ICT to promote cultural heritage
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ICT to promote cultural heritage- Iper Project

According to Unesco definition, the cultural heritage is the legacy of physical artefacts and intangible attributes of a group or society that are inherited from past generations, maintained in the present and bestowed for the benefit of future generations.
Cultural heritage shapes our identity and our daily life. It surrounds us in the cities and villages of Europe, when we are immersed in natural landscapes or we find ourselves in archaeological sites. It is not only literature, art and objects, but also the craftsmanship learned from our ancestors, the stories we tell our children, the food we enjoy in company and the films we watch to recognize ourselves.

The cultural heritage encompasses several main categories of heritage:

- **tangible** - paintings, sculptures, coins, manuscripts, monuments, underwater ruins and cities, archaeological sites and so on.
- **intangible** - oral traditions, performing arts, social practices, rituals and festive events, knowledge and practices concerning nature and the universe, and traditional craftsmanship knowledge and techniques.
- **natural** - natural sites with cultural aspects such as cultural landscapes, physical, biological or geological formations. It includes natural parks, reserves and botanical gardens.
- **digital** – digital resources (texts, databases, moving images, audio, software, and so on) of enduring value and significance that should be kept for future generations.

The cultural heritage

- ✓ takes account of local, regional, national and European identities;
- ✓ actively involves print and broadcast media and make full use of the potential of electronic media in order to raise awareness of the cultural objectives of the projects;
- ✓ promotes dialogue between urban and rural cultures, between regions in the south, north, east and west of Europe, and between developed and disadvantaged regions;
- ✓ promotes dialogue and understanding between majority and minority, native and immigrant cultures;
- ✓ opens up possibilities for co-operation between Europe and other continents through the special affinities between certain regions;
- ✓ concerns themselves in the field of cultural tourism, with raising public awareness, drawing decision makers' attention to the necessity of protecting heritage as part of sustainable development of the territory and seeks to diversity both supply and demand, with a view to fostering the development of quality tourism with a European dimension;
- ✓ seeks partnerships with public and private organizations active in the field of tourism in order to develop tourist products and tools targeting all potential publics.

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Instrument created by TCW Association for gathering info about a state of art on promotion of cultural heritage and use of digital tools according to accessible tourism principles

Considering that the main aims of European cultural co-operation are to promote the European identity in its unity and its diversity; to preserve the diversity of Europe's cultures; to encourage intercultural dialogue and to facilitate conflict prevention and reconciliation

Considering that it is essential for younger generations to acquire this awareness of a European identity and citizenship and the common values on which they are based;

Considering that in order to uphold these common values and make them more tangible, it is necessary to promote an understanding of Europe's history on the basis of its physical, intangible and natural heritage, so as to bring out the links which unite its various cultures and regions;

Tangible Cultural heritage framework

- ❖ Is Your activity referring to any tourist-cultural itinerary related to museums, training centers, galleries, art centers, archaeological sites?
- ❑ YES
- ❑ NO

- ❖ Indicate the target of tourist (multiple choice is possible)

- ❑ Individuals

- ❑ Groups

- ❑ Families

- ❑ tourists with limitation in accessibillity

- ❖ According to the policy applied in tourism sector, Indicate the level of accessibility for tourists with limitation in accessibility (5 indicates the highest level)
- ❑ 1
- ❑ 2
- ❑ 3
- ❑ 4
- ❑ 5

- ❖ For digital promotion and communication You use (multiple choice is possible)
- ❑ Social networks campaigns
- ❑ Apps
- ❑ Email marketing campaigns
- ❑ other
- ❖ Are multimedia accessible guides and services offering information on accessibility in the tourism sector provided?

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- ❑ YES
- ❑ NO
- ❖ Is there staff with adequate training to meet the needs of customer with any limitation in accessibility *?*
- ❑ YES
- ❑ NO
- ❖ Is the website and the information material available in an accessible format?
- ❑ Yes
- ❑ No
- ❖ Indicate if your activity has one or more of the following:
- ❑ multitouch monitors as informative tools
- ❑ digital three-dimensional reconstruction console
- ❑ applications for blind and partially sighted persons based on tactile use systems
- ❖ Is it possible to access to video guides (of the experience offered or works in the case of museums) usable on the pc and downloadable on smartphones?
- ❑ Yes
- ❑ No

- ❖ Is provided any exhibition characterized by digital storytelling (narration realized with digital tools -web apps,) or by transmedia storytelling (process in which integral elements of a story systematically branch off through multiple channels with the aim of creating homogeneous and coordinated entertainment experiences)?
- ❑ YES
- ❑ NO

- ❖ Is there any app in your city that allows you to make a virtual journey by integrating 2 or more elements between art, history, culture and wine and gastronomy?
- ❑ YES
- ❑ NO

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Intangible Cultural heritage framework

❖ Is Your activity referring to any tourist-cultural itinerary related to traditions, enogastronomical resources, rituals, festive events, knowledge and cultural practices?

❑ YES

❑ NO

❖ The enogastronomic offer as cultural heritage is related to

❑ wine

❑ pastry

❑ beverages

❑ other

❖ Indicate the target of tourist (multiple choice is possible)

❑ Individuals

❑ Groups

❑ Families

❑ tourists with limitation in accessibillity

❖ According to the policy applied in tourism sector, Indicate the level of accessibility for tourists with limitation in accessibility (5 indicates the highest level)

❑ 1

❑ 2

❑ 3

❑ 4

❑ 5

❖ Do You receive any training offer aimed at training experts for the promotion of local enogastronomical/ artisan or anthropological traditions resources?

❑ YES

❑ NO

❖ Is it organized any any sensorial enogastronomical experience?

❑ YES

❑ NO

❖ For digital promotion and communication You use (multiple choice is possible)

❑ Social networks campaigns

❑ Apps

❑ Email marketing campaigns

❑ other

❖ Are multimedia accessible guides and services offering information on accessibility in the tourism sector provided?

❑ YES

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❏ NO

❖ Is there staff with adequate training to meet the needs of customer with any limitation in accessibility *?*

❏ YES

❏ NO

❖ is any permanent or travelling exhibition of the local ethnographical, natural and cultural historical heritage with application of audio - visual computing provided?

❏ YES

❏ NO

❖ Is there any app in your city that allows you to make a virtual journey by integrating 2 or more elements between art, history, culture and wine and gastronomy?

❏ YES

❏ NO

Natural cultural heritage framework

❖ Is your activity referring to any touristic attraction related to natural sites such as parks, reserves, natural oasis, geological and physiographical formations with a cultural value?

❏ YES

❏ NO

❖ Indicate the target of tourist (multiple choice is possible)

❏ Individuals

❏ Groups

❏ Families

❏ tourists with limitation in accessibillity

❖ According to the policy applied in tourism sector, Indicate the level of accessibility for tourists with limitation in accessibility (5 indicates the highest level)

❏ 1

❏ 2

❏ 3

❏ 4

❏ 5

❖ Do You receive any training offer aimed at training experts for the promotion of local natural resources?

❏ YES

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❑ NO

❖ For digital promotion and communication You use (multiple choice is possible)

❑ Social networks campaigns

❑ Apps

❑ Email marketing campaigns

❑ other

❖ Are multimedia accessible guides and services offering information on accessibility in the tourism sector provided?

❑ YES

❑ NO

❖ Is there staff with adequate training to meet the needs of customer with any limitation in accessibility ?

❑ YES

❑ NO

❖ Is there any app in your city that allows you to make a virtual journey by integrating 2 or more elements between art, history, culture and wine and gastronomy?

❑ YES

❑ NO

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Digital cultural heritage framework

❖ Is your activity referring to there any resource of human cultural knowledge or expression created digitally, or converted into digital form from existing resources?

❑ YES

❑ NO

❖ Indicate the digital material used

❑ Texts

❑ Databases

❑ Audio

❑ Webpages

❑ other

❑ In your district, is there any digital resource with value and significance that should be protected and preserve for current and future generations?

❑ YES

❑ NO

❖ Indicate the target of tourist (multiple choice is possible)

❑ Individuals

❑ Groups

❑ Families

❑ tourists with limitation in accessibillity

❖ According to the policy applied in tourism sector, Indicate the level of accessibility for tourists with limitation in accessibility (5 indicates the highest level)

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❑ 5

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❑ YES

❑ NO

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❑ Social networks campaigns

❑ Apps

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- ❑ other
- ❖ Are multimedia accessible guides and services offering information on accessibility in the tourism sector provided?
- ❑ YES
- ❑ NO
- ❖ Is there staff with adequate training to meet the needs of customer with any limitation in accessibility *?*
- ❑ YES
- ❑ NO

- ❖ Is there any app in your city that allows you to make a virtual journey by integrating 2 or more elements between art, history, culture and wine and gastronomy?
- ❑ YES
- ❑ NO