



VirtualArch

Visualize to Valorise - For a better utilisation of hidden archaeological heritage in Central Europe

D.T2.6.2 - Transnational Stakeholder Workshop "Tourism, Zadar" (HR) - short Report



Project

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Deliverable

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Background

VirtualArch (VA) has the main objective to introduce new ways of visualisation of so far hidden archaeological heritage to promote a better use and protection, in particular to promote regional economical development via tourism and to enhance regional identity and cultural participation. Beside the development of tangible visualisations of pilot heritages in VA pilot sites the project foresees also some general exchanges of experiences on the application of such visualisations with different stakeholders via regional and transnational stakeholder workshops, in particular regarding tourism (D.T2.6.2), public archaeology (D.T2.6.3), agriculture & forestry (D.T2.6.4) as well as with museum experts (D.T2.6.5). Results of discussions will end up in tailored information brochures and leaflets focussing on the topics mentioned above (D.T2.6.6).

Main objectives and structure of the meeting



The Transnational Stakeholder Seminar “Tourism” took place 16 May 2018 in the Rectors Palace, Poljana Šime Budinića 3, 23 000 Zadar 9-17h.

Main objective of the meeting was to initiate a common discussion and elaboration of recommendations on how touristic activities and the protection of archaeological heritage can be better harmonized and which kind of mutual benefits can be identified both for regional economic development via touristic development and heritage protection. More than 50 international participants from archaeology and tourism discussed these interrelations. After a presentation of five keynote speeches the meeting continued with common discussion rounds following the “World Café” approach. Results of table discussions were presented by table moderators. LP representative summed up results for all participants.

Keynote speeches

The meeting started with five keynote speeches to introduce the topic to participants and to lay ground for the subsequent World Cafe discussion.

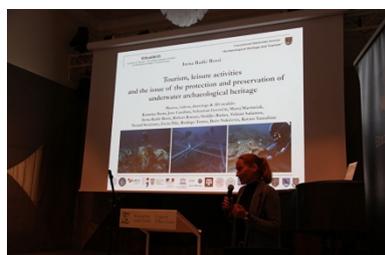
Keynote 1 on “Tourism: Chance and challenge for the protection of archaeological heritage – View from the side of heritage protection” was held by Mr Josip Višnjić, Croatian Conservation Institute, Department for Archaeology, Zagreb (HR). Based on the example of Roman relicts and fortifications along the former Pannonian limes the difficulties both of general identification or relicts as archaeological heritage for archaeological laymen were presented as well as general problems for the development of the inherent regional development potentials in particular for tourism of such heritage sites in peripheral rural areas. Visualisations have been identified as suitable tools not only as an attractive offer but also to transfer general knowledge on a long-term oriented low-cost level directly at the heritage site. Mr. Višnjić particularly highlighted the need for the development of touristic marketing strategies to receive EU-funding for rehabilitation, which forces archaeologists more and more to consider tourism strategies and marketing activities during their day-to-day work in preservation and rehabilitation.



Keynote 2 on “Marketing your Destination: Basic requirements for successful touristic marketing of archaeological heritage – View from the side of tourism” was held by Mr Marko Meštrov, Director of the Heritage Hotel Mascovica Han, Vrana (HR). Mr Meštrov presented the history and current status of the former Turkish Han (fortified roadside inn) as nowadays the last westernmost secular buildings of Turkish reign in the Balkan area. Main focus of the presentation was put on the necessary collaboration between the investor and archaeologist to both secure the historical character and archaeological importance but on the same hand to facilitate a contemporary use of the historical building as restaurant and hotel. The presenter did also describe minor problems with the appreciation of the han as Turkish remains at the local population and further concepts of the whole area for tourism and local development.

Keynote 3 on “Target group oriented 3D visualization of archaeological heritage as innovative tool for attracting site visitors and tourists” was held by Mr Dalibor Dzurilla, VISUIN, Nové Strašecí (CZ). Mr Dzurilla presented key strategies to identify relevant stakeholder groups in VA pilot regions and to how to focus visualisations to be developed.

Keynote 4 on “UNESCO world heritage and Sustainable tourism: International recognition as tool for regional development and protection of archaeological heritage, held by Mr Dean Veranič, Director of Landscape park Ljubljana marshes, focussed on potentials of UNESCO nomination to promote archaeological heritage especially in the field of tourism. Mr Veranič underlined the importance of VR accompanied museum exhibitions and guided field trips as well as VR supported “interpretation paths” as important and successful tools to promote heritage sites and to raised understanding and awareness of tourists and local population especially of non-visible archaeological heritage as being “their” heritage. However, Mr. Veranič also underlined also the need for a careful consideration of “heritage apps” which need constant updating and technical support. The presenter underlined the need to develop right from the beginning technical concepts easing both the uploading and updating of content related data independent from different technical project actors.



Keynote 5 on “Tourism, leisure activities and the issue of the protection and preservation of underwater archaeological heritage held by Ms Irena Radić Rossi, University of Zadar, Department of Archaeology (HR) focussed on the problem of identification, securing and promotion of underwater sites in the Croatian Adria. It was underlined, that several finds have been recorded especially by tourist dives and snorkels. Thus, these touristic actors contribute significantly to increase the level of knowledge on historical and archaeological underwater heritage. However, looting and destruction of sites is an ongoing problem for the protection of archaeological sites, which might be prevented in some cases of major importance by protective underwater cages to be installed. However, Ms Rossi reported especially about excellent experiences with using touristic divers supporting prospection and underwater excavations. Touristic divers and regional diving schools are often interested to support such excavations as interesting touristic offer.



Results of “World Café” discussions



Based on key note speeches and experiences of participants the following topics have been discussed at round tables following the principle “World Café” approach. All discussions have been moderated by a “table host” introducing into the questions and into results of former discussions. Table hosts did shortly sum up results towards the plenum at the end of the session. A short summary of the whole meeting has been given by the LP, Dr. C. Hemker at the end of the meeting. The following topics have been discussed:

- 1) Tourism as a chance in rural areas, mass tourism as a challenge for archaeological heritage: How to find a good balance?
- 2) Touristic Marketing needs new ideas and people and innovative ideas for old sites. How are tourism marketing strategies considered in the development and protection of archaeological heritage?
- 3) Visualizing Heritage: Tailored approaches as preconditions for success: Stakeholders in the focus!
- 4) UNESCO and the promotion of archaeological heritage. Highly appreciated by does it stand reality?

Summary



touristic development.

As a general finding the seminar worked out the need for an intensive collaboration between different stakeholders in archaeological heritage protection and tourism development. Touristic marketing strategies are becoming more and more a precondition and important pillar for the application and granting of archaeological research funds. Hence, archaeological stakeholders are increasingly facing to need not only to become experts in archaeology but to widen their perspective towards regional and

Although tourism stakeholders have to accept boundaries and limitations by heritage laws regarding possible development potentials cultural heritage could be the inducement getting people to peripheral rural areas. Here the UNESCO mark could enhance tourism but is a financial burden, especially for small communities.

However, especially hidden archaeological heritage needs new strategies of promotion and marketing to exploit such heritage. For sure, virtual reconstructions and presentation is one of them. But tourists are not the only heritage users so heritage visualization concepts are faced with several stakeholders like organization, local communities, children and students or the scientist community with different problems, needs and solutions.