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

❖ In your district, is there any tourist-cultural itinerary related to museums, training centers, galleries, art centers, archaeological sites ?
❑ YES
❑ NO

❖ *If yes, do the touristic- cultural itinerary have a historical significance?*
❑ YES
❑ NO

❖ In your territory, is there any regulation on accessibility standards and requirements in public and private spaces?
❑ YES
❑ NO
❖ In the framework of accessibility in tourism, which is the law in force?
❖ Is it possible to get access to studies and analysis?
❑ YES
❑ NO
❖ Does Your organization participate in public tenders or European calls?
❑ YES
❑ NO
❖ Is your organization part of an European network?
❑ YES
❑ NO
❖ Are multimedia accessible guides and services offering information on accessibility in the tourism sector planned?
❑ YES
❑ NO
❖ In your district, is there any exhibition characterized by digital storytelling (narration realized with digital tools -web apps,) or by transmedia storytelling (process in which integral elements

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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

❖ Are or did exist a program of training or education related to accessible tourism in your territory*?*
❑ YES
❑ NO

❖ is the information concerning the accessibility of the tourism system adequately published on the tourism promotion sites and individual activities, according to the technical data sheets and guidelines issued by the Commission for the promotion and development of accessible tourism?
❑ YES
❑ NO

Intangible Cultural heritage framework

❖ In your district, is there any tourist-cultural itinerary related to traditions, enogastronomical resources, rituals, festive events, knowledge and cultural practices?
❑ YES
❑ NO

❖ The gastronomic offer as cultural heritage is related to
❑ wine
❑ pastry
❑ beverage
❑ other

❖ In your territory is there any sensorial enogastronomical experience?
❑ YES
❑ NO

❖ Is there any existing training offer aimed at training experts for the promotion of local enogastronomical/ artisan or anthropological traditions resources.
❑ Yes

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- ❑ No
- ❖ Is there any support for existing groups for the presentation of folkloristic traditions?
- ❑ YES
- ❑ NO

- ❖ If you marked yes in the previous question, indicate the support element (a multiple choice is possible)
- ❑ Purchasing costumes
- ❑ Musical instruments
- ❑ Audio
- ❑ General organization
- ❖ Are or did exist a program of training or education related to accessible tourism in your territory?
- ❑ YES
- ❑ NO

- ❖ In your territory, is there any regulation on accessibility standards and requirements in public and private spaces?
- ❑ YES
- ❑ NO
- ❖ In the framework of accessibility in tourism, which is the law in force?
- ❖ Does Your organization participate in public tenders or European calls?
- ❑ YES
- ❑ NO
- ❖ Is your organization part of an European network?
- ❑ YES
- ❑ NO
- ❖ Are multimedia accessible guides and services offering information on accessibility in the tourism sector planned?
- ❑ 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
- ❖ is the information concerning the accessibility of the tourism system adequately published on the tourism promotion sites and individual activities, according to the technical data sheets and guidelines issued by the Commission for the promotion and development of accessible tourism?
- ❑ YES
- ❑ NO

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Natural cultural heritage framework

❖ In your district, is there any touristic attraction related to natural sites such as parks, reserves, natural oasis, geological and physiographical formations with a cultural value?

❑ YES

❑ NO

❖ Is there any existing training offer aimed at training experts for the promotion of natural resources.

❑ YES

❑ NO

❖ In your territory, is there any regulation on accessibility standards and requirements in public and private spaces?

❑ YES

❑ NO

❖ In the framework of accessibility in tourism, which is the law in force?

❖ Does Your organization participate in public tenders or European calls?

❑ YES

❑ NO

❖ Is your organization part of an European network?

❑ YES

❑ NO

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

❑ YES

❑ NO

❖ Are or did exist a program of training or education related to accessible tourism in your territory?

❑ YES

❑ NO

❖ Is there any app in your city that allows you to make a virtual journey by integrating 2 or

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more elements between art, history, culture and wine and gastronomy?
- ❑ YES
- ❑ NO
- ❖ is the information concerning the accessibility of the tourism system adequately published on the tourism promotion sites and individual activities, according to the technical data sheets and guidelines issued by the Commission for the promotion and development of accessible tourism?
- ❑ YES
- ❑ NO

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Digital cultural heritage framework

- ❖ In your district, is 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 (a multiple choice is possible)
- ❑ Texts
- ❑ Databases
- ❑ Audio
- ❑ Webpages
- ❑ 3d tour
- ❑ 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*
- ❖ If answer yes, indicate the name and the language of resource.

- ❖ Is there any existing training offer aimed at training experts for the promotion of digital resources?
- ❑ *YES*
- ❑ *NO*
- ❖ In your territory, is there any regulation on accessibility standards and requirements in digital information?
- ❑ YES
- ❑ NO
- ❖ In the framework of accessibility in tourism, which is the law in force?
- ❖ Does Your organization participate in public tenders or European calls?
- ❑ YES
- ❑ NO
- ❖ Is your organization part of an European network?
- ❑ YES
- ❑ NO
- ❖ Are multimedia accessible guides and services offering information on accessibility in the tourism sector planned?
- ❑ Yes
- ❑ No
- ❖ Are or did exist a program of training or education related to accessible tourism in your territory*?*
- ❑ Yes

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- ❑ 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
- ❖ is the information concerning the accessibility of the tourism system adequately published on the tourism promotion sites and individual activities, according to the technical data sheets and guidelines issued by the Commission for the promotion and development of accessible tourism?
- ❑ YES
- ❑ NO