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HERITAGE ALIVE!

How can new media and technology assist in the mediation of the cultural expressions, knowledge and experiences of built World Heritage for the benefit of the regions?

HERITAGE ALIVE! will establish a transregional partnership to better utilise the region's World Heritage (WH) to stimulate economic prosperity, strengthen social cohesion and promote regional identity through the use of new media and technologies.

World Heritage Sites

are important drivers of regional development, both economically, as they attract tourism, and socially, as a cornerstone of regional identity. However, it is often difficult for sites with a World Heritage status to mediate the complex concept of World Heritage to their local communities and visitors.

Main project activities:

- > Development of "Good Practice Guidelines" for World Heritage sites and tourism providers;
- > Development of a **Virtual Tourist Guide** that stimulates cultural tourism and integrates local industries and crafts; implementation in the form of pilot actions in three partner sites (Salzburg, Hollókő, Sighisoara);
- > Development of **Learning Quests** to raise cultural awareness amongst the local population, and in particular the young, in an adventure-like environment; implementation in the form of pilot actions in three partner sites (Urbino, Kardjalai/Perperikon, Gorlice);
- > Formulation of policy recommendations and future scenarios for regional development and spatial planning in the CADSES region,
- > Maximise the impact of results by demonstrating showcases at targeted events and conducting a feasibility study for future investments.

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