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Travel Journalism, Communication and Social Media

Module 8: Travel and Heritage; fostering multi-cultural awareness

Dr Fani **Galatsopoulou**, Senior Teaching Fellow and Instructor

Dr Clio **Kenterelidou**, Senior Teaching Fellow and Instructor

School of Journalism and Mass Communications

Faculty of Economics and Political Sciences



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- The project is implemented under the Operational Program "Education and Lifelong Learning" and is co-funded by the European Union (European Social Fund) and national resources.





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Travel and Heritage; fostering multi-cultural awareness

Dr Clio Kenterelidou & Dr Fani Galatsopoulou



Module's Outline

Course title “Travel Journalism, Communication and Social Media”

Module title

“Travel and Heritage; fostering multi-cultural awareness”

- Mapping heritage and the common heritage principle
- Travel, Heritage: exploring the linkages
- Travel Literacy and Sustainable Travel
- Travel and Heritage Communication and Journalism



Heritage (1)

Heritage ...

is “our legacy from the past, what we live with today, and what we pass on to future generations” (UNESCO).

Its concept and scope includes ...

- tangible heritage (cultural properties, build environment)
- intangible heritage (practices, representations, expressions, skills, instruments, objects, artefacts and cultural spaces associated therewith that communities or groups recognize as part of their cultural heritage)
- environments (natural properties)

Cultural and Natural Heritage are both irreplaceable sources of life and inspiration as both refer to something that bears within and is invested with values.

(UNESCO, 1999 & 2003; articles 23:5, 43:10 & 2:2)

(ICOMOS, 2002)



Heritage (2)

Cultural Heritage...

- is a complex whole which includes the entire corpus of material signs – either artistic or symbolic – handed on by the past to each culture and, therefore, to the whole of humankind.
- gives each particular place its recognizable features and is the storehouse of human experience.
- is considered both in time and in space.

(UNESCO, 25 C/4, 1989, p.57)



Heritage (3)

Cultural Heritage:

- **Tangible** heritage (cultural and physical/natural environment):
 - **movable** (paintings, sculptures, coins, manuscripts)
 - **immovable** (monuments, buildings, archeological sites, canals, architecture, railways, science, technology, industrial sites)
 - **underwater** (shipwrecks, underwater ruins and cities)
- **Intangible** heritage:
(oral traditions and epics, oral histories and myths, dances, music, performing arts, festivals, customs, crafts, rituals, cultural identities, way of life, scenic landscapes, industrial remains, battlegrounds)



Heritage (4)

Natural Heritage ...

refers to environments of nature creation:

- *natural features* consisting of physical and biological formations or groups of such formations
- *geological and physiographical formations* and delineated areas that constitute the habitat of threatened species of animals and plants of outstanding universal value from the point of view of science or conservation
- *natural sites* or delineated natural areas of outstanding universal value from the point of view of science, conservation or natural beauty.

(UNESCO, article 2)



World Heritage

- .. are places of special cultural or physical/natural importance and of outstanding universal value (e.g. forest, mountain, lake, island, desert, monument, building, city or other sites)
- ... are considered to be the centerpiece of the global heritage (Shackley, 1998) and of the common heritage of humanity
- ... are listed by the United Nations Educational, Scientific and Cultural Organization (UNESCO)
- ... constitute cultural wonders that represent our past and present, and belong to all
- 2014: 1007 sites in 160 states (779 cultural, 197 natural, 31 mixed properties out of which 31 are transboundary and 46 are in danger)



Figure 1



World's Heritage (1)



Figure 2



Figure 3



Figure 4



Figure 5



World's Heritage (2)



Figure 6

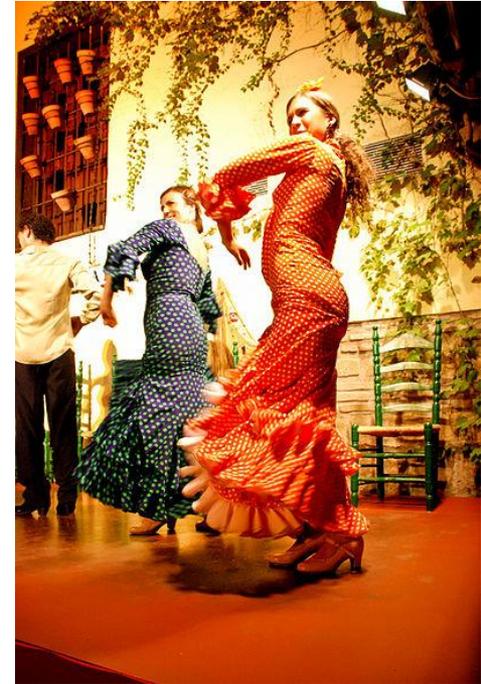


Figure 7



Figure 8



World Heritage and Greece (1)

- Greece is home to a wealth of heritage resources which have to be protected and promoted.
- TANGIBLE heritage: 15 cultural sites and 2 mixed sites (cultural + natural) (2014)
[Acropolis, Delos island, Meteora, Mount Athos]



Figure 9



Figure 10



Figure 11



Figure 12

- INTANGIBLE heritage: Mediterranean diet



World Heritage and Greece (2)

Greece

- ◆ Temple of Apollo Epicurius at Bassae
- ◆ Acropolis, Athens
- ◆ Archaeological Site of Delphi
- ◆ Medieval City of Rhodes
- ◆ Meteora
- ◆ Mount Athos
- ◆ Paleochristian and Byzantine Monuments of Thessalonika
- ◆ Sanctuary of Asklepios at Epidaurus
- ◆ Archaeological Site of Mystras
- ◆ Archaeological Site of Olympia
- ◆ Delos
- ◆ Monasteries of Daphni, Hosios Loukas and Nea Moni of Chios
- ◆ Pythagoreion and Heraion of Samos
- ◆ Archaeological Site of Aigai (modern name Vergina)
- ◆ Archaeological Sites of Mycenae and Tiryns
- ◆ The Historic Centre (Chorá) with the Monastery of Saint-John the Theologian and the Cave of the Apocalypse on the Island of Pátmos
- ◆ Old Town of Corfu

Figure 13



World Heritage and Greece (3)

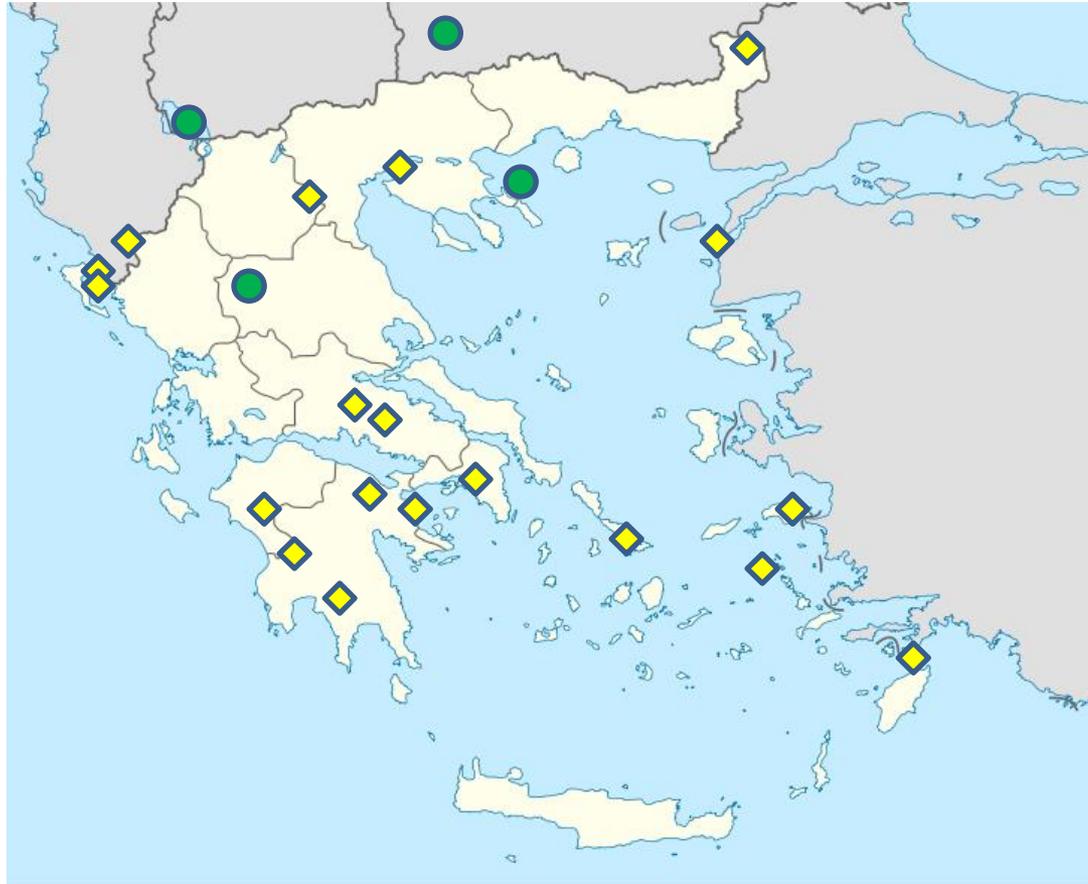


Figure 14



World Heritage and Thessaloniki, Greece (1)

- Thessaloniki has the Paleochristian and Byzantine Monuments (7th century and later), 16 UNESCO heritage sites.

(e.g. old city walls / Trigonion Tower, Church of the Saviour, Vlatadon Monastery, Acheiropoeitos or "made without hands" church, Agios Dimitrios, Panagia Chalkeon, Agios Nikolaos Orfanos, Agia Ekaterini, Latomou Monastery (Osios David), Arch of Galerius, Agia Sophia).



World Heritage and Thessaloniki, Greece (2)



Figure 15



Figure 18



Figure 20



Figure 16



Figure 19



Figure 21



Figure 17



European Heritage Label (1)



Figure 22

- An initiative designed to highlight heritage sites that celebrate and symbolise European history, ideals, and integration. (e.g. monuments, natural-archaeological-urban-industrial-underwater sites, museums, cultural landscapes, places of remembrance, cultural goods and objects and intangible heritage associated with a place).
- An action addressing both culture and citizenship and a pedagogical and symbolic tool with regard to the development of the EU.



European Heritage Label (2)

Why? Because ...

- cultural heritage forms an integral part of our European identity and of Europe's shared values and principles. Today's European culture is based on a History of border-crossing exchange and dialogue, of interaction and transfer of men and values, of ideas, artistic movements and works of art. Its objective is to promote Europe's communal cultural heritage in order to strengthen the sense of belonging to the EU, foster better understanding among Europeans and eliminate the inherent problems of multiculturalism. [*united in their diversity*']
- Helps people learn about shared European history, cultural heritage, and values. Encourages people's understanding of, and respect and support for, their heritage.
- Encourages networking between the sites and heritage professionals
- Increases cultural travel and tourism.



European Heritage Label (3)

The first 4 sites to receive the award are:

- Carnuntum Archaeological Park, a Roman reconstructed city quarter in Bad Deutsch-Altenburg, Austria
- the medieval Great Guild Hall in Tallinn, Estonia
- the Peace Palace in the Hague, the Netherlands
- Camp Westerbork, a World War II Nazi transit camp at Hooghalen, the Netherlands



Figure 23



Figure 24



Figure 25



Figure 26



Heritage: Travel Literacy and Sustainable Travel (1)

- educate and inform
- be knowledgeable and responsible about a community/place
- engage in social and community dialogue
- generate authentic experiences and interaction with the locals → go local
- become aware of the impact the traveler's presence has on the local population and environment (nature, socio-cultural, economic) / (minimize negative impacts)
- encourage support, preservation and protection
- facilitate harmony and understanding among people
- foster or increase awareness and build capacity for sustainable development
- renew travel activity and tourism (revisit)
- create travel ambassadors



Heritage: Travel Literacy and Sustainable Travel (2)

21st century claim: 'Travel is now culture'

20th century claim: culture ceased to be the objective of travel

Travelers understand and gain an appreciation of the meaning of heritage and adopt responsible behaviours → travel literacy and sustainable travel.



❖ Heritage and Travel Communication

❖ Heritage and Travel Journalism



Travel and Heritage Communication (1)

Object of Heritage and Travel Communication:

- the world's assets of the common heritage of humanity
- the travelers' interest to engage with people and places; to understand-value-care-enjoy heritage sites and go local by interacting with local people



Travel and Heritage Communication (2)

Aims of Heritage and Travel Communication:

- Understand, educate and inform about and promote, present heritage values and humanity's heritage and its significance
- Increase and improve access to humanity's heritage
- Build, raise and expand heritage awareness
- Connect and interlock travelers with heritage
- Broaden the experience of travel representing authenticity
- Synchronize heritage messages with travel experiences
- Deliver heritage communication within the travel experience and by sharing memories and creating returning travelers
- Enhance presentation and sharing of memories and experiences through public exchange
- Create travel literacy and sustainable travel and even → travel ambassadors



Travel and Heritage Communication (3)

Travel and Heritage Communication is a holistic approach and builds an ecosystem by integrating:

- conceptual design (→ a richer appreciation)
- i) high quality original experiences and authentic representations, and ii) dynamic open-ended interpretations locating heritage within notions of cultural difference [*‘from nature and monuments to the daily life of host communities’*]
- the visualization of the past with the use of Information and Communication Technologies (ICTs) so as to generate worlds - procedural scene creation with image-based content and social software that enhance engagement and interactivity



Travel and Heritage Communication (4)

The different approaches on Interactivity (Witcomb, 2003; Hermon & Niccolucci, 2010):

- linear interactivity, where content is often didactic and leaves little room for multiple interpretations
- serial interactivity, where the content is non-linear and completely unstructured
- dialogic interactivity, where the emphasis is on shared dialogue between the community/place/site/location/theme and traveler to discuss meanings. It supports a sustainable two-way relationship with technology means where meanings can be negotiated and interpreted.



Travel and Heritage Communication (5)

Stages of Heritage and Travel Communication:

- Before the travel; presenting and generating travel choices and raising awareness
- During the travel to and the arrival at the host community
- At the destination at the host community
- At the heritage site (thematic information)
- After the travel; sharing memories



Travel and Heritage Communication (6)

There is a fundamental relationship between Heritage and Travel being outlined by the following categories:

- Travel and natural heritage sites
- Travel and cultural heritage sites
- Travel and traditional culture
- Travel and Contemporary culture
- Travel and Local Cuisine
- Heritage communication and sustainable travel



Travel and Heritage Communication (7)

The impact of Travel and Heritage Communication :

- makes the public knowledgeable about the fundamentals of travel, heritage, communication and technology and thus, reinforces a global code of ethics in Travel benefiting environment, heritage and societies across the globe, and generates public support for humanity's heritage
- adds value by building an understanding and emotional attachment that enhances any travel experience → communicating the sense of the place or theme
- facilitates the interpretations of heritage among and between cultures (intercultural interpretations) providing a dynamic reference for diversity and identity → communicating the sense of the place or theme



Travel and Heritage Communication (8)

The impact of Travel and Heritage Communication :

- creates intercultural, heritage and travel literacy and knowledge societies
- generates life-long social, emotional or intellectual connection for a place or a theme
- raises national, regional and local community self esteem, fostering support for the preservation of traditions and the sustainable use of cultural and natural resources; highlights and contributes to cultural exchange and socio-economic benefit
- reinforces long-term sustainability and development empowering and benefiting the host community
- fosters social cohesion, dialogue and peace



Travel and Heritage Journalism (1)

Travel and Heritage Journalism :

- ... when writing about places and issues relating to culture, history, natural environment and being of significant humanity's value.
This includes also heritage advocacy, looting and provenance and human rights, rekindling longing and nostalgias, and writing about related science and academic work.
- In its core is the capturing of the essence and the communication of the spirit of the issues to raise or increase public awareness and sustainability.



Travel and Heritage Journalism (2)

Travel and Heritage Journalism (Scanlan, 2007):

- Describe persons instead of quoting sources
- Communicate experience rather than viewpoints
- Be aware of the process and not only the result
- Describe instead of just summing up
- Offer experience and not only information
- tell a story ... by exploiting the senses of the public-audience: (vision, smell, hearing, taste and sound, our sense of time, of place, of people, of drama and of meaning).



Creative Task

Cultural, Natural or Mixed Heritage Walking Tour

- Suggest a walking tour in your country or a location that you are familiar with, mentioning 4 – 8 visiting spots according to your interests. (These spots have to reflect the cultural heritage of the location and region. They could be monuments, museums, restaurants, cafes, galleries, music halls, music, dance, food ... anything considering HERITAGE!)
- Define your target group and explain why you suggest the specific spots.
- Upload it on our fb team with a title and a photo (optional) (the photo MUST be taken by you!!! Please, do not use photos from the internet)
- All of us, the fb team members, can continue the presentation by commenting on the spots (or uploading photos from the spot), or adding creative elements based on our experience



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End of Module 8

Edit: <Giomelakis Dimitrios>

Greece Thessaloniki, Spring Semester 2013-2014



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