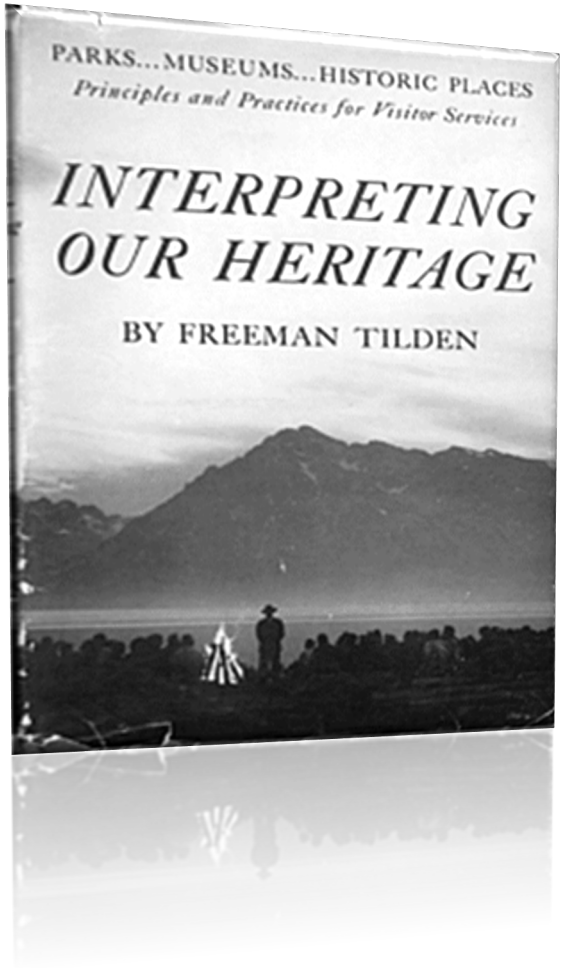
II. MIECAT – Main aspects

III. MIECAT – Status quo and next steps

# Interpretations of cultural heritage

- The concept of heritage interpretation was first defined by Tilden (1957):

"an educational activity which aims to reveal meanings and relationships through the use of original objects, by firsthand experience, and by illustrative media, rather than simply to communicate factual information".



# Interpretations of cultural heritage

## European Association for Heritage Interpretation in 2019

### Defines methods as:

- A structured approach to non-formal learning
  - Which aims to give people meaningful impressions of a particular "place" in their leisure time.
  - And a link is established between visitors and what they can discover such as a nature reserve, a historical site or a museum

### Ensuring main aspects:

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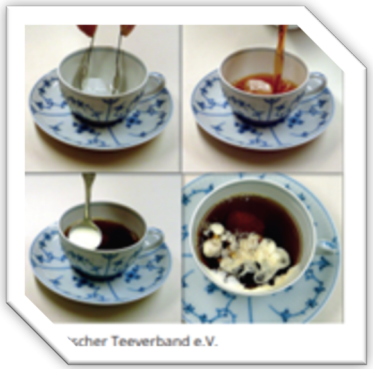
# Interpretations of cultural heritage

Traditional

Tech

**COMMUNICATION PROCESSES**

**METHODS OF INTERPRETATION**



**TOURISTIC ATTRACTION IN THE FORM OF A CULTURAL HERITAGE**

**PERCEPTIBLE PHENOMENON**

**TOURISTS**

**BACKGROUND OF EXPERIENCE AND INTERESTS**



https://www.buenting-teemuseum.de/museum/teekultur/ostfriesische-teekultur.html

# Technology to foster cultural heritage– Crowdfunding 1

- **Public / Private financing to substain culturale Heritage**
- **Increase visibility  via tech platforms**
- **Economic boost to the  region**

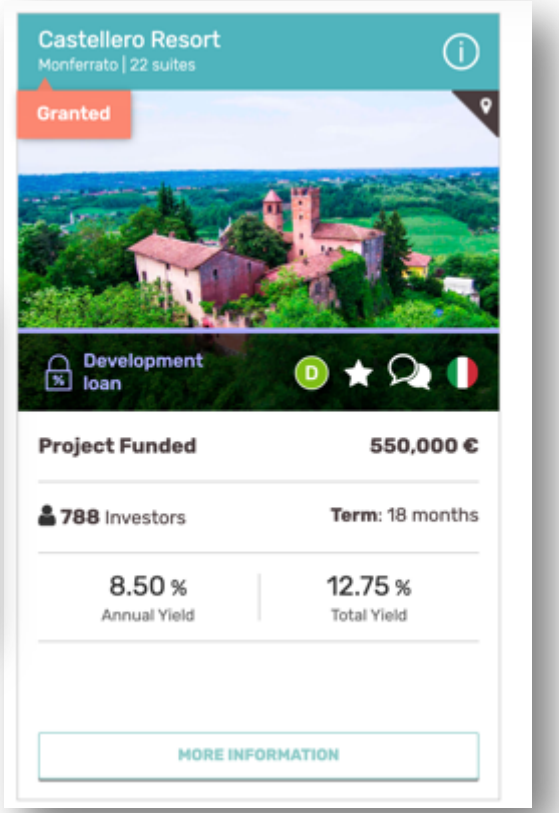
**Castellero Timeless Charm Resort  a 2,468 square meters castle in the Piedmont region of Monferrato transformed into a luxury condo hotel**

Monferrato vineyards region **have been listed by the UNESCO** as human heritage to be preserved.

The wines produced in this region are world renowned and internationally recognized as among the best in the world.

This unique land is also **well known for Alba's white truffles**, and the local production of high quality cheese.

- Partnership with **real estate agency Engel & Völkers -**




https://youtu.be/a_xqDa8XUo4

# Technology to foster cultural heritage – Crowdfunding 2 (Donation)

- **No profit financing of event aroun artistic cribs live in a natural crib**
- **revive a ghost town. Not to disperse the heritage of history and tradition enclosed in the walls that time has emptied**
- **Bringing visitors looking for slow tourism**

**historical-artistic route** to admire the works of nativity masters and at the same time narrate, through the reopening of the ancient butcher's shop, carpentry shop of the past, stables, closed for more than century, the history of the country, which is then the very history of Calabria.

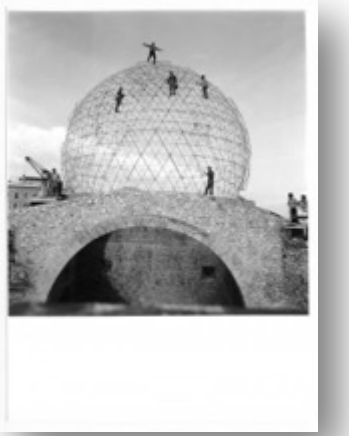
https://www.youtube.com/watch?v=0ABjLtzhMsU

# Interpretations of cultural heritage

## Culturage heritage element – Art/Museum

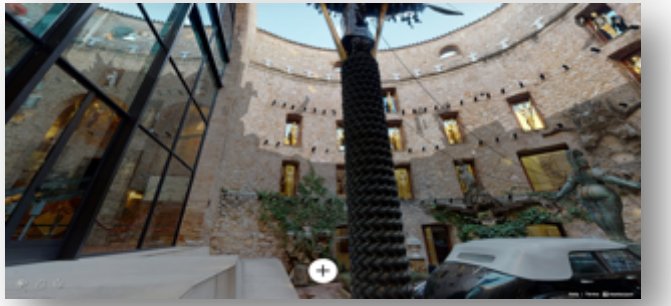
### Dalí Theatre-Museum.

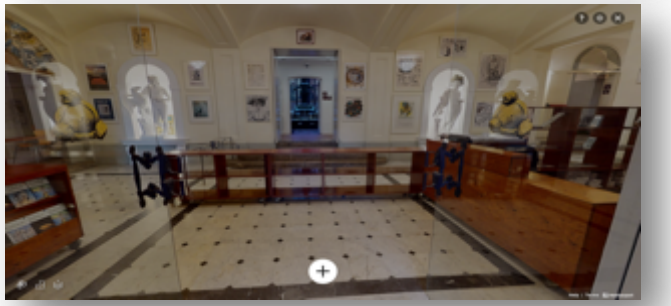
**The world's largest surrealist object**
Inaugurated in 1974, the **Dalí Theatre-Museum** rises on the remains of the former Municipal Theatre of Figueres and is considered to be the last great work of Salvador Dalí. Everything in it was conceived and designed by the artist so as to offer visitors a real experience and draw them into his unique and captivating world.



https://my.matterport.com/show/?m=K5MKrKcfyRW

## Method of interpretation – VR





# Interpretations of cultural heritage

## Culturage heritage element – Gathering

## Method of interpretation – Gamification

**Whitsun heritage festival – an international gathering of intangible cultural heritage**

The Whitsun Heritage Festival, which is held every year at the Hungarian Open Air Museum (Skanzen) is focused on communities that safeguard and practice their traditions and living heritage.
Aside from handicraft demonstrations and stage productions, festival visitors can also actively participate in the activities.

https://europa.eu/cultural-heritage/whitsun-heritage-festival-international-gathering-intangible-cultural-heritage_en.html

# Interpretations of cultural heritage

## Culturage heritage element – Others/Intangibles

## Methods of interpretation

**Classical horsemanship and the High School of the Spanish Riding School Vienna**

**Austria -** The School's social practices, ceremonies and rituals reflect the relationships of long standing between breeders, grooms, craftspeople, riders and horses. Knowledge of horse husbandry and use of equipment is transmitted to cadets by grooms and experienced riders. The tradition gives communities within the School a sense of identity and ensures the safeguarding of techniques relating to horse husbandry.

**Surova folk feast in Pernik región**

**Bulgaria -** The Surova folk feast, held in villages of the Pernik region, takes place on 13 and 14 January to celebrate the New Year. At night, a masquerade group called the Survakari performs in the centre, featuring characters like the newly-weds, the priest and the bear who visit homes the next day to 'marry' young couples and 'maul' people for good health. A meal is offered and donations collected for the needy. All ages participate, particularly young people, building their self-esteem as bearers of the tradition.

**Examples:**

- ❑ **Shows and Demonstrations**
- ❑ **Training and workshops**
- ❑ **Contests**

# Gastronomic traditions

- Gastronomy and its traditions as one of several mirrors that reflect a community's way of life and belief systems
- Social identity approach: "A group of individuals who perceive themselves as members of the same category and share a certain degree of emotional attachment to this common self-definition"(Taijfel, 1979).
- How could gastronomic traditions be used to support a sustainable tourisms development?

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# Integration of the gastronomic traditions within the perception of world cultural heritage

- The concept of traditional food: no common understanding regarding this concept ("local food", "original food", "regional food", "typical food" and so on)

- Vanhonacker, Verbeke, Guerrero, Claret, Contel, Scalvedi et al. (2010) collected from representative consumer samples from Belgium, France, Italy, Norway, Poland and Spain cross-sectional data regarding providing knowledge of how European consumers define the concept of traditional food in 2007

" A traditional food product is a product frequently consumed or associated to specific celebrations and/or seasons, transmitted from one generation to another, made in a specific way according to the gastronomic heritage, naturally processed, and distinguished and known because of its sensory properties and associated to a certain local area, region or country." (Vanhonacker, 2010, p. 472).

**MIECAT: traditional foods and beverages, methods of preparation, vessels for the preparation and the traditions of the consumption of food, seating arrangements, social rides while consuming food, cultural taboos for nutrition (which can be regarded as indicators of ideology, philosophy) as well as basic belief systems of the respective culture**

# Interpretations of cultural heritage

## Gastronomy and cultural heritage - Naples' Pizza-Making gets Unesco Heritage Status

### Mamma Mia!

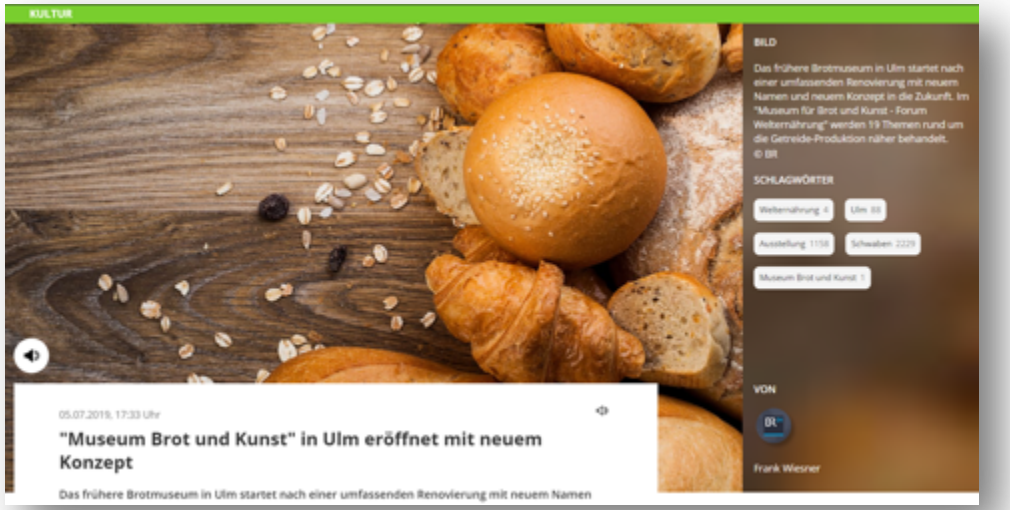
**In 2017 Pizzaiuolo**, the art of Neopolitan pizza-making, was added to UNESCO's Representative List of the Intangible Cultural Heritage of Humanity.
UNESCO says the designation is meant to safeguard and raise awareness about forms of cultural heritage — often passed down from generation to generation — before they die out. *Pizzaiuolo* is more than a slice of sustenance, it is a form of artistry with a deep history baked right in. *Pizzaiulo* "fosters social gatherings and intergenerational exchange" and the "*Pizzaiuoli* (pizza-makers) are a living link for the communities concerned," says UNESCO

# Interpretations of cultural heritage

## Gastronomy and cultural heritage - Bread

### Museum Brot und Kunst

**The exhibition in the Museum of Bread and Art** has two parts. Art is on one side, and topics such as bread, everyday life, nutrition, and consumption are on the other side. There are cultural dimensions to both parts: it is about understanding and interpreting the world around us, especially the exploration of the spaces in between stereotypes and popular conceptions. The two halves complement each other. This is what makes this museum so special.



# Interpretations of cultural heritage

## Gastronomy and cultural heritage - "Smalahove" – Scary Food from Norway

### Smalahove

**It's a Western Norwegian traditional dish** made from a sheep's head, originally eaten before Christmas. The skin and fleece of the head are torched, the brain removed, and the head is salted, sometimes smoked, and dried. The head is boiled or steamed for about three hours, and served with mashed rutabaga and potatoes. It is also traditionally served with Akvavit. In some preparations, the brain is cooked inside the skull and then eaten with a spoon or fried.Originally, *smalahove* was typically eaten by the poor.

# Opportunities through interpretations of tourist attractions?

## Socio-cultural, ecological and economic sustainability

- Attraction of "new" tourist segments (e.g. scary food)
- Job security & promotion of local prosperity
- Contribution to ensuring the competitiveness of tourist destinations
- Promotion of a regionally typical and sustainable holiday experience
- Safeguard of cultural wealth (i.e. respect for historical heritage, region-specific culture and traditions and particularly strengthen regional identity in rural areas)
- Possible participatory involvement of the regional population

# MIECAT

## Project title

- MIECAT: methodology for the interpretation of European cultural heritage through attractions in tourism

## Funding

- Erasmus+ (EU-Commission)

## Duration

- 01.09.2017-31.08.2020

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# MIECAT - "Work packages"

**O1**

**MIECAT Syllabus**:

- Contents, didactics and methods for teaching and learning about the interpretation of European cultural heritage for tourist attractions
- At 6 universities in Prague, Madrid, Bratislava, Schwerin, Iasi and Eisenstadt
- internationally accredited study module (in Master and Bachelor programmes; 6 ECTS)

**O2**

**MIECAT Handbook:**

- Production of an e-book on European cultural heritage, the methods of its interpretation and transfer strategies for tourism markets

**O3**

**MIECAT Guidelines**

- Guideline for tourism companies focusing on the realistic design and implementation of tourist attractions with emphasis on: best practices, analysis of customer needs, market segmentation and event management

# MIECAT - "Work packages"

## Concentration on thematic priorities:

- Czech Republic: architecture, monuments
- Slovakia: local traditions & customs
- Romania: religious & ethnographic attractions
- Austria: musical cultural heritage
- Spain: Fine Art
- **Germany: gastronomic & culinary traditions**

# MIECAT & Sustainability in Tourism

**Gastronomic cultural tourism**

- Adventure Tourism
- Wine tourism
- "Gourmet" Tourism

**Agrotourism**

- Farm visits / participation in everyday agricultural life (e.g. harvesting work)
- Visits to cheese dairies and fish farms
- Consumption of food from the farm (fruit, vegetables, meat, etc.)

**Culinary tourism**

**Cultural heritage tourism**

- Experiencing culinary habits from past days by tourists
- E.g. presentations, activities or tastings

**Sustainable tourism**

- Promotion of active participation in the culture of the destination / region (i.e. regional cuisine, local products and activities and services of the regional culinary network)
- Securing jobs for the local population
- Income is generated within the region/destination
- Promotion of a better understanding of regional culture

Intersections of culinary tourism with other tourism sectors (own illustration according to Fritz & Wagner, 2015)

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# MIECAT - sustainability management, current processes and further procedure

- Joint Staff Training: Exchange of competence among the project partners
- Promotion of internationalisation and mobility
- Preparation of graduates of tourism courses of study in the form of a toolbox of methods for interpreting cultural heritage and the imparting of relevant methodological competence for the tourism labour market

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# Thank you!

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