

PP8 REPORT ON MONITORING OF RESULTS

D.T 3.2.15 Report on monitoring of results -
multimedia reconstruction of traditions

Version 2
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COMUNE DI CERVIA



REPORT ON MONITORING OF RESULTS

<p>Topic addressed of pilot intervention: (specify the category of your action)</p>	<ul style="list-style-type: none"> ✓- ICT application, creative industry; ☐- participatory processes for involvement of active locals in the recovery, interpretation, maintenance, transfer of knowledge on ICH; ☐- actions for the inclusion of the cultural heritage enjoyment within an innovative responsible tourism offer.
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PILOT ACTION- multimedia reconstruction of traditions - PP8

Description of pilot action realized including aims of action realized, comprehensive costs, with some photos about the pilot interventions; main target groups addressed, etc.

The pilot action included (1) the production of material on the topic of the ICH area of the municipality of Mošćenička Draga in its (2) placement in two info displays (multimedia totem). Info displays were placed at two well visited locations in the municipality:

on the square in Mošćenička Draga (picture bellow)



and at the entrance to the historical town of Mošćenice (picture bellow).



Aim of the pilot action was to raise qualitative and quantitative possibility to enjoy ICH. Municipality of Mošćenička Draga is an area of highly developed tourism industry, which almost every year records an increase in visits. The area is also extremely rich in cultural heritage. Visitors today expect a multitude of content and tourism experiences. Also, Mošćenička Draga strives to become more than a destination of "sun and sea". In designing the pilot action, we were guided by the lack of adequate capacity that the municipality is facing, both in tourism and in the management of cultural heritage. Establishing a relationship with the visitor requires a high level of expertise and staff, which consequently requires increased financial expenditures. The starting point in designing the pilot action was high accessibility, ease of use, attractiveness and relatively low operating costs of the activity.

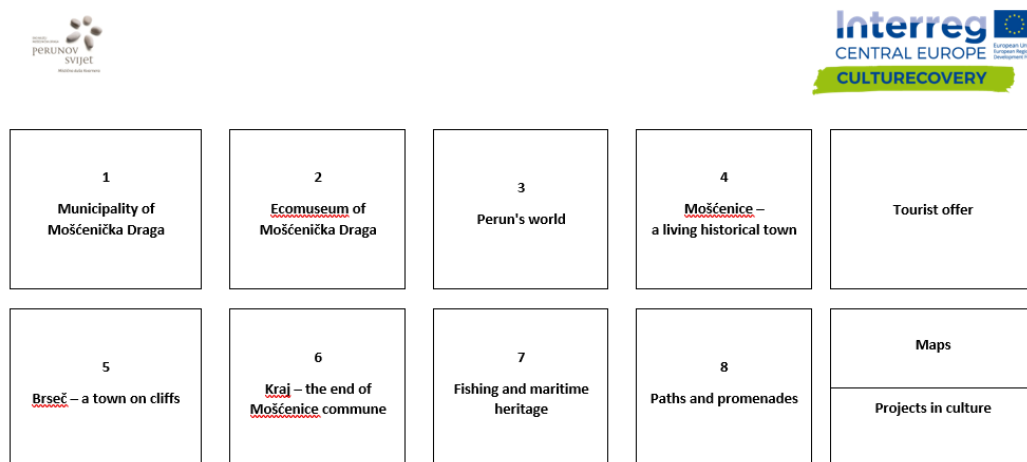
The creation process - (1) the production of material on the topic of the ICH, was extremely demanding and complex. For the purpose of developing the concept of ICH presentation, in the first phase it was necessary to set up working group that consisted of representatives of subjects active on the field of culture. Those were project partner - Municipality of Mošćenička Draga, Ecomuseum of Mošćenička Draga, Chakavian Parliament and Tourist board of Mošćenička Draga. All of these are organizations that participate in a certain part in the management of ICH - e.g. organization of events such as regattas and festivals of traditional boats, exhibitions, storytelling, promotion of cultural heritage for the purpose of tourism etc. Participating organizations are long-term partners in the protection and promotion of cultural heritage in the municipality.

Organizations participated in several joint meetings for the purpose of implementing pilot actions. In the first phase, we organized a meeting with an external contractor in order for the contractor to introduce us to the technology and the possibilities of use and potential of the info display. It also provided us with introductory information on what kind of material can be displayed in the info display, namely text, photos, videos, various interactive maps and the like. He presented us with examples of content and how they are presented through a multimedia application.

Based on the information obtained, the participating organizations then approached the process of developing the basic concept of the ICH presentation, ie. elaborate the layout of the home screen. It ultimately contains the following categories:

- Project area of the municipality of Mošćenička Draga through information on the historical and economic context and geographical position. These are all factors that have influenced the cultural appearance of the municipality today.
- Presentation of the Ecomuseum
- Presentation of ICH through five basic components of the Ecomuseum: Perun's world; Mošćenice - a living historical town; Brseč - a town on cliffs and the birthplace of the writer Eugen Kumičić; Kraj - the end of the Mošćenice commune and the birthplace of the writer Viktor Car Emin; and fishing and maritime heritage of the territory of the municipality of Mošćenička Draga.
- Paths and promenades, that connect cultural locations in space and provide educational and informative content through interpretational signs.
- Tourist offer - for the purpose of presenting a wider tourist context in order for visitors to receive information on accommodation facilities, gastronomic offer and other offer that complements their visit to the municipality,
- Maps - for the purpose of better navigation in the project space,
- Projects in culture - for the purpose of better visibility of EU programs that have contributed to the protection and promotion of cultural heritage of the municipality.

The content of the info display took on the following final content:



After defining the concept of the content of the info display, the working group had the task:

1. Select the micro-locations of the info display, taking into account the possibility of electricity and internet supply, the number of visitors to the location, the position of the sun so that the visibility of the screen would not be reduced, etc.
2. Choose the design of the application, which included colors, shapes, font and font size, as well as the correct use of the logo.
3. Collect content on the topic of ICH in the form of text, videos and photographs.
4. Ensure the preconditions for setting up the info display, which includes obtaining the consent of the Conservation Department and the supply of electricity and internet.

The content on the topic of the ICH project area is presented through 5 components of the Ecomuseum:

1. Perun's world,
2. Mošćenice - a living historical town,
3. Brseč - a town on cliffs and the birthplace of the writer Eugen Kumičić,

4. Kraj - the end of the Moščenice commune and the birthplace of the writer Viktor Car Emin;
5. Fishing and maritime heritage of the territory of the municipality of Moščenicka Draga.

Different ICH is presented via an info display where we single out a couple of examples: Within the component is the **Perun's world** are presented etno village Trebišča, mythical-historical trail "Trebišča-Perun" and main elements of Old Slavic mythology related to the change of seasons (the battle of Veles and Perun), the origin of the world and other beliefs the Slavic mythology, and connect ancient deities such as Perun (supreme god of sky and lightning, who controlled thunder and lightning) and Veles (god of chaos, underground and cattle), with toponyms in the landscape (the peak of Perun, Volovski kuk).

In **historical town of Moščenice** there is the custom of this area is held - "Egg picking". After the Mass in the town lodge, all those interested have the opportunity to hit the egg with a coin (1 euro) in five attempts, from a distance of 2.8 meters. But the goal of the competition is not just to hit the egg, but the coin must also be stabbed. Display also guides visitor to the Museum collection of Moščenice, where traditional life is presented. Collection includes the old olive mill where visitors can get introduced to the traditional production of olive oil.

The component of **fishing and maritime heritage** of the territory of the municipality of Moščenicka Draga represents tradition of fishing, types of fishing, traditional shipbuilding, seafaring skills-knots, tradition of seafaring ecc.

Main results achieved with the pilot actions realized

The main results of the pilot action are the creation of a database on ICH in the area of the municipality of Moščenicka Draga, the installation of ICT infrastructure for the transmission of content on ICH and the achievement of greater visibility of ICH. With the achieved results, we achieved the planned goal of the pilot action, however, additional results were achieved by implementing the pilot action. Greater synergy has been created between cultural heritage and the tourist offer, and awareness of the importance and role of ICH has been raised among stakeholders. The developed database on ICH will be used as a basis for further heritage management.

Sustainability of the pilot action results and transferability to other territories and stakeholders (info requested also for the Output O.T.3.2/3.3.)

There are only a few similar info displays in the wider area, whose content is intended for the promotion of tourist content, which makes these are the only two info displays whose content is intended for the promotion of cultural heritage. We expect that the assumptions from the summary description will prove to be correct and that PA will prove to be an example of good practice. The wider area has a similar ICH and a similar structure of tourists, which is why the portability of PA to other areas is high. Maintenance of the info display does not require high costs, which contributes to the sustainability of the PA.

Lessons learned from the implementation of the pilot action and added value of transnational cooperation

In all the PAs we have learned, human capital is the most important. Technology helps us to promote and transfer experiences in a current way, but human capital is what creates the content and connects all the elements into a whole. The same applies to the benefits of transnational cooperation. During the project, we shared experiences with a number of experts which ultimately contributed to the creation of results.

Reccomandations and future development

Tourist and cultural facilities of this type are suitable for all highly visited destinations such as Mošćenička Draga. Multimedia totems have modern and interactive content, and more importantly they are informative and wide content where each resident / visitor can find something for themselves. If desired, he can then personally experience this content, for example by visiting a certain event or interpretation center. The created content database will be upgraded in the future as new content is created or new content / events on the topic of ICH are organized.