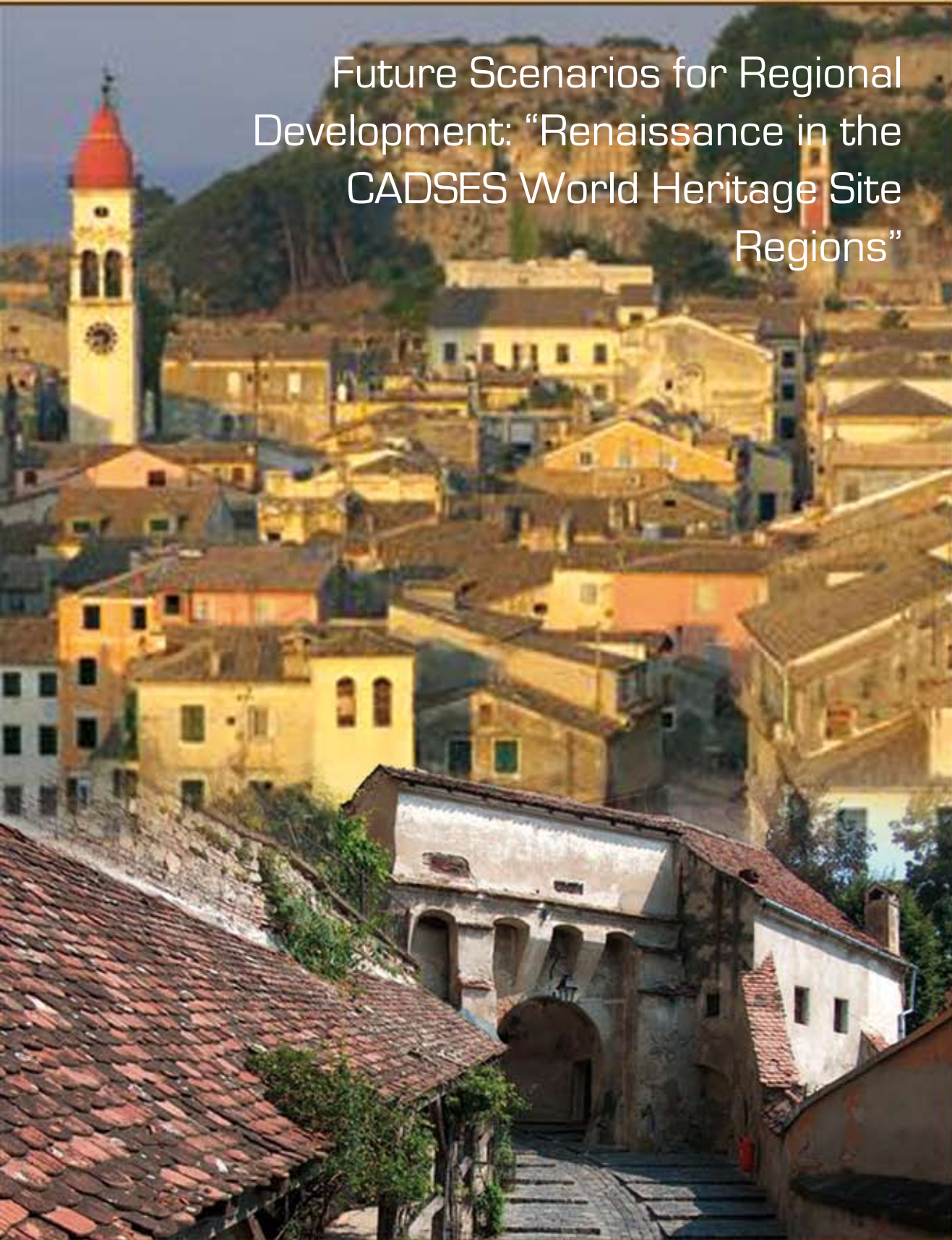


# Heritage Alive!

Future Scenarios for Regional  
Development: "Renaissance in the  
CADSES World Heritage Site  
Regions"



## IMPRINT

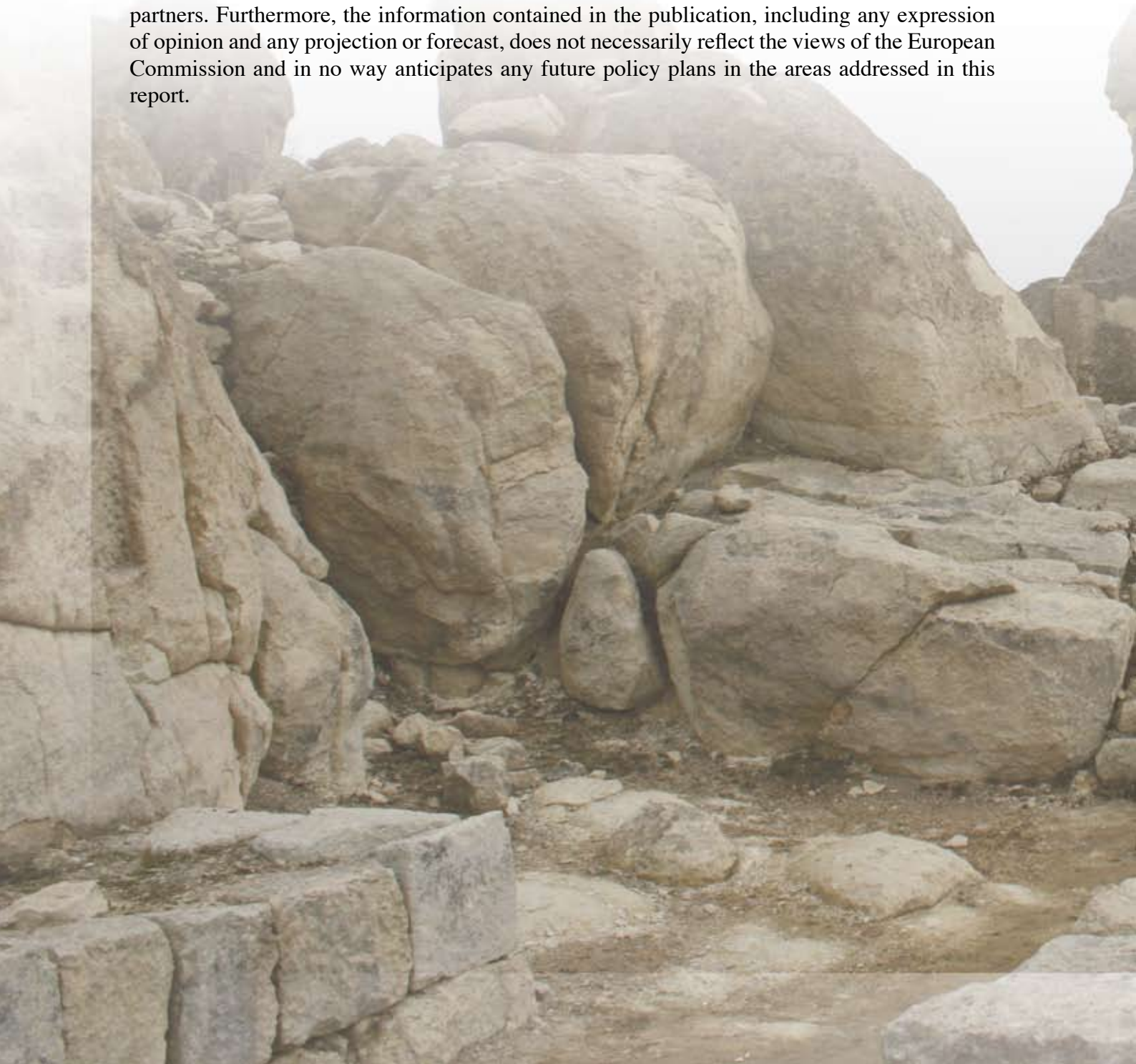
HERITAGE ALIVE! This booklet is a product of the HERITAGE ALIVE! project which is partly funded by the European Commission under the INTERREG IIIB CADSES Neighbourhood Programme (4th Call, Project No. 5D224).

All Images Courtesy of the HERITAGE ALIVE! partners  
Graphics & Layout – Gábor Tamás, Painters Grafika Bt.  
Print version – ISBN, Printed in Hungary. March 2008.

Online – A digital version of this report can be freely downloaded from [www.heritagealive.eu](http://www.heritagealive.eu)  
Copyright – 2008 © Municipality of Hollókő for the HERITAGE ALIVE! Project Consortium

Disclaimer – This publication was produced by the HERITAGE ALIVE! Project with the financial support of the European Commission.

The content of this publication is the sole responsibility of HERITAGE ALIVE! and its project partners. Furthermore, the information contained in the publication, including any expression of opinion and any projection or forecast, does not necessarily reflect the views of the European Commission and in no way anticipates any future policy plans in the areas addressed in this report.



## **HERITAGE ALIVE!**

Future Scenarios for Regional Development:

”Renaissance in the CADSES World Heritage Site Regions”

### **PUBLISHER**

# **HERITAGE ALIVE!**

The partners of the HERITAGE ALIVE! project

### **SUPERVISOR**

Lajos Veres Ph.D.,

Traffic and economic engineer, PhD in Regional Policy and Economics

### **RESPONSIBLE FOR THE DOCUMENT**

Beatrix Kósa,

Certified geographer, landscape protection professional  
geographer, settlement and regional developer

### **LEAD PLANNER**

Anna Sudár,

Certified economist, welfare politician, settlement and  
regional developer, tourism manager

### **EXPERTS**

Zoltán Balogh,

Certified economist, regional developer, PhD research student in Economics, law student

István Talabos,

MSc Tourism economist, MSc Tourism Management

### **PROJECT MANAGEMENT**

Péter Kelecsényi,

Project assistant, Municipality of Hollók, Hungary

John Pereira,

Project manager of HERITAGE ALIVE!

### **PREPARED BY**



Table of contents



# Table of contents

1. The “HERITAGE ALIVE!” project .....	7
2. Summary situation analysis of the two pilot actions and seven sites .....	11
3. Justification of setting up Future Scenarios .....	15
4. Future Scenarios .....	17
4.1. Future Scenario of “Information Technology development” .....	18
4.2. Future Scenario of “Tourism for health and wellness” .....	21
4.3. Future Scenario of “Life-long learning” .....	23
5. Regional Policy Recommendations .....	25

The "HERITAGE ALIVE!" project



# 1. The “HERITAGE ALIVE!” project

*„Cultural identity is not set in stone;  
it's in the experiences people share.”*

*John Pereira, HERITAGE ALIVE! Project Manager*

The HERITAGE ALIVE! project is being carried out from April 2006 to March 2008 under the European Union's INTERREG IIB CADSES Neighbourhood Programme. The project has been selected for co-funding under the CADSES priority 3: Promotion and management of landscape, natural and cultural heritage, Measure 3.1 – Protecting and developing cultural heritage.

The HERITAGE ALIVE! project aims at identifying and developing ICT applications that engage the local community and visitors in an active cultural dialogue in order to nurture a deeper understanding of – and respect for – Europe's World Heritage (WH). HERITAGE ALIVE! aims to strengthen the capacity of European cultural heritage sites to become dynamic centres of regional development and attract tourism while at the same time preserving their unique heritage. An integrated, sustainable development of such sites is of great importance for the cultural diversity and identity of Europe's regions.

The HERITAGE ALIVE! project partners develop, implement and transfer knowledge about the best use of information and communication technologies to promote their cultural treasures and encourage communication between local people and visitors. In this work the partners understand cultural heritage to be an important factor of regional development, local/regional cultural identity and cultural tourism. Moreover, the regional cultural heritage is seen as an important aspect of the quality of life, sense of

place and living culture of the local people.

HERITAGE ALIVE! establishes a transregional partnership to make better use of the region's World Heritage to stimulate economic prosperity, strengthen social cohesion and promote regional identity through the use of new media and technologies. The project:

- identifies Best Practice ICT applications that engage users in an active cultural dialogue to strengthen regional development and identity
- develops and demonstrates two ICT applications in the form of pilot projects:
  - o Virtual Tourist Guide to open up both the regional heritage and the economy for tourists
  - o Learning Quests to raise cultural awareness of the local population, and children in particular, in an environment of discovery
- develops and disseminates specific Good Practice Guidelines for WH Sites and tourism providers
- develops and disseminates Policy Recommendations and Future Scenarios for regional development and spatial planning
- maximises the transfer of results by presenting showcases at events for specific target groups and conducting a feasibility study for future investment.

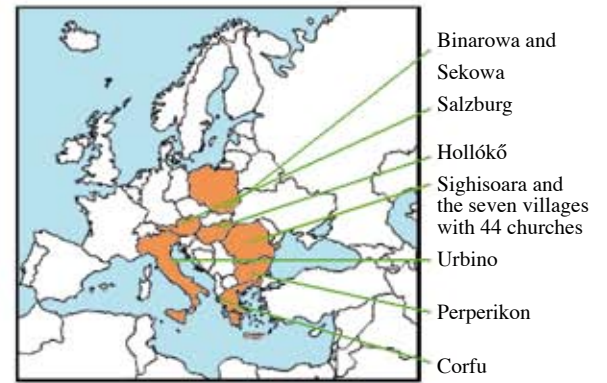
HERITAGE ALIVE! – a network of diverse heritage sites, united by one common goal. The HERITAGE ALIVE! network comprises partners from very diverse heritage sites: an archaeological site located in Bulgaria,

a historic village in Hungary, villages with unique monuments such as wooden and fortified churches in Poland and Romania, a hill-bound historic town in Italy and historic city centres in Austria and on an Ionian island in Greece. Some of the partner sites have World Heritage status while others are aiming to be included in the UNESCO World Heritage List.

The project partners are:

- Salzburg Research Forschungsgesellschaft m.b.H. (AT) – Lead partner
- Department for the Preservation of the Historical City of Salzburg (AT)
- Administrative District of Gorlice (PL)
- Municipality of Urbino (IT)

- Municipality of Hollók (HU)
- Region of Ionian Islands (GR)
- Centre for Economic and Social Analyses and Strategies (BG)
- Municipality of Kardzhali (BG)
- Mioritics Association (RO).



Source: Hazai Domestic Regional Development Inc.



The different contexts of the project partners are one of the strengths of HERITAGE ALIVE! because the partners of the network have the same goal: to develop, implement and transfer know-how about the promotion of their cultural treasures and to establish a dialogue between local people and visitors by using interactive media.

The HERITAGE ALIVE! partners aim to develop novel approaches in communicating their heritage and to deploy these in the form of trials in their region. Consequently the partners' work can become a model for many other similar heritage sites.

World Heritage sites are important drivers of regional development, both economically

and socially, because they attract tourism. However, it is often difficult for sites with World Heritage status to make the concept of World Heritage understood by their local communities and to visitors and tourists.

The HERITAGE ALIVE! partners undertook to prepare the Regional Policy Paper and Future Scenarios documents in order to give information, explain the implications and make recommendations to regional development and spatial planning authorities.

The Regional Policy Paper identified

- economic implications of the HERITAGE ALIVE! project results and approaches fostering regional economic development



- the social relevance and benefits of the project results and develop approaches that foster the social cohesion and regional cultural identity.

It has been underlined and defined in the Regional Policy Paper that the HERITAGE ALIVE! programme-partners can achieve the economical growth on their places with growing touristic output and creating more workplaces.

In order to increase the number of workplaces it is essential to start different types of education i.e vocational trainings, specialised trainings ensuring new abilities. These educational programs can be very well attached to the Learning Quest pilot actions. At the same time it is very important on these cultural and world heritage sites to achieve the entrepreneurial approach, to ensure the possibility to carry out distance jobs and to ensure the social economy's employment. The mostly essential issue is to take advantage of the already existing partnership and database of HERITAGE ALIVE! programme.

To grow touristic output it is necessary to increase the number of tourist arrivals and also the number of guest nights. That can be reached through the new type of IT related tourism service (Virtual Tourist Guide), what the HERITAGE ALIVE! programme used, through the developing of the places'

attractions and also together with a more effective marketing activity.

It has been also pointed out in the Regional Policy Paper that how the social cohesion and identity could be achieved and supported. According to this document the already cited HERITAGE ALIVE! network has an outstanding and important role. Speaking about this different local, spatial and regional co-operation and professional groups play important role too. In order to ensure and achieve growth of identity it is absolutely a must to preserve local culture, heritage/traditions and also appreciate individuals e.g.



somebody does work for the local community. It is required to prepare printed materials for better communication. We think very important and do underline that information that has been learned during the Learning Quest must be accessible for everyone in the traditional book format and also digitally.





The "HERITAGE ALIVE!" project

Overall the Regional Policy Paper gives information about how the two pilot actions might be developed in the future. The recommendations do consider the economical, touristic, HR, social and infrastructural possibilities on the sites and also how they join to each other and to the developments of pilot actions.

The present document besides the Regional Policy Paper gives a wide range of information about the possible financial sources and recommendations to the regional and spatial development authorities.

“Future Scenarios” contains applications scenarios for World Heritage Sites: what will be done with the two ICT applications, how partners can use the results of the pilot projects, etc. The scenarios are focusing on it.

These Future Scenarios will explain how WH and cultural sites can exploit the potential of ICT in the future to explain the content of their sites and create new experiences for visitors and local people.

Our aim is to give a picture with 3 different possible scenarios what are the possible ways to continue the HERITAGE ALIVE! programme, the possible future, and also that there are a lot of very good ideas to carry out and involve others as partner. Also it is pointed out what are those programs/scenarios that are worth to support by the spatial and planning authorities.



## 2. Summary situation analysis of the two pilot actions and seven sites

Let us mention a few words about the two pilot actions and at the same time let us point out the most important characteristics of the seven site's developing potentials as the potentials are the base of the scenarios.

The Virtual Tourist Guide system is based on a distributed and dynamic information model that is disseminated to hand-held PDA units using a cell-based wireless communications infrastructure. The multimedia based application can be a website, a mobile device or any other tool that can serve as a virtual guide. The database of VTG includes the relevant tourist information (map, attraction description, web services, etc.) about the place, where the VTG is used.

### *The summary SWOT of VTG*

#### **Strengths**

- With the help of VTG all elements of the tourist product – attraction, service, infrastructure, transportation – can be managed
- The tool can help effectively in the orientation on the spot (through map and guide mode).
- The tool is able to visualize the content in audio, text and video format.
- The tool can give information all of once in more foreign language too
- Use of tool is more economic than salary of personal guide.

#### **Weaknesses**

- The device is expensive and big efforts must be done to avoid theft - still there is no guarantee for it
- The screen can not be seen in the sunshine
- The technology and tool are relatively expensive.
- You can't ask new information from the tool. It has only the knowledge, which was uploaded, so the tourist can't ask from the tool if he needs plus information.
- Battery of the appliance you have to refill after some time, so you can't ingest it immediately.

VTG was applied on 3 sites of HERITAGE ALIVE! partners, namely in Hollók (Hungary), Salzburg (Austria) and Sighisoara (Romania). Hollók and Salzburg used the UMPC mobile device, a location based service (WLAN-Bluetooth) and Sighisoara used the mobile phone (Nokia N80 and Sony Ericson). During the test period arose a lot of positive and negative experiences. For example an UMPC is comfortable for the tourist to handle and carry it, the videos or data on the tool are informative and raise the interest for further information. But we have to say also, that the tool has a limited battery capacity and its readability reduces in direct sunlight.

#### **Opportunities**

- Development of the tool and technology by European funds
- The regional policy permits of the developments
- The geographical information system is developed and it develops the virtual tourist guide system too.
- New, subsequent tools for the dissemination of virtual tourist by new, various sources (i.e. CD, DVD, video and animated pictures, virtual games, the engine on the spot, which gives information and you can send postcard with through Internet, webcameras).
- The e-tourism is developing.

#### **Threats**

- The technical development in the world is too fast and the development of the VTG isn't able to follow this direction
- The demand is matching yet and not reaching up to the BEP (break even point) and the usage of the tool must be sponsored because otherwise would be financially in red
- The Internet service can stop during the use of the tool.
- Growing competition in the online market: other people start to deal with this technology.
- As result of fast developing of technology, subsequent and more developed appliances appear on market.

The Learning Quest model is based on the WebQuest model developed by Professor Bernie Dodge (University of San Diego) and Tom March in 1995. Tom March has provided a more detailed definition of WebQuests (which also applies to HERITAGE ALIVE!'s concept of Learning Quests): "A WebQuest [Learning Quest] is a scaffolded learning structure that uses links to essential resources on the World Wide Web [or other means in Learning Quests] and an authentic task to motivate students' investigation of a central, open-ended question, development of individual expertise and participation in a final group process that."<sup>1</sup> Learning quests focus on

raising cultural awareness and participation of the local population and visitors.

LQ was applied on 3 sites of HERITAGE ALIVE! partners, namely in Gorlice (Poland), Perperikon (near by Kardzhali-Bulgaria) and Urbino (Italy). The method of LQ is based on internet connection (hardware) and web technologies (software). The programme of LQ greatly broadened the students' knowledge about the(ir) heritage site(s), inhabitants discovered the treasures of their motherland and became more open-minded for innovative actions. The participants themselves see the overall action as a great challenge and incredible experience.

### *The summary SWOT of LQ*

#### **Strengths**

- Useful tool in education (Gorlice)
- Created partnership between stakeholders (students, teachers, local authorities, Regional Museum of History) (Kardzhali)
- Motivation for studying heritage and culture (Kardzhali)
- Strengthens the social cohesion (Gorlice, Kardzhali)
- Bridging generations (digitalizing the stories of the elderly by the young people through learning quests)
- Reduce time for learning processes (Urbino)
- „The Web is the World's Biggest Encyclopaedia”.

#### **Weaknesses**

- The program is designed for young people, not for elderly, because of the lack of IT literacy (Kardzhali)
- Supports traditional educational tools, but not aiming to substitute them (Gorlice)
- Use of the Internet is limited in some places, so the learning quest is restrictive in this regard (Gorlice)
- During the data collection process on the internet many uncontrolled information could be part of the LQ materials.
- Like in all evaluation and verification phases, it is always difficult to define exactly the full attainment of the planned objectives.

#### **Opportunities**

- Some part of the method could be implemented in traditional programmes (Kardzhali)
- Support of the regional policy allows further developments.

- The ITC and information technology develop globally.
- Significance of the Internet increases and more and more information is uploaded on the web.
- The manifesting interest towards world heritage locations will be quicken.
- Significance of the e-learning increases.

#### **Threats**

- Lack of supporting environment (politics, administration)
- The outage of Internet service sets back the work.
- The quantity of emerged information is increasing on the Internet, therefore inaccuracy of dates is increasing, the trust in method weakens.
- New programmes and methods will be evolved, which can be competitors of this method.
- Hard to promote an innovative tool like learning quest.



<sup>1</sup> Tom March, What WebQuests Are (Really); Download: [http://bestwebquests.com/what\\_webquests\\_are.asp](http://bestwebquests.com/what_webquests_are.asp), 22/10/2007.

From a regional development perspective, the 7 sites involved in the cooperation project have different characteristics. As a major point, the focus of spatial development is on different level in each site. Salzburg, Urbino and Hollók's development area is the municipality itself, while in the other sites (Gorlice, Corfu, Perperikon and Sighisoara) the region's development is in the focus.

The sites are in a different economic and social state. Therefore the problems are different as well. The unemployment and underdevelopment of the area is crucial in Hollók, Corfu, Perperikon and Sighisoara and the identity becomes a problem in Gorlice and Urbino.

Although both group of partners handles tourism development as a solution for the problem. *The development areas are different, but the use of IT tools is important in any place.*

*The sites have different potentials based on which several different scenarios can be foreseen. The most important ones are shown as follows:*

#### **Gorlice**

- Introduction of flora and fauna of the region through IT tools
- Horse tourism
- Agrotourism
- Bicycle tourism
- Natural tourism
- Spas
- Development of other cultural sites
- Local tourism product development
- War memorial tourism

#### **Corfu**

- Making longer touristic season
- Attraction development of non-sea areas (mountainous areas)
- Protection of traditions (gastronomy)
- Development of quality tourism
- Development of Corfu' city center
- Using the recreation and health service opportunities in tourism
- Expansion of the (tourist) infrastructure
- Conference tourism
- Nature tourism

#### **Hollóko**

- Development of touristic infrastructure
- Cultural heritage protection
- Natural tourism development
- Castle tourism and attraction development
- Castle area: renovation programme – recreation park
- Study book on cultural heritage sites
- E-learning development for tourism professionals
- Youth Cultural heritage Professional club for training
- Visitor management
- Little Zoo with local animals

#### **Perperikon**

- Protection and development of local culture and heritage
- Recultivation of two big dam lakes (creation of recreation area and a complex touristic product)
- Identity creation

- Development of touristic infrastructure
- Specific tourist attraction development („The music of Rhodopi” summer festival, „Culture and art without frontiers” touristic events, eco-paths, restauration of St. Joan the Precursor church and Kardzhali Museum)
- Cultural and ecotourism
- Arpezos Park (high-tech park, business park, administrative buildings, shopping centre)

#### **Salzburg**

- Quality cultural tourism development
- Cultural heritage development
- Local producers' shop development for maintaining local touristic products
- Identity and knowledge creation of inhabitants, especially young generations on cultural sites
- Continuation of cultural events

#### **Sighisoara**

- Round-trip of Saxon-churches
- Tourism marketing development
- Development of touristic infrastructure and services
- Maintenance of Saxon built heritage
- Cultural, eco, bicycle and agrotourism
- Dracula Park

#### **Urbino**

- Education and student heritage
- Gastronomy
- Biofood, bio farms
- Development of cultural heritage of the city
- Craftsmen heritage
- Creation of cultural courses and events related to the arts & humanities, music, culinary culture, and other topics of interest
- New parking places
- Raising the local identity

The three potential scenarios are worked out considering all the developing potentials of the sites and the pilot actions too.

# Justification of setting up Future Scenarios



### 3. Justification of setting up Future Scenarios

This is no doubt that Information Technology (IT) is widely used nowadays when the world is going towards globalization. The role of the information technology in the economy is growing every day.

As of this we should not forget about the tourism that started to use the information technology several decades ago when the airlines, hotels and car rental companies etc. learned the need of providing information online is a must and they built up the Computer Reservation Systems (CRS). These CRSs meant that they could provide immediate online information about flight details, hotel rooms, weather etc. Those travel agencies what were IATA agents had the possibility to access one of the CRS and they were able to provide better service to the customers. Nowadays it is obvious that the internet is the most widely used technology all around the world.

Worthy to note, that technology and tourism are the most quickly developing sectors in the global economy. The IT and internet technologies are very important factors in the tourism of the future. The United Nations handles specially the IT based tourism development, the etourism. The organisation has examined that how the developing countries can take advantage of the IT based tourism in their countries for the economic development, how they can use the IT and internet technologies today to sell their products. Our current project was based on the idea, that catching up in tourism could be more effective through the usage of IT<sup>2</sup>. HERITAGE ALIVE! project was designed to implement two pilot actions using IT and internet technologies to develop the World Heritage Sites and cultural sites of Europe.

In the Virtual Tourist Guide pilot action three cities, Hollók, Salzburg and Sighisoara took part. The Virtual Tourist Guide pilot action aims to use IT and provide something new for the visitors. In the pilot action a technical device – PDA – was meant to be the virtual tourist guide as a device that is able to apply multimedia based application.

In the second pilot action, Learning Quest Gorlice, Perperikon and Urbino took part. Learning Quest is based on the WebQuest model, using Internet connection and web technologies. The users of the new device should be encouraged to “communicate” and interact with their physical heritage, and thus get a better understanding of their cultural heritage.

It is without any doubt that the IT is the engine of development. Tourism and the IT technology are very close to each other. If we want to develop tourism and the tourism relating fields of economy it is impossible without the IT technology. The information technology is able to support every field of tourism. The possibility of usage is wide, and in this respect we speak about information boards supported by special database. And of course the information board can be an interactive map etc. Should we have highly developed IT, it is more easy to evaluate data, it is more easy to give information to the tourists. In this respect IT based on the internet is the most important because internet is becoming the primary source of information. It is natural nowadays that “should we not know something, looking for something...” Opening up one of the search browser we try to find the answer.

<sup>2</sup> Source: Dr. Zimányi Krisztina – Dr. Herdon Miklos Business Infocommunication Technologies in Tourism 2003

# Justification of setting up Future Scenarios



At the meeting in Hollók on 24th-25th of October 2007 a special workshop was devoted to working out the Future Scenarios by collecting and understanding the partners' opinions about the future. However the participants had different ideas about the importance of the future of the project, we sought to reach agreement on how the project would develop and which possible scenarios of development could be predicted at that moment. Of course, we as experts were eager to see the assessment.

Cities in the "HERITAGE ALIVE!" project which already have a Virtual Tourist Guide or Learning Quest are quite confident about its development and see possible ways of cooperation over the next five years, but we also have to consider the factors that made other participants adopt a more neutral attitude.

As the participating HERITAGE ALIVE! partners are not specialists in the different fields of economics affected by the development of the project, they have some reservations about its future. However, despite those reservations, it is their firm belief that the project will have a future and it is very important to develop it.

To emphasise this statement we note here that some indicators were planned by the partners of HERITAGE ALIVE! in the programme, in fact our opinion the partners were optimistic when they decided on these indicators. The partners set the following targets:

- to increase tourist activities focusing on cultural heritage – 1 year after the project's completion an average increase of 5 % in visitors to partners' WH sites.
- to create new jobs (tourism-related) – 1 year after the project's completion about 5 full-time and 50 temporary new jobs per site.

- to invest in attracting cultural tourism – 6 months after the project's completion 2-3 interested key investors and 5-10 (marketing) sponsors per Virtual Tourist Guide.
- to promote the regional identity of local communities - 1 year after the project's completion about 400 users each month of each new Learning Quest brought into operation.
- to increase awareness of World Heritage Sites – 6 months after the project's completion about 2000 additional national and international hits on each partner's WH information website.

In the following pages we present three scenarios for the next 15-20 years. In our opinion the Virtual Tourist Guide and the Learning Quest will be influenced in the future by developments in three categories, namely:

1. advances in Information Technology,
2. tourism-related products in connection with health,
3. life-long learning.

We have based our possible future scenarios for the partners of HERITAGE ALIVE! on these categories, which are now taking a leading role within EU policy. All three scenarios assume that use will be made of the cultural heritage of the sites in question. What is new is a broader understanding of the development of IT services, health tourism and teaching methods that make greater use of IT.





## 4. Future Scenarios

### 4.1. Future Scenario of “Information Technology development”

Wireless IT is developing with huge steps. The number of internet users will reach 2 billion worldwide by 2010. Besides the positive influence of the development of IT on the entire economy, it affects the daily life of people, their free time activity and their whole quality of life. People can take advantage of IT to do their shopping from home, get in touch with their doctor, work from home and learn at home. The tourists of the future will be more demanding and will plan their own travel itineraries, so information must be quickly accessible to them and up to date. This means that the role of IT in tourism is growing rapidly. Partners of HERITAGE ALIVE! must keep pace with it. Virtual Tourist Guides (VTG) and Learning Quests (LQ) are being developed in accordance with the increasing reliance on IT.<sup>3</sup>

The hardware is a crucial element in future developments. In this scenario we envisage greater use of specialised IT devices such as those used in the pilot projects. In this way the project results will be put into operation by more users. Instead of PCs and notebooks, some people may prefer to use internet-capable PDAs and mobile phones. These devices are becoming more user-friendly, their bulk will decrease and their battery capacity will be increased so that there will be less need for frequent recharging.

Through the continuous increase in the use of IT hardware there may be some specific fields of development.

On-line travel services are growing daily. Travel packages that are tailor-made to customers' specifications are growing. It will become fundamentally important to ensure immediately interactive communication: it means that the customers' evaluations of their experiences must be followed up in travel blogs and chat rooms. There are also e-marketing opportunities here.

The role of Destination Management Companies<sup>4</sup> will grow and they will offer their business associates incentives to ensure that their full range of services will be accessible online. The HERITAGE ALIVE! network is taking a major role in this, encouraging regional stakeholders, political decision makers, archivists, archaeologists, regional developers, ministries, tourism organizations, local tourism companies, municipalities, civil organizations, chambers of commerce, cultural organizations, schools, universities, research institutes, local and regional planning authorities etc. to co-operate with each other.

The HERITAGE ALIVE! network can be used by creating clusters. In a cluster the cultural programmes and the sites are connected to each other and they co-operate. Museums, archaeological sites, environmental

---

<sup>3</sup> Some partners mentioned during the workshop in Hollóko that the IT infrastructure needs to be improved in order to make progress in the field of IT-based tourism. Gorlice, Perperikon, Hollók and Sighisoara in particular mentioned that more needs to be done to make the broadband network accessible to every household and public institution. Coverage must be improved to allow better use of IT applications in tourism.

<sup>4</sup> Destination Management Company can be a nonprofit marketing company responsible for a whole region or could be a profit company that has is well-known for its product therefore appears like bringing tourists to a region.

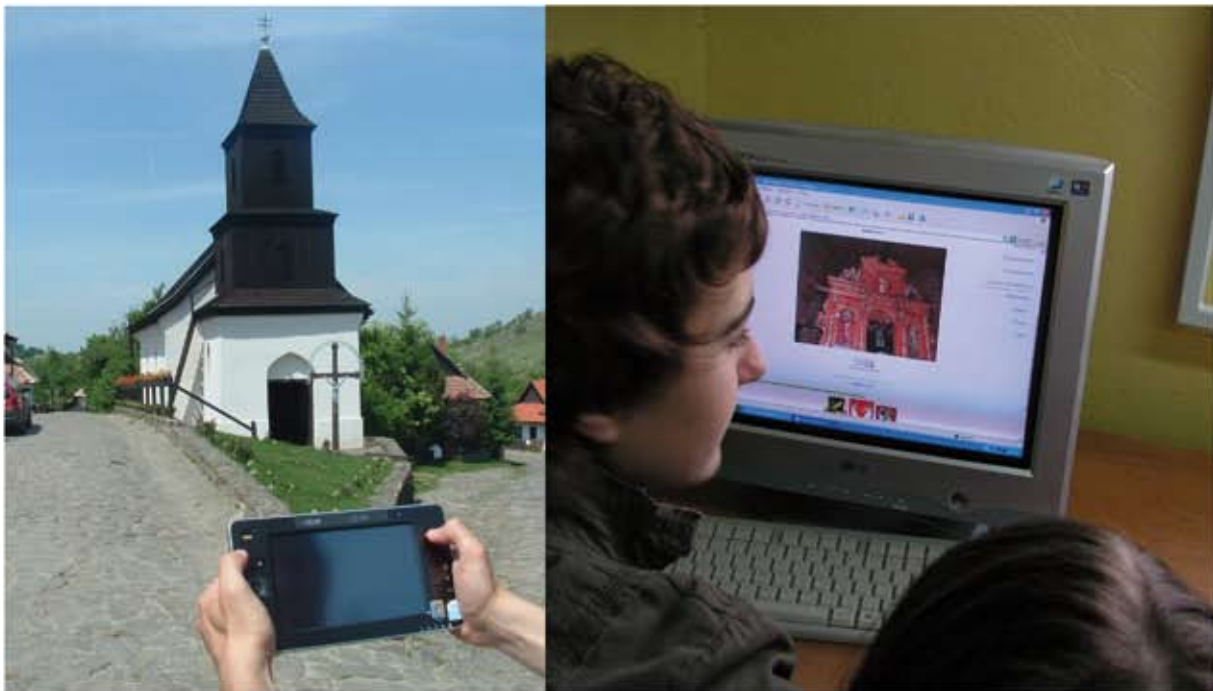
monuments, travel agencies, information points, Destination Management Companies etc. can work together with a common aim. Restaurants, conditioners and other service providers can become part of the co-operation. All the cluster members understand that they have a common interest and aim.

They work together but it is better to say co-operate with each other in order to achieve higher revenue in their own field of business. The tourist could be a typical example because a tourist is connecting 8-10 different types of professions. It means that everybody who lives out of tourists arrivals and guest/nights is interested in higher spending and higher number of tourists arrivals and of course to ensure higher service level to them. It means that all the representatives of different professions cooperate together (hotel, restaurant, taxi, medical points, shopkeeper etc.

For example the future of the VTG in a cluster might look like this: visitors arriving at a destination will know in advance what they wish to see. Let us suppose it is the Castle in

Sighisoara. The visitors go to an information point where they are told that there is a tour of the castle starting within one hour. They book it and the information goes to the castle through the common database used by the VTG. The information states that the visitors have already paid for the tour and they need a German-speaking guide. The tour is supported by the VTG (hardware is lent to the visitors) so that they can follow the entire tour easily. If VTG hardware is not used the information may be directly available through the internet and can be downloaded to a visitor's PDA or any other compatible receiver. At the end of the tour the last screen gives information on places close to the site where the visitors can eat, drink and refresh themselves.

The pilot projects of HERITAGE ALIVE! concentrated on ICT-based tourism development. All the partners were able to be involved in the pilot projects and make use of their results. This scenario is concerned with the development of VTG and LQ based on the development of ITC. And all the partners expressed the importance of this.



In the case of the VTG the crucial question is whether the content management of the system is based on GIS (Geographical Information System) solutions. If the content can be explored just as the users move around, then the user will be encouraged to visit all the places personally. It helps to provide extra income not just for the VTG service provider but for all those providers of tourist attractions whose information is included in the VTG. Although the VTG needs special tools (mobile phones or any equipment with GPS), this special equipment makes it possible to use it even on foot or by bike, motorbike or car. It could be presented to parties of tourists through LCD screens on their buses. Besides assisting with navigation the VTG could provide specialised information for each type of vehicle (e.g. bicycle shops or hotels with bicycle lockers for cyclists).

The use of mobile phones for VTG could provide a cheap platform solution. Mobile telephones can be located easily because the technology is based on communication cells. By tracking the mobile phones an SMS can be sent to them to advertise what is offered in the region and where the nearest coffee is. When the content of a VTG is available through the internet to fixed locations anywhere, then it can have an extra value in the marketing of the city or village in which the VTG was originated. The use of VTG on fixed terminals does not



need any special technical equipment; any computer could make it available in libraries, universities or restaurants.

On any type of platform the content of the VTG could be used as important way of timetracking. All the attractions listed in the VTG could be seen not just in their present state, but in any previous state. In this way all the cultural heritage sites could be presented as they were in different historical periods to show the physical changes and illustrate their changing functions from age to age. This type of time-tracking would be an important added value of this technology. Whatever the method of publishing, the cultural heritage could be presented virtually in its original form in PDA and CD format as well.

The Learning Quest (LQ) is a multifunctional technology that can be applied not only to education but also to the evaluation and marketing of cultural heritage sites. The LQ quizzes can be completed by visitors, who can also evaluate the services received. If the quiz is made available in different tourism portals, it could provide an important marketing tool.

Those who complete the quiz with a good result might win a trip to the cultural heritage site, which would be provided in a package tour through e-business solutions. The package would include travel, accommodation and the tickets to the tourist attractions.

The following indicators show how this scenario is carried out, and with them can be measured the realization of this Future Scenario:

- The number of the VTG functions
- The number of the types by the VTG technologies
- The number of the clusters and cluster-participant (on the places of programmepartners)
- The number of the visitors, who complete the LQ quizzes (on the places of programmepartners)
- The number of the package tours and also the range of package tours (on the places of programme-partners)
- The data of the GIS
- The number of visitors how visit the partner's information website
- The number of visitors asking information



## 4.2. Future Scenario of “Tourism for health and wellness”

People’s free time will grow in the future because of more flexible labour opportunities. Their disposable income will grow too. They will plan their vacations for rest and recreation. Those over 60 years will travel more frequently and the proportion of elderly travellers (i.e. over 60 years old) will grow. They need healthy relaxation. The role of health will take a more important place: people in our stressful world have ambitions to live a healthier and more peaceful life. This means that tourism-related products must be planned with health and mental wellness. The two pilot projects are closely related to this.

By health and mental wellness we mean first of all a kind of life, a way of living and an everyday lifestyle that aims to make the best of the body and soul. Three main types of touristic products which promote this ideal will be given prominence in this scenario. They are the products related to health care, nature and gastronomy.

Several of the partners have thermal baths, recreational parks and health care services. For instance, in the region of Gorlice and Salzburg there are spas, the air of Corfu can be used for medical purposes, Hollókő could take advantage of the recreational park planned at the castle and Perperikon could take advantage its two big dam lakes to promote healthy pursuits after it has finished the recultivation. PDAs will have access to a database containing information about these facilities: new shared data, therapeutic music and photos chosen to aid relaxation will be in their database too. Tourists will be encouraged by this technology and the PDAs to visit these places for rest and relaxation. The database

will be extended to include comprehensive information and interesting local stories. Tourists can read all this information while waiting for a massage or just taking a walk.

Not every tourist goes to a thermal bath or looks for recreation in a park. Some are interested in landscape, nature, flora and fauna or they wish to learn more about the underwater world by diving. Study tours and excursions by primary schools are also a part of the target market. So we can see that health itself can be considered in a holistic way. If we consider health holistically, as it is regarded nowadays by some specialist practitioners, we achieve a broader understanding and approach to wellbeing. This approach would include excursions, spending free time in the clean, unpolluted and pollenless natural world out of doors: walking in the wild forest, searching for mushrooms, watching birds, etc. Such activities are relaxing. Even if we do not adopt a holistic approach, we can simply say that it promotes mental wellbeing. The most important thing is the result. Visitors are in totally different surroundings, away from the distractions of their regular daily activities. For people who need this kind of recreation the environment of Corfu, Gorlice, Hollók, and the broader area of Perperikon, Sighisoara, Urbino and Salzburg offer relaxation and opportunities for learning. The PDA and the Learning Quest will not just contain information about the flora and fauna. It might be used as a GPS or while taking a walk along the trails in the natural parks and open country or in the forests.

The role of gastronomy is growing. People are more and more willing to try new tastes. They

are interested in how the food is prepared and what exactly they are eating. Are the ingredients healthy? The traditional food and gastronomic values of a country are important. All sites of the HERITAGE ALIVE! partners could join this type of programme, making use of their traditional foods: Salzburg with almonds, salt and beer, Urbino with biofarms, wines, cheese, mushrooms and the culinary tradition taught at the university. The PDA can be used to provide recipes and other relevant information or the tourist could visit the kitchen and see how the food is prepared. The database might contain information about the recipes and information on how a particular dish is prepared. The Learning Quest might be an effective way of delivering cooking lessons or just more information on how to lead a healthy life.

The task of the authorities considering the above scenario is actively support the partners in their aim to form tourism products and having the tourism product. These authorities might help the partners in their marketing activity. The authorities have important role

and liability in this scenario considering the sustainability also, because the success of this scenario also depends heavily on the sustainability i.e. environmental protection. Achieving the increase of the tourist definitely the number of guest nights will increase providing extra revenue for the economy.

The following indicators show how this scenario is carried out, and with them can be measured the realization of this Future Scenario:

- The number of the tourists, visitors on these sites
- The number of the guest nights on these sites
- The number of the attractions by the partner's sites
- The content's data of the PDAs
- The number of the new jobs in tourism (on the places of programme-partners)
- The number of the key investors and marketing sponsors per VTG in attracting cultural tourism on the sites of programme-partners
- The number of visitors how visit the partner's information website



### 4.3. Future Scenario of “Life-long learning”

In March 2000 the European Council adopted this strategic goal among others: “Until 2010 Europe should be the most competitive and dynamic knowledge-based economy of the world, which is able to achieve sustainable economic growth, more and better jobs, and to create better social cohesion.” In order to develop the welfare and living standard of people and to achieve economic growth and competitiveness in the member countries, a higher level of employment is needed. This demands for example more training and better education. People also want to know more and they are keen on learning, either in formal education programmes or in informal ways such as watching TV documentaries.

The life-long learning (LLL) activity of individuals covers all planned learning actions, which are directed to obtaining knowledge and improving abilities. For all ages specialised training programmes are created to bring the knowledge of individuals up to date so that they can respond more flexibly to the needs of the changing world and the labour market. The LLL includes both formal and informal learning methods. The HERITAGE ALIVE! project was directed towards the creation of informal learning activities to improve the understanding and knowledge of cultural heritage sites. Learning is a key element in the development of these sites for both the visitors and the custodians. Tourists need to know more about the values behind the cultural heritage sites so that they will be motivated to visit them. The custodians will need to be better informed in order to welcome and entertain their visitors. Better knowledge also helps to create a regional identity, which can motivate local people to be more active in supporting the site.

The project participants agreed to focus on this element and the LLL methods can help to build on the results of the trial. Both of the pilot projects – especially the Learning Quest – concentrate on the learning processes, which can be adapted for new target groups and for different goals.

The Virtual Tourist Guide (VTG) could be a useful element in educational programmes. Most of the contents could be incorporated in formal and non-formal training programmes. It is vital that the content be evaluated by educational professionals in order to validate the accuracy of the material to be published. The information content of VTG solutions needs to be broadened in order to have detailed information that can be used in education.

Use of the VTG is not limited to educational purposes. The positioning system makes it possible for student users to obtain information on services in university campuses, their accommodation, restaurants, their courses and timetable and any type of cultural activity and entertainment. The VTG tool could also introduce students to local customs and legends so that they may become more involved in the local community. In this way the students could be motivated to use VTG solutions in their daily life.

The Learning Quest also has a more important role in this scenario. The educational content of this method could be used for wider groups of students in different levels of schools. The participating members achieved good results, especially in Gorlice and Perperikon, where local networks were built up. In this way all interested parties (local government bodies, NGOs, museums and schools) were organised and linked together to make the programme a success.

In the LQ Urbino played a crucial role because of its university's experiences in educational programmes and in the pilot project. The partners involved in the pilot project are ahead of the other project partners, but it is important for all the partners to increase their citizens' knowledge of their cultural heritage sites. The custodians of the sites will then be able to employ an educated workforce which will be able to present information more effectively to their guests.

Creating networks might be possible not just on a local level but on an international level as well. For instance a joint network could be established for cooperation in the field of culture and education in order to promote the cultural heritage and other attractions which are related to educational initiatives in the local communities. Some of these initiatives might also focus on attracting new partners and multiplying the results which have been achieved.

The method could be used not only for the education of student groups on heritage sites, but also to attract tourists. The LQ tests could be presented to the visitors as quizzes and the winners could be rewarded with small prizes.

The LQ method could be used as a Life-long Learning tool for other age groups of the local community in order to enhance the knowledge of its cultural heritage sites in all age groups.

The LQ might be used on e-learning platforms. The broader, more comprehensive information held by the partners (tests, background information, descriptions, photo and video materials) could be organised into an e-learning training programme, which could be promoted to encourage local and other interest groups to participate in LLL-based education programmes through e-learning platforms. It would make it possible to participate in education programmes regardless of a student's geographical location. As a method of distance learning the e-learning programmes might have promotional values as well.



Both pilot projects suggest that complex educational materials could be created in the form of a book or a CD(DVD)-ROM. By applying general educational materials to a local context, students could learn about their municipality's history interactively. History books covering any period could be supplemented by information to show students how people lived in their community during that period and what the settlement looked like at that time. This would be an important way of creating a cultural identity and the knowledge of cultural heritage sites would be combined with broader educational material. All the information would be based on the VTG and LQ materials and it would be possible to publish such interactive books at a low price.

The following indicators show how this scenario is carried out, and with them can be measured the realization of this Future Scenario:

- The content's data of the VTG
- The number of the students, who know and use the Learning Quest method (on the places of programme-partners)
- The number of the visitors, who complete the LQ quizzes (on the places of programmepartners)
- The number of e-learning programme on the partner's places
- The number of educational materials in form of book and CD-ROM
- The number of the new jobs in education (on the places of programme-partners)
- The number of visitors how visit the partner's information website



## 5. Regional Policy Recommendations

The realization of these Future Scenarios depends on many facts, on present economic indicators and of course on the will of the participating partners. This is needed to achieve the required results but without the regional development and spatial planning authorities it is more difficult.

We asked the partners at the meeting in Hollók about the regional policy recommendations and they said they need the support of the EU and the governments to could continue the program. As a result of the pilot actions new initiatives should be supported in regional policy in order to have possibility for further development. On the whole we recommend the followings for the regional policy authorities:

- To give priority in national and European plans the development in the IT sector, the implementation of IT in tourism programmes, the learning quest should be supported by education development plans.
- The support of tourism infrastructure to make accessible the destinations, and provide high-level services for the tourists.
- Proposals should be done in each regions to incorporate in the development plans and financial perspectives the 2 pilot actions.
- The UNESCO and country governments

should be addressed to provide support for maintaining world heritage sites.

- The Ministry of Education or the equivalent body should be addressed in each participating country to support the curricula development on world heritage sites.
- The regulations on world heritage sites are also important to become the engine of regional development.
- Enforcement of the creation of UNESCO heritage site clusters in each sites involving all entities connecting to the sites (possible partners: ministries, tourism organizations, local tourism companies, municipalities, civil organizations, chambers, cultural organizations, schools, universities, research institutes, local and regional planning authorities etc.)

These elements of the regional policy recommendations should be a basis of a cooperation agreement between the partners and any other supporting entities to enforce the future development on the field of IT based tourism in order to maintain the UNESCO heritage sites. The agreement could be signed at the closing event of the HERITAGE ALIVE! project to express the common interest in future cooperation.



## **BENEFIT FROM HERITAGE ALIVE! RESULTS**

The HERITAGE ALIVE! partners want their local results and the shared experiences of the project also to be fruitful for other regions.

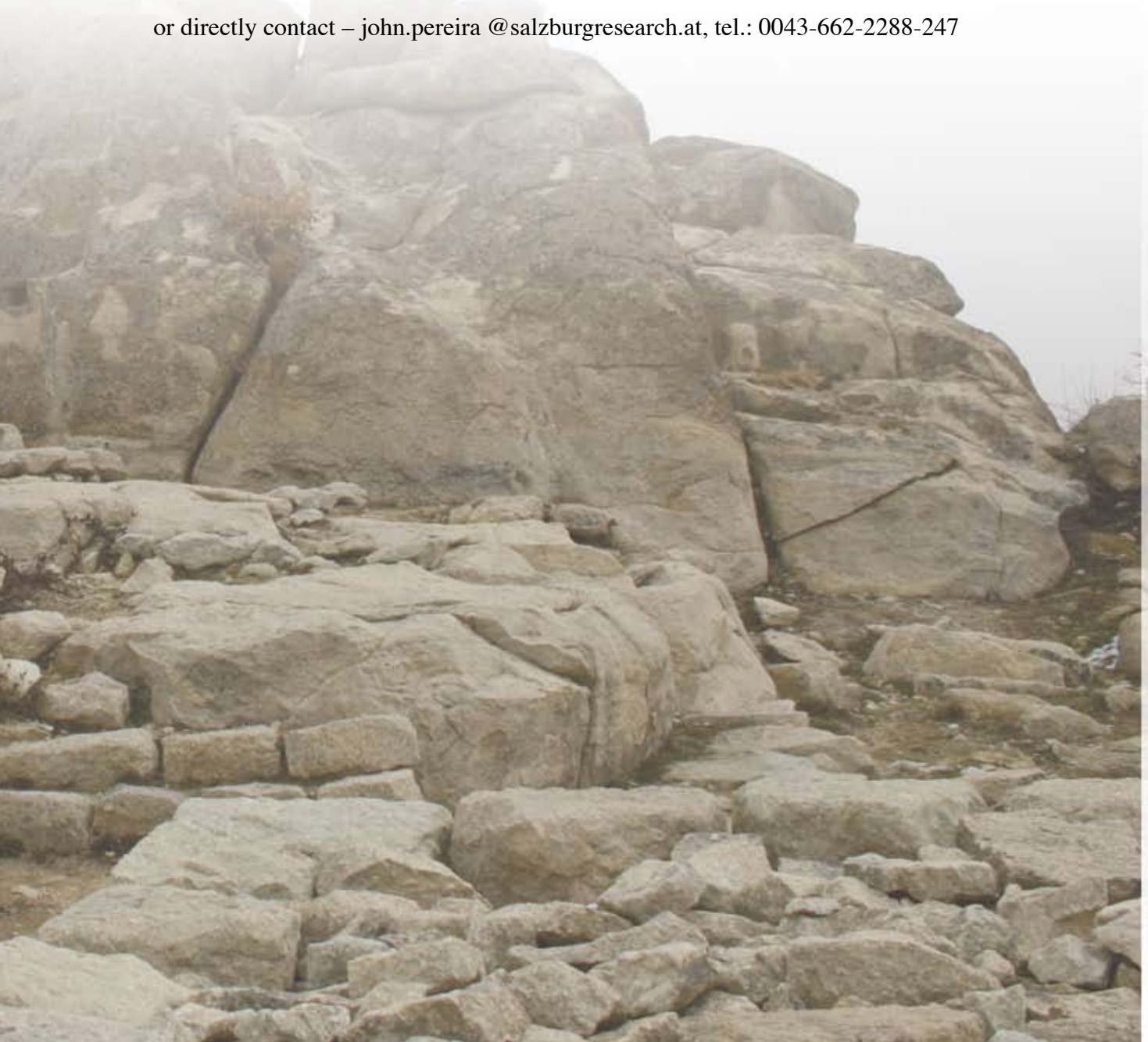
Our partnership comprises very different regions and cultural heritage sites. Hence, the local approaches, studies, pilot actions and insights can inspire, and provide a model for, many other similar heritage sites.

Besides this opportunity to learn from others on the practical, operational level, HERITAGE ALIVE! will also make accessible

- useful guidelines for employing new media in the mediation of cultural heritage sites,
- examples of good practices that cover a wider spectrum of applications and institutions, and
- scenarios and policy recommendations for integrating regional development strategies and new technologies.

For these products which will become available in a later phase of the project, please consult the HERITAGE ALIVE! website: [www.heritagealive.eu](http://www.heritagealive.eu)

or directly contact – [john.pereira @salzburgresearch.at](mailto:john.pereira@salzburgresearch.at), tel.: 0043-662-2288-247



# HERITAGE ALIVE!

The **HERITAGE ALIVE!** project is partly funded by the European Commission under the INTERREG IIIB CADSES Neighbourhood Programme (4th Call, Project No. 5D224):  
Priority 3 - Promotion and management of landscape, natural and cultural heritage  
Measure 3.1 - Protecting and developing cultural heritage

Project duration: April 2006 – March 2008  
Website: [www.heritagealive.eu](http://www.heritagealive.eu)

## Project partners

Administrative District of Gorlice, Poland  
Centre for Economic and Social Analyses and Strategies, Kardzhali, Bulgaria  
Department for the Preservation of the Historical City Salzburg, Salzburg, Austria  
Mioritics Association, Constanța, Romania  
Municipality of Hollóko, Hungary  
Municipality of Kardzhali, Bulgaria  
Municipality of Urbino, Italy  
Region of Ionian Islands, Corfu, Greece  
Salzburg Research Forschungsgesellschaft, Austria

## Project coordinator

Salzburg Research / eCulture Group  
John Pereira  
Jakob Haringer Straße 5/III,  
A-5020 Salzburg, Austria  
[john.pereira @salzburgresearch.at](mailto:john.pereira@salzburgresearch.at)  
Tel. 0043-662-2288-24

