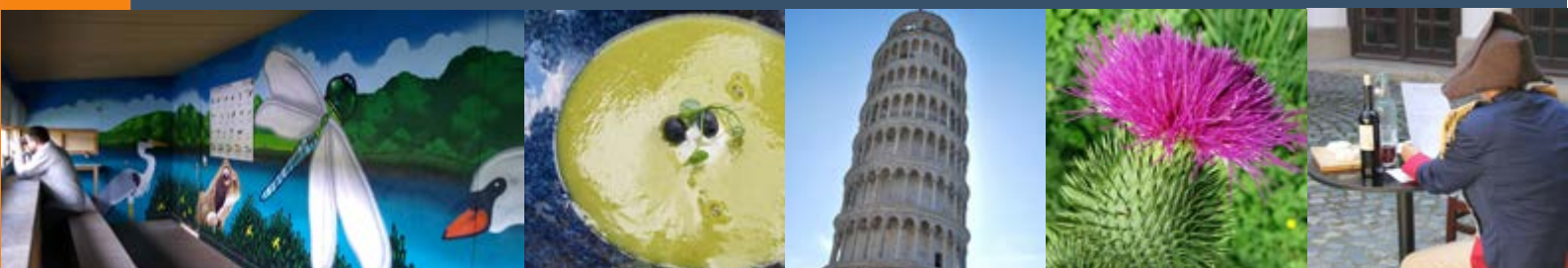


# Newsletter

## Summer 2021



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Dear members,

I hope you all feel freer with every new day.

As Europe is opening up, we can re-imagine our travels. However, one thing is for sure. Many of us became more mindful of the carbon footprint that our leisure time caused in the past. At the same time, we witness our society rapidly changing. Say you have a chance to change things as a tourist? What places would you like to visit in the future? Could we become even more mindful of how every step we take influences the people around us? All these questions became drivers for IE's activities in this upcoming year, starting now!

At the IE web conference 2021, 'Recreating tourism through heritage interpretation', which will take place online on 1-4 October, we will discuss how closer cooperation between tourism and heritage interpretation could lead to new approaches from which especially smaller communities could benefit. Make sure you book your seat before 15 August to benefit from the early bird fees!

At the same time, we are offering an exciting opportunity to all tourism destinations and communities that would like to develop tourism in a more mindful way, to join our 'Recreating tourism through heritage interpretation' initiative. This year-long focus is based on IE training courses and modules, networking and promotion Europe-wide for participating organisations. You can find more information later in this issue and on our website.

Last spring brought us some changes. In the background, we have been busy with the strategic planning for 2021-2025, with the Supervisory Committee leading the process. Our new mission statement was the first milestone reached in this process and we are pleased to share it with you, along with a brief explanation. Thank you to those of you that took part in the workshop to help consider our way forward. Meanwhile, our training programme re-launched after the quiet winter period and so we can welcome many new members. Members could enjoy various online events, with thematic tables being a new opportunity to exchange views, and our new-look website brought some freshness to your screens.

Last, but not least, at the General Assembly on 10 April, IE gratefully thanked Thorsten Ludwig for his leadership of Interpret Europe since 2015 on a full-time volunteer basis. Together with his colleagues in this position, he grew IE from a small into a considerably recognised organisation in Europe, known in particular for its own cutting edge training programme and progressive ideas behind contemporary heritage interpretation. He edited a study, Engaging citizens with Europe's cultural heritage, for which he received the EU Altiero Spinelli prize, and generously granted the financial reward to IE to help the organisation grow even further. He led subsequent initiatives which had spread Interpret Europe's ideas across Europe so that we can now continue building on those achievements. We wholeheartedly wish to do justice to Thorsten's achievements in our continued work. I hope you will all be part of our common future.

Wishing you a relaxing summer.

Helena Vičič  
Managing Director

## 'Bildung' and other intentions of learning

Thorsten Ludwig (Germany)

**If you become familiar with just one German word, let it be 'Bildung'. This concept might encourage thinking about our interpretive profession.**

In 'Interpreting our heritage', Freeman Tilden suggests that interpretation is an educational activity. In the German edition, 'education' is translated as 'Bildung' ['bildʊŋ], a word that doesn't exist as a single English term. It reaches beyond what is broadly understood as 'education'.

The concept of 'Bildung' is rooted in the early German term for imagination, and it is related to the word 'Bildnis' (sculpture). To gain 'Bildung' suggests growing one's own personality towards the goal of becoming a mature and responsible individual.

Since the Enlightenment, philosophers like Kant, Hegel and Gadamer had this concept in mind when they discussed what it meant to interpret. In the early 19th century – the era of Idealism, Romanticism and New Humanism – the Humboldt brothers, especially, favoured the idea of lifelong learning to become autonomous world citizens (Weltbürger), an idea that became known as 'humboldtsches Bildungsideal'.

New Humanism was based on Ancient Greek and Renaissance philosophy and was discussed in several European regions. Hence, it might also be worth comparing 'Bildung' to words used in other European languages, e.g. bildning, dannelsen, formación/formation/formazione, paideia (παιδεία), or sivistys. Of course, a 500-word newsletter article doesn't allow us to elaborate on this – but it would be great if it could trigger some exchange on this subject.

However, what makes the concept of 'Bildung' so exciting is not only its history but that it corresponds to IE's recent debate on the transformation of the interpretive profession. In that context, one question was how individuals can be more encouraged to interpret on their own and to get into an exchange about their multiple interpretations, instead of seeing one's role mainly in communicating the interpretation of 'the experts' to people.

While this is sometimes considered new, it could also be seen as a step back to the roots: John Muir saw the purpose of interpretation in getting as near



The potential for something beautiful to develop  
(Image: Marie Banks)

to the heart of the world as one can. He clearly understood interpretation as a self-educational activity and might have been rather irritated to see it described as professional communication of pre-designed messages. Getting the result of an interpretation across is different from encouraging and facilitating an interpretive process. Obviously, the latter requires not only different knowledge and skills but also a different idea of learning around heritage sites – close to the idea of 'Bildung'?

While it is widely recognised that considering different values is crucial for the future of Europe, formal learning at schools and universities is much tailored to learning objectives that help to secure employability. There are reasons for this, but isn't competitive market-based thinking unsustainable and needs a gentle corrective, if it shall not lead to new global conflicts? By sharing different interpretations of heritage, and by encouraging people to learn through them, heritage interpretation might become a promising approach to provide this corrective.

Considering 'Bildung' as the purpose of heritage interpretation could help inspire people to encounter the challenges of our time as engaged world citizens. It would be great to hear about more concepts that might help to foster such development.

Thorsten Ludwig is an IE Certified Interpretive Trainer as well as a planner and consultant based in Germany. He has run his own company, Bildungswerk interpretation, since 1993. You can contact him at: ludwig@interp.de.

## IE's new mission

### Supervisory Committee

**As part of the strategic plan for 2021-2025, we have reviewed IE's mission statement and developed a new one to help us focus as we move forward.**

IE's Supervisory Committee and Management have been working towards the new five-year strategy for Interpret Europe. Some of you even took part in a couple of workshops, one of them being the mission statement workshop on 27 March, and we greatly valued your input.

The revised mission statement is the first 'tangible' result we are pleased to now share with you.

It reads:

**Empowering all who inspire meaningful connections with Europe's natural and cultural heritage to shape our common future**

Compared with the previous one, it is a bit more future-oriented and it stresses the positive effects of heritage interpretation on European society.

The brief explanations below help to qualify the intended meaning behind each of the terms in the statement.

**Empowering:** IE enables the interpretive profession by giving them the tools to make the most effective use of interpretation.

**Inspire:** Emphasises the positive influence of interpreters to move, guide and make people feel something – the 'magical' side, or alchemy, of the profession.

**Meaningful connections:** Connections between people and heritage that they can (re)discover, relate to and which really matter to them.

**Natural and cultural heritage:** Natural or cultural? There may still be two schools of thought, our focus is on advancing both types of heritage in unison.

**Our common future:** Rooted in sustainability, this term originates from the Brundtland Report. Given recent trends, its relevance is undimmed. It emphasises a collective benefit and provides IE

with a springboard to emphasise, when relevant, that our actions contribute to our common future in terms of sustainability, tolerance, inclusiveness, active citizenship and so on.

**Europe:** While IE is an international organisation, fostering the European project is also part of IE's purpose.

We hope you feel comfortable to continue sailing under this flag together, while we'll continue working on our strategic plan in the upcoming months and update you on that next time.



**A growing family of IE certified trainers**  
(Image: Helena Vičič)



## Decisions from IE's second online General Assembly

### IE Management

**For the second time, IE held a virtual General Assembly and tested the new system for online voting.**

On 10 April, 46 members joined our online General Assembly to receive the 2020 reports from the Supervisory Committee and Management and to discharge both bodies from liability.

After last year's General Assembly, IE's Constitution was changed to allow holding the General Assembly online again. It also now allows us to hold online ballots for 24 hours after a meeting in order to enable members from different time zones to consider motions and to cast their vote.

Only two motions were raised and the following decisions were made:

1. The Management will be authorised to update the membership fees every second year to reflect the World Bank statistics (GDP PPP) from the year before last year. (This reference was already approved by the GA in 2017.)

The online voting response to this motion was:

88% - for

6% - against

6% abstention

(Total number of votes: 50)

2. At the General Assembly in 2023, Management/ SC will present a proposal on whether obligatory membership for participation in training courses should be continued. This proposal will be presented on the basis of an assessment of relevant research data (qualitative and quantitative) to be collected until then and with clear reference to IE's strategic goals and mission.

The online voting response to this motion was:

82% - for

8% - against

10% - abstention

(Total number of votes: 50)

As usual, the full minutes will be shared with all members before the next General Assembly.

At the end of the meeting, we took time to say a big virtual thank you to Thorsten Ludwig who stepped down from his role as Managing Director after five years. Thanks to everyone who took the time to send in their 'thank you' video to be included in the presentation. We also presented him with the gift certificate of an adopted brown bear, called Giorgakis, who is a rescue animal living at a sanctuary in Greece. Hopefully one day Thorsten will be able to visit him and think of us all!



# Join IE in recreating tourism after the pandemic

**Vasilka Dimitrovska (North Macedonia)**

**The call to join 'Recreating tourism through heritage interpretation' is open. Let's build a more sustainable future with heritage interpretation.**

Have you ever wondered why some memories, like standing on the edge of a cliff in the wind, producing local craft, or strolling along the old town full of smells and sounds stay with us for such a long time? Can you still remember the taste of your grandma's cake? Or you might easily recall a meaningful conversation you once had with a complete stranger? Such experiences are strong because we were in direct touch with places and people, getting a first-hand experience, having all our bodily senses immersed in it. Those experiences fed our mind, our heart and our spirit! Well, these are all elements of good heritage interpretation on which we can capitalise in the recreation of our tourism, which is right now seeking new ways to reinvent itself.

Heritage interpretation is a powerful tool that can add a deeper experience and meaning to everything you do, say or create. In fact, interpretation is about communication, experiences and personal feelings, the way people remember things. With interpretation as your faithful friend and partner, you can make your heritage more meaningful and people more mindful of our shared values, through your own tourism initiatives.

To our IE members: if you have contacts in the tourism industry, please share this information with them and encourage them to join us on this exciting journey as we recover from the pandemic and head towards a more sustainable future.

To tourism industry professionals: Do you want your place to become unforgettable, your community more connected and your visitors further enriched with deep experiences? Do you lead the development of tourism in your area? Do you see a value in heritage interpretation for the future of tourism? Would you organise capacity building training for your staff and local stakeholders?

You are welcome on board! We are launching the 'Recreating tourism through heritage interpretation' initiative for tourism destinations seeking to create and promote more value-based and sustainable products and services, and at the same time, empower communities.

By making heritage more meaningful to people and people more mindful of our common future, we can greatly improve visitor experiences for all concerned. This is IE's contribution to the tourism sector in these difficult times, welcoming communities, represented by any legal body responsible for tourism development in their areas.

Our Interpret Europe training programme will provide skills and knowledge to those who act as local hosts, guides, planners and copywriters, as well as managers who will lead the way forward after the training.

This process of training, applying new skills and getting into exchange with other partners will help create value-oriented tourism products and high-quality experiences, which will attract different visitors that stay longer and experience deeper connections with local heritage, thus helping communities to preserve outstanding heritage providing the income at a local level, and develop a greener future.

Learning how to recreate tourism through heritage interpretation with the Interpret Europe training programmes will provide more benefits than just a label confirming that you are our partner and the wide promotion you will receive: you will also move beyond the old-fashioned tourism model. If you want to be a bright example of a successful story, we are inviting you to join our partnership initiative and make your place a hub for unforgettable memories. Visit our website for more information:

<https://interpret-europe.net/initiatives/recreating-tourism/>.

Vasilka Dimitrovska is IE's Tourism Coordinator. She can be contacted at: [vasilka.dimitrovska@interpret-europe.net](mailto:vasilka.dimitrovska@interpret-europe.net).



The sights, sounds and smells of recreated moments from history can leave a lasting impression on visitors (Image: Miljenko Šegulja)

# Keeping active online

## IE News Team

**During this stay-at-home period we kept busy in the background and also developed a new, regular event to encourage members to mix and share.**

We mentioned last time that we were working on refreshing the IE website and adding some new features. We are pleased to announce that it is now live. Please take time to have a look around our new online home. There is an interactive map on which you can search for trainers in your area. We will be adding more content and a special area for members soon.

The web address remains the same as before:  
[www.interpret-europe.net](http://www.interpret-europe.net).

Let us know at [office@interpret-europe.net](mailto:office@interpret-europe.net) if you find something is not quite right or if you cannot see what you are looking for.

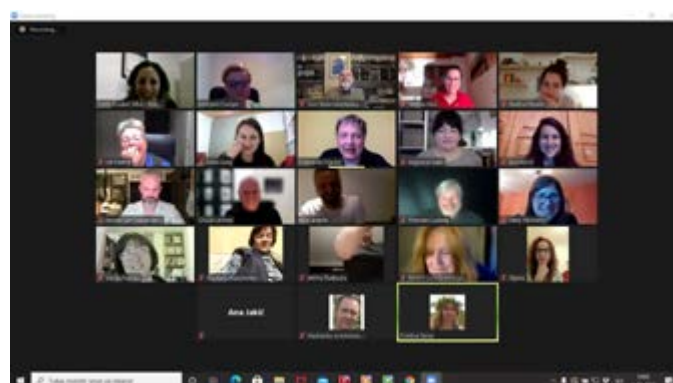
We also trialled a new online event, Thematic tables, run by Janja Sivec, around which several members gathered once each month for an hour-or-so of lively exchange. The topics were mostly organised and hosted by our subject coordinators, plus special guest presenters, and provided a great opportunity for more of you to get to know each other whilst investigating and debating some interesting heritage interpretation questions.

The events were held on Zoom and livestreamed to the IE Facebook group where some members chose to watch the live debate. The events were also recorded so that members could watch later for up to a week after the event. You can find reviews of a couple of the recent table discussions in this newsletter.

We will take a break during the summer and hope to resume this monthly event later in the year so keep an eye open for news about the next one/s if you'd like to get involved.



IE's new-look website: Home page and newsletter archive page where you can search all past editions



IE members get to know each other better whilst engaging in lively exchange during a Thematic table event (Image: Janja Sivec)



## How is interpretive planning best integrated into collaborative projects?

Angus Forbes (Germany)

**The Architecture Team hosted one of IE's online Thematic tables in April and pitched this question to the broad field of experts that make up IE's membership.**

About 30 members took part and to warm up an unseasonably chilly April day we exchanged our home interiors for an open space in Pompeii as the zoom meeting background. We kicked off with a couple of short presentations, then divided into breakout groups to discuss the question and ended with summaries from each group. The event was moderated by David Masters of Iimagemakers (UK). Niall Phillips of Purcell Architects (UK) kindly joined us as guest speaker, presenting the planning for the museum of flight, Aerospace Bristol, as an example of good collaborative planning. This was followed by an example full of missed opportunities presented by Angus Forbes.

It was fascinating to hear participants' professional experiences and informed viewpoints on this subject. Fitting together the pieces of the puzzle afterwards provides the following picture.

Ideally, interpretation is already considered in the procurement stage and has been stipulated in the funding programme if there is one. The consultants charged with writing the brief or competition document for the architects and designers have included it in their requirements.

In smaller projects, the interpretive input is in the hands of the architect or designer, so it is essential that they understand and are enthusiastic about the opportunities provided by heritage interpretation. Heritage projects form only a fraction of commissions given to architecture offices. For most of them, interpretive planning will be an approach they can learn about and occasionally apply rather than a specialisation.

The client might have commissioned an interpretive planner to establish the main narratives in advance, perhaps in the form of an interpretive masterplan. Public clients, recognising heritage interpretation's potential as a motor for community development, social integration and reconciliation, will choose to run an interpretive form of public participation. If the budget allows for it, an interpretive planner will sit

alongside architects, designers and engineers in a design team. If the design team is truly collaborative, ideas are worked on together and creative synergies enable the whole to be more than the sum of its parts.

If it isn't, wasted money, poor design, inappropriate solutions and lost opportunities result. Examples of poor collaborative planning may put clients off taking this approach. Both the client and the architect may also feel threatened in their authority by an additional planner keen to influence the central premises of the project. Interpretive planning may be seen as adding extra expense, work and complications to a project both during the planning process and later, when there is no more funding available for follow-up.

An interpretive masterplan can however hold things together and facilitate decisions by providing clear narrative threads for the project.

In conclusion, there seems to be no consensus yet on the best way to integrate heritage interpretation into planning projects. One thing for sure is that Interpret Europe needs to think hard about how to reach out to funding directors, clients, brief writing consultants, architects and designers and to convince them of the advantages of incorporating heritage interpretation into their planning process.

Angus Forbes is IE's Architects Coordinator and moderates the Interpret Europe Architecture Group on Facebook. Originally from Scotland, UK, he now lives and works in Germany as a landscape architect. He can be contacted at: [angus.forbes@interpret-europe.net](mailto:angus.forbes@interpret-europe.net).



# Interpreting food with your guests

**Chuck Lennox (USA)**

**Everyone loves to eat! But how do we interpret the story of food – its history, connection to culture and people, of growing and/or its appeal?**

This spring, IE's Gastronomic Heritage Team hosted one of the online Thematic tables to help attendees think about their own experiences with food and explore methods of interpreting food.

Using all five senses (smell, taste, sight, sound and touch) as a means to focus our experiences, the attendees chose to join a small breakout group and discussed how they have seen the stories of food interpreted, or talked about their own personal experience. What did we discover?

**Smell** is a key sense when food is a focus. Research shows that smells bring back vivid memories faster than any of the other senses. Sometimes smells are evident and obvious (especially if it's odorous). But sometimes visitors might need to be prompted to identify a smell. "What do you smell right now? What does it remind you of?" – might be questions we'd need to ask our guests as a prompt for them to talk about their experiences and make a connection to their present location.

**Taste** is a favourite sense when interpreting food. What can we do during a walk, talk or tour to safely engage our guests? If on a tour where the smells of food are making mouths water, is there a way to get a sample of what is cooking? It helps to know the chef or shopkeeper at a locale you will be passing to connect with your guests via a short chat or – better still – a tasty sample. You will provide a memorable connection for your guests, your guests will get a sample of something delicious, and the restaurant or shop might get some business later. A win for all!

We know that smell and taste might be the easier senses to access for telling the many stories of food. But what about sight, sound or touch? How do we make a connection to food using these senses? Think about the views your guests might have on a walk, talk or tour that focus directly on the food you are interpreting. Ensure your guests can **see** the action of food preparation at a market, the tossing of fish from a boat or the "dance" an expressive chef makes when he or she has an audience.

What sounds and smells might you experience as this bread cooks over the coals? (Image: Janja Sivec)

What **sounds** does food make? What sound does a ripe watermelon make at the produce stand? Would your guests know? Think about the sounds of olives shaken off a tree or the songs sung by winery workers as they process the grapes. The food is not making a sound but the sound is associated with the food. As a good interpreter, it's your role to alert your guests to these sounds for them to make connections.

And **touch**? If you have a group in an agricultural area, it is easier to get guests to touch something that makes a connection to the actual plant, grain, fruit or vegetable (the firmness of a melon, for example). But in a market, asking a stall owner about the ripeness of their product might solicit an invitation to touch that a guest might be reluctant to ask for if they were on their own.

The Gastronomic Heritage Team hopes to gather more ideas about interpreting food and develop a set of powerful practices to support you in the interpretation of food. Stay tuned!

Chuck Lennox, owner of Lennox Insites ([www.lennoxinsites.com](http://www.lennoxinsites.com)), is a visitor experience consultant based in Seattle, WA (USA). You can reach him at: [chuck@lennoxinsites.com](mailto:chuck@lennoxinsites.com).



What might this traditional sweet feel, smell and taste like? or remind you of? (Image: Max Dubravko Fijačko)



# Giving an introductory webinar on heritage interpretation – Lessons learned

Laila De Bruyne (Belgium)

**IE's Belgian team delivered an online event for heritage professionals and here shares some lessons learned and top tips for you to do the same.**

It was a nice but heavy trip, the couple of weeks leading up to our event. 'Team Belgium' decided to prepare the first Interpret Europe Belgium webinar, entitled 'An Introduction to heritage Interpretation: Towards more meaningful experiences at your natural or cultural heritage sites'. The goals: to promote heritage interpretation and Interpret Europe in Belgium and to strengthen the network of heritage professionals who want to learn more about heritage interpretation. We thought it would be useful to share our experience and some top tips on explaining heritage interpretation to people who don't have a clue about it.

Some numbers: 100 Belgian heritage professionals signed up for this webinar (we were pretty proud of this). 90% weren't yet IE members. 61 people joined on the day – a mixed group of heritage professionals from natural and cultural heritage sites, guides, design organisations, government, etc. Our promotion strategy worked: 61% of the people who filled out the feedback form said they would consider joining Interpret Europe (we are waiting for the numbers of people who actually joined).

But what did we learn, aside from the fact that an excellent speaker is of major importance for such events? (In this case, we invited Valya Stergioti, IE's Training Coordinator, to give an introduction to IE's approach to heritage interpretation and set the scene with some engaging activities.)



Valya Stergioti gives an introduction to heritage interpretation (Image: Barbara Struys)

Here are our three top tips for explaining heritage interpretation to others who have never heard of it or for organising an introductory webinar on HI:

1. Provoke your participants by giving examples of heritage interpretation that really show how heritage interpretation differs from 'what most people working with/for visitors do in their daily work'. One participant in our webinar commented, "Actually it is distressing to see how little heritage organisations apply the principles and criteria of heritage interpretation". Yes! This is the first step: make people recognise that heritage interpretation is different from what most heritage professionals apply in their work and yes, it brings an added value to the visitor experience. Goal 1 is achieved: the recognition of the profession.

2. Relate: Build in exercises and moments for your participants to discuss their own practices and experiences (but don't expect the outcomes to be excellent heritage interpretation analyses). Goal 2: having discussions about heritage interpretation is more important than getting the right results.

3. Reveal: Build in exercises so that your participants experience that heritage interpretation is not easy to implement and that it is thus interesting to learn the skills from experts. Joining Interpret Europe is an excellent first step! Goal 3: you are creating a market for IE courses to be run in your country.

You should also be aware of these three recognisable appearances during an introductory webinar on heritage interpretation:

1. People fall easily into their own working methods and ways of thinking that are familiar to them and feel 'safe'. They may have just heard how heritage interpretation adds value to a visitor experience, but may realise it is not that easy to apply, for example, practising with 'values and universals' in an exercise and not understanding it immediately. Our advice: don't give up! The penny (or cent) will eventually drop when you keep on provoking them and surprise them with good examples.

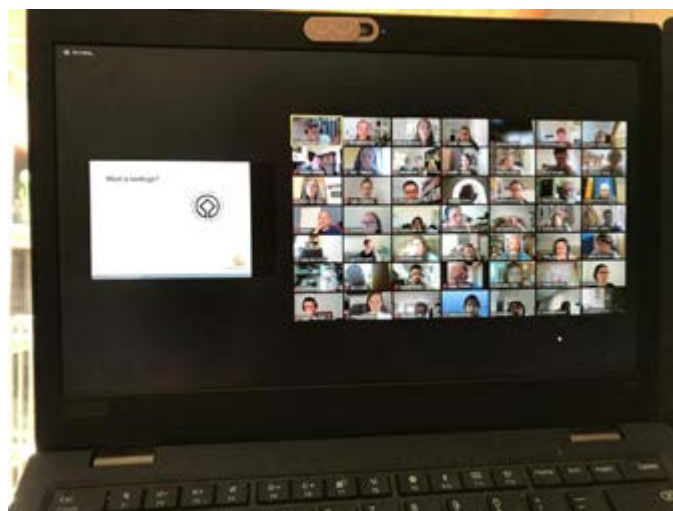
2. People always want more time to prepare an exercise, but more time doesn't always lead to better results. Instead of extending the preparation time, provide many small questions (asking them to react in the chat).



3. When the exercises are well prepared and well explained, people are active and ready to share their opinions and even stories of personal objects (even online it works).

Conclusion: this was a fun event to run (and the Belgian team rocks!), we learned a lot and we will keep on building out this community of heritage professionals in Belgium who want to learn more and practice heritage interpretation in their daily work.

Laila De Bruyne is currently freelancing in cultural and heritage community building projects and is IE's Country Coordinator Belgium. Knowledge sharing is like a thread through her career (former jobs and current commissions). You can get in touch with her at: [Laila.debruyne@interpret-europe.net](mailto:Laila.debruyne@interpret-europe.net).



Meeting online like this has given us some advantages to reaching more people (Image: Barbara Struys)



## Looking to the future – Global trends and hot topics from the Freelancers Team

**Igor Ianachi (Croatia) & Edo Mešić (Bosnia & Herzegovina)**

**The IE Freelancers Team represents freelancers across our network, shares helpful resources and sparks discussions on the issues that concern us.**

This summer we aim to launch some guidelines for freelancing in heritage interpretation. We hope there will be something to appeal to everyone: whether you're thinking about freelancing but are not sure what it entails, you have been freelancing for some time but don't know how to register as a business, or you've been freelancing for decades and are looking for new resources and perspectives on contract work during the time of Covid-19. It will be more than just a set of guidelines; ideally, it will help connect us as a network of freelancers and offer support to those who need it or just want to share experiences. We will aim to revise the guide annually to provide updated and relevant information for freelancers in changing circumstances.

From this issue onwards we will contribute to IE newsletters with a short article on an issue facing freelancers. We start below with one from Edo Mešić, a freelance archeologist and heritologist, about eHeritage. For the autumn newsletter, we plan to contribute about what it means to be a freelance tour guide, especially during the Covid-19 pandemic.

We will also invite you to join us at a Thematic table in the autumn. We need your comments, suggestions and additions to be featured – What is important to you that we should discuss?

If you would like to provide an article for a future guide or newsletter (or a response to any article published), please feel free to reach out to us. If you're passionate about the topic, you might want to join us in the Freelancers Team.

Igor Ianachi is IE's Freelancers Coordinator and can be contacted at: [igor.ianachi@interpret-europe.net](mailto:igor.ianachi@interpret-europe.net).

## A short introduction to eHeritage

In these extraordinary times, the Covid-19 pandemic and the resultant lockdowns have shown us the huge potential that digital technology can have as an alternative or addition to promoting and interpreting cultural and natural heritage. This is particularly evident in work with youngsters who, in some parts of the world, have been forced to sit at home for online classes. The idea of using modern technology for heritage interpretation dates from the time when 3D was introduced to related fields. But an attempt to develop general guidance was established by the London Charter only in 2006. According to the Charter, computer-based visualisation of cultural heritage was created as a "means of ensuring the methodological rigour of computer-based visualisation as a means of researching and communicating cultural heritage". (See more here: <http://www.londoncharter.org/introduction.html>)

The charter document outlines six main principles for the use of computer-based visualisation methods in relation to "intellectual integrity, reliability, documentation, sustainability, and access", and is concerned with "research and dissemination of cultural heritage across academic, educational, curatorial, and commercial domains".

### The main aims of eHeritage

The main idea behind the concept of eHeritage is the recreation of cultural sites or artefacts for educational reasons, or to complement or augment interpretation – not just of popular sites, but of those that are remote as well. These experiences are meant to be used as interpretive tools with the aim of educating people. As technologies advance, we have begun to see innovative ways to experience sites. Beside the traditional approach, which is primarily used in archeology, today it is possible to post videos on social sites, which are popular with the younger generations.

### Advantages and disadvantages

Like every concept and idea, eHeritage has advantages and disadvantages. At the moment, there are two main issues concerning the full implementation of digital heritage. Often, heritage professionals are not sure about the costs which this approach could entail. Because of that, it is not a big surprise that using digital technologies can frighten any potential institution due to the real potential of higher costs. Some of the equipment which is used for 3D data acquisition can be very expensive and training of extra staff takes time. This is sometimes treated as a luxury that institutions cannot afford. The cost of 3D-scanning is comparable with the cost of a

professional photographic campaign and considered out of reach for most heritage institutions.

Stunning advances in computer graphics over the last decade have allowed us to put very powerful visualisation tools in the hands of even the most inexperienced novice. This has led to the creation of some stunning and innovative computer-generated artwork and installations. The advanced graphics capability has also aided the production of photo-realistic, computer-based reconstructions and visualisations of cultural heritage monuments and events – which, of course can be controversial in some cases. On the other hand, the digitisation of cultural heritage can enable permanent access to works of art, ranging from literature and paintings to archeological and natural sites.

VR technology can also be used in cultural and architectural heritage fields because of its massive potential. It provides the user with the opportunity to visualise a place or artefact three-dimensionally, using immersive, 3D digital technologies. This technology has opened up a tremendous possibility in our ability to share elements of heritage with a broader audience – both intellectually and geographically. VR allows people from all over the world the opportunity to experience a site they otherwise would not be able to visit in person for reasons of geography, finance, or various levels of physical disability. Creating a means of virtual visitation also contributes to a site's continued preservation, maintenance, and sustainability. Archaeological sites in particular are susceptible to degradation through environmental and human factors. The more visitors travel through the site, the higher the risk of damage and wear. Digital technology can reduce this threat, and provide an additional or alternative way to experience a site, even if it removes the visitor from the first-hand experience at the site itself.

## Future

Digital heritage is likely to become even more important and widespread over time. We are living at a time when this concept in heritage interpretation is just starting to emerge. Increasingly, individuals, organisations, and communities are using digital technologies to document and express what they value and what they want to pass on to future generations. At the moment, the biggest issue is development of tools to support text in multiple languages and texts on the internet. This will lead to further rapid growth in digital heritage in the parts of the world that are currently disadvantaged by the predominant use of English on the internet.

Edo Mešić is IE's Country Coordinator Bosnia & Herzegovina and is a member of IE's Freelancers Team. He has worked as an external associate at the Zemaljski Muzej Bosne i Hercegovine (the National Museum of Bosnia & Herzegovina), where he worked on the presentation and interpretation of cultural heritage (archaeology) by adopting modern technology. Edo has participated in numerous archaeological excavations on sites in Bosnia & Herzegovina and in Slovenia. His interests include digital archaeology, landscape archaeology, Roman provincial archaeology, digital heritage (eHeritage), museology and museum education, as well as heritology and heritage interpretation. Edo can be contacted at: [edo.mesic@interpret-europe.net](mailto:edo.mesic@interpret-europe.net).

**Applications like ExplorAR can enable a new way to explore heritage sites, museums and famous landmarks**  
(Image: Jam Creative)



## First impressions count

**Sandy Colvine (France)**

### **The final touches are being made to the Module on Interpretive Hosting (MIH) as countries open up and tourism returns after Covid-19 restrictions.**

IE's Module on Interpretive Hosting (MIH) is a 16-hour training workshop tailored for tourism and hospitality providers who don't necessarily know about heritage interpretation but want to offer more meaningful experiences to discover local heritage where authenticity, quality and values are important.

For many tourism businesses, food is a key ingredient of any memorable holiday experience but it's food for thought that really makes all the difference when it comes to interpretive hosts. This is a more elusive, dynamic ingredient but it's what makes the difference between a satisfying 'tick the boxes' visitor experience and a far more fulfilling one that will be remembered long after visitors return home. It comes unexpectedly and can be a revelation for visitors, such as an unstaged encounter with a local person.

The MIH builds on the purpose-related dimension to visitor experiences. It encourages tourism providers to consider their businesses, design new and improved immersive experiences in which the local community is a true partner and not a consumer product.

Time is short for business participants, so this two-day workshop combines practical interpretive methods and time for reactions and debate to grasp the potential of interpretation for their businesses and nurture collaborative ventures for new products and untapped potential.

As interpreters, we all know that when we engage with people, if it's not relevant to their lives, it's a waste of time. This is why the MIH enables participants to use interpretation as a valuable tool for tourism businesses, destination management companies, clusters, branded associations and networks to connect more deeply with their customers, add value while optimising the sustainable and meaningful promotion of local natural and cultural assets.

Visit the training section on the brand-new IE website for further information, or contact IE's Training Coordinator, Valya Stergioti: [valya.stergioti@interpret-europe.net](mailto:valya.stergioti@interpret-europe.net).

If you would like to take part in this module, you can find our upcoming training events here:

<https://interpret-europe.net/training/ie-courses/ie-training-courses/>.

Alternatively, if you would like to organise an MIH for your organisation, please contact one of our certified interpretive trainers (<https://interpret-europe.net/#/map>), or write to [training@interpret-europe.net](mailto:training@interpret-europe.net).

Sandy Colvine is Chair of Interpret Europe's Supervisory Committee and a member of IE's Training Team. He lives near Montelimar in France where he runs Mistral Translation and Consultancy. Sandy can be contacted at: [alexander.colvine@interpret-europe.net](mailto:alexander.colvine@interpret-europe.net).



**Interpretive hosting in Norwegian National Parks - getting your visitors into the heart of your heritage**  
(Images: Norwegian Parks Association/ Hans Ola Østby)



## We are the heritage of tomorrow

### Victoria Cava (Spain)

**The process of learning to be an interpretive guide is unexpected. The kind of experience that needs to be lived to be understood.**

This article tries to describe the evolution of the students on an IE Certified Interpretive Guide (CIG) course, but since all the knowledge came with emotions and all together were an intangible experience, it is very difficult to express it.

Is there something better than meeting people with the same thoughts as you?

The IE CIG training course promised hope in that way, as we were all so ready to know each other's thoughts and values; even though we can all have different beliefs and ways of thinking, in this area, we all share the same mission.

There was a big step between the first day and the last. That's why I need to talk about the beginning and how the IE course influenced our careers. As in highschool, you rarely know what you will be when you graduate.

We started motivated but shy, some confused, some lost. Some had previous experience. But none of us could imagine that the UAB campus (Universitat Autònoma de Barcelona), where we developed all our skills, could be so biodiverse.

The magic started. "Take a piece of terrain and look at the interesting values", was our first test. Certainly, we could find lots of interesting facts that we could explain through interpretive speech, and that showed us the importance of every piece of earth, even if it was so simple; we were learning to look instead of seeing, so we would internalise these interpretation techniques and use them in the future.

The more we searched, the more we discovered. I'm sure none of us had realised before that there was a very creative creature inside each one of us! We started to interpret every detail of the heritage we found!

After every exercise, every practice, all the tools were finding their place in our brain, like the pieces of a puzzle. All turned out to be meaningful.

And then our time was over. We say in Spain, that time goes so fast when you are having fun. It was already the time to fly. Now we have the techniques to share knowledge with others, it is the moment to use our voice to preserve heritage in an entertaining

way. Our mission now is to make our clients fall in love with our heritage: natural, architectural, historic.

We found out that the UAB campus had changed so much regarding its topography and it was a good illustration of interpretation to show that some plants and some rocks could tell us the story of the terrain, now in the surrounding area of a town called Cerdanyola. Who could tell that there used to be a river there? Who could tell that it used to be a home for farmers? And now it is home to students, looking for a future in their areas. Who could tell what it will be, or how will it look tomorrow?

The IE CIG course made us look from another perspective; literally. We now look hopefully, knowing that we could be a bridge between knowledge and the public.

Some of us will grow faster; we all will look for the balance between human and heritage. In fact, we are all tomorrow's heritage.

Victoria Cava is a postgraduate student of UAB University, in Spain. She is passionate about nature heritage and has a strong motivation for ecotourism. You can get in touch with her at: [victoria.e.cava@gmail.com](mailto:victoria.e.cava@gmail.com).



Looking closely gives rewards to interpret  
(Image: Evarist March)



## For interpreters, learning never stops

Ivana Zrilić & Mihaela Mesarić (Croatia)

**A CIG course was held at the Between Two Waters Visitor Center and we share perspectives from the conservation manager as well as the IE trainer.**

Firstly, from Mihaela, who is the conservation manager at the Between Two Waters Visitor Center in Križovec and who attended the CIG course in spring:

Although I have been involved in heritage interpretation for more than 15 years, the IE Certified Interpretive Guide (CIG) course has given me a new perspective.

As a geographer, I have travelled intensively since my student days. I like to discover new regions and interpret them to others as a tourist guide. Over time, I became more and more focused on my region's heritage, my doctoral thesis in geoheritage interpretation, the creation of the Between Two Waters Visitor Center, and the training and support of new tourist guides for my region. At the same time, I visited more than 20 U.S. national parks, 100 visitor centres and interacted with National Park Service park rangers. In 2018 I completed the IE Certified Interpretive Planner (CIP) training course, but the CIG course that I attended with my colleagues this spring confirmed how well designed it is – both for someone who has experience in interpretation and interpretive talks like me, and for someone who is new to the heritage interpretation profession.

For the experienced, it confirmed the essence and for colleagues with no prior experience, it gave a very good foundation for further work in heritage interpretation. Our trainer motivated us to interpret our heritage in even more creative and interesting ways. All participants from Between Two Waters Visitor Center agreed on one thing – It is the most useful training in which we have participated. We casually learned the relevant terminology and improved our skills. Today, we actively use the new-found knowledge and skills both in the Between Two Waters Visitor Center as well as on educational walks in the Međimurje nature region. Feedback from our visitors confirms our quality upgrade!

And, what did Ivana, our IE trainer, feel about this CIG course?

When I got the phone call from Between Two Waters Visitor Center (Winner of BigSEE Tourism Design Award 2021 – Architecture and design as experience, interpretation center Med dvema vodama, Međimurje

Croatia) asking if I was interested to provide an IE training course, I was excited and I accepted the challenge, thinking it would be an honour to be a part of this group of nature oriented professionals. Since I was born in Zagreb, I have always been surrounded with monuments and always worked in cultural heritage sites and now it was time for nature. I spoke with another IE Certified Interpretive Trainer, Kristian from Norway, and heard some brilliant advice: relax, the participants won't all be experienced professionals. We have to make nature heritage relatable for 'normal' people, for the world. And I knew that the IE CIG course teaches us to facilitate the techniques of interpretation and the phenomena for interpreting are always around us, no matter where we are and who our audience is and who the participants of the training course are.

The visitor centre is located in the old building of a former lodge. The main topic is the interpretation of nature and the location where two rivers – Mura and Drava – intersect. The exhibition displays interactive mechanical and multimedia content and illustrations presenting the natural phenomena and cultural heritage of Međimurje. The scenography of the exhibition is set to present a stylised landscape of the course of the river, whose parts function as interpretative exhibits. A log cabin named My Oak Adam is located outside the centre together with a playground, holding toys and games along a fluid promenade reminiscent of the river course.



Interpreting along the river course in the exhibition  
(Image: Ivana Zrilić)

We discovered animals, plants, a hotel for insects. We played in the green area surrounded with forest and rivers and it was really nice to be active, challenging ourselves, and I learned so many things about snakes, beaver, deer, and more.

During the course, we visited several locations, such as Dr Rudolf Steiner Center, important for bio dynamic agriculture, Waldorf education, anthroposophical medicine, architecture and painting. We went to the Mura River and in the area around the mill on Mura, found out about the interesting nature that surrounds it. We had some time to visit an endangered breed of Međimurje horses and we visited the old house (hiža) in Frkanovac, which was built more than one hundred years ago in the spirit of the tradition of the Međimurje region. It is a well-preserved example of rural architecture in Međimurje. Reconstruction and conversion of the house, the associated farm building and land, created an educational and research centre dedicated to butterflies and significant habitats of plant and animal species of the upper Međimurje.

In the Kajkavian dialect, the word matul is used for the word butterfly, and the word grunt for a property. Therefore, in the spirit of Međimurje Kajkavian, the centre was called Matul's grunt. It is located in an area of Natura 2000 ecological network, not far from the Bedekovićeve graba site. Matul's grunt contains a space for living and creative work, a permanent art exhibition about the meadows and butterflies of upper Međimurje, as well as a space for lectures and workshops. The old house in Frkanovac is a place of residence for naturalists, researchers and artists.

Providing this CIG course was such a great experience and I am pleased they have discovered some new techniques to incorporate into their life and work and new visitors are happy. One family reported that after three hours in the centre their children still didn't want to go home. That is why a modern centre and interpretive guides with new skills can help make unique experiences. The spirit of any place is important and will leave a mark on the visitors.

Our education really never ends.

Mihaela Mesarić is an applied geographer working as conservation manager at the Between Two Waters Visitor Center ([www.med-dvemi-vodami.info](http://www.med-dvemi-vodami.info)). She also teaches touristic geography to students and new tourist guides at the Polytechnic of Međimurje in Čakovec. You can get in touch with her at: [mesaric@medjimurska-priroda.info](mailto:mesaric@medjimurska-priroda.info).

Ivana Zrilić is an IE Certified Interpretive Trainer. She is a licensed tourist guide for several Croatian regions and since February 2017 has been working as a mentor/ teacher in the Lifelong Learning of the Baltazar University in Zagreb, sharing her knowledge and more than 20 years' experience in guiding with new generations of tour guides. You can contact her at: [ivana\\_zrilic@yahoo.com](mailto:ivana_zrilic@yahoo.com).



Gaining new perspectives - Like trees in a forest, their knowledge grew (Image: Ivana Zrilić)

## CIG in the heart of Dalmatia

### Ivana Zrilić & course participants (Croatia)

**Home is where the heart is. My sixth CIG course was held in my favourite place in the world. This is what my heart says.**

Biograd na Moru is a small city in the Zadar county. It is a small historical pearl of the Adriatic Sea, situated in the heart of Dalmatia. I have a strong, special and unbreakable connection with this city. I planned to run a Certified Interpretive Guide (CIG) course in Biograd from the moment I attended my own CIG training. That was in 2018 in Bakar. I have always thought how this beautiful small city deserves better promotion and more stories in the local media. Several years ago I started collaboration with the tourist board and a local museum, helping them to create workshops and museum activities for children.

I was searching for the stories about this city for the last three years. However, I was not ready to perform them and to start guiding in the city, despite my long experience – because I was always searching for something more. I have found a lot of hidden treasure waiting to be discovered; the beauty of the city in every small street, lots of local stories and legends about Croatian kings, their Christmas Eve, the coronation of the Hungarian king, Coloman, and arrival of the Princess Buzile, his girlfriend.

The city was destroyed several times and has risen again like the phoenix bird from the ash. For me it was a real challenge to entertain tourists and visitors without any visible heritage.

I was so happy that the City of Biograd na Moru and the Tourist Board of Biograd na Moru decided to organise a CIG course in the middle of the covid-19 pandemic. The participants had a task to create new interpretive guided walks and perform them in the city. As always with IE courses, a wonderful connection and energy was created in the group and we finished with happy participants. You can see their impressions below through their own eyes.

### Zrinka Buktenica Mikšić

As various versions of the proverb say, A man learns while he is alive, A man learns all his life, or The education of a man is never completed until he dies. So, I decided to join the Interpret Europe course in Biograd na Moru. Our trainer, full of knowledge, energy and enthusiasm, taught us for five days through interesting exercises in interpretive skills so that we could best show guests the heritage of Biograd na Moru. We had fun, learned a lot, laughed and took nice impressions from the course. I hope

that we will pass all this on to our guests who will then always be happy to return to Biograd na Moru.

### Jasna Čuček Mršić

This was definitely positive for me. I have learned a lot that I know will benefit me later in life. Everything was excellent.



**What a beautiful place to learn how to fly!**  
(Image: Ivana Zrilić)

### Kristina Dujlovic

When I applied, my expectations were set only on learning something new, but during the course I realised how amazing and useful the interpretation technique is and it also made me aware of how it could help me in my tourist guide work. Another thing I learned is that anything could be a phenomenon, it just depends on how it is interpreted. During the course, we didn't delve too deep into analytics and there were many creative tasks, which were interesting and challenging. Even though the workshops lasted eight hours, time flew by quickly and the entire time I felt engaged and interested in the subjects we discussed. We had a chance to put theory into practice by preparing short presentations about objects from the local heritage museum. We had to prepare a presentation, which was a great challenge for me considering that I was with other tourist guides, and the question arose: "How do I tell an interesting story about the item?" The museum visit inspired me to read and learn more about the exhibited objects, and only then did I notice all the small details that I've never acknowledged before – engraved information about the year and place of a ship's cannon's creation, which helped in identifying a rough timeframe of when the ship sank. I was captivated by how much history an item like ship cannons could reveal. So, during a friend's recent visit I wanted to try the things I had learned in a real setting and took her sightseeing. I was amazed by her positive reaction and intrigued by how well the method of including the listeners in the storytelling



process worked. It kept my friend interested the entire duration of our little tour. In conclusion, the CIG course enriched my life with a skill in storytelling that connects information, numbers and historic facts in a comprehensive way to form an interesting story. By the end I left with a feeling that I could make my guiding tours way more interesting than before.

### **Silvija Fošnjar**

Since I am a licensed tourist guide for Zadar County, I applied for the Certified Interpretive Guide course with great interest. After the first weekend, I noticed that this education is totally different from all the ones I have attended before. The way we were involved in exercises all the time to encourage us to use our knowledge and experience as a guide even more and better, and enrich the interpretation of cultural heritage, simply awakened the senses that I have not used before in guiding. At the same time, the exercises were very interesting and led all participants to cooperate with each other and to start experiencing cultural heritage in a different way, a way that is much more interesting, focusing not only on facts but also how to include participants/ guests and provide a bigger note – a moment for the guest. I also changed my opinion regarding monuments that I have not noticed before and had not paid attention to them to think that they would be worth interpreting. After this course I realised that every object, even the smallest one, is worth our attention, because we are the ones who will make it a phenomenon and create a 'Wow' effect for the guest. From now on, I am one step higher because you helped me to climb and admire the new discovery about myself and around me.



**Opportunities to learn outdoors in different environments**  
(Image: Ivana Zrilić)

### **Tanja Jukić Bračulj**

It was a very interesting experience for me and I would recommend this course to every guide for upgrading and improving their interpretation skills. Our trainer helped us get deeper into each story and think about how much the stories can move the people to whom we are trying to present our heritage. So far, I've taken care to try to touch the guests with stories that interest them, but I think I'll take more care to involve the guests through open-ended questions. I also really like the way this course is delivered because the training is made interesting through games and activities, which will surely stay in our memory longer. Our group of people who didn't know each other became connected and we left our current state for five days and created our own little microcosm of heritage educators.

### **Rebeka Knez**

Already after the first very interesting and active day there was a great expansion of my knowledge and understanding of this education. This surprised me a lot since I did not expect it. The course was enjoyable and interactive and I collected a lot of useful tips that I will be able to apply both at work and in life. What can be seen from afar is that the whole programme is well designed, which no doubt took a lot of effort and time to prepare it. I am indescribably glad that I attended this course and the time spent on it was a huge investment in myself.

### **Sonja Lovrić-Lilić**

The whole course is 'colourful' and it suited me perfectly. The first weekend was 'warming up'. I am so happy that this course was not just another one showing power point presentations. It has everything! I liked changing location for different activities (between museum, park, TIC, nature park Vransko jezero, Kamenjak). The second weekend was great, especially on Kamenjak. I really liked the costumes – the moment we were performing different characters, it was like we became someone else. I liked working in pairs because we could get to know each other better and the approach, "Who hasn't been with someone so far, let's be together now", helped us to mix. I also got some new ideas for new projects at school.

### **Marijana Šarić**

This five days of training really passed very quickly with numerous new insights. I had no special expectations for the course, but it surprised me positively with its content. I am grateful for the opportunity to be a part of this group and happy for new acquaintances and numerous ideas born due to reflection during the course.



### **Ivica Škriljevečki**

I work for the I TRAVEL travel agency, Zadar. The CIG course is excellent and very interesting. A set of presentations, workshops and exercises that lasts from 9 a.m. to 6 p.m. seems to go by like an instant. Admittedly, sometimes at the end of a day it seems as if the head is full or overloaded with new ways of thinking about interpretation of heritage, but the next day we moved on without any problems and applied what we had learned more easily. Apart from the opportunity to get to know Biograd na Moru better, which we have taken for granted so far, thanks to interpretive techniques we discovered new small, seemingly insignificant things around us every day, literally at every step through Biograd, and they all hide a story and message about the city of Biograd, the local people from Biograd and about the heritage they left us.

### **Anita Vukoja**

I consider the time spent in the company of colleagues who enrolled in the Interpret Europe course to be a very good investment for the purpose of connecting and accepting ten people of different characters, ages, educations, and yet so many in humanity and love for each other. Our trainer 'seduced' and awoke in us what may have slept for a long time and provided the wind at our backs that we needed. This course helped me build an even stronger desire to grow in the business of my dreams, and that is the job of a tour guide. Because to tell a good story you need to have an emotion that you need to know how to bring to the surface. Without emotions there is no love. And without love, we are nothing.

Ivana Zrilić is an IE Certified Interpretive Trainer. She is a licensed tourist guide for several Croatian regions and since February 2017 has been working as a mentor/ teacher in the Lifelong Learning of the Baltazar University in Zagreb, sharing her knowledge and more than 20 years' experience in guiding with new generations of tour guides. You can contact her at: [ivana\\_zrilic@yahoo.com](mailto:ivana_zrilic@yahoo.com).



**Happy CIG course participants**  
(Images: Ivana Zrilić)

## Interpreting heritage with members of the local community

Samia Zitouni (Croatia)

**Local interpreters and members of the local heritage community can impact the development and the preservation of cultural and natural heritage.**

During the last two weekends of May, we held an IE Certified Interpretive Guide (CIG) course on the island of Krk in Croatia. The organising partners were seven local tourist offices of the island of Krk, along with the regional tourist office. A fantastic group of 14 participants joined, all local people actively working as local tourist guides on the island.

As our intense group and individual activities showed, the local interpreters are also part of the heritage community that they interpret. It didn't take long for them to show their full creative potential. From the beginning of the course, which always starts with lots of questions and at the end of the first day with the "So what (now)?" question we moved from one activity to the next opening their minds and creative expressions.

Group work between tourist guides – who are very individualistic creatures, working and doing all by themselves – showed us the power of cooperation. By the end of the second day, we all felt something special was happening. A turning point was passed as the participants delivered their first interpretive talks. The group work was organised in the Maritime Heritage Interpretation Centre and in the medieval Frankopan Castle in Krk town. With each activity the participants went further, with each new assignment from the course programme.

They grasped the use of, and beautifully incorporated, diverse 'stepping stones' into their interpretation, involving the rest of the group (their 'visitors') in participation to help guide each other to reach deeper meanings in the heritage phenomena. The whole course involved participating – exploring – experimenting – active learning. Role-play of both parties gave us an on-the-spot experience of good interpretive practice: how to approach the 'larger truth' and the deeper meaning of the phenomena.

Another thing that was highlighted during the course was the support of the entire group towards those that were performing, reminding them of the traditional practices of our ancestors: the importance of support and of the community during everyday work in the house, in the field, within the family and

throughout the centuries. Thanks to these practices, the heritage communities of the island of Krk – and the members of our group are just that – consider themselves lucky. They enjoy pretty well-preserved local environments (although there is of course lots of criticism here too), the preserved memories and stories of local people – important historical figures and those who are remembered by their descendants.

The interpretive talks on the last day were excellent: always on the first day when we introduce the group to so many new words, new tools and new approaches, this final task can seem so far away for them. But new methods were embraced as if it was something that had always been somewhere in the air, but with new tools finally within their reach. The principles of good interpretation are like that – brought into awareness we realise they were just waiting for us to use them.

Samia Zitouni is an IE Certified Interpretive Trainer. She is a passionate heritage interpreter and explorer from Zagreb, Croatia. Samia is a member of IE's Cultural Heritage Team and is IE's Webinar Officer for our monthly webinars and for IE Croatia, delivering webinars in Croatian language. Samia can be contacted at: [samiaztn@gmail.com](mailto:samiaztn@gmail.com).



Local storytellers in their retirement years were the target of our group (top) & Exploring active learning (bottom) (Images: Samia Zitouni)

## Congratulations to our newly certified members

### Certified Interpretive Guides (CIG)

Irene Aguado Campo, Spain  
Erka Aliaj, Albania  
Tomáš Blaha, Czech Republic  
Jordi Bosch Janer, Spain  
Nuria Canal Periel, Spain  
Victoria Eugenia Cava Chilla, Spain  
Monika Cindrić, Croatia  
Bernat Cuchet Mercader, Spain  
Vasilka Dimitrovska, N. Macedonia  
Darija Dunjko, Croatia  
Sandra Isabel Fernández Moreno, Spain  
Siniša Golub, Croatia  
Irena Hillbrick, Czech Republic  
Ivana Horvat, Croatia  
Leticia Huete Rastrojo, Spain  
Sara Janković, Croatia  
Nikola Medved, Croatia  
Mihaela Mesarić, Croatia  
Majlinda Muka, Albania  
Dalibor Naar, Czech Republic  
Kristýna Pinkrová, Czech Republic  
Dijana Posavec, Croatia  
Gisela Punsola Ligeró, Spain  
Roberta Radović, Croatia  
Noelia Rial, Spain  
Aina Rossinyol Fernández, Spain  
Sara Srša, Croatia  
Barbora Šumská, Slovakia  
James W. Venner, Spain  
Dana Voborná, Czech Republic  
Magdalena Vrbanc, Croatia

### Certified Interpretive Writers (CIW)

Kiril Aleksiev, Bulgaria  
Elena Chalganova, Bulgaria  
Nina Hadzhieva, Bulgaria  
Pavel Hristov, Bulgaria  
Gergana Hristova, Bulgaria  
Rayka Ivanova, Bulgaria  
Bilyana Karadakova, Bulgaria  
Sofia Kostadinova, Bulgaria  
Rayna Pashova, Bulgaria  
Smilena Petkova, Bulgaria  
Tonya Todorova, Bulgaria

### Certified Interpretive Trainers (CIT)

Carla Silva, Portugal

## Upcoming courses and webinars

**Would you enjoy an enriching course with like-minded people and to gain an IE certification?**

See below and keep an eye on the training pages of the IE website for up to date information on the next courses available near you:

<https://interpret-europe.net/training/ie-courses/ie-training-courses/>

or email [training@interpret-europe.net](mailto:training@interpret-europe.net).

**\*\* Unfortunately, due to the coronavirus pandemic, some courses had to be cancelled. They may get rescheduled. Keep an eye on the website for the latest information. \*\***

Date	Language	Location	Trainer
<b>Certified Interpretive Guide (CIG)</b>			
12-16/07/2021	English	Blagoevgrad, Bulgaria	Valya Stergioti
10-12/09/2021 23-24/10/2021	German	Freiburg, Germany	Thorsten Ludwig
08-10/04/2022 14-15/05/2022	German	Babenhausen, Germany	Thorsten Ludwig
<b>Certified Interpretive Planner (CIP)</b>			
03-05/09/2021 11-12/09/2021	Slovenian	Solčava, Slovenia	Helena Vičič

### Upcoming IE webinars

**26/08/2021**

**Interpretation and gamification go hand in hand.**

Presented by Iva Silla (Croatia)

**16/09/2021**

**Dead men do tell tales: Interpreting difficult heritage.**

Presented by Marko Trupković

IE webinars are free for members and are conducted in English.

Keep an eye on the website for further details of upcoming webinars and how to register:

<https://interpret-europe.net/training/webinars/>

Email [webinar@interpret-europe.net](mailto:webinar@interpret-europe.net) for more information.



## After the earthquake... not a novel by Haruki Murakami

Martina Mladenovic (Croatia)

**Can cultural institutions function without a building? What is an interpretation centre without its centre? Banovina Heritage IC has an answer.**

Banovina Heritage Interpretation Centre is a cultural institution founded by Sisak-Moslavina County with the aim of presenting and promoting the cultural, historical and natural heritage of the Banovina area. We organise exhibitions, lectures, workshops, cultural-historical field trips and have published four coloring books with motifs of Banovina folk costumes and an ethnological photo/story book of the Banovina area. The Centre partners with numerous local, national and international institutions, NGOs and communities.

Some of our activities include:

- documenting, exhibiting and registering one Petrinja family pottery collection into the national cultural goods register, creating and online collection catalogue and two computer games based on the objects from the collection
- making a replica coin of the Zrinski nobles, whose money forgery was set in the Banovina area, and organising the Zrinski Industrial Route – a field trip with historical lectures on the Zrinski nobles and Banovina industrial heritage
- implementation of a Banovina Seed Bank – a project funded by the national NGO foundation
- illustrating and kamishibai-theatre performing three fairy tales from Banovina to children all over Croatia
- implementing projects that refurbished the Centre's back yard in traditional ethno Banovina style: garden, wooden furniture, wooden and traditional lamps and equipment etc.
- creating a permanent exhibition presenting the traditional Banovina village ethno-style room

It sounds nice, doesn't it? A lot of activities, exhibitions, projects, collaborations and partnerships... well, at least that's what we DID... until an earthquake hit us on 29 December 2020 and left the whole city of Petrinja, a large part of Banovina and our beautiful Centre included, in ruins.



The Banovina Heritage Interpretation Centre  
(Image: Martina Mladenovic)

Dealing with earthquake consequences in all areas of human life is not easy; people are forced to start life again from the beginning, and for Banovina residents it means creating life from the beginning – again (having already suffered during the Homeland war 1991-1995).

For our Banovina Heritage Interpretation Centre it also means creating all from the beginning – again. Founded in 2016, the Centre operated two full years without its residence (our beautiful building was being renovated), then in 2018 we moved in and enjoyed creating exhibitions and activities in our building and yard until the end of December when the 6.4 magnitude earthquake left us homeless again. So, you might ask yourself, "What do they do now, with no building?"

Well, these are some of our activities performed after the earthquake:

- organising and performing workshops, theatre shows, coloring book promotions for Banovina kindergartens and schools
- implementing the project, 'Wooden houses', funded by the Ministry of Culture
- preparing the Petrinja family pottery collection for permanent protection with the Ministry of Culture
- creating a permanent show with the pottery collection as a theme
- organising seed exchanges and gardening workshops
- preparing the exhibitions that will take place either in partner institutions or in open spaces
- taking part in various projects and activities run by partners and fellow institutions

See, not much is different from the time when we had a residence. Our goal is to interpret heritage everywhere, anytime in any conditions with anyone willing to participate. And so we do it, with a building or without it, painfully aware that in these harsh times our culture is the one thing that lifts people's spirit up, gives motivation, inspiration and joy of creating new ways, new buildings, new energy – leaving the earthquake to become (Banovina) heritage itself.

Martina Mladenovic holds degrees in Journalism and Museology. She is Head of the Banovina Heritage Interpretation Centre in Petrinja, Croatia ([www.icbb.hr](http://www.icbb.hr)). She can be contacted at: [martina.mladenovic@icbb.hr](mailto:martina.mladenovic@icbb.hr).



**Banovina heritage room (top)**  
**Folklore Day (middle)**  
**Pottery display (bottom)**  
(Images: Martina Mladenovic)

# Radić Brothers Cultural Center

Jasmina Jovev (Croatia)

## **A guardian of memories of the Croatian greats, Antun and Stjepan Radić, and the cultural heritage of Posavina celebrates a big anniversary.**

In 2021 we celebrate the 150th anniversary of the birth of Stjepan Radić – a significant Croatian politician, writer, translator and publicist – and his native village of Desno Trebarjevo is the proudest village in Croatia.

150 years ago, in a small village along the Sava River, Stjepan Radić was born. He became a writer and politician, known as a tireless fighter for the rights and justice of the Croatian peasant people, but also of the Croatian people as a whole.

Stjepan Radić was born into a poor, rural family as the ninth of eleven children. Although extremely short-sighted, Stjepan read a lot, was educated and successfully graduated from the Free School of Political Science in Paris. During his schooling in Prague he met (and later in 1898 married) the Czech Maria with whom he had four children: Milica, Mira, Branko and Vladimir.

Throughout his childhood and youth, Radić witnessed many injustices and hardships that a Croatian peasant at that time had to fight in order to survive. Stjepan thus became a fighter for the peasant because of his abrupt nature and refined sense of justice, and often because of that he came into conflict with his superiors and the authorities in general. He first ended up in prison as a 17-year-old when he protested in Zagreb over the abolition of the Croatian opera. He spent a total of six and a half years in prison.

Stephen was a true polyglot. He learned Russian, Czech and French very well, and as an educated politician he was a correspondent for Russian, Czech and French newspapers. In addition, he knew and spoke all Slavic languages, and was equally good at German, English, Hungarian, and Italian.

He was a prolific writer and wrote 65 books and pamphlets and 3,500 treatises, articles and speeches. He gave his most famous speech in November 1918 at the session of the National Council of the State of Slovenes, Croats and Serbs, in which he delivered the famous sentence, "Do not rush like geese in the fog!"

Together with his brother Antun, Stjepan Radić founded the Croatian People's Peasant Party in 1904, at a time when peasants did not have the right to vote, and thus no access to politics. The party became

stronger and more influential over the years, and with the parliamentary strengthening of the party in the Kingdom of Serbs, Croats and Slovenes, Radić, as its leader, posed a threat to the regime.

Stjepan Radić was mortally wounded in an assassination on June 20 1928 by a member of the People's Radical Party, Puniša Račić. Radić died of his injuries on August 8, and more than 150,000 people attended his funeral in Zagreb.

The memory of the life and work of Stjepan Radić, but also of his older brother Antun, is kept by the Radić Brothers Cultural Center, which is located in their home village of Desno Trebarjevo. The story of the lives of these two "leaders and teachers of the Croatian peasant people" is revealed in exhibitions, books and photographs.

The Radić Brothers Cultural Center is also the guardian of the heritage of Posavina, where the Radić brothers grew up and moved into the world, always proudly emphasising their origin, language and tradition that was part of their identity. Visitors to the Radić Brothers Cultural Center, which keeps an important part of Croatian history from oblivion, can also peek into the traditions of Posavina and the life of the village 150 years ago.

Jasmina Jovev is a graduate journalist with many years' experience. She is an IE Certified Interpretive Guide. Since 2018, she has been the director of the Radić Brothers Cultural Center. She works with great love on the preservation and presentation of the cultural heritage of Croatian Posavina, and this year she is dedicated to programmes that celebrate the 150th anniversary of the birth of the Croatian great Stjepan Radić, both in Croatia and abroad. She can be contacted at: [jasmina.jovev@gmail.com](mailto:jasmina.jovev@gmail.com).

(Images overleaf)





Historical images (left) - top left dates from 1913  
Re-enactments and heritage displays (right)  
(Images: Radić Brothers Cultural Center)

# Suspenders for marriage (and tourism)

**Sonja Leka (Croatia)**

## **Keeping heritage alive through tourism – A happy and fruitful marriage in the old days was all down to the women's kitting skills!**

In this area of Croatia, where the space is richest and the population poorest, Lika county is a mainly hilly and mountainous region, where life was never easy. With short summers and long winters, the fire in Lika's furnaces burns almost all year round.

According to an old legend, Lika is named after the ancient Greek word, lycos, meaning wolves – land of wolves. There is a younger legend that the Romans found a good source of clean, drinking water there so they named it Lika, after the latin word, liquor, meaning (running) water. And there is also a folk tale: Once upon a time, the ancient people (Greek or Roman, we are not sure) just moved away from region. It was too cold. They experienced snow in June and it was too much for them. Only the hardest people remained. That is how the Lika people came to be.

Life in Lika is not easy, but nature is wonderful. Lika is full of clean drinking water and it boasts the Plitvice lakes, a pearl of nature, well known throughout the world and protected by UNESCO.

The people in Lika are mostly mountaineers. They don't talk much, but in talking they use a lot of riddles. Lika's people like to joke about themselves. They say that the bear was their father, and the beech tree their mother. One of the world's greatest minds, Nikola Tesla, was born and grew up in Lika county.

The folk costume is simple, just a few colours: dark red, black, brown, green. The women wore a cotton dress, a woollen apron, woollen socks and a scarf. The men wore cotton shirts, woollen trousers, woollen socks and a leather vest. Sheep's wool was mostly used to make textiles, in addition to flax and hemp.

Although the women did not wear underwear, the men traditionally wore a very specific style of woollen underwear – a suspender or codpiece called a nakurnjak or 'willy warmer'. Every young girl had to knit a coarse sheep's wool suspender for her future husband before marriage. Sometimes she could determine the size herself, sometimes with help from more experienced cousins, grandmothers or godparents. If there was no help in sizing, a hand-held coffee grinder was used as a model!

A married woman's duty was to bring a box of clothes and bedding to the new family. Placed carefully on top of the box was the male suspender made of coarse sheep's wool. It was said that the tingling sensation produced by wearing the wool next to the skin produced good blood circulation and ensured fertility to produce a lot of children. The suspender was worn in winter (to keep warm) and also in summer (to keep cool) and also provided protection in horse riding.

The woollen suspenders were made in the Lika region until the 1950s but since then have been forgotten, apart from as an exhibit in ethnomuseums. However, for the last fifteen years the suspenders have been made as a souvenir and an unusual gift, with some of the older women willing to talk about this old custom, so the tourism trade is somewhat keeping the heritage alive for those who would like to understand it.

Sonja Leka is a licenced tourist guide for Lika and Plitvice Lakes. You can contact her at: [sonja.leka.lps@gmail.com](mailto:sonja.leka.lps@gmail.com).



**Traditional nakurnjak packaged for tourists (Image: Sonja Leka)**



## Nin – A city with a thousand stories to tell

Ivica Škriljevečki (Croatia)

**This is the place where sea, sun and sand romance the old tales of kings and queens, fairies and magical journeys. Make it part of your own.**

Nin might seem like just a small town with a population of fewer than 3,000 inhabitants, but with 3,000 years of history it is no less than a city. It is actually Croatia's oldest royal city. Its history started with the Liburni people who founded their settlement on a small island within a shallow lagoon. It became a Roman municipium on the turn of the eras more than 2,000 years ago, and was then destroyed at the time of the fall of the Western Roman Empire to return as the capital of the emerging new, Croatian state in the 9th century. The date of June 7th is celebrated as the Day of City of Nin as well as the Day of Croatian Diplomacy, as on this date in 879 Pope John VIII sent three letters to Nin acknowledging the Croatian Duke Branimir as the rightful ruler of the Croatian people. As Croatia became a kingdom, local legend says that no less than seven Croatian Kings were crowned here. No wonder one of the sandy beaches is called Queen's Beach – for what is a man without his 'better half'?

The Tourist Board Nin, especially its Manager, Marija Dejanović, is very proud of the rich local heritage and has been working very hard to present and interpret this heritage, both natural and cultural, for visitors as well as members of local communities. They organise many festivals and events to engage people directly with the culture and local customs.

Unfortunately, most of the historical city was ruined in 1646 but remnants of its walls are still quite visible, unlike the sand castles built on the beach during the summer 'Festival of Sand – Magic that occurs and disappears'; they last only few days and – if you are not here to see them, or perhaps even build them – they are quickly gone, but it is thrilling for people to be a king or queen of their castle for a few hours.

A local notary, Petar Zoranić, wrote in 1536 Croatia's very first novel, 'Planine' (The Mountains), inspired by the views from Nin. It is a tale of adventure through the mountains of Dalmatia, across the rivers, and along the North Dalmatian coast where the main character gets his broken heart healed by fairies, only to task him with registering the language, culture and history of his people. The novel is the author's physical but also spiritual journey through the natural and cultural wonders around the wider

Nin area, which today includes two national parks, a nature park, and two cities with monuments on UNESCO lists). Perhaps this novel also even helped Nin to be elected among Europe's most romantic destinations in 2015. The Tourist Board Nin offers free-of-charge living history experiences a couple of times each year in which visitors have a chance to explore Nin accompanied by no other than Petar Zoranić himself (aka me!) and/or by a fairy that incited him to write.



Petar Zoranić in the spotlight (Image: Dejanovic)

The heritage of Nin has been steadily explored and appreciated since the 19th century when the first archaeological collection was displayed in the unique church of the Holy Cross. The church, dubbed 'The World's smallest cathedral' by Thomas Graham Jackson, was never a cathedral but is still today a wonder, shedding light on the architecture of the 9th century. The 'Festival of Light' helps visitors to discover the centuries-old secrets held within these church walls.

The artefacts found in Nin are on display in the Museum of Nin Antiquities and also in the Archaeological Museum in Zadar, but some have been lost a long time ago to foreign private collections. If you are reading this with a grain of salt, visit Nin and think no more of it – Nin will offer you the Flower of Salt from its saltpans that harvest the salt from the sea using methods unchanged for the past 3,000 years. All the efforts of the Tourist Board Nin have inspired others to get involved and now the saltpans offer several free-of-charge interpretational tours that include flora, fauna and of course production/ harvesting of salt. The free tours are showcase the possibilities of local heritage and also aim to promote these experiences and draw more paid participants and thus support the local communities. Local tourist guides besides the living history tours mentioned (Petar Zoranić, fairies, Roman Soldier) also offer a 'Treasure Hunt through



Nin' where you follow in the footsteps of kings and queens to learn more about Nin.

Nin will welcome you whether you are a single traveller, a couple, a family with children or part of a larger party – because it has a thousand stories to tell and a magical journey like the one described by Petar Zoranić awaits you.

Ivica Škriljevečki is a licensed tourist guide in Zadar, Croatia. He has recently become a member of Interpret Europe with an affinity to work as a live interpreter. You can get in touch with him at: [info@itravel.hr](mailto:info@itravel.hr).



Advocates of language (Image: Dejanovic)

# What's going on elsewhere

## Citizens debates – Your chance for your say

News Team

**The call is open until the end of 2021 to organise inspiring debates on the future of Europe in heritage sites. Why not get involved?**

The European Heritage Alliance, of which IE is a member, turns ten this year and has launched a wide call to organise inspiring citizen debates across Europe for the rest of this year. The topic should focus on the future of Europe in heritage sites.

This grassroots initiative is a meaningful contribution both to the Conference on the Future of Europe [[https://ec.europa.eu/info/strategy/priorities-2019-2024/new-push-european-democracy/conference-future-europe\\_en](https://ec.europa.eu/info/strategy/priorities-2019-2024/new-push-european-democracy/conference-future-europe_en)] which officially launched on 9 May 2021, and to the New European Bauhaus [[https://europa.eu/new-european-bauhaus/index\\_en](https://europa.eu/new-european-bauhaus/index_en)] which we featured in the last newsletter.

The objectives of this initiative are to:

- Engage cultural heritage stakeholders and citizens to discuss the future of Europe;
- Demonstrate that cultural heritage has a unique role to play in the co-designing and shaping of our common future;
- Prove that Europe's heritage sites provide inspiring settings to combine professional expertise with citizens' engagement.

If you want to take part, there is a handy [communication toolkit](#) containing visual, videos, and suggestions for social media posts and newsletter/website articles. The press release is also available [here](#).

It would be great to see our IE members get involved with this. If you do take part, send a link to IE's Facebook, Twitter or LinkedIn account and we will be sure to share it with other Heritage Alliance members in the network.

CALLING FOR CITIZENS DEBATES  
ON THE FUTURE OF EUROPE IN HERITAGE SITES

POWERED BY  
#EUROPA  
NOSTRA  
AGORA

#NewEuropeanBauhaus #COFOE #TheFutureIsYours #Heritage4Europe #EuropeForCulture

Conference on the Future of Europe  
New European Bauhaus  
beautiful sustainable together  
EUROPA NOSTRA  
EUROPEAN HERITAGE ALLIANCE 33  
Co-funded by the Creative Europe Programme of the European Union

## EU Funding for Culture 2021-2027

The first calls under the Creative Europe Programme 2021-2027 have opened with €2.44 billion of support available for the cultural and creative sectors.

The Creative Europe Programme was adopted on 20 May 2021. You can find it in all EU official languages [here](#). See the official press release [here](#). More details of the programme are available [here](#).

The first calls under the culture strand are now open: [Culture and Creativity](#).

## Perform Europe

Applications for [Perform Europe](#) are open. The deadline is short for this one so start your application now! Read the guidelines [here](#) - available in English and all Creative Europe languages.

Applications opened on 15 June and will close on 7 July at 23.59 CEST.

[Subscribe to the Perform Europe newsletter](#) for information on when new calls are published.

## iPortunus pilot scheme launches

This scheme is aimed at providing efficient residencies and working environments for creative individuals. It focuses on making real-life contacts with peers face-to-face, but recognises that the pandemic and a future that is less travel intense, more equally accessible and greener will favour blended digital/real life programmes.

Round 1 closed on 30 June  
Round 2 opens on 23 August

Find all the information you need here: [https://www.i-portunus.eu/about-the-programme-host/?fbclid=IwAR3GGmwadXLSrMSy-l0langJjHv-9OjTu95vcJqWXjm3QnxmRw0\\_GOOBuEo](https://www.i-portunus.eu/about-the-programme-host/?fbclid=IwAR3GGmwadXLSrMSy-l0langJjHv-9OjTu95vcJqWXjm3QnxmRw0_GOOBuEo)

## Horizon Europe - Cluster 2

Cluster 2 of Horizon Europe, 'Culture, Creativity and Inclusive Societies', focuses on challenges related to democratic governance, cultural heritage and the creative economy, as well as social and economic transformations.

There are many cultural heritage relevant calls, including on:

- Preserving and enhancing cultural heritage with advanced digital technologies;
- Green technologies and materials for cultural heritage;
- New ways of participatory management and sustainable financing of museums and other cultural institutions;
- Effects of climate change and natural hazards on cultural heritage and remediation;
- Protection of artefacts and cultural goods from anthropogenic threats;
- Traditional crafts for the future: a new approach;
- Europe's cultural heritage and arts - promoting our values at home and abroad;
- The New European Bauhaus – shaping a greener and fairer way of life in creative and inclusive societies through Architecture, Design and Arts

Further information can be found on [europa.eu Funding and Tenders](#).

The deadline for applications is 7 October.



**If you have a project in mind and apply for funding in support of it, we wish you the best of luck.**



# IE announcements

## Get involved with IE – An invitation to find your own motivation

**Max Dubravko Fijačko (Croatia)**

**Interpret Europe is your organisation and there are many ways to become more involved, exchange ideas and experiences.**

An invitation to find your own motivation... this title sounds like a verse from a poem.

If it really was a poem, the next line could be:

Every organisation is as strong as how active each member is.

OK, no rhyme this time (heh!), but in fact the invitation here is just a great example of how to better connect and how to become a more active member within our organisation.

All IE Certified Interpretive Trainers know (I hope) that especially our IE certification courses should have a long-lasting networking impact. They promote the building of strong relationships between the participants, as well as between the participants and the trainer.

That was the reason I organised an extra three-hour workshop for my previous course participants, approximately two months after the course. The idea was to refresh their memory, but also to motivate them to connect even more with other members of Interpret Europe.

Aren't common values, beliefs and dreams exactly the reasons why we all became members of Interpret Europe? If this is true, why not take this great opportunity and exchange ideas or simply learn from each other. Engagement is the answer. It builds relationships with our members and adds value to our professional lives, as IE's new mission statement claims: Empowering all who inspire meaningful connections with Europe's natural and cultural heritage to shape our common future.

So, let's really empower each other first. Let's exchange ideas and information. Let's cooperate on new projects. Let's inform each other about new projects, new ideas, etc...

If you wait for some big opportunity – fine, then the time is now! The next big opportunity is the annual Interpret Europe conference, this year focusing on 'Recreating tourism through heritage interpretation'.

iecon21 will be online, on 1-4 October, but you can start with preparations and connections right now. The call for papers is just about still open if you act fast! If you have any idea to share or exchange about the theory and practice of interpretive approaches to tourism development and reconsidering the role of heritage interpretation in tourism and community development for tourist destinations, you are more than welcome to become a more active member. Check out more here:

<https://www.interpreteuropeconference.net/format-of-presentations/>

I hope it is clear, that all of you are invited. Remember, IE is all yours.

Max Dubravko Fijačko is an IE Certified Interpretive Trainer and is Conference Manager for this year's IE web conference #iecon21 (1-4 October). You can get in touch with him at: [dubravko.fijacko@interpret-europe.net](mailto:dubravko.fijacko@interpret-europe.net).



**Extra workshop for IE members/ past trainees**  
(Image: Dubravko Fijacko)



## Conference keynotes

### Max Dubravko Fijačko (Croatia)

**We are pleased to share with you two of the keynote speakers who will be joining us online for #iecon21 on 1-4 October.**

During our conference, 'Recreating tourism through heritage interpretation', we will consider questions such as:

- Why is heritage interpretation a suitable tool to recreate tourism after the crisis?
- Can heritage interpretation empower communities and make them more resilient?
- Can heritage interpretation also lead to more sustainable tourism?
- How can heritage interpretation help to foster human values as defined by UNESCO?
- How can heritage interpretation make tourists and local people more mindful towards our common future?

We are looking forward to your presentations and of course the chat and debates we will surely enjoy together. To help steer some of these, we are pleased to welcome the following two keynote speakers to our virtual stage: Ben Lynam and Gianna Moscardo.

**Ben Lynam** is Head of Strategic Communications at the Travel Foundation, a sustainable tourism charity based in the UK, which works with businesses and destinations across the globe to improve tourism's impacts. He has been at the Travel Foundation for nearly nine years and has been involved in projects such as developing the influential 'Destinations at Risk: The Invisible Burden of Tourism' report in 2019, and setting up the Future of Tourism Coalition in 2020.

#### **A synopsis of Ben's keynote:**

As international tourism returns, the focus is increasingly on developing authentic, local experiences that create true value for communities. But what does that look like in practice? The Travel Foundation has been working with companies and destination authorities to clarify what terms like 'authentic' and 'local' actually mean for the visitor economy, and what 'value' means for residents, and how to achieve this in the context of 'building back better'. Ben will also introduce the concept of the 'invisible burden' of tourism, and relate this to both tangible and intangible culture and heritage assets, and outline the opportunities this brings for innovative businesses and destinations.

**Gianna Moscardo** is a Professor in the College of Business Law and Governance at James Cook University, teaching in tourism futures and destination management. Her research interests include sustainable regional tourism development, destination community wellbeing, visitor experience design and effective guest communication, mostly through interpretation. Her most recent work has been on using stories for tourist experience design and for improving tourism sustainability. Gianna is the current Chair of the Building Excellence in Sustainable Tourism Education Network (BEST EN), an international organisation committed to the creation and dissemination of knowledge to support the sustainable tourism education, research and practice.

#### **Gianna will talk about: Interpretation stories for tourism sustainability**

Stories are an essential part of being human. The stories we tell ourselves and others, the stories we live and the stories we are told are critical to how we learn about, understand and act in the world. Until recently, the stories that tourism researchers and practitioners have told themselves about who they are and what they do have focused on how to make tourism work for international tourists and larger tourism businesses. In these tourism stories interpreters, at best, offer a supporting service. The stories that interpreters have told themselves about what they do have focused on preserving and making heritage live. In these interpreter stories tourists, at best, are a welcome market that can support interpretive goals. But sustainability pressures, before, during and beyond Covid-19, mean we need new stories about what tourism and interpretation could be and we need to engage tourists and residents alike in more sustainability stories. This presentation will argue no-one is better placed to tell sustainability stories than interpreters. It will provide some ideas to make interpretation a critical component in tourism that makes positive contributions to both destination wellbeing and the world as a whole.

**Have you booked your seat yet? Take advantage of the early bird booking discount until 15 August.**

<https://www.interpreteuropeconference.net/registration/>

Max Dubravko Fijačko is Conference Manager for this year's IE web conference #iecon21 (1-4 October). You can get in touch with him at: [dubravko.fijacko@interpret-europe.net](mailto:dubravko.fijacko@interpret-europe.net).

## Opportunities to support IE

### Are you passionate about cultural heritage?

IE's Cultural Heritage Team is looking for members. Our goals are to promote co-creation and multiple voices in heritage interpretation; to advocate for professional heritage interpretation to policy and decision makers and to identify developments in policy and disciplines relevant to cultural heritage interpretation. There are already some ideas on concrete actions to realise these goals and further ideas will be developed by the team.

If you think you can realistically contribute up to three hours per month to support the team, why not join us? For further questions, or to express your interest in becoming a team member, please email [nicole.deufel@interpret-europe.net](mailto:nicole.deufel@interpret-europe.net).

**Nicole Deufel (Cultural Heritage Coordinator)**

### Tourism Team call for members

What comes to your mind first when you read the word of the great author Henry Miller: "One's destination is never a place, but a new way of seeing things"?

Interpret Europe's Tourism Team has just entered a new stage. We are looking for new team members who would like to join forces in creating the initiatives and projects that will bring unforgettable memories to the people around the world. Why not help travellers to experience the places, artefacts and activities that authentically represent the stories and people of any destination?

If the answer is yes, you should probably join IE's Tourism Team!

With the upcoming 'Recreating tourism through heritage interpretation' conference and initiative, the Tourism Team has an opportunity to serve as an inspirational point for anyone interested both in natural and cultural features of a destination, as well as their relation to heritage tourism. Our goal is to help all those creative people to develop their own tourism initiatives in a very authentic and meaningful way using the interpretation as a powerful tool.

If you feel that you are ready for this call and you can contribute up to five hours per month in supporting the team, why not join us? Get in touch: [vasilka.dimitrovska@interpret-europe.net](mailto:vasilka.dimitrovska@interpret-europe.net)

**Vasilka Dimitrovska (Tourism Coordinator)**

### Do you tweet?

Do you like your content only a scroll away? The latest news from your favourite organisations, events and news you feel passionate about all in one place? You are the kind of person for us!

The Social Media Team invites people who would like to support IE social media content by creating or searching for latest news stories about heritage interpretation and related topics. Do you like tweeting? Could you help us?

We would also like to explore how we can say everything there is to say about Interpret Europe and heritage interpretation in short videos and individuals who would like to dive into the world of podcasts would also be welcome in the team.

If you are not sure whether you are the right media enthusiast, why not send me a message to: [janja.sivec@interpret-europe.net](mailto:janja.sivec@interpret-europe.net), and we can chat more.

**Janja Sivec (Social Media Coordinator)**

### Our newsletters need you!

We can always accept extra help from members to help provide exciting content for our quarterly newsletter.

Could you be a story searcher? Either in your geographic region or a subject area of interest to you, could you help to gather stories that might be of interest to other members? We particularly want to know about:

- News from cultural and natural fields
- New developments in heritage interpretation
- Reviews of events

Are you great at finding funding? If you regularly search for EU funding opportunities and would be willing to share any opportunities you find with other members, please let us know. We're looking for someone to add opportunities to the funding section of the newsletter.

If you can help with any of the above, or have any other suggestions for what you would like to see in your newsletter, please get in touch: [marie.banks@interpret-europe.net](mailto:marie.banks@interpret-europe.net).

**Marie Banks (News Coordinator)**

## Welcome to our new members

### Individual members (full)

Sandra Beletić, Croatia  
Mathilde Bretz, France  
Špela Čonč, Slovenia  
Sandra Grcic, Croatia  
Luiza Hrvatin, Croatia  
Ozren Islamovic, Bosnia and Herzegovina  
Mirza Kapetanovic, Bosnia and Herzegovina  
Anabella Križanac, Croatia  
Ana Lupieri, Croatia  
Emil Majuk, Poland  
Irene Pastorčić, Croatia  
Ingrid Perisic, Croatia  
Martina Štemberger, Croatia  
Helena Ten Berge, Belgium  
Petar Tomašić, Croatia  
Anja Trobec, Slovenia

### Individual members (entry level)

Martin Adler, Germany  
Stefan Althoff, Germany  
Laura Apat, Slovenia  
Ringo Behn, Germany  
Ivan Blažetić, Croatia  
Dolores Boljun, Croatia  
Laya Boquiren Gonzales, Philippines  
Marija Brložnik, Slovenia  
Jasna Brnić, Croatia  
Saša Bujan, Slovenia  
Zrinka Buktenica Mikšić, Croatia  
Nina Časl, Slovenia  
Ona Čepaityte Gams, Slovenia  
Ana Cerovac, Croatia  
Lada Crnobori, Croatia  
Jasna Cucek Mrsic, Croatia  
Frank Demus, Germany  
Dubravka Domijan Džekić, Croatia  
Barbara Drev, Slovenia  
Martina Fekonja, Slovenia  
Tina Felicijan, Slovenia  
Hagen Fiedler, Germany  
Silvija Fosnjar, Croatia  
Polona Frajzman, Slovenia  
Jana Freitag, Germany  
Frank Götz Schlingmann, Germany  
Uros Grabner, Austria  
Alen Greblo, Croatia  
Birgit Grothkopp, Germany  
Katharina Hagen, Germany  
Kai Hampel, Germany  
Irena Iskra Miklavčič, Slovenia  
Simona Jerčič Pšeničnik, Slovenia  
Katharina Jesswein, Germany

Adrijana Ježovnik Andrejc, Slovenia  
Andželina Jukić, Slovenia  
Tanja Jukic Braculj, Croatia  
Alen Karabaić, Croatia  
Dominika Karlatec, Slovenia  
Barbara Kelher, Slovenia  
Rebeka Knez, Croatia  
Lea Knez, Croatia  
Loren Kocollari, Slovenia  
Borut Kokalj, Slovenia  
Suzana Komparić, Croatia  
Petra Kraljić, Croatia  
Darja Kranjc, Slovenia  
Anabella Križanac, Croatia  
Sanja Lazarevic, Croatia  
Aleksandra Lorenci, Slovenia  
Senta Lorenci Kričej, Slovenia  
Andreja Lotrič, Slovenia  
Sonja Lovrić Lilić, Croatia  
Jacquie Macintyre, United Kingdom  
Sarah Mamerow, Germany  
Jana Martinčič, Slovenia  
Julia Melle, Germany  
Monika Mikolajska, Croatia  
Irena Nacinovic, Croatia  
Helma Neye, Germany  
Tadeja Oderlap, Slovenia  
Matic Pečovnik, Slovenia  
Teja Peperko, Slovenia  
Slavica Pericic, Croatia  
Maja Polić, Croatia  
Thomas Prager, Germany  
Lucija Pušnik, Slovenia  
Kathrin Räscher, Germany  
Martin Reeskens, Belgium  
Simona Rubin, Slovenia  
Neli Sovinc, Slovenia  
Cornelia Steinigen, Germany  
Ruta Stulpinaite, Germany  
Irena Tertinek, Slovenia  
Karolina Tutić, Croatia  
Klemen Uršnik, Slovenia  
Lorena Vlahovski Croatia  
Marija Volf Puž, Croatia  
Anita Vukoja, Croatia  
Martin Winter, Croatia  
Franz Woellner, Germany  
Peter Zajc, Slovenia  
Adrijan Zalesnik, Slovenia  
Jerica Založnik, Slovenia  
Ingo Zander, Germany  
Ana Žerdoner, Slovenia

**We currently have no members from the following countries: Cyprus, Iceland and Moldova.**

**Do you have any personal contacts in these countries who would benefit from being a part of IE?  
If so, introduce them!**

## Welcome to our new coordinators



**Tourism Coordinator**  
**Vasilka Dimitrovska (North Macedonia)**

I had considerable experience in the interpretation and creative industry sector as a content creator, project and team manager even before I founded HAEMUS, the Center for Scientific Research and Promotion of Culture based in Skopje, North Macedonia, where I work as a creative director and project manager. Heritage interpretation and tourism have been a large part of my life since my university days. I love to travel and to experience places so, while I was studying at the University in Skopje, I obtained a professional licence for tourist guiding. I applied some of the main principles of interpretation to the heritage tours I created many years before I was professionally introduced to Interpret Europe. Joining the IE crew, you could say that I finally found the roots that feel like home.

For me, interpretation is about storytelling and personal feelings, the way we remember things, irrespective of the official facts. My personal perception of interpretation, along with my vast experience and parallel working in both heritage academic circles and in heritage tourism, gave me a deep insight and helped me to establish several long-term sustainable projects such as: Scupini Romani, Grandma March Day (HAEMUS is safeguarding this tradition inscribed by UNESCO on WHL), Educative Skopje tours and last but not least, HAEMUS Travel, a social enterprise which is a creative tourist brand of HAEMUS that inspires the community through experience excursions led by heritage professionals in order to take care properly of our common heritage.

**Vasilka can be contacted at: [vasilka.dimitrovska@interpret-europe.net](mailto:vasilka.dimitrovska@interpret-europe.net).**



**Country Coordinator Slovenia**  
**Marija Fajdiga**

I'm a Ranger at Park Škocjanske jame, Slovenia. It is a UNESCO World Heritage Site where I can experience first-hand contact with visitors from around the world. I'm a cave and local guide. This work allows me to experiment with different approaches to guiding and to interpreting heritage.

I was born in Postojna where there is also another famous cave; this means that Karst country is my home. For as long as I can remember, I have been interested in the phenomena around me and also in all the old stories told to me by the old folk I met. I have always had a feeling that we must preserve that knowledge and those values because one day someone will want to know about them.

During my studies, I went to Tuscany in Italy where I gained experience as well as professional knowledge and saw an interesting approach to countryside living. Working with NGOs, I had the opportunity to lead some national and international projects, where I gained skills and knowledge on project and teamwork. I'm convinced that only a good team can do great things.

My first close encounter with Interpret Europe was at the conference in Primošten, Croatia, in 2014. In 2017, I became an IE Certified Interpretive Guide and am now also a Certified Interpretive Trainer and have completed the Certified Interpretive Host Module. I believe that Interpret Europe has many good solutions for heritage interpretation and is providing useful tools to undertaking it. That's why I'm happy to be part of this great team and I hope to contribute something to our Slovenian IE family.

**Marija can be contacted at: [marija.fajdiga@interpret-europe.net](mailto:marija.fajdiga@interpret-europe.net).**

**Further details and all of IE's coordinators can be found here:**

**<https://interpret-europe.net/our-structure-and-bodies/>**



# Other announcements

## Upcoming events

For up to date information on upcoming events in Europe and the rest of the world, keep an eye on the events page of the IE website:

<http://www.interpret-europe.net/top/events/all-upcoming-events.html>

**\*\* Events may be subject to last minute changes.  
Please check individual event websites \*\***

### Key events of heritage interpretation associations

01-04/10/2021

**IE Conference 'Recreating tourism through heritage interpretation'**

Online

<https://interpreteuropeconference.net/>

10-13/11/2020

**NAI Conference 'Shifting sands of interpretation'**

Palm Springs (USA)

<https://nai2020.pathable.co/>

### International events of other organisations in Europe

04-09/07/2021

**World Archeological Congress**

Prague (Czech Republic)

<https://www.wac-9.org/>

04-08/10/2021

**Europarc Conference 'Tribute to our landscape'**

Leeuwarden (Netherlands)

<https://www.europarc2021.nl/>

20-23/10/2021

**Regenerating European Tourism through Culture, Heritage and Creativity**

Athens (Greece)

<https://www.culturaltourism-network.eu/conference-2021.html>

21-22/10/2021

**Interpretation for heritage protection**

Poznan (Poland)

<https://pcd.poznan.pl/en/>

22-24/10/2021

**IMTAL Europe Conference 'Communicating the past'**

Athens (Greece)

<https://www.imtal-europe.org/compast>

## **International events (continued)**

17-19/11/2021

**EXPONATEC Trade Fair for Museums, Conservation and Heritage**

Cologne (Germany)

<https://www.exponatec.com/>

24-26/11/2021

**MUTEC Trade Fair for Museums and Exhibition Technology**

Leipzig (Germany)

<http://www.mutec.de/en/?language=en>

# And finally...

## Thank you for your contributions.

Warm, sunny greetings from your IE News Team. We hope you all remain safe and well, wherever you are. Marie Banks (UK) – News Coordinator, supported by Anna Carlemalm (Sweden), Jacqui MacIntyre (UK), Abby McSherry (Ireland), Elisabeth Nübel-Reidbach (Germany), Sarah Wendl (Austria) and Ivana Zrilić (Croatia).

## Any news, projects, thoughts or adventures in interpretation that you want to share?

Send a report and some photos to:  
news@interpret-europe.net.

Please consider that we like to promote best practice examples in the field of heritage interpretation and follow the guidelines for newsletter authors:

<http://www.interpret-europe.net/top/news/guidelines-for-authors.html>

**Deadline for contributions for the autumn 2021 edition: Tuesday 31 August 2021**

The articles, news items and event announcements reflect the views and opinions of the individual authors and do not necessarily represent those of Interpret Europe or other organisations.

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<https://www.facebook.com/interpreteurope>



<https://www.linkedin.com/company/1227939/>



<https://www.youtube.com/channel/UCDbwylo-tJugfsKXIEI21fQ>

As a member you can also join our [closed Facebook group](#) or our Facebook country groups for more regular, informal interpretation chat.

Albania: [Interpret Europe Albania](#)

Bosnia & Herzegovina: [Interpret Europe Bosnia & Herzegovina](#)

Croatia: [Interpret Europe Croatia](#)

Greece: [Interpret Europe Greece](#)

Italy: [Interpret Europe Italy](#)

Kosovo: [Interpret Europe Kosovo](#)

North Macedonia:

[Interpret Europe North Macedonia](#)

Poland: [Interpret Europe Poland](#)

Scandinavia: [Interpret Europe Scandinavia](#)

Slovenia: [Interpret Europe Slovenia](#)

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Empowering all who inspire meaningful connections  
with Europe's natural and cultural heritage  
to shape our common future

