European trends and developments affecting heritage interpretation

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Abstract

As part of Interpret Europe's (IE) strategic development process, this study is based on a short-term volunteer research project undertaken by 15 IE members at the request of IE Management. It defines more than 60 trends that may affect the development of Heritage Interpretation (HI) in Europe within the five next years. Paving the way for a later SWOT analysis (analysing strengths, weaknesses, opportunities and threats related to IE), the study also highlights the opportunities and threats resulting from IE's macro-environment.

As a STEP analysis, the research focuses on socio-cultural, technological, economic and political trends. The two latter are split into two parts each: one for general economic trends and one focused on economic trends related to tourism, and one for natural heritage and one for cultural heritage as European policy in these two fields is clearly separate. In this context, it should nevertheless be emphasised that UNESCO claims "respect for cultural and biological diversity as a whole" and advocates for "an inclusive approach, considering environmental, cultural and socio-economic needs" when highlighting the role of heritage for the transformational change towards sustainability (The Kyoto Vision 2012).

There are five trends where the impact on HI has been assessed as extremely high:

- Slow economic growth leading to declining heritage funding
- Increased emphasis on people and 'heritage communities'
- Search for authenticity, quality and value
- Increase of purpose-driven activities
- Increasing importance of social media.

Within the **political trends regarding cultural heritage** in Europe, the key opportunity for IE arises from a greater profile of cultural heritage and an acknowledgement that cultural heritage can deliver outcomes across wider policy areas. This should mean that IE can more easily lobby for recognition of HI. To do this, IE can draw, in particular, on the existing body of empirical research about the contribution that HI makes to promoting heritage and making it more accessible to people.

There are, however, also threats associated with this greater recognition of cultural heritage. Other disciplines and their representative bodies might be considered more relevant to the delivery of outcomes from cultural heritage in particular policy areas unrelated to managed heritage. This may be an issue regarding community interpretation, where professional HI may be displaced. As HI's professional representation at an EU-level, IE may struggle to position itself and HI against competition from other fields.

In terms of the **political trends regarding natural heritage**, the current development towards citizen science could become a significant opportunity for IE to involve more people in the interpretation of natural heritage. Besides this, environmental legislation seems to be receding. Although this is not a

welcome development, IE could play an increasing role for under pressure natural heritage stakeholders who are seeking better ways to advocate the value of natural heritage.

On the other hand, differences that still exist in national legislation and practices of environmental conservation should be considered seriously if IE wishes to succeed. There may be no 'one size fits all' solution in the field of natural heritage.

In relation to **socio-cultural trends**, business ethics increasingly tend to follow a 'culture of purpose' as a bold, inspirational ideal. As a value-based approach, HI is itself driven by such a culture and IE obviously attracts people dedicated to it. If IE manages to develop this culture, it could offer itself as a model for more sustainable organisational development.

There are challenging opportunities currently resulting from the increasing immigration rate in Europe. These call for HI to be applied more to topics like social justice, peace and diversity. Significant resources could be invested in the short-term by European governments in social policy to manage the fragile situation in several European countries and HI might benefit from these investments. In general, there are significant opportunities for IE arising from several findings of the European Strategy and Policy Analysis System (ESPAS). This states that there is an economic, technological, social and democratic and geopolitical transition occurring and it is strongly recommended that this is examined in greater detail.

This is all the more advisable as the ESPAS findings could also play a role in terms of threats for IE's future development. One other significant threat results from the high unemployment rate in many European countries. This affects the fields covered by IE (conservation and learning) more than most, especially in the context that HI still does not exist in papers that highlight priorities to ensure sustainable future development. That so many hopes are tied to communication technology could have a negative impact on the development of IE as an approach whose qualities are strongly connected to first-hand experience and immediate personal exchange. Both these aspects will be discussed in more depth in this paper.

Opportunities resulting from **economic trends in general** are seen as a way of connecting the economy to social and cultural values, e.g. by linking IE to emerging areas of investment such as climate change, sustainability, capacity building, technology, innovation and new industries. HI can add strong values to these fields where other learning approaches may encounter more difficulties. This also means positioning HI in the planning stage of each project rather than at the end and even managing projects where possible. IE could identify different, non-traditional funding sources by creating relationships e.g. with UNESCO, the Asian Development Bank, the World Bank and ICOMOS to foster an understanding of how HI can enrich and drive a range of projects.

As concerns general economic threats it must be stated that declining and inadequate funding for traditional government services of museums, national parks, zoos and aquaria continues. HI is often perceived as discretionary/unnecessary and remains the first budget item to be cut in a crisis.

Although there are always job opportunities, there are still area-associated job losses to be recognised in fields such as face-to-face interpretation, education, park management, museum curatorial work or museum design work that limit developments on a broader base.

Opportunities resulting from **economic trends in tourism** are seen in the increasing attractiveness of remote destinations and in the search for consistent quality and value. The increasing use of communication technology might offer advantages for responsive small-scale authentic initiatives. Opportunities can also result from the fact that tourists seek more low impact experiences that involve understanding and enjoying authentic environmental and cultural places.

Threats can be identified in the absolute quest for security and safety which might contradict authentic first-hand experiences. The trend for high quality can put heritage destinations at risk if they are not able to match expectations; this is also true for IT accessibility at remote heritage sites. On the other hand, the globalisation trend can lead to high volume, low value tourism where only a few companies benefit and local indigenous enterprises can be excluded. In general, long- and medium-term planning becomes more and more difficult because visitors tend to decide at the last moment where to go and what to do.

The opportunities resulting from **technological trends** in communication seem to be overwhelming and there are numerous on-going developments that change rather quickly. IE can obviously benefit from progressing digital technologies when it comes to international cooperation and participation. It is however more challenging to assess which of these developments support the particular qualities of HI in-situ. Clearly, accessibility to first-hand experiences of heritage can be supported by digital technologies. Where this is the case, IE and its members should benefit from the current trend, including different EU funding opportunities that place great emphasis on digital approaches (Horizon2020, Regional Development Fund, Creative Europe, etc.). This might also help influence the way technology is used and further developed to communicate heritage.

Conversely, the current trend puts personal interpretation at risk, especially if it suggests making cost-savings for on-site staff, which can be seen as a seductive argument for decision-makers looking to cut budgets. It is often overlooked that maintaining high-end technology (which is still quickly outdated) requires experts with specialist skills and knowledge.

Considering all four areas researched through this study (political, socio-cultural, economic and technological fields), current trends and developments offer several opportunities, which could be more strongly shaped by IE in the course of the ongoing strategic planning process. The authors of this study are prepared to support that process on the basis of the subject-specific expertise they represent.

Contents

Abbreviations

CBD   United Nations Convention on Biological Diversity
ELC   European Landscape Convention
ESPAS   European Strategy and Policy Analysis System
EU   European Union
IE   Interpret Europe
HI   Heritage Interpretation
NGO   Non-Governmental Organisation
SMP   Strategic Management Plan
STEP   STEP analysis: analysing socio-cultural, technological, economic and political trends
SWOT   SWOT analysis: analysing stengths, weaknesses, opportunities and threats
UN   United Nations
UNESCO United Nations Educational, Scientific and Cultural Organization

Introduction

This STEP analysis reviews sociocultural, technological, economic and political trends and developments affecting heritage interpretation in Europe. It is part of the research work for Interpret Europe's Strategic Management Plan 2016-2020.

Parallel to this STEP analysis, the external situation of HI and IE is being reviewed by a stakeholder analysis exercise while the internal situation of IE is being checked in terms of the results achieved so far since IE's creation in 2010 and in terms of its current membership. All findings feed into a SWOT analysis as a basis for different development scenarios.
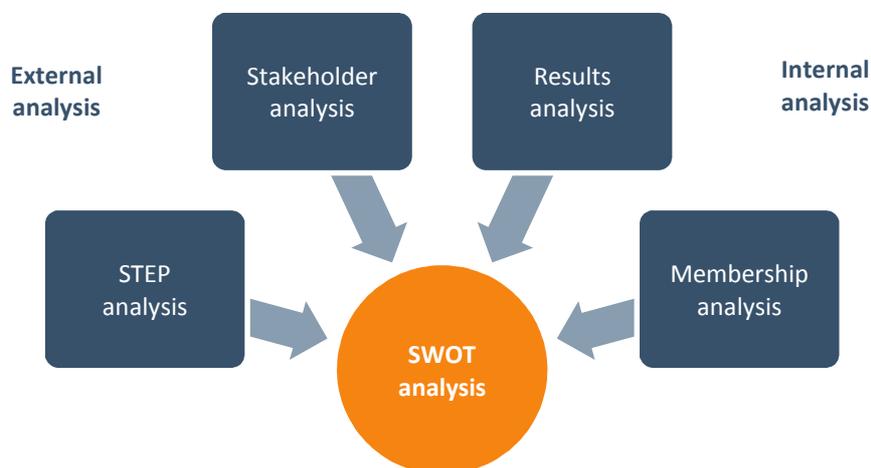
The purpose of analysing the external situation (which includes this study) is not to explain all the powers and players in the field but rather to gain enough information to ascertain which of these powers and players are relevant, and in what way, as concerns the future development of HI and IE. It is therefore important to firstly give a rough overview and then to go into more detail regarding those powers and players that appear to play a critical role. This will be done at two levels:

1. for the macro-environment by this STEP analysis
2. for the micro-environment by a stakeholder analysis.

The STEP analysis deals with trends and developments that are usually beyond the influence of IE but can have a significant impact on the progress of the organisation.

Actual and potential changes are assessed within the four different groups of factors:

- in terms of their general significance
- in terms of their relevance for HI and IE
- in terms of their potential impact for HI and IE
- in terms of opportunities and threats resulting from them for HI and IE.

Political trends and developments regarding cultural heritage

By Nicole Deufel

Introduction.

This part of the review refrains from making any further assessments of the policies, for example regarding underlying concepts and their validity in the context of current academic debate. Neither does it comment on how suitable or not current HI concepts are in responding to these policies.

By identifying the opportunities and threats for HI arising from policies, the review strictly limits itself to current interpretive discourse and practice as widely accepted in the field.

Part 1 - Summary.

Trend 1
Call for increased profile of cultural heritage across different policy areas.

Short description:
Policies increasingly call for cultural heritage to be given greater consideration across multiple policy areas outside of heritage and culture and to be embedded in those wider policies. This includes planning, economic development, and culture.

Trend 2
Cultural heritage is acknowledged to be a resource for wide-ranging outcome areas.

Short description:
Policies no longer narrowly focus on the conservation of cultural heritage as an end in itself, but instead highlight and recognise its instrumental values (in terms of tourism, town planning, and economic impact) and its intangible values (in terms of shared European identity and memory).

Trend 3
Increased emphasis on people and 'heritage communities'.

Short description:
Policies increasingly acknowledge the importance of people and heritage communities in creating cultural heritage, calling for them to be actively empowered to participate in all phases of its management, from identification to designation to day-to-day management.

Overview of general significance, relevance and impact of trends for HI and IE.

The following assessment is based on an assumption by the author and should inspire discussion.

Trend	Significance [extremely – very – moderately– slightly – not at all]	Relevance [extremely – very – moderately– slightly – not at all]	Impact [very high – above average – average– below average – very low]
1. Call for increased profile of cultural heritage across different policy areas	Very	Moderately	Average
2. Cultural heritage is acknowledged to be a resource for wide-ranging outcome areas.	Very	Moderately	Above average
3. Increased emphasis on people and 'heritage communities'	Extremely	Extremely	Very high

Opportunities for HI and IE.

Trends 1 and 2 should mean that with the increased profile and recognition of cultural heritage, IE will find it easier to argue the case for HI. Some outcomes are already part of HI discourse and studies, which means that IE has the evidence required to show how HI can contribute to these policy areas.

Trend 3 is all about people, and although the emphasis in policy is more on communal values and democratic management, it is also concerned with access, which is a central part of HI. This should make it fairly straightforward for IE to make a strong case for HI.

Threats for HI and IE.

Trends 1 and 2 may mean that wider use of cultural heritage makes HI less relevant to these policies, and that other disciplines are considered better placed to engage with those aspects of cultural heritage.

Trend 3 may displace professional HI in favour of interpretation led by heritage communities themselves.

Part 2 – Detailed review of specific papers.

The following review is structured so that policies can be compared across seven key areas:

- Area of Heritage concern (which heritage does the policy deal with?)
- Criteria (what are the criteria used to designate this heritage as such?)
- Management (what management provisions and practices are expected?)
- General comments (a brief summary of the focus of the policy and any issues)
- Opportunities for heritage interpretation
- Threats to heritage interpretation

European Charter of the Architectural Heritage
(Council of Europe 1975)

Areas of Heritage concern

Architectural Heritage, understood as "not only […] our most important monuments [but also] the groups of lesser buildings in our old towns and characteristic villages in their natural or man-made settings" (Principle 1).

Criteria

None specifically. However:
- Emphasises 'atmosphere', i.e. setting and creation of a whole ensemble (Principle 1)
- Does not require 'outstanding merit' (Principle 1)

Management

- "Should be passed on to future generations in its authentic state and in all its variety" (Principle 1); this is reiterated in Principle 9: "Each generation has only a life interest in this heritage and is responsible for passing it on to future generations."
- Preservation is paramount, loss should be avoided (Principle 3)
- Future guardians must be raised through educating people, especially the "younger generation" (Principle 5), about the "need to protect" architectural heritage also
- "The public should be properly informed because citizens are entitled to participate in decisions affecting their environment" (Principle 9)
- Care must be taken to not give in to "economic pressures and the demands of motor traffic" (Principle 6)
- Warns against "misapplied contemporary technology and ill-considered restoration" (Principle 6)
- Recommends "integrated conservation" through "the application of sensitive restoration techniques and the correct choice of appropriate functions" (Principle 7)

- Conservation should not cause "poorer inhabitants" to leave (Principle 7)
- New architecture may be introduced in areas with architectural heritage, "provided that the existing context, proportions, forms, sizes and scale are fully respected and traditional materials are used" (Principle 7).

Added value

- "An expression of history" (Principle 1)
- "Helps us to understand the relevance of the past to contemporary life" (Principle 1)
- [Essential to] "a balanced and complete life" (Principle 2)
- "An essential part of the memory of the human race" (Principle 2)
- "Awareness of [man's] own continuity" (Principle 2)
- "Spiritual, cultural, social and economic value" (Principle 3)
- Architectural heritage is "an economic asset which can be used to save community resources" (Principle 3)
- "Harmonious social balance" (Principle 4)
- Education: "explaining and comparing forms and styles and their applications'; 'visual appreciation and first-hand experience" (Principle 5).

General comments

Added value is asserted in many cases but not evidenced. It is not clear through which processes these values are understood to be realised. There is a strong emphasis on conservation, as is, without further clarification about what would constitute "appropriate functions". Passing the heritage on to future generations in an "authentic state" appears of greater importance than adaptation to contemporary uses. The key difference to other legislation internationally and nationally of that time is the early emphasis on ensembles of buildings and the departure from narrowly defined designation criteria. This is also a very early example of consideration of social integration and social justice in relation to heritage, although both are limited to the (supposed) variety of uses and abodes provided by (historic) architecture and town centres. No evidence has been cited for this assertion.

Opportunities for HI

Many of the underlying concepts are the same as in current interpretation discourse. Therefore, no adjustment is needed when showing HI's contribution to, for example, appreciation/understanding leading to conservation. Relevant studies can be cited to decision-makers to provide evidence of effectiveness of HI in these areas. In effect, the list of added value can be used to show how HI has already been used in these areas.

Threats to HI

None

Convention for the Protection of the Architectural Heritage of Europe (Granada Convention) (Council of Europe 1985)

Areas of Heritage concern

Architectural heritage, understood as monuments, groups of buildings, and sites (Article 1)

Criteria

Article 1:
1. "monuments: all buildings and structures of conspicuous historical, archaeological, artistic, scientific, social or technical interest, including their fixtures and fittings;
2. groups of buildings: homogeneous groups of urban or rural buildings conspicuous for their historical, archaeological, artistic, scientific, social or technical interest which are sufficiently coherent to form topographically definable units;
3. sites: the combined works of man and nature, being areas which are partially built upon and sufficiently distinctive and homogeneous to be topographically definable and are of conspicuous historical, archaeological, artistic, scientific, social or technical interest."

Management

- State parties are required to maintain inventories and, in case of risk to the heritage, initiate thorough documentation (Article 2)
- Protections is to be ensured through statutory measures (Article 3)
- "appropriate supervision and authorisation procedures" (Article 4) must be put in place for protection; this includes provision against "disfigurement, dilapidation or demolition of protected properties" (Article 4)
- Removal of monuments must only be allowed if required to ensure the "material safeguarding" of the monuments (Article 5)
- State parties are required to provide financial support and encourage private initiatives to protect, maintain and restore the heritage (Article 6)
- Surroundings of architectural heritage must be enhanced (Article 7)
- Consideration of the impact of pollution on architectural heritage and how this can be mitigated (Article 8)
- Adopt integrated conservation policies. This means protection of architectural heritage is considered in town and country planning, programmes are initiated for restoration and maintenance of the heritage, conservation, promotion and enhancement of the heritage become part of wider cultural, environmental and planning policies and support traditional skills (Article 10)
- Allow use and adaptation of protected properties to meet contemporary needs (Article 11)
- Public access is secondary to protection, but desirable (Article 12)

- Co-operation across "conservation, cultural, environmental and planning activities" (Article 13) also
- Have an integrated decision-making process that involves "the State, the regional and local authorities, cultural institutions and associations, and the public" (Article 14)
- "Develop public awareness of the value of conserving the architectural heritage" and "[awake] or [increase] public interest, as from school-age, in the protection of the heritage, the quality of the built environment and architecture" (Article 15)
- "[Demonstrate] the unity of the cultural heritage and the links that exist between architecture, the arts, popular traditions and ways of life at European, national and regional levels alike" (Article 15)
- Promote training in all fields related to the conservation of the heritage (Article 16).

Added value

- "An irreplaceable expression of the richness and diversity of Europe's cultural heritage, bears inestimable witness to our past and is a common heritage of all Europeans" (Introduction)
- "An element of cultural identity and as a source of inspiration and creativity for present and future generations" (Article 15).

General comments

The Granada Convention is primarily concerned with formal management processes of national inventories for the designation and protection of architectural heritage. The concepts are similar to those in the 1975 Charter of the Architectural Heritage (Council of Europe 1975), but the Granada Convention appears to make greater allowance for contemporary adaptation of buildings. Reference to social justice and integration has been lost. However "the public" is specifically mentioned as a stakeholder in decision-making processes, which is a very early example of such concerns in the context of international and even national legislation. Nevertheless, public access is considered secondary to protection.

Opportunities for HI

The Granada Convention deals almost exclusively with the protection and conservation of heritage, areas in which HI is traditionally positioned. As such, HI can demonstrate how it can support conservation, particularly through addressing the management needs identified in the Convention concerning fostering support through education. Studies exist aplenty which can serve as evidence for decision-makers.

Threats to HI

The focus is very much on identification and protection of material heritage. The areas where HI can contribute are clearly secondary and, as such, HI may easily be viewed as marginal to the core aims of the Granada Convention.

European Convention on the Protection of Archaeological Heritage (revised; Valetta Convention) (Council of Europe 1992)

Areas of Heritage concern

Archaeological heritage, understood as "all remains and objects and any other traces of mankind from past epochs" (Article 1, paragraph 2) and to "include structures, constructions, groups of buildings, developed sites, moveable objects, monuments of other kinds as well as their context, whether situated on land or under water" (Article 1, paragraph 3).

Criteria

Article 1, paragraph 2:
   i.   "the preservation and study of which help to retrace the history of mankind and its relation with the natural environment;
   ii. for which excavations or discoveries and other methods of research into mankind and the related environment are the main sources of information; and
   iii. which are located in any area within the jurisdiction of the Parties."

Management

- State parties are required to compile and maintain an inventory of the heritage (Article 2)
- Archaeological reserves must be created for study by future generations (Article 2)
- The "scientific significance of the archaeological research work" (Article 3) must be guaranteed and procedures implemented that provide for the authorisation and supervision of excavations that avoid 'illicit excavation or removal of elements' (Article 3, section ia)
- Non-destructive methods of investigation must be applied and remains that are left uncovered must be preserved, conserved and managed (Article 3, section ib); see also Article 4
- Excavations are undertaken by "qualified, specially authorised persons" (Article 3, section ii)
- Apply integrated conservation, ensuring that planning policies provide for the protection, conservation and enhancement of the heritage and that archaeologists and planners work closely together to assess any risks to the heritage (Article 5)
- Public access must not "adversely affect the archaeological and scientific character of such sites and their surroundings" (Article 5, section v)
- "To conduct educational actions with a view to rousing and developing an awareness in public opinion of the value of the archaeological heritage for understanding the past and of the threats to this heritage" (Article 9, section i)

- "To promote public access to important elements of its archaeological heritage, especially sites, and encourage the display to the public of suitable selections of archaeological objects" (Article 9, section ii).

Added value

- "Essential to a knowledge of the history of mankind" (Introduction)
- "Source of the European collective memory and […] an instrument for historical and scientific study" (Article 1).

General comments

The Valetta Convention is primarily concerned with the formal process of compiling and maintaining an inventory of archaeological heritage and providing for the management of archaeological investigations. A particular concern is non-scientific exploration and illicit trade. The Valetta Convention's interest in the public is limited to increasing awareness of the need of protection of the heritage. Access to sites is secondary to protection. The values of the heritage are seen predominantly from a scientific point of view.

Opportunities for HI

HI is well versed in both discourse and practice to support conservation through education and this appears to be the greatest opportunity emerging from the Valetta Convention. The Convention also shows some concern over public access, particularly in large numbers, and here the visitor management experience of HI may prove a persuasive argument for including HI.

Threats to HI

The Valetta Convention is primarily concerned with the identification, investigation and conservation of the material heritage and gives prominence to experts in these areas. HI does not fall within that category, nor is the Convention particularly concerned with the value of archaeological heritage for the public, or public access to archaeological sites. This may prove an obstacle in showing HI's potential in relation to the Convention.

Framework Convention on the Value of Cultural Heritage for Society (Faro Convention) (Council of Europe 2005)

Areas of Heritage concern

Cultural heritage, understood as "a group of resources inherited from the past which people identify, independently of ownership, as a reflection and expression of their constantly evolving values, beliefs, knowledge and traditions. It includes all aspects of the environment resulting from the interaction between people and places through time" (Article 2, paragraph a). In particular, the convention is concerned with "the common heritage of Europe" (Article 3).

Criteria

None, other than through identification by heritage communities.

Management

- The Faro Convention establishes the concept of "heritage community" as "people who value specific aspects of cultural heritage which they wish, within the framework of public action, to sustain and transmit to future generations" (Article 2, paragraph b); their values must be taken into consideration (Article 12, paragraph b)
- The Faro Convention expresses "the need to involve everyone in society in the ongoing process of defining and managing cultural heritage" (Introduction)
- "Rights relating to cultural heritage are inherent in the right to participate in cultural life, as defined in the Universal Declaration of Human Rights" (Article 1, paragraph a)
- Take steps to create "greater synergy of competencies among all the public, institutional and private actors concerned" (Article 1, paragraph d)
- "Everyone, alone or collectively, has the right to benefit from the cultural heritage and to contribute towards its enrichment" (Article 4, paragraph a), a right that can only be limited "for the protection of the public interest and the rights and freedoms of others" (Article 4, paragraph c)
- "Recognise the public interest" (Article 5, paragraph a)
- "Enhance the value of the cultural heritage through its identification, study, interpretation, protection, conservation and presentation" (Article 5, paragraph b)
- "Foster an economic and social climate which supports participation in cultural heritage activities" (Article 5, paragraph d)
- "Promote cultural heritage protection as a central factor in the mutually supporting objectives of sustainable development, cultural diversity and contemporary creativity" (Article 5, paragraph e)
- "Encourage reflection on the ethics and methods of presentation of the cultural heritage, as well as respect for diversity of interpretations" (Article 7, paragraph a)

- "Establish processes for conciliation to deal equitably with situations where contradictory values are placed on the same cultural heritage by different communities" (Article 7, paragraph b)
- "Develop knowledge of cultural heritage as a resource to facilitate peaceful co-existence by promoting trust and mutual understanding with a view to resolution and prevention of conflicts" (Article 7, paragraph c)
- "Integrate these approaches into all aspects of lifelong education and training" (Article 7, paragraph d)
- Use heritage in development, including economic, apply an integrated approach to different policies, reinforce social cohesion through shared responsibility (Article 8, paragraphs a-e; see also Article 10), and ensure quality of any additions to the environment "without endangering its cultural values" (Article 8, paragraph d)
- "Ensuring that decisions about change include an understanding of the cultural values involved" (Article 9, paragraph a)
- Implement frameworks that enable joint action by "public authorities, experts, owners, investors, businesses, non-governmental organisations and civil society" (Article 11, paragraph b); see also Article 12, paragraph a, concerning involvement of different stakeholders in "the process of identification, study, interpretation, protection, conservation and presentation of the cultural heritage" and "public reflection and debate" on cultural heritage
- "Respect and encourage voluntary initiatives which complement the roles of public authorities" (Article 11, paragraph d); see also Article 12, paragraph c
- Improve access to heritage, "in order to raise awareness about its value, the need to maintain and preserve it, and the benefits which may be derived from it" (Article 12, paragraph d)
- Promote the use of cultural heritage as a source for studies in other subjects (Article 13, paragraph a), and encourage interdisciplinary research (Article 13, paragraph c)
- Use digital technology to enhance access (Article 13).

Added value

- "Human development and quality of life" (Article 1, paragraph c)
- Cultural heritage is seen to play a role "in the construction of a peaceful and democratic society" and "sustainable development and the promotion of cultural diversity" (Article 1, paragraph d)
- "A shared [i.e. European] source of remembrance, understanding, identity, cohesion and creativity" (Article 3, paragraph a)
- "Foster the development of a peaceful and stable society, founded on respect for human rights, democracy and the rule of law" (Article 3, paragraph a).

General comments

The Faro Convention is effectively concerned with intangible heritage. It places cultural heritage in a wide context of contemporary life, seeing its value not in terms of scientific knowledge but in its contribution to peoples' lives in the present. Its central element is the significance it assigns to heritage communities, and the acknowledgement that the heritage constantly changes. From this flows the call to establish (professional/official) heritage management practices that respect and consider the values that people attach to cultural heritage and to enable wide and democratic participation in all aspects of heritage management. This is stressed as a human right. The added value asserted is not substantiated by evidence, nor is it clear which processes lead to its realisation.

Opportunities for HI

The Faro Convention stresses the importance of cultural heritage and shifts the focus away from scientific assessment and the material. This provides a key opportunity for HI to show the contribution it can make, particularly in terms of using cultural heritage for learning, which is an area where HI has traditionally been positioned and where it consequently can draw on an extensive body of writing and research.

Threats for HI

With its emphasis on the democratic management of cultural heritage and the importance of heritage communities, the Faro Convention creates the danger that HI, as a professional practice, may appear to be seeking to undermine community management of heritage.

Conclusions on Cultural Heritage as a Strategic Resource for a Sustainable Europe (Council of the European Union 2014a)

Areas of Heritage concern

Cultural heritage, understood as consisting "of the resources inherited from the past in all forms and aspects – tangible, intangible and digital (born digital and digitised), including monuments, sites, landscapes, skills practices, knowledge and expressions of human creativity, as well as collections", originating "from the interaction between people and places through time" and "constantly evolving" (Paragraph 2).

Criteria

None specified.

Management

The Conclusions call on member states to:

- "Recognise the intrinsic value of cultural heritage" and use it as "a shared strategic resource for developing a society based on democratic, ethical, aesthetic and ecological values, in particular in a moment of crisis" (Paragraph 9)
- "Reinforce dialogue with the cultural heritage stakeholders to identify and implement coordinated policies and actions for the sustainable management and development of cultural heritage, as well as promote collaboration with international and intergovernmental organisations" (Paragraph 10)
- Support, enhance and promote the heritage "via an integrated, holistic approach" (Paragraph 11)
- Mainstream, and contribute to mainstreaming of cultural heritage in national and European policies (Paragraph 12)
- Take account of other relevant policy areas, such as regional development, agriculture, environment etc. beyond cultural policy (Paragraph 13)
- "Encourage investment in cultural heritage as a part of integrated strategies for sustainable local and regional development" (Paragraph 14)
- "Promote education on cultural heritage, raise public awareness on the potential of cultural heritage for sustainable development and to encourage public participation, especially of children and young people, in cooperation with civil society" (Paragraph 16)
- "Improve the collection and analysis of qualitative evidence and quantitative data, including statistics, on cultural heritage" (Paragraph 17)
- "Promote long-term heritage policy models that are evidence-based and society and citizen-driven" (Paragraph 19)
- "Enhance the role of cultural heritage in sustainable development" (Paragraph 20)
- "Encourage networking and partnerships between cultural heritage and other policy fields" (Paragraph 21)
- "Enhance cross-border, interregional and transnational cooperation on cultural heritage issues with relevant stakeholders" (Paragraph 23)
- "Foster traditional knowledge and skills" (Paragraph 24).

Added value

- Creates and enhances social capital because "it has the capacity to:
  a. inspire and foster citizens' participation in public life
  b. enhance the quality of life and the well-being of individuals and their communities;
  c. promote diversity and intercultural dialogue by contributing to a stronger sense of 'belonging' to a wider community and a better understanding and respect between peoples
  d. help to reduce social disparities, facilitate social inclusion, cultural and social participation and promote intergenerational dialogue and innovation

    e.   offer possibilities to develop skills, knowledge, creativity and innovation

    f.   be an effective educational tool for formal, non-formal and informal education, life-long learning and training" (Paragraph 5).

- Economic impact, particularly through the contribution to sustainable cultural tourism; support of sustainable development and regeneration, and creation of diverse types of employment. (Paragraph 6).

General comments

The conclusions present a call to action for member states to embed cultural heritage in wider policies. In doing so, they make a further strong case for the value of cultural heritage to contemporary society. While the conclusions make some statements regarding the processes through which cultural heritage provides added value, these are not evidenced and raise some questions, particularly concerning detailed management processes that might realise this added value. Similarly, the conclusions do not provide guidance on how member states may achieve the various objectives raised.

Opportunities for HI

The list of added value can be directly served by existing HI practices which, in some areas, are already supported by empirical studies. HI can therefore draw on a wealth of experience and case studies to illustrate the contribution it can make to realising these values added to society through cultural heritage.

Threat for HI

The conclusions rightly seek to place cultural heritage within wider policies as a key consideration and driver. However, this creates the danger that the focus will quickly shift to the material and subsequently instrumental value of cultural heritage and its usefulness to, for example, urban development in terms of spatial planning and reuse of buildings.

Conclusions on Participatory Governance of Cultural Heritage
(Council of the European Union 2014b)

Areas of Heritage concern

Cultural heritage, not further defined.

Criteria

None specified.

Management

The conclusions promote participatory governance practices for cultural heritage, and state the following benefits of such practices:

- "Foster democratic participation, sustainability and social cohesion" (Paragraph 8)
- "Increase accountability and transparency" (Paragraph 9)
- "Contributes to increasing awareness about the values of cultural heritage" (Paragraph 10)
- "Supports contemporary cultural, artistic and creative works" (Paragraph 11)
- "Helps triggering new opportunities brought by globalisation, digitisation and new technologies" (Paragraph 12).

The conclusions invite Member States to:

- "Develop multilevel and multi-stakeholder governance frameworks which recognise cultural heritage as a shared resource" (Paragraph 13)
- "Promote the involvement of relevant stakeholders by ensuring that their participation is possible at all stages of the decision-making process" (Paragraph 14)
- "Promote governance frameworks which recognise the importance of the interaction between tangible, intangible and digital cultural heritage" (Paragraph 15).

The conclusions call for cooperation between States and the Commission on issues related to participatory governance of cultural heritage, "in order to identify and disseminate best practices" (Paragraph 19), and also to use digital means to increase access and participation in governance (Paragraph 20), and explore the role of virtual communities "in the development and implementation of cultural heritage policies" (Paragraph 22).

Added value

Not applicable (see above under 'Management' for benefits of participatory governance asserted).

General comments

The conclusions are a first example of public policy specifically and solely dedicated to participatory governance of cultural heritage. Its aspiration is for participation in all aspects of cultural heritage governance. The benefits of such participatory practice are not supported by empirical evidence, nor do the conclusions provide guidance on how to achieve successful participation. However, creating and evaluating best practice is part of the conclusion's invitation to Member States.

Opportunities for HI

HI has experience with community engagement, which it can use to show its contribution to making cultural heritage accessible to a wider public. HI also draws strongly on concepts of knowledge transfer, which is a central aspect of the conclusions and which provides a strong starting point for HI to show the support it can lend to the overall aims of the conclusions. Through research, IE can also contribute to building a body of evidence for best practice as called for by the conclusions.

Threats to HI

Participatory governance in HI may undermine the value placed on professional HI.

Other policies of relevance.

European Cultural Convention (Council of Europe 1954)

The European Cultural Convention is primarily concerned with cultural exchange. "Cultural heritage" is referred to, but not specifically defined. Article 2 requires state parties to "encourage the study by its own nationals of the languages, history and civilisation of the other Contracting Parties" as well as encourage others to study its own, suggesting that these are, at the very least, considered elements of "cultural heritage".

However, the only additional activities required of parties to the Convention are as follows:

- "Promoting cultural activities of European interest" (Article 3)
- "Facilitate the movement and exchange of persons as well as of objects of cultural value" (Article 4), which will both promote study of language, history and civilisation as above (Article 2), and cultural activities (Article 3).

While HI can certainly play a role as a facilitator of cultural exchange in the context of cultural heritage, the Convention appears to place greater emphasis on general "cultural activity". The case for HI therefore appears to be weak in comparison to other cultural exchange activities, such as in theatre, the arts, and even language programmes. Focus on other policies seems more prudent.

Towards an integrated approach to cultural heritage for Europe (European Commission 2014)

Communication from the Commission to the European Parliament, the Council, the European Economic and Social Committee and the Committee of the Regions.

This Communication serves to give an overview of different current initiatives and funding programmes concerning cultural heritage across varied policy areas. Beyond this, it is relevant in that it gives further political support to cultural heritage. However, it does not in itself focus on providing a strategy or policy to address issues identified, or deliver objectives. What it does do, in its introductory section, is to make very strong statements and observations about cultural heritage, and its importance. The Communication states that Europe's cultural heritage

- is "our common wealth – our inheritance from previous generations of Europeans and our legacy for those to come"
- is "an irreplaceable repository of knowledge and a valuable resource for economic growth, employment and social cohesion"
- "enriches the individual lives…of people, is a source of inspiration for thinkers and artists, and a driver for our cultural and creative industries"
- "Our cultural heritage and the way we preserve and valorise it is a major factor in defining Europe's place in the world and its attractiveness as a place to live, work, and visit" (Section 1.1).

The Communication states that "heritage is always both local and European" and "is made up of local stories that *together* make the history of Europe" (Section 1.1). It acknowledges that heritage "has many dimensions: cultural, physical, digital, environmental, human and social" (Section 1.2). It notes that "heritage can therefore help brand cities and regions" (Section 1.2). The Communication argues that through regeneration, local jobs, and "promotion of shared understanding and a sense of community" (Section 1.2) heritage can support social cohesion and integration. The Communication stresses the importance of digital technology in the dissemination and on-going development of cultural heritage (e.g. Section 1.2).

The Communication identifies the following challenges for cultural heritage:

- decreasing funding
- diversified potential audiences through urbanisation, globalisation and technological change
- mixed blessing of high tourist influxes
- digital technologies calling for new approaches
- trafficking of artefacts
- global warming and climate change (Section 1.3).

The Communication therefore calls on the heritage sector to "adapt management and business models and develop new professional skills, working with authorities not through one-off, isolated interventions, but by making the valorisation and preservation of heritage part of broader long-term development plans" (Section 1.3).

The Communication acknowledges changes that have already taken place:

- emphasis on cultural landscape rather than isolated sites
- more focus on people and integrating sites in daily life
- digitisation and e-learning tools (Section 1.3).

Through heritage, the places hosting heritage sites, so the Communication says, are turned "into drivers of economic activity, centres of knowledge, focal points of creativity and culture, places of community interaction and social integration. In short they generate innovation and contribute to smart, sustainable and inclusive growth" (Section 1.3).

The Communication asserts that cultural heritage contributes to the three objectives of the European Agenda for Culture:

- promotion of cultural diversity and intercultural dialogue
- promotion of culture as a catalyst for creativity
- promotion of culture as a vital element of the Union's international dimension (Section 2).

The Communication notes that "To strengthen Europe's position in the field of cultural heritage preservation, restoration and valorisation, there is a need to:

- encourage the modernisation of the heritage sector, raising awareness and engaging new audiences;
- apply a strategic approach to research and innovation, knowledge sharing and smart specialisation;
- seize the opportunities offered by digitisation, to reach out to new audiences and engage young people in particular;
- identify skills needs and improve the training of heritage professionals and

- continue developing more participative interpretation and governance models that are better suited to contemporary Europe through greater involvement of the private sector and civil society." (Section 2).

The Communication concludes by presenting initiatives and funding programmes under different headings intended to support the relevant aspects concerning cultural heritage (Section 2.1ff). It is worth referring to these in order to identify programmes that could help support research and projects initiated by Interpret Europe. IE can show and share with others the contribution HI already makes to areas such as local/regional "heritage brands", the sharing of stories, and sustainable tourism. There are also potential research projects here that particularly address the challenges identified, for example, around digital engagement.

Namur Declaration (Council of Europe 2015)

Title: "Cultural heritage in the 21st century for living better together. Towards a common strategy for Europe."

The declaration, passed at the 6th Conference of Ministers Responsible for Cultural Heritage, requests the Council of Europe to enable the drafting of a strategy for 'redefining the place and role of cultural heritage in Europe' (Paragraph 3).

Paragraph 2 states that cultural heritage "is a key component of the European identity", that is "of general public interest" and which should be passed on to future generations. Furthermore, cultural heritage is stated to contribute to "the attractiveness and the development of Europe" and "the creation of a more peaceful, just and cohesive society" (ibid).

The declaration suggests that the Strategy "draw on the core values of the Council of Europe", which are detailed as "democracy, respect for human rights and fundamental freedoms, openness and dialogue, equal dignity of all persons, mutual respect and sensitivity to diversity" (Paragraph 4.1).

Cultural heritage management is seen as based on "an effective legal framework for the integrated conservation of heritage", involving diverse stakeholders, including from civil society (Paragraph 4.2).

The declaration's proposed timescales are to adopt the strategy by the end of 2016. Of interest to HI may be the proposed "unifying and consensual themes" of the strategy, which apply to different national contexts, and which are as follows:

- Heritage and Citizenship
- Heritage and Societies
- Heritage and the Economy
- Heritage and Knowledge
- Heritage and territorial Governance
- Heritage and Sustainable Development.

List of policies reviewed

Council of Europe, 1954. *European Cultural Convention*, Available at:
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Communication from the commission to the European Parliament, the Council, the European
Economic and Social Committee and the Committee of the Regions.*

Political trends and developments regarding natural heritage

Part 1 by Valya Stergioti (based on an exchange with Giorgos Catsadorakis)
Part 2 by Eva Sandberg and Håkan Tunon

The following review is based on the assumption that environmental policy covers a vast spectrum of subjects, from agricultural issues to fishing. However, for this kind of analysis we mainly focused on the policies relevant to protected area management and environmental conservation.

Part 1 – Summary.

Trend 1
All European countries are responsible for their own environmental policy.

Short description:
Every country within the European Union has its own laws concerning environmental conservation and is responsible for the protection of its own natural environment and protected areas. In other words, the EU asks its Member States to achieve certain conditions for their protected areas and the quality of the environment they are responsible for to comply with standards set by European legislation. However, the EU will not impose the ways and the tools (administrative, legislative, financial, institutional, etc.) to achieve this status. In practical terms, this means that there may be significant differences in environmental protection from one country to another within EU as the natural environment does not have the same kind of priority for all countries. This is something that is obviously related to variables such as people's estimates of environmental value, the economic welfare of the country, education, etc.

What could this mean for IE and/or HI?
This should be taken into account by IE when trying to promote pan-European frameworks, related to HI. The differences between Scandinavian / Northern European countries and other countries where heritage interpretation is still to be discovered by the vast majority of those working on the environmental sector should be analysed and noted. If not, IE could fail to meet the needs of those who require environmental interpretation the most.

Trend 2
Environmental conservation policy is based mainly on the Habitat Directive and the Birds Directive.

Short description:
The "Birds Directive" 2009/147 (a codified version of Directive 79/409) and the "Habitat Directive" 92/43 form the cornerstones of Europe's nature conservation policy. Although sustainability on agriculture, energy and transport are considered as crucial too, these directives will continue to be the backbone of the EU's internal biodiversity policy.

What could this mean to IE and/or HI?
Environmental interpretation could take these two directives as a starting point, if it wants to follow the path frequently taken by the majority of governments and NGOs which deal with environmental conservation.

Trend 3
Conservation of landscape is essentially still a national policy matter.

Short description:
Protection of landscape is a national affair for EU countries. The EU does not yet have a European legislative framework regarding landscape conservation. The European Landscape Convention (Council of Europe – see Part 2) was adopted in 2000 but still has to be signed and ratified (and of course implemented) by a few European countries and Member States. This means that landscape protection is again open to the will and understanding of each country. However, landscape can be considered a value to be shared by different cultures.

What could this mean to IE and/or HI?
Landscape is a valued aspect for all cultures, even in the cases where environmental protection is not (or is barely) valued. Therefore, landscape could be considered as one more feature of environmental heritage (besides habitats and species) to be promoted by IE. However, IE should take into account that policies on landscape conservation differ among various European countries.

Trend 4
Environmental legislation is under attack.

Short description:
Since the end of 2014, this is the first time ever that European environmental legislation (an advanced strand among international environmental legislation) has come under attack from the European Commission itself and is seen as an obstacle to development plans. The same goes for EU members, resulting in a general retreat of environmental conservation status on a European level. Furthermore, a public consultation exercise with citizens and NGOs on this subject has resulted in considerable public reaction against this trend.

What could this mean to IE and/or HI?
The public reaction to this news was immediate and strong. However, this proves that even laws that have been brought in many years ago can be reversed. The environment is still considered to be of secondary importance compared to economic development or social issues. Heritage interpretation could (and should) help increase the number of people who could raise their voice against such efforts.

Trend 5

States are being asked to develop their own Prioritised Action Frameworks (PAF).

Short description:

In order to encourage better integration of funds and to promote more strategic planning of investments in Natura 2000, Member States were asked to develop their own prioritised action frameworks (PAFs). PAFs will better define the funding needs and priorities for Natura 2000 at a national or regional level and so facilitate their integration into the forthcoming operational programmes for the different EU funding instruments. Member States were asked to submit their PAFs to the Commission by the end of 2012 and these national priority lists will be renewed in 2020.

What could this mean to IE and/or HI?

Diversified priority lists for each country could become an obstacle for people trying to network and collaborate through pan-European associations such as IE. On the other hand, this trend could be seen as an opportunity since national priority lists could enforce the sense of national environmental heritage.

Trend 6

The Common Agricultural Policy is often changing.

Short description:

The EU's agricultural policy has changed direction many times, mainly because EU officials have not yet been able to find one commonly accepted solution on subsidies. However, one trend within EU's agricultural policy that seems to be stable is support for environmentallyfriendly practices as well as support for farmers within (or near) protected areas.

What could this mean to IE and/or HI?

Farming (and its products) is closely connected to everyday life. Therefore this could become a link between conservation work being held in (or around) protected areas all over Europe and the life of their visitors.

Trend 7

Environmental policy should be incorporated in other policies (but is not yet).

Short description:

Although the EU has been trying to incorporate environmental policies into all other policy sectors, this does not yet seem to have been achieved to a satisfactory degree. Some of the EU members (for whom the environment is a high priority and has considerable value) seem to be more advanced in this, whereas others keep nature and its protection isolated from the rest of their agendas. While this appears to be the EU's goal, it is often the various economic interests combined with the varying degree of organisation and planning from one country to the other that impede a comprehensive merging of environmental issues with provisions for all other policy sectors.

What could this mean to IE and/or HI?

Environmental heritage interpretation could act as a bridge to help people make this link. If the public understands how policies on, for example, health, education and economics should be closely related to environmental ones, they could be more open to such trends or even put more pressure on politicians to follow this path.

Trend 8

Citizens do not fully understand what biodiversity conservation is.

Short description:

For the majority of people in Europe, biodiversity conservation is closely related to protected areas and is implemented solely within their boundaries. However, this is obviously not the case, since these boundaries are man-made and simply serve specific reasons. Biodiversity conservation relates to our own everyday lives as well as all other political decisions and this is something that all citizens should be able to see.

What could this mean to IE and/or HI?

Environmental heritage interpretation is also closely connected to conservation work being undertaken in protected areas. Reinforcing the link between this work and our own lives could help people comprehend the wider meaning of protecting the environment.

Trend 9

Citizen science is increasing.

Short description:

A large number of people from different backgrounds (not necessarily environment-related scientists) are participating in the collection of data for environmental conservation purposes. (one such example of this trend, among many others, is the Common Bird Census.) This seems to be a pan-European trend whereby people are increasingly getting involved in such initiatives.

What could this mean to IE and/or HI?

People seem to enjoy these kinds of activities. It reinforces their sense of usefulness and being part of a wider community. IE could also use this trend either for the promotion of heritage interpretation at a local level, or even to promote itself.

Overview of general significance and of relevance and impact of trends on HI and IE.

The following assessment is based on an assumption by the author and is intended to inspire discussion.

Trend	Significance [extremely – very – moderately– slightly – not at all]	Relevance [extremely – very – moderately– slightly – not at all]	Impact [very high – above average – average– below average – very low]
1. All European countries are responsible for their own environmental policy.	Very	Very	Above average
2. Environmental conservation policy is based mainly on the Habitat Directive and the Birds Directive.	Very	Very	Above average
3. Conservation of landscape is essentially still a national policy matter.	Moderately	Moderately	Average
4. Environmental legislation is under attack.	Very	Very	Above average
5. States are being asked to develop their own Prioritised Action Frameworks (PAF).	Slightly	Slightly	Average
6. The Common Agricultural Policy is often changing.	Moderately	Moderately	Average
7. Environmental policy shall be incorporated in other policies (but is not yet).	Moderately	Moderately	Average
8. Citizens do not fully understand what biodiversity conservation is.	Very	Very	Average
9. Citizen Science is increasing.	Very	Very	Above average

Part 2 – Detailed review of specific papers.

UN Convention on Biological Diversity (CBD).

The CBD was negotiated in Rio in 1992 and came into force in 1993. All European states as well as the European Union are parties of the CBD, except the Holy See. It is a multilateral treaty with three main goals:

1. conservation of biological diversity
2. sustainable use of its components
3. fair and equitable sharing of benefits arising from genetic resources.

Communication with society as a whole is covered in articles 12 "Research and training" and 13 "Public education and awareness".

Within the Convention a special programme called "Communication, Education and Public Awareness" (CEPA) has been launched in order to raise knowledge regarding conservation and sustainable use. A specific toolkit document has been developed for national coordinators of this programme[1].

Within the CBD, a working programme for protected areas was adopted in 2004 and a special goal (3.5) for **communication, education and public awareness** has been formulated:

"Goal 3.5: To strengthen communication, education and public awareness
Target: By 2008 public awareness, understanding and appreciation of the importance and benefits of protected areas is significantly increased.
Suggested activities of the Parties
3.5.1 Establish or strengthen strategies and programmes of education and public awareness on the importance of protected areas in terms of their role in biodiversity conservation and sustainable socio-economic development, in close collaboration with the Communication, Education and Public Awareness Initiative (CEPA) under the Convention on Biological Diversity and targeted towards all stakeholders.
3.5.2 Identify core themes for education, awareness and communication programmes relevant to protected areas, including *inter alia* their contribution to economy and culture to achieve specific end results such as compliance by resource users and other stakeholders or an increased understanding of science-based knowledge by indigenous and local communities and policy makers and an increased understanding of the needs, priorities and value of indigenous and local communities; knowledge, innovations and practices by Governments, non-Governmental organizations and other relevant stakeholders.
3.5.3 Strengthen, and where necessary, establish information mechanisms directed at target groups such as the private sector, policy makers, development institutions, community-based organizations, the youth, the media, and the general public.
3.5.4 Develop mechanisms for constructive dialogue and exchange of information and experiences among protected area managers, and between protected area managers and indigenous and local communities and their organizations and other environment

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[1] https://www.cbd.int/cepa/toolkit/2008/doc/CBD-Toolkit-Complete.pdf

educators and actors.

3.5.5 Incorporate the subject of protected areas as an integral component of the school curricula as well as in informal education.

3.5.6 Establish mechanism and evaluate the impacts of communication, education and public awareness programmes on biodiversity conservation to ensure that they improve public awareness, change behaviour and support the achievement of protected area objectives."

In 2010 the Conference of the Parties of the Convention met in Nagoya and agreed on a Strategic Plan for Biodiversity and twenty Aichi Biodiversity targets. The first target states: "By 2020, at the latest, people are aware of the values of biodiversity and the steps they can take to conserve and use it sustainably".

The CBD states: "Biodiversity is not widely understood and as a result its economic, social and environmental importance is often poorly recognized. The values of biodiversity, should be interpreted in the broadest sense, including environmental, cultural, economic and intrinsic values." For the setting of national targets it is explained that: "Learning occurs in formal contexts of learning, such as in schools and universities, as well as in informal contexts, such as through the guidance of elders, as well as in museums and parks, and through films, television and literature. Learning also occurs through participation in events and other opportunities for information exchange between stakeholders."

The CBD and UN have also established 22 May as the International Day for Biodiversity and 2010 was chosen as the International Year of Biodiversity.

The European Landscape Convention (ELC).

The ELC's objective is a richer living environment where everyone can participate in its design and development. Its medium is improved protection, management and planning of European landscapes. It also aims to promote cooperation on landscape issues in Europe **and to enhance public and community participation in that work**. The Convention encompasses all kinds of landscapes in both urban and rural areas.

The ELC emphasises that the landscape is a shared resource and a shared responsibility. Many different values and assets coincide in landscapes such as cultural, ecological, aesthetic, social and economic aspects. We often have to negotiate how the landscape resources will be utilised and developed. It therefore requires close cooperation between the authorities, organisations, companies and individuals so that the diversity of landscape values can be managed in a sustainable way.

Democracy and landscapes

The Landscape Convention contains a clear democratic dimension. First, it highlights the social importance of landscape because it **underlines the importance of people to participate actively in the evaluation and management of the landscape.** The democratic dimension is also evident in the definition of landscape found in the Convention which states that a landscape is:

"An area, as perceived by people, whose character is the result of the action and interaction of natural and/or human factors. The term "landscape" is thus defined as a zone or area as perceived by

local people or visitors, whose visual features and character are the result of the action of natural and/or cultural factors. Recognition is given to the fact that landscapes evolve through time and are the result of natural and human activities. Landscape should be considered as a whole – natural and cultural components are taken together, not separately."

Interpretation and ELC

Both, the FARO Convention (see political trends and developments regarding cultural heritage, Part 2) and the European Landscape Convention, emphasise the importance of dialogue in a broad heritage community when it comes to defining values, planning and making decisions on management and future of cultural and natural heritage and landscapes.

According to the ELC, every citizen has a right to define a landscape and its values - every definition is valid. The ambition to go from expert-oriented definitions of values to an understanding of different perspectives as a basis for interpretation and management of landscapes is important.

Arenas for dialogue are needed in order to fully involve citizens in natural and cultural heritage management. Interpretation can provide such arenas where experts' and citizens' perspectives are connected for shared understanding on different perspectives, ideas and discussions on values and future development. Interpreters can be the facilitators to achieve this aim.

Preamble to the European Convention of Landscapes.

The member States of the Council of Europe signatory hereto,

Considering that the aim of the Council of Europe is to achieve a greater unity between its members for the purpose of safeguarding and realising the ideals and principles which are their common heritage, and that this aim is pursued in particular through agreements in the economic and social fields;

Concerned to achieve sustainable development based on a balanced and harmonious relationship between social needs, economic activity and the environment;

Noting that the landscape has an important public interest role in the cultural, ecological, environmental and social fields, and constitutes a resource favourable to economic activity and whose protection, management and planning can contribute to job creation;

Aware that the landscape contributes to the formation of local cultures and that it is a basic component of the European natural and cultural heritage, contributing to human well-being and consolidation of the European identity;

Acknowledging that the landscape is an important part of the quality of life for people everywhere: in urban areas and in the countryside, in degraded areas as well as in areas of high quality, in areas recognised as being of outstanding beauty as well as everyday areas;

Noting that developments in agriculture, forestry, industrial and mineral production techniques and in regional planning, town planning, transport, infrastructure, tourism and recreation and, at a more general level, changes in the world economy are in many cases accelerating the transformation of landscapes;

Wishing to respond to the public's wish to enjoy high quality landscapes and to play an active part in the development of landscapes;

Believing that the landscape is a key element of individual and social well-being and that its protection, management and planning entail rights and responsibilities for everyone;

Having regard to the legal texts existing at international level in the field of protection and management of the natural and cultural heritage, regional and spatial planning, local self-government and transfrontier co-operation, in particular the Convention on the Conservation of European Wildlife and Natural Habitats (Bern, 19 September 1979), the Convention for the Protection of the Architectural Heritage of Europe (Granada, 3 October 1985), the European Convention on the Protection of the Archaeological Heritage (revised) (Valletta, 16 January 1992), the European Outline Convention on Transfrontier Co-operation between Territorial Communities or Authorities (Madrid, 21 May 1980) and its additional protocols, the European Charter of Local Self-government (Strasbourg, 15 October 1985), the Convention on Biological Diversity (Rio, 5 June 1992), the Convention concerning the Protection of the World Cultural and Natural Heritage (Paris, 16 November 1972), and the Convention on Access to Information, Public Participation in Decision-making and Access to Justice on Environmental Matters (Aarhus, 25 June 1998)[2]

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[2] http://www.coe.int/sv/web/landscape/home

Socio-cultural trends and developments

By Angela Tavone

Trend 1

Europe's share of the global population is declining and its population is ageing.

While unemployment is still high, rates vary between Member States as well as within them. Women, young adults and older workers have a higher risk of unemployment while the number of part-time workers is increasing. Migrants represent 7% of the European population and account for around 7% of total employment. They are usually younger and more likely to face disproportionately heavy housing costs, to live in overcrowded households and to be more materially-deprived than nationals, although, within the group, trends diverge between migrants from other EU Member States and third-country migrants.[3]

Trend 2

Reduction of employment rate.

From 2007 to 2014, Europe recorded a **reduction in the employment rate, increased youth unemployment and increased risk of poverty and social exclusion.**[4]

Trend 3

The ESPAS challenges and policy options.

The **European Strategy and Policy Analysis System** (ESPAS) project aims to help the EU identify the main global trends, assess their implications and review the resulting challenges and policy options confronting decision-makers. In summary, it states that:

1. The human race is growing older and richer with a growing middle class and widening inequalities.
2. Economic weight and political power is shifting to Asia. Sustained development of the world economy is becoming more vulnerable to challenges and to weaknesses in the globalisation process.
3. A revolution in technologies and their applications is transforming societies in almost every aspect. Digitisation is the invader and radical, disruptive change is the consequence.

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[3] Delivori A., Sabbati G. 2015. EU demographic indicators Situation, trends and potential challenges. *EPRS (European Parliamentary Research Service).*
http://www.europarl.europa.eu/RegData/etudes/BRIE/2015/551335/EPRS_BRI%282015%29551335_EN.pdf
http://epthinktank.eu/2015/03/20/eu-demographic-indicators-situation-trends-and-potential-challenges/
[4] International Labour Organization. 2015. Global employment and social outlook. Trends 2015. *ILO*, Geneva.
http://www.ilo.org/wcmsp5/groups/public/---dgreports/---dcomm/---publ/documents/publication/wcms_337069.pdf

4. Managing the scarcity of resources is becoming an increasing challenge, with rising energy consumption and shifting patterns of production.
5. The interdependence of countries, now a fact of global life, is not matched by strengthening global governance. The world order is becoming more fragile and unpredictable.[5]

Trend 4
Economic and technological revolution – social and democratic revolution – geopolitical revolution.

Three revolutions envisaged by ESPAS are forging a more complex and insecure world:

- An **economic and technological revolution**: the convergence of technologies and the proliferation of tools available to large multitudes will transform economies and societies. Huge opportunities will result in terms of productivity, welfare gains and individual empowerment. However, societal disruptions may include a further rise of unemployment, increasing inequalities and the impoverishment of the middle classes in developed countries, including in Europe.
- A **social and democratic revolution**: More empowered and better connected individuals will be more creative, more dynamic and less wedded to life-time jobs, but they will also be more demanding and critical. Evolution such as this could allow countries to fundamentally rejuvenate their 'social contracts' and to invent new forms of governance. However, it will make it more difficult to design collective agreements and to shape common approaches through the traditional structures, such as political parties or trade unions. Anti-establishment feeling may rise further, as well as recourse to less traditional and more local initiatives. Pressure will increase for greater accountability and transparency at different levels of governance.
- A **geopolitical revolution**: Asia's rise looks set to continue and the roughly two centuries of global dominance by the European continent and the United States are drawing to a close. Together with the emergence of other powers in Africa and Latin America, this will lead to an increasingly multi-focus world. Globalisation will continue but will be increasingly driven by new actors with different values. More confrontational modes between key actors may result.[6]

Trend 5
Multifaceted immigration.

The rise in the global middle class and expansion of communication technologies is likely to provoke a worldwide increase in diverse forms of human mobility such as professional mobility, circular migration and short-stay migration, alongside classic settlement models of immigration. As

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[5] European Union. 2015. Global Trends to 2030: Can the EU meet the challenges ahead? *ESPAS – European Strategy and Policy Analysis System.* http://europa.eu/espas/pdf/espas-report-2015.pdf
[6] European Union. 2015. Global Trends to 2030: Can the EU meet the challenges ahead? *ESPAS – European Strategy and Policy Analysis System* http://europa.eu/espas/pdf/espas-report-2015.pdf

mentioned, short-term immigration pressure on the European Union from the south, including from refugees, may well increase further with associated security risks. Global labour migration flows are, however, set to alter in the longer term according to economic development patterns, demographic changes and political instability.

By 2030, the European Union's migration policies will have to be reshaped to adapt to this new situation, which will affect the evolving labour needs of the European economy. Elsewhere, the European Union will face considerable difficulties to exploit the links between human capital, migration, employment and economic development. Present short-term, security-driven migration policies may not suffice.[7]

Trend 6
Living with religious diversity.

Countries with a high rate of migrants practicing other faiths than their mainstream religions will step up their integration policies in order to uphold a societal consensus of 'living together'. This will pose a challenge in particular to Europe and the United States. New ways of accommodating different faiths and corresponding views on the social consensus in largely secular societies and state systems will have to be found in full respect of freedom of religion and belief, but also in respect of the large numbers of those who do not adhere to any faith and do not wish states to be affected by them. Regarding our relations with our neighbourhoods, in order to create a 'ring of friends', rather than a 'ring of fire' around Europe, religious issues, alongside more conventional geopolitical, economic and other strategic considerations, will need to be factored into Europe's developing foreign policy.[8]

Trend 7
New political and economic cycle for EU.

The **European Union faces these major trends and challenges at the start of a new political and economic cycle**. It has considerable assets at its disposal such as cultural diversity, highly educated human capital, excellent research capacity, a developed infrastructure, strong social cohesion and a functioning decentralised political system operating at many levels and based on the rule of law and individual freedom. However, all these assets need active fostering for Europe to remain at the forefront of human development.

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[7] European Union. 2015. Global Trends to 2030: Can the EU meet the challenges ahead? *ESPAS – European Strategy and Policy Analysis System* http://europa.eu/espas/pdf/espas-report-2015.pdf
[8] European Union. 2015. Global Trends to 2030: Can the EU meet the challenges ahead? *ESPAS – European Strategy and Policy Analysis System* http://europa.eu/espas/pdf/espas-report-2015.pdf

The European Union's future faces risks and challenges. The main ones are internal and hinge on the need to rebuild trust in the European Union and to deliver concrete and beneficial results for its citizens.[9]

Trend 8
The world travel industry achieved robust growth.

The world travel industry achieved robust growth this year (2014, when the report was published) despite various threats and the uncertain world economy. Asia is projected to remain the strongest growing outbound market while Europe and the Americas will show solid growth as well. Despite economic gloom, conflicts and threats, Europeans travelled more than ever prior to this year (2014). Tourism to European destinations was again robust and resilient this year with a rise in international visitor numbers despite the impact of international crises, experts said at the World Travel Monitor® Forum.[10]

Trend 9
Self-tracking: Real-Time Health + Human-Centric.

Smart living drives a better future where business and people collaborate for mutual benefits. Real-time data will transform the traditional business model to one that delivers better services and customer experiences. Apple is changing self-measurement the way it changed music – with an entire Human-Centric platform and ecosystem for monitoring medicine, fitness and wellness. People want 'intelligent' options built in, as self-improvement boosts quality of life and wellbeing. There are currently 40,000+ health apps available and mHealth services and applications could be worth more than $11.5 billion globally by 2017.[11]

Trend 10
Circular economy: Green Growth + sustainability.

Today we consume 26 times more than we did 150 years ago. In this context, sustainability needs a serious makeover; only 28% of people know what terms like: 'sustainable', 'responsible', 'eco-friendly' and 'green' really mean, and just 44% trust green claims from big brands. The Circular Economy is a vision to maximise resources and minimise waste to promote green growth**,** but to be successful you need a business case for sustainability. China has adopted the Circular Economy and its recycling industry is planned to be worth £183 billion by 2015.[12]

[9] European Union. 2015. Global Trends to 2030: Can the EU meet the challenges ahead? *ESPAS – European Strategy and Policy Analysis System* http://europa.eu/espas/pdf/espas-report-2015.pdf

[10] IPK International. 2014. ITB WORLD TRAVEL TRENDS REPORT December 2014. *Messe Berlin GmbH* http://www.itb-berlin.de/media/itb/itb_dl_de/itb_itb_berlin/itb_itb_academy/ITB_2015_WTTR_Report_A4_4.pdf

[11] KJAER GLOBAL TREND SNAPSHOTS 2015+ http://global-influences.com/scientific/emergent-technologies/kjaer-global-trends-2015/

[12] KJAER GLOBAL TREND SNAPSHOTS 2015+

Trend 11

Collaborative culture: Sharing economy + social value.

Collaborative Consumption changes how we consume, work, travel and learn. Just think of the success of AirBnB and Zipcar. Some say that Collaborative Consumption generates enormous social value, but our current systems do not measure value created – only value captured. While the 20th century focused on ownership, the 21st century is about access, with sharing, mobility and affinity networks becoming the norm. Seoul is the world's first official Sharing Economy – 60% of Koreans own a smartphone – with the city utilising Collaborative Culture as a civic and social problem-solving tool.[13]

Trend 12

Betrapreneurship: Disruptive Innovation + Female Power.

The EU now promotes entrepreneurship as a career to encourage start-up communities that will contribute to Europe's job creation, innovation and competitiveness. Betapreneurs are truly 21st-century professionals who operate through a process of trial and error to make disruptive innovation happen. Resilient, self-reliant, and extremely potent, they are crafting the future, working solo, in small teams, or within large companies. Currently, only 30% of European entrepreneurs are women, but by 2020 in advanced economies, 2 in 3 graduates will be female, so their contribution will change the landscape of entrepreneurship.[14]

Trend 13

Lifelong learning: Augmented Reality + Deep Learning.

Currently, the role of higher education is a global discussion, one where learners, not institutions, are in charge of both the conversation and the demand for innovative thinking. Campus-Centric old school approaches must evolve and embrace Digital-Centric new school MOOCs (Massive Open Online Courses). Social structured learning is how to attract people to the rapidly growing flow of resources and create more opportunities for everyone. 'Deep Learning' – enabled by artificial neural networks and evolved 'augmented reality' – presents huge opportunities in everything from media and education to health, commerce and leisure.[15]

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http://global-influences.com/scientific/emergent-technologies/kjaer-global-trends-2015/

[13] KJAER GLOBAL TREND SNAPSHOTS 2015+

http://global-influences.com/scientific/emergent-technologies/kjaer-global-trends-2015/

[14] KJAER GLOBAL TREND SNAPSHOTS 2015+

http://global-influences.com/scientific/emergent-technologies/kjaer-global-trends-2015/

[15] KJAER GLOBAL TREND SNAPSHOTS 2015+

http://global-influences.com/scientific/emergent-technologies/kjaer-global-trends-2015/

Trend 14

Conscious capitalism: Social capital + community.

Hard data shows that, in the long-run, conscious businesses outperform traditional ones by a wide margin. Brilliant business models are now driven by storytelling and Conscious Capitalism – leveraging networks to support local trade and create value and well-being simultaneously. Social capital is not just the sum of the institutions that underpin a society – it is the glue that holds them together. Community will drive brand experiences and foster a strong culture of innovation; almost 66% of people prefer to work for an organization making a positive difference.[16]

Trend 15

Radical openness: Building bridges + collaboration.

Movements for freedom of information are exploding, affecting everything in society from how we do business to who we choose to govern us. A global survey of 97,000 people in 30 countries found that 48% would not even recommend the company they work for. A good online reputation is your most valuable currency and smart organisations build bridges rather than walls by embracing values of openness and collaboration. Globally, 65% of people believe transparent and honest business practices are key to corporate reputation and trust.[17]

Trend 16

Purpose-driven: Culture of purpose + inspired action.

When millennials make career decisions, they look to organisations with a clearly defined culture of purpose. This is not about allocating more money to CSR (Corporate Social Responsibility), but revisiting your underlying business principles to make sure they sustain your organisation and benefit all stakeholders, including wider society. Great leaders inspire action and, as Simon Sinek reminds us, *"If you hire people just because they can do a job, they'll work for your money. But if you hire people who believe what you believe, they'll work for you with blood and sweat and tears."*[18]

Trend 17

Conceptualisation of heritage learning.

This research report, based on the **conceptualisation of heritage learning** as a potential means for development presents the framework as a support tool for heritage institutions in designing and

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[16] KJAER GLOBAL TREND SNAPSHOTS 2015+

http://global-influences.com/scientific/emergent-technologies/kjaer-global-trends-2015/

[17] KJAER GLOBAL TREND SNAPSHOTS 2015+

http://global-influences.com/scientific/emergent-technologies/kjaer-global-trends-2015/

[18] KJAER GLOBAL TREND SNAPSHOTS 2015+

http://global-influences.com/scientific/emergent-technologies/kjaer-global-trends-2015/

implementing a learning offer that considers the achievement of specific objectives at an individual, community and societal level.[19]

Trend 18
The concept of heritage interpretation still does not exist in critical heritage-related papers.

The **concept of heritage interpretation does not exist in the UNWTO** Annual Report 2014![20]

Remarks by Dorothea Papathanaseou-Zuhrt focusing on EU funding

The following brief remarks offer a gloss on the trends noted above by Angela Tavone. They refer specifically to EU funding issues as they relate to Heritage Interpretation.

1. The European Territorial Cooperation Call (all 28 members) Danube, Adrion, Balkan-Mediterranean, Interreg MED, Interreg Europe and Central Europe does not know it (HI) as well.
2. CULTURE including Creative Europe does not mention a Call targeting this, at least as it is meant by IE.
3. Europeaid has other problems to solve and therefore does not offer a relevant Call.
4. H2020 is an umbrella for culture and refers to single elements in some Calls, as for example:
    a. Call – CO-CREATION FOR GROWTH AND INCLUSION *H2020-SC6-CO-CREATION-2016-2017*
    b. Call – UNDERSTANDING EUROPE – PROMOTING THE EUROPEAN PUBLIC AND CULTURAL SPACE *H2020-SC6-CULT-COOP-2016-2017*
    However, there is no direct and explicit relation to what we have in mind as a concept. Despite this, one can trace the concept of HI in cultural communication, domain specific interpretation, cultural identity and cultural diversity.
5. The other two large cooperating Programmes: European Neighbourhood Instrument Mediterranean Sea Basin and Black Sea Basin, just speak of 'cultural' and 'tourism' in the traditional sense.
6. Erasmus+ is very fragmented and does not refer to the specific subject of 'heritage interpretation'.
7. Within the Charters, Treaties and Conventions in cultural heritage, only two – Ename and ICOMOS – speak of heritage interpretation.

Generally, the Calls in this Programming Period support a multi-disciplinary approach and a multilevel actors' network. Therefore, the concept and practice of heritage interpretation off and on-site, in vivo and in vitro are subordinate to the concept of cultural communication for both, nature and culture. (Trend 1 has already discussed that heritage interpretation is strongly related to communication.)

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[19] Jakoba Šraml González. 2012. Trends in practical cultural heritage learning in Europe. *The Nordic Centre of Heritage Learning*
http://nckultur.org/wp-content/uploads/2013/06/Trends-in-cultural-heritage.pdf
[20] United Nations World Tourism Organization. 2014. UNWTO Annual Report 2014
http://dtxtq4w60xqpw.cloudfront.net/sites/all/files/pdf/unwto_annual_report_2014.pdf

Overview of general significance and of relevance and impact of trends on HI and IE.

The following is an assessment of the trends as understood by Angela Tavone and are intended to inspire discussion.

Trend	Significance [extremely – very – moderately– slightly – not at all]	Relevance [extremely – very – moderately– slightly – not at all]	Impact [very high – above average – average– below average – very low]
1. European population is declining and aging	Moderately	Moderately	Average
2. Reduction of employment rate	Very	Very	Above average
3. The ESPAS challenges and policy options	Extremely	Extremely	Above average
4. Economic/technological, social/ democratic, geopolitical revolutions	Extremely	Extremely	Above average
5. Multifaceted immigration	Extremely	Extremely	Above average
6. Living with religious diversity	Moderately	Moderately	Below average
7. New political and economic cycle for EU	Very	Very	Above average
8. The world travel industry achieved robust growth	Very	Very	Above average
9. Self-tracking	Slightly	Slightly	Average
10. Circular economy	Very	Extremely	Very high
11. Collaborative culture	Very	Very	Above average
12. Betrapreneurship	Moderately	Moderately	Below average
13. Lifelong learning	Moderately	Very	Above average
14. Conscious capitalism	Very	Very	Above average
15. Radical openness	Very	Very	Average
16. Purpose driven	Extremely	Extremely	Very high
17. Conceptualization of heritage learning	Moderately	Moderately	Average
18. The heritage interpretation concept still doesn't exist in critical heritage-related papers	Moderately	Very	Average

Opportunities for HI and IE:

- Trend 1: the aging of European population might not be a problem in the next five years (considering the future IE strategy), but it is worth reflecting on the main target of HI programmes.
- Trend 2: the increasing unemployment rate in Europe is not positive but it might turn into an opportunity to develop a good employment channel for improving of HI in terms of professional domains.
- Trend 4: among all of them, the "social, democratic and technological revolutions" presented by ESPAS may influence the direction towards which IE programmes and projects will be implemented.
- Trend 5: the increasing immigration rate in Europe might be considered a challenging opportunity to experiment at new cultural frontiers to apply HI, aspiring to social justice, peace and the discovery of diversity. Moreover, new economic resources might be invested by European governments for social policy to manage this fragile situation and the HI sector might benefit from these investments.
- Trend 6: European countries are already characterised by multi-religious societies, thus the increasing migration rate might only accentuate the percentage of the current "minor religious groups" compared to the main one in each country.
- Trend 7: "The main challenges are internal and focus on the need to rebuild trust in the European Union and to deliver concrete and beneficial results for its citizens". This might be a good objective to reach for some future pan-European IE projects.
- Trend 8: business activities based on HI can benefit from an increasing travel trend in Europe.
- Trend 9: "People want 'intelligent' options built in, as self-improvement boosts quality of life and wellbeing": this trend suggests the use self-exploration tools involving HI, like boards or apps.
- Trend 10: "The Circular Economy is a vision to maximise resources and minimise waste to promote green growth". Education for sustainability is an important issue and is already dealt with by IE but it needs to be explored in greater depth.
- Trend 11: "Collaborative Consumption generates enormous social value in terms of access, with sharing, mobility and affinity networks". HI already deals with the most important social values, thus the collaborative consumption concept is consistent with one of the HI issues.
- Trend 12: "Betrapreneurs are truly 21st-century professionals who operate through a process of trial and error to make disruptive innovation happen". HI entrepreneurs should adopt this business philosophy.
- Trend 13: "'Deep Learning' – enabled by artificial neural networks and evolved 'augmented reality' – presents huge opportunities in everything from media and education to health, commerce and leisure". Even HI is a broad field in which to experiment with augmented reality as tool of exploration and learning.
- Trend 14: "Social capital is not just the sum of the institutions that underpin a society – it is the glue that holds them together". We can strongly concur with this concept which is a foundation for IE too as we are demonstrating in this STEP analysis!
- Step 15: "A good online reputation is your most valuable currency and smart organisations build bridges rather than walls by embracing values of openness and collaboration". This is a good recommendation also for IE (which is already working in this way).
- Trend 16: "Culture of Purpose and Inspired Action" are important business principles and IE needs to make sure they sustain the organization and benefit all stakeholders, including wider society. IE can boast of already including this trend in its statutes because its stakeholders are motivated by the same passion.
- Trend 17: research about heritage learning might be inspiring for future IE projects.

Threats for HI and IE:
- Trend 2: the increasing unemployment rate in Europe constitutes a threat for developing job access and new business ventures in the HI field.
- Trend 3: in general terms, those challenges foreseen by ESPAS may affect future HI programmes.
- Trend 13: the augmented reality might become a threat if it seeks to replace the human presence in the HI activities. Indeed, it should only constitute an aid, and supplementary tool for the interpreter/HI planner.
- Trend 18: why has, for example, the World Tourism Organisation not yet "internalised" the HI concept? Probably because it needs to better cover the HI role in this specific area as in other fields.

Trends specific to the situation in Eastern Europe

The following contribution, by Verena Perko, offers further analysis and comment on the specific situation in Eastern Europe which has followed a different trajectory to the rest of Europe.

The post-war reconstruction of European countries, coupled with decades of rapid industrialisation and new technology, have produced fundamental social changes in the post-modern era. As for cultural heritage, it has been recognised as a cornerstone of European identity, education and sustainable development. The eco-museum concept developed in the West during the 1970s. It was a response to radical social changes and new social needs of the postmodern era. Ecomuseums opened the door to a more inclusive and participatory governance of heritage and they still have a significant impact on the democratisation of heritagisation processes.

In Eastern Europe, the fall of communism and the emergence of new States in the early 1990s was followed by the outbreak of a primitive form of capitalism and radical social changes. The general characteristics of post-socialist societies partially overlap with postmodernism in Western Europe, but there are also important differences. Alongside similarities such as fragmented societies, loss of identity and the disappearance of existential meaning on a personal and a social level, differences can be recognised as a general social lethargy and passiveness as a result of the decades of communistic pressure and subsequently, of wild, ruthless capitalist development processes. The result is not only a dilution of the sense of belonging and diminished responsibility for the community as a minimum, but also the suffocation of democratisation processes and the flourishing of nationalism and chauvinism.

In ex-socialistic countries, science and scientific institutions still have a significant hegemonic role in the field of heritage research and interpretation. The fundamental sciences (archaeology, anthropology, history) are still mono-paradigmatic. This, together with the hegemonistic heritage discourse, often prevents the formation of collective memory.

Given specific historical and social developments in ex-communist countries, the perception of heritage is diametrical and many historical events from the recent past are still a matter of social amnesia. Peoples' experience of cultural heritage is therefore alienated and cultural heritage is generally accepted as an ownerless property. Consequently, protection and conservation is considered to be an entirely State-administered obligation and seen as an unnecessary expense.

The result of continuous merciless financial cuts on cultural assets (which are unopposed) coupled with the neglect of regular monument maintenance, has resulted in the grave disappearance of heritage on a daily basis. Somewhat controversially, while numerous heritage sites are being lost each day, the number of traditional museums is increasing and it seems that every fragment of the past is scientifically researched and analysed in detail. Despite this, most heritage experts forget the importance of heritage as a fundamental social instrument and generally ignore the crucial social value of in situ preserved heritage. The reason for this can be found in the governance role of modern science and in social passivity of heritage institutions as well as political manipulation. Of course, there is also a lack of interconnectivity and constant exchange of theoretical and practical knowledge between East and West.

Economic trends and developments in general

By Sue Hodges and Jane Severs

Economic factors influencing heritage interpretation include economic uncertainty, an ageing population, the rise of Asian economies and globalisation.

We have structured this report by stating the Trend (Actual and Potential Changes), then outlining associated Opportunities and Threats for Heritage Interpretation and Interpret Europe.

Trend 1
Slow economic growth leading to declining heritage funding.

European economic recovery from the global financial crisis is progressing slowly in advanced economies. The European economy is entering its third year of recovery but economic growth remains stuck in low gear and output has yet to reach pre-crisis levels.[21] This has meant a slowdown for many established market economies, especially those exporting commodities or trading intensively with China.[22]

There is a consequent worldwide decline in government support for heritage, which has traditionally been funded by government. Cuts filter down to all levels, from national to state and local government. Governments from the Atlantic to the Aegean are slashing the budgets of their culture and heritage ministries as they struggle to rebalance their public finances and contain their debts. According to *Agenda 2026: Dutch Museums*:

If this trend continues, it will result in permanent economising of the museum sector, with possible contraction as a consequence. This can affect the size, scale and number of museums. Institutions that are best able to justify their right to exist and have greater public support will have the best chance of surviving government cuts .... In order to compensate for the reduced government funding, museums will have to maximise their income.[23]

Threats

- Declining and inadequate funding for traditional government services of museums, national parks, zoos and aquaria
- Associated job losses and job opportunities for interpreters in areas such as face-to-face interpretation, education, park management, museum curatorial work, education and museum design work
- Cuts to project budgets that affect the quality and outcomes of interpretation

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[21] European Commission, European Economic Forecast, Winter 2015, p.11
[22] OECD Economic Outlook and Interim Economic Outlook , www.oecd.org.
[23] Agenda 2026: Dutch Museums.

- Emphasis on financial issues over quality and depth of interpretation at a site
- Lack of renewal of existing displays.

Opportunities

- Interpret Europe and allied organisations can develop statements about the economic, social and cultural value of heritage interpretation to present to private and public sector clients
- Non-traditional roles and contexts for interpretation can be identified in growth areas; for instance, in health and wellbeing, social cohesion, sustainability, marketing, architecture etc
- Different funding sources can be identified that present interpretation not only as part of a visitor experience but also as an integral part of all communication offerings
- Interpreters can partner with allied disciplines (tourism, architecture) to offer 'best value' services for a 'whole of job' solution
- Interpreters can reposition their work in the planning stage of each project rather than at the end and manage a project where possible. This will not only give interpreters jobs and increase their income, but also provide a way for interpretation to structure all stages of the project and to ensure that the end-product best represents the interpretive aims and objectives
- Interpretation can be identified as a way to provide a Unique Selling Point/Point of Difference for a range of heritage attractions by aligning the interpretation with what makes a site special—its authenticity. This will simultaneously enhance a site's heritage values and provide a richer tourism experience
- Interpretation (museum and site-based) can take the form of permanent and semi-permanent displays with sustainable materials, which can be easily renewed, rather than being heavily built in order to save both money and the environment.[24]

Trend 2
Globalisation.

Economic weight and power is shifting to Asia, with the Chinese and Indian economies rapidly growing at a rate far higher than the Eurozone growth rate.[25] In the long-run, Europe is facing an era of low growth, low investment, and low inflation unless policies are put in place. High unemployment and increasing geopolitical uncertainty are also affecting the economy.[26] Recent OECD work shows that rising inequalities[27] – at their highest in 30 years in OECD countries – are not only undermining the social fabric but also having an adverse impact on growth.[28]

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[24] Agenda 2026: Dutch Museums.
[25] European Commission, European Economic Forecast, Winter 2015, p.1
[26] European Commission, European Economic Forecast, Winter 2015, p.14
[27] http://www.oecd.org/social/inequality-and-poverty.htm
[28] OECD Economic Outlook and Interim Economic Outlook : OECD's 2015 Going for Growth: Breaking the vicious circle, www.oecd.org.

Threats

- Declining and inadequate funding for traditional government services of museums, national parks, environmental interpretation, education, zoos and aquaria (as indicated in Trend One above)
- A declining middle-class audience, which is a traditional consumer of interpretive products
- Lack of recurrent or dedicated funding for interpretation in Europe, which traditionally rests with high gross domestic product countries
- Lack of economic and social stability creating a risk-averse investment environment.

Opportunities

- Interpret Europe and allied organisations can create partnerships with Asian agencies and interpreters to build capacity in Asia for interpretation and to genuinely foster global thinking about interpretation.
- IE can create relationships with the World Bank, the Asian Development Bank, UNESCO and ICOMOS to foster an understanding of how heritage interpretation can drive a variety of projects.
- Position Interpret Europe and allied organisations to take a leading role in interpretive planning, education and training in Asia.
- Develop a case for how interpretation can not only assist in economic growth across a variety of sectors but also assist in promoting inclusion, social cohesion and a sense of place and belonging in fragmented communities and for people who have been dispossessed of their homelands.

Trend 3
Increased demands to demonstrate financial value.

In a nutshell, governments will have to be extremely stringent and they will be increasingly obliged to demonstrate the legitimacy of their financial transactions.[29]

Funding cuts will require interpreters to demonstrate the financial value of interpretation. At present, cultural organisations around the world are being forced to shift funding away from creation, preservation, and **presentation** to increased administration, communications, and financial reporting. This will also lead to a lack of organisational growth and product renewal.

Threats

- Heritage interpretation is often perceived as discretionary/unnecessary and is the first budget item to be cut

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[29] Agenda 2026: Dutch Museums.

- Interpretive planning is focused on raising income from visitors rather than meaningful interpretation or site preservation
- World Heritage Sites are organised on the basis of economic self-sufficiency rather than on their authenticity[30]
- Lack of economic data on the value of heritage interpretation, meaning that its economic value can only be estimated through modelling. This lack of data makes it difficult for interpreters to justify funding requests against industries that have available economic data.

Opportunities

- Conduct research into the perceived value of heritage sites using a variety of metrics
- Present an economic argument for the value of heritage interpretation based on this data
- Positioning heritage interpretation in a context outside its traditional areas and at the start of every project. Such areas include real estate, architecture, landscaping, marketing, digital media, film, museum planning and interpretive centre planning
- Linking heritage interpretation to emerging areas of investment such as climate change, sustainability, capacity building, technology and innovation and new industries
- Being outcome-focused in strategic planning.

Trend 4
Ageing population.

The populations of Western European countries are ageing rapidly with population growth steadily falling. The average annual growth rate of the European population was 0.38% during the 2000s and will be 0.22% from 2010 to 2020 and 1.35% per year from 2020 to 2030.[31]

Ageing populations cause a dramatic slowdown in household savings and wealth. This means that leading economies face a significant savings gap, which is reducing the amount of capital available for investments and impeding economic growth. This is exacerbated by the smaller proportion of younger people who have a lower propensity for saving. Almost one-quarter of Europeans face the risk of poverty or social exclusion.[32] This will place significant stress on the economy in the form of pressure on salaries, pension funding, and lower potential growth and also result in a weaker European gross domestic product.[33]

With the Baby Boomers going into retirement and no sign of an increase in births, the population of working age is expected to shrink in the next few years, while the number of older persons is likely to

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[30] Moulder, Lauren (author), St Clair Harvey, Archer (Chair), Woodhouse-Bayer, Katharine (co-chair), Jacob, Cynthia (co-Chair), Rutgers University, Graduate School – New Brunswick, 'Socio-economic trends of the World Heritage List', Description,/
www.rucore.libraries.rutgers.edu.
[31] The Global Economy in 2030: Trends and Strategies for Europe, Executive Summary.
[32] Europarl.europa.eu/EN, p.1
[33] The Global Economy in 2030: Trends and Strategies for Europe, Executive Summary.

increase.[34] If the shrinking of the workforce continues, it is possible that the economic output of European countries will be affected as the decline in the labour force results in fewer products and services being delivered.[35] There is also some evidence of a diminishing middle class in Europe, although this is contested.[36]

Threats

- Lower spend per capita for paid interpretive products (parks, museums, etc.) due to economic stress
- A reduced capacity to travel far from home to see heritage attractions
- Reduced budgets for interpretation as budgets are reallocated to areas such as aged care, social services, welfare etc.
- More competition for the interpretation Euro as other industries compete for discretionary income in a weakened economy.

Opportunities

- Digital interpretation for virtual visits to heritage sites and interpretation 'in the home'
- Targeted interpretation for people who are socially excluded, ageing and disabled, via access to non-traditional budgets for interpretation
- Accessing the OECD's 'Going For Growth' programme, which aims to set a reform agenda by which Governments can improve citizens' wellbeing.

Trend 5
Urbanisation.

According to the report: *The Global Economy in 2030: Trends and Strategies for Europe*, more than 50% of the world's population lives in urban areas for the first time in history:

Demographers estimate that, even in Africa, half the population will live in cities by 2030 and Asia will be home to more than 50% of the global urban population in a long-term horizon (2050). By contrast, Europe's urban population as a percentage of the global total is likely to have shrunk considerably. Many emerging and developing economies may not achieve the same level of urbanisation as today's developed countries within the next two decades. The speed and scope of the urban transition in the developing world is far greater today than it was just 50 years ago.[37]

Threats

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[34] Europarl.europa.eu/EN, p.6
[35] Europarl.europa.eu/EN, p.6
[36] Europarl.europa.eu/EN, p.10
[37] The Global Economy in 2030: Trends and Strategies for Europe, p.12

- Urbanisation poses a threat to traditional linear and didactic modes of heritage interpretation that take place in contained sites such as parks, where delivery of traditional narrative based theme/story programmes is possible. By contrast, urban sites are dispersed and without boundaries
- Rapid migration to urban areas may occur from countries or regions with no attachment to national parks or rural areas. This challenges the traditional audience for heritage interpretation and requires a new understanding of how interpretation can meet the needs of urban populations who may not have an affinity with nature.

Opportunities

- Heritage interpretation has an opportunity to develop new models for interpretation in cities, suburbs and multi-layered dispersed urban sites. This will require non-formulaic planning and site-responsive modes of interpretation
- Link interpretation to urban planning and work closely with academics and planners in the areas of urban policy, history and urban renewal
- Conduct research in urban areas to determine the kinds of intervention interpretation can make.

Overview of general significance and of relevance and impact of trends on HI and IE.

The following is an assessment of the trends as understood by the authors and are intended to inspire discussion.

Trend	Significance [extremely – very – moderately– slightly – not at all]	Relevance [extremely – very – moderately– slightly – not at all]	Impact [very high – above average – average– below average – very low]
1. Slow economic growth leading to declining heritage funding	Extremely	Extremely	Extremely
2. Globalisation	Moderately	Moderately	Below average
3. Increased demands to demonstrate financial value	Very	Moderately	Average
4. Ageing population	Slightly	Slightly	Below average
5. Urbanisation	Moderately	Very	Above average

Economic trends and developments in tourism

By Bill Taylor, Peter Seccombe and Marjeta Svetel

Introduction

Natural and cultural heritage sites, including landscapes and towns, are major assets for global tourism, representing a large and increasing source of business for the tourism sector. Interest in heritage is a significant motivator for many tourists. For these visitors it is vital that destination and site managers, as well as the tourism sector as a whole, must respond to the tourist's hunger for interesting and engaging heritage interpretation about the places visited. Heritage Interpretation adds value by building the understanding and emotional attachment that enhances any tourism experience.

Iconic monuments or spectacular natural sites help to define and differentiate one destination or site from others. The broader tourism industry is increasingly interested in the lifestyle of the host community, with tourists spending time enjoying local cuisine, shopping for local merchandise and engaging with local people. Sometimes they will visit local heritage sites or cultural attractions, but the majority of their time will be spent in simply absorbing the differences from their lives at home.

Tourism and Natural Heritage Sites.

Natural heritage places have an important part to play in modern tourism, both international and domestic. With the majority of the world's population living in urban settlements, natural places have assumed an importance for both the visitor and the nearby population. One of the reasons why people are so attracted to nature destinations is the global increase in interest about the environment. Mixing pleasure and concern, people wish to enjoy natural landscapes while learning first-hand about endangered species and threatened habitats.

Tourism and Cultural Heritage Sites.

Cultural heritage sites and places represent a huge and varied collection of human creation across Europe and covering the span of human history. With the enormous growth of knowledge, increasing mobility and the increased accessibility of travel there is widespread curiosity about other places and a huge demand to visit and personally experience other societies. All European cities, towns, villages and settled landscapes experience some form of tourism activity. Tourism and cultural sectors have emerged as leaders in the revitalisation of redundant buildings and open spaces for contemporary purposes, providing opportunities for sustaining traditional and modern cultural values. Mainstream tourism infrastructure complement galleries, museums and performance venues for their re-use or revitalisation of heritage places as creative and attractive venues for tourists and local residents alike.[38]
Some key issues

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[38] Communicating Heritage – A Handbook for the Tourism Sector, UN World Tourism Organization, Madrid, Spain, 2011

- The **strong connection** between HI and sustainable tourism – particularly nature and culture based tourism.
- The role of tourism in **stimulating the rural economy** for many communities, and the very important role that people in those communities have in being interpreters of their place and culture.
- The dependence on tourism in many rural areas for providing a **substantial base income** that supports an agricultural economy that is in decline.
- The role of HI in **raising understanding and awareness** among tourists and consequently changing attitudes and behaviours.

International tourism contributes significantly to the economies of EU Member States.[39]

The EU tourism industry generates more than 5% of the EU GDP, with about 1.8 million enterprises employing around 5.2% of the total labour force (approximately 9.7 million jobs). When related sectors are taken into account, the estimated contribution of tourism to GDP creation is considerably higher: tourism indirectly generates more than 10% of the European Union's GDP and accounts for 12% of the labour force.[40]

Europe is the World's number one tourist destination. In 2011 the EU received 40% of the total number of international arrivals in the world. Europe holds the largest share of international tourism receipts (45%), reaching €333 billion in 2011. On average, Europe has experienced an increase of 60 million annual arrivals (almost 15%) since 2000 and it is a trend that the UN World Tourism Organisation expects to continue.[41] It is estimated that cultural tourism accounts for 40% of all European tourism; 4 out of 10 tourists choose their destination based on its cultural offering.[42] Similar figures are not available for natural heritage.

The World Tourism Organization (UNWTO) expects world tourism to grow on average between 3.0% and 4.0% in 2015 after a 4.7% increase in 2014. Growth in European tourism is forecast to remain apace with the world average (3.0% to 4.0%), and well above the region's long-term average. In 2015 the majority of destinations reported positive growth in both international arrivals and overnights. This positive performance is backed-up by solid results from industry performance indicators.

Economic indicators suggest a strong performance from Europe's biggest economies: Germany, the United Kingdom and France. The top performing outbound market – Germany – keeps growing economically due to a weak euro exchange rate spurring exports, low oil prices and stable wages. UK's key macro indicators reveal a strong bump up resulting from falling oil prices and shrinking

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[39] Enhancing the Competitiveness of Tourism in the EU, An Evaluation Approach to Establishing 20 Cases of Innovation and Good Practice; September 2013, CSES

[40] Europe, the world's No 1 tourist destination – a new political framework for tourism in Europe, COM (2010) 352 final

[41]UNWTO Tourism Highlights 2012 http://mkt.unwto.org/sites/all/files/docpdf/unwtohighlights12enlr_1.pdf

[42] http://ec.europa.eu/growth/sectors/tourism/offer/cultural/index_en.htm

unemployment levels. On a wider level, most destinations posted positive results from these markets.

Europe is an attractive destination for US tourists in terms of exchange rate, safety and security, the borderless Schengen area and the wide variety of the region's cultural offer. In Asia, the deceleration of the Chinese economy did not halt continued appetite for outbound travel from the country, while in Japan fears of weakening travel demand due to contracted spending power remain.

- European travel demand continues to grow across the majority of markets
- Falling oil prices and a weaker euro have mostly had a positive impact, with only a few losers
- A strong US and Canadian dollar, and a weaker euro have boosted long-haul travel demand.[43]

For the moment, many European countries remain in a strong position. The latest Travel & Tourism Competitiveness Report[44] from the World Economic Forum places European countries in the top 5 positions for competitiveness judged against a range of criteria, including regulatory framework, safety, health, environmental sustainability, different kinds of infrastructure, resources and price. European countries clearly can't afford to rest on their laurels, but at the same time there are evidently some countries that are managing to maintain their competitiveness and here there are lessons to be learned.

Part 1 - Summary.

Tourism Trends.

Tourism trends influencing heritage interpretation are closely linked to those identified within the economic trends section and include economic and political uncertainty and changing population demographics, but with additional issues of the search for authenticity, quality and value; the absolute need for consistency; the critical role of technology; and the 'I want it now' attitude. Concern for the environment and climate change is an over-arching trend in society but has specific resonance for tourism.

We have structured this report by stating the Trend (Actual and Potential Changes), then outlining associated Threats and Opportunities for Heritage Interpretation and Interpret Europe.

Trend 1
The absolute quest for security and safety.

Today we live in a World where we are constantly bombarded by events that effectively encourage us not to travel. Natural disasters; political uncertainty; domestic and international terrorism;

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[43] European Tourism in 2015; European Travel Commission 2015
[44] J. Blanke and T. Chiesa (editors) - 2013 'Reducing Barriers to Economic Growth and Job Creation' World Economic Forum, Geneva 2013

overwhelming population movements and threats of war reinforce concerns about future economic prospects to make it vital that any chosen destination offers a chance for the traveller to relax and enjoy their recreation and leisure time. Countries that had been popular for tourism have seen their tourism economies collapse through these events, and other neighbouring areas have suffered knock-on effects. Countries that offer stability and surety to their potential travellers are increasingly more attractive and will benefit during this time of uncertainty. People still seek to travel from their home area but security and safety are critical issues that influence their decision about where to go.

Threats

- One tragic event can destroy an entire tourism economy at the national, regional and local scale
- Concern about this potential impact strangles investment and development
- Long term planning suffers
- Funding for heritage is seen as optional and resources go towards security related activities.

Opportunities

- Rural and remote destinations are now more attractive to a larger number of potential visitors
- Major capitals are seen as potentially dangerous destinations leading to increased focus on smaller regional centres where heritage has a higher presence.

Trend 2
Changing population demographics.

Trend 4 in the Chapter 'Economic trends and developments in general' provides some background to this trend, but there are specific issues relating to tourism that are not accounted for.

The 'Baby Boomer' generation is still one of the leading travel markets and is still cash rich and one of the least affected demographics of the economic downturn. 'Baby Boomers' have larger amounts of disposable income and free time to travel. They have a strong interest in cultural and natural heritage. A recent trend is the increasing number who travel in multi-generational groups, with this trend likely to increase over time. A strong emphasis on heritage experiences is also likely to transform the needs of attractions and accommodation providers when considering the needs of multigenerational travel groups. The higher proportion of senior visitors leads to an audience who are well-informed, want good interpretation, and are a powerful lobby for conservation.

Associated with the trend towards multi-generational groups is the phenomenon of the 'Travelling Tribe'. This is where groups of similarly aged people, of either gender, or both, who share some interests in common, travel abroad for shared experiences. Increasingly they are looking to go to

places where heritage values are high and where they can undertake a range of activities together. Learning and doing are important drivers.

There is strong evidence that people with some form of disability are increasingly wishing to have access to the same experiences as their fellow citizens. In the UK, for example, the 11.9 million disabled people are said to have a disposable income of £80bn collectively.[45] Dealing with issues of accessibility is increasingly important.

Threats

- Heritage based destinations are not able to meet the demands of these new audiences
- Lack of investment in destinations and businesses provides an inferior product
- Some businesses focus on consumerism at the expense of heritage.

Opportunities

- High value, low volume tourism products will meet the expectations of these trends
- Peer pressure, through multi-generational and tribal groups, can introduce new audiences to heritage
- Baby Boomers are the strongest advocates for heritage conservation and can be a powerful ally, politically and economically.

Trend 3
Search for Authenticity, Quality and Value.

In a World of increasing change and uncertainty people are looking to connect with experiences that give them some sense of stability and continuity. Changing work patterns and reduced vacation time mean that visitors are seeking to maximise the quality and value of all visits. This does not mean cheap, but does mean meeting expectations and value.

> *'Authenticity is a fluid concept and subject to individual interpretation. To one person it is the rural landscape, traditional music and heritage; to others it is contemporary urban culture and multi-ethnicity which defines modern living. In this increasingly personalised consumer economy, awareness of your customers' requirements remains central to product delivery. There is a place for all levels of authentic interpretation - traditional and modern, contemporary and kitsch - but it needs to be genuine, true to your product and connected to your customer.'[46]'*

People are taking more short breaks with culture/nature based themes and are seeking new experiences to broaden their minds. They want to experience culture/environment more, and sit on

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[45] Visit Scotland Insights Department, Trends for 2015, Dec 2014
[46] Visit Scotland Insights Department, Trends for 2015, Dec 2014

beaches less. They seek local produce and want to know the source of what they eat and drink. They want to share their experiences and they want the chance to access those products they have enjoyed when they get home – if possible.

Stress is a significant issue for many travellers, and multi-tasking is taken as standard. Consumers now look to combine their vacation with fitness or wellbeing activities and the aspiration to get well both physically and spiritually, has become a focus for many areas and businesses, particularly for the international tourism segment.

A contrary trend to the personalised, authentic experiences many independent travellers seek is the mass customisation that is provided by the increasingly influential cruise ship sector. Many destinations have found themselves over-whelmed by the numbers from these mega – people carriers. Heritage destinations have to have a clear vision of how this sector fits in with the long term sustainability of their tourism product. High volume and often low quality will not serve the long term needs of communities or the conservation of their heritage values.

Threats

- Increased globalisation is leading to high volume, low value tourism where only a few companies benefit and local indigenous enterprises can be excluded.

Opportunities

- Communicating local heritage adds value to the personalised experiences that so many visitors seek.

Trend 4
The Absolute need for consistency.

Based upon the trends above, visitors have an absolute demand for consistent quality throughout the whole visitor journey. This involves the experience they encounter whilst seeking information, booking, travelling, the visit itself and the follow-up (if any). Any weaknesses at any stage in this visitor journey will impact upon the whole. Even if most elements meet the visitor's expectations, if one element fails then the whole journey is tarnished. Visitors do not accept poor service and will share their experiences with others. Visitors expect that the travel and the accommodation they book will be up to the standard they wish and will find any failing in this unacceptable.

Threats

- Lack of consistency in the visitor journey can impact on outstanding heritage-based experiences

- Often, within the tourism sector the heritage element of a holiday is seen as of less importance than the standard tourism product of accommodation and hospitality. For many, however, this is the actual reason they travel. This message is not getting through.

Opportunities

- To build bridges with the mainstream tourism providers who are looking for added value that will differentiate their destination in the market place.

Trend 5
The critical role of technology.

Consumer expectations regarding access to technology have radically changed, with many consumers now seeking 24/7 access to their smartphone or tablet devices. Basic WIFI provision does not always meet expectations, as technology develops more demanding and sophisticated devices that require greater levels of WIFI and data usage are developing. Charging for access to the internet is resented as it is taken as an essential service today. Access to digital and mobile communications can be very variable across regions and countries and particularly in some rural areas, but this is an issue that states and mobile providers are working to rectify.

Digital technologies are now the primary source of providing tourists with information/ interpretation prior to visiting places. A result of this is that people are becoming better informed and more demanding of a genuine experience. The importance of social media and referral sites is central to the success of new enterprises and heritage sites must be active in this area of promotion or else they will be invisible to the modern day traveller.

Threats

- Rural areas often have poor digital coverage
- Often those working in heritage have little engagement with technology
- Heritage professionals often fear technology as a substitute for reality.

Opportunities

- Ability to connect with visitors before a visit, and after
- Ability to easily raise awareness and expectations of places
- Ability to recreate?
- Potential to engage with a younger audience
- Creates opportunities to connect with sensitive and threatened heritage.

Trend 6
I want it now! **attitude.**

Through technology we now have the ability to book at the last minute which makes planning and forecasting difficult for site managers and enterprises. Choices appear to be endless and specific commitments are often left to the last possible moment. The younger generations, known as the 'Millennials' and 'Generation Y', are more adventurous and open to developments within technology and communication. Budget accommodation providers/social media platforms such as 'Airbnb', and 'Trip4real' allow budget travel, but can also provide authentic cultural experiences delivered by locals. The challenge of new developments is that those who deliver the tourism services find it difficult to keep up with the latest trends in technology. They find it hard to respond to the speed of change and connect with the new markets that are developing.

Threats

- Long and medium term planning is difficult
- Small-scale enterprises cannot keep up with changes in how customers connect.

Opportunities

- Small-scale authentic initiatives can be responsive to the quickly changing marketplace if they are technologically competent.

Trend 7
Concerns for environment and climate change.

This is an over-arching global trend that has specific relevance to tourism and HI. Those who care about the environment and climate change often agonise about their personal activities, including holiday decisions. Along with other trends above they can have a direct impact on the type of holiday and destination that tourists choose. This inevitably impacts on long-haul travel for those coming to Europe, but may result in more Europeans staying on their own continent. Visitors also make choices on the basis of the environmental credentials of their destination. They seek environmentally friendly accommodation; low road miles for food and drink and communities that clearly demonstrate their commitment to their own environment.

Threats

- Tourism providers fail to respond adequately to demand
- Tourism providers fail to offer sufficient authenticity in environmental and cultural experiences.

Opportunities

- Tourists seek more low impact experiences that involve understanding and enjoying authentic environmental and cultural places
- Increase in the 'slow tourism' market allows more tourists to experience journeys by train, bicycle and walking, and accommodation within local communities.

Overview of general significance and of relevance and impact of trends on HI and IE.

The following is an assessment of the trends as understood by the authors and are intended to inspire discussion.

Trend	Significance [extremely – very – moderately– slightly – not at all]	Relevance [extremely – very – moderately– slightly – not at all]	Impact [very high – above average – average– below average – very low]
1. The absolute quest for security and safety	extremely	slightly	Very high
2. Changing population demographics	very	very	Above average
3. Search for Authenticity, Quality and Value	extremely	extremely	Very high
4. The Absolute need for consistency	extremely	very	Above average
5. The critical role of technology	very	very	Above average
6. *I want it now!* attitude	moderately	moderately	Above average
7. Concerns for environment and climate change	very	very	Above average

Part 2 – Detailed review of specific papers.

Communicating Heritage.

The UNWTO Handbook[47] quoted at the start of this section provides a useful guide to Communicating Heritage within the Tourism Sector. The key aims are:

- to increase awareness within the tourism sector that heritage, in its broadest sense, is a growing source of public interest, product differentiation and tourism demand
- to reinforce the important role of high quality, consistent and informative heritage communication delivered throughout the tourism experience, in building tourist expectations and delivering high quality visitor experiences
- to highlight the potential for well informed and appreciative tourists to boost general public awareness and support for the conservation of heritage places and sites as drivers of sustainable tourism and community benefit
- to support the contribution of heritage communication in the re-invigoration of heritage attractions, boosting their life-cycle relevance in the tourism market place or potentially reversing a long term decline.

A Political Framework for Tourism in Europe.

In June 2010, the European Commission adopted the Communication, 'Europe, the world's No. 1 tourist destination – a new political framework for tourism in Europe'.[48] This communication set out a new strategy and action plan for EU tourism.

Four priorities for action were identified:

1. To stimulate competitiveness in the European tourism sector
2. To promote the development of sustainable, responsible, and high-quality tourism
3. To consolidate Europe's image as a collection of sustainable, high-quality destinations
4. To maximise the potential of EU financial policies for developing tourism.

This is delivered through a rolling Implementation Plan. Key actions of relevance to IE are listed below:

1. Stimulate competitiveness in the European tourism sector.

Promoting diversification of the supply of tourist services

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[47] Communicating Heritage – A Handbook for the Tourism Sector, UN World Tourism Organization, Madrid, Spain, 2011
[48] http://eur-lex.europa.eu/legal-content/en/txt/?uri=celex:52010dc0352&locale=en

Action 1 & 2:

(1) Develop a coherent strategy for diversifying the promotion of tourist services and capitalise on Europe's common heritage, particularly by creating a European Heritage Label, alongside actions such as European Heritage Days or the European Union Prize for Cultural Heritage;

(2) Encourage the integration into tourism strategies of 'natural' heritage.

Improving professional skills

Action 5:

In order to support training in the tourism sector, the Commission will endeavour to promote the opportunities offered by various EU programmes such as Leonardo or the Competitiveness and Innovation Framework Programme (CIP) with its 'Erasmus for young entrepreneurs' and 'E-skills for innovation' strands (E.2).

2. Promote the development of sustainable, responsible and high-quality tourism.

Action 11:

Develop a system of indicators for the sustainable management of destinations. Based on this system, the Commission will develop a label for promoting tourist destinations (E.1).

Action 13:

Develop a European '*Qualité Tourisme*' brand, based on existing national experience, to increase consumer security and confidence in tourism products and reward rigorous efforts by tourism professionals whose aim is quality of tourism service for customer satisfaction (E.1).

Action 16:

Propose a strategy for sustainable coastal and marine tourism (E.1).
Preparatory Action (*launched in 2012) aiming preparing the ground for future initiatives in the field of tourism and accessibility: Tourism Accessibility for all (E.2).*

3. Consolidate the image and profile of Europe as a collection of sustainable and high-quality tourist destinations.

Action 18:

Create a true 'Europe brand' in cooperation with the Member States to complement promotional efforts at national and regional level and enable European destinations to distinguish themselves from other international destinations (E.1).[49]

4.   To maximise the potential of EU financial policies for developing tourism.

No relevant Actions identified.

The Experience Economy.

In the paper 'Enhancing the Competitiveness of Tourism in the EU[50]' the authors state that it is important to recognise the **'Experience Economy'**, which was first described in an article by Pine and Gilmore[51], published in 1998. These authors stressed that the emerging modern economy is radically different from earlier industrial and service economies and that although experiences have typically been considered as 'services', they are in fact a distinct economic offering, as different from services as services are from goods. In particular, in the tourism sector, the idea is commonly acknowledged that a significant change is taking place in the nature of the tourism market, because of the importance of 'experiences' to consumers.

Experiences are characterised as occurring when a company intentionally uses services and goods to engage individual customers in a way that creates a memorable event. If tourism is orientating itself to delivering memorable experiences for visitors, there are a number of implications. Competing, destinations need to differentiate themselves by offering high quality and distinctive experiences. Unique natural and cultural features are important assets in this respect.

Sustainable Tourism.

The competitiveness of the European tourism industry is closely linked to its sustainability and the European Commission works on a number of initiatives in this area. The competitiveness and sustainability of the tourism industry go hand-in-hand as the quality of tourist destinations is strongly influenced by their natural and cultural environment, and their integration into the local community. Long-term sustainability requires a balance between economic, socio-cultural, and environmental sustainability. The need to reconcile economic growth and sustainable development also has an ethical dimension.[52]

Major challenges for sustainable tourism include:

   a.   preserving natural and cultural resources

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[49] Implementation Rolling Plan of Tourism Action Framework (COM(2010) 352) / UPDATE: 6 May 2013

[50] Enhancing the Competitiveness of Tourism in the EU, An Evaluation Approach to Establishing 20 Cases of Innovation and Good Practice; September 2013, CSES

[51] Pine, J. and Gilmore, J. ' The Experience Economy', Harvard Business School Press, Boston, 1999

b.   limiting negative impacts at tourist destinations, including the use of natural resources and waste production

c.   promoting the wellbeing of the local community

d.   reducing the seasonality of demand

e.   limiting the environmental impact of tourism-related transport

f.   making tourism accessible to all

g.   improving the quality of tourism jobs.

Cultural Tourism.

The EU recognises the importance of culture as part of the European tourism experience and as an element that can enhance the profile of Europe as a global destination. The Commission supports those areas that have the greatest potential for growth.

Europe is a key cultural tourism destination thanks to an incomparable cultural heritage that includes museums, theatres, archaeological sites, historical cities, industrial sites as well as music and gastronomy. It is estimated that cultural tourism accounts for 40% of all European tourism; 4 out of 10 tourists choose their destination based on its cultural offering. The EU promotes a balanced approach between the needs to boost growth on one side, and the preservation of artifacts, historical sites, and local traditions on the other.[53]

'European Cultural Routes' are transnational routes that help tourists discover how Europeans have lived since ancient times. The concept was launched by the Council of Europe in 1987. The European Commission actively cooperates with the Council of Europe,[54] the European Travel Commission,[55] the UN World Tourism Organisation,[56] and other international partners to contribute to the development of European Cultural Routes. A joint study, between the Commission and the Council of Europe, 'European Cultural Routes impact on SMEs' innovation and competitiveness',[57] found that cultural routes have shown enormous potential for small business generation, clustering, intercultural dialogue, and promoting the image of Europe in general. Cultural routes can also strongly contribute to local economies and societies as they work on a sustainable and ethical model, building on local knowledge and skills and often promoting lesser-known destinations. For instance, 90% of cultural routes are through rural areas.

The European Charter for Sustainable Tourism in Protected Areas.[58]

This is a major initiative linking heritage protection with the tourism sector. 131 areas in 16 countries have achieved this Charter as below:

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[53] http://ec.europa.eu/growth/sectors/tourism/offer/cultural/index_en.htm

[54] http://www.coe.int/t/dg4/cultureheritage/culture/routes/default=en.asp

[55] http://www.etc-corporate.org/

[56] http://www2.unwto.org/en

[57] http://www.coe.int/t/dg4/cultureheritage/culture/routes/studycr-en.pdf

[58] http://www.european-charter.org/home/

Spain	42
France	30
Italy	29
UK	13
Portugal	6
Germany	4
Netherlands, Finland, Croatia	3
Serbia, Lithuania	2
Bosnia Herzogovina, Denmark	1
Latvia, Norway, Slovenia, Estonia	

The key aims of the Charter are:

- To increase awareness of, and support for, Europe's protected areas as a fundamental part of our heritage, which should be preserved for, and enjoyed by, current and future generations.
- To improve the sustainable development and management of tourism in protected areas, which takes account of the needs of the environment, local residents, local businesses and visitors.

Relevant Principles for IE within the Sustainable Tourism Charter.[59]

Principle 1

To involve all those implicated by tourism in and around the protected area in its development and management.

A permanent forum, or equivalent arrangement, should be established between the protected area authority, local municipalities, conservation and community organisations and representatives of the tourism industry. Links with regional and national bodies should be developed and maintained.

Principle 2

To prepare and implement a sustainable tourism strategy and action plan for the protected area.

The strategy should be based on careful consultation and be approved and understood by local stakeholders.

Relevant content to IE is:

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[59] http://www.european-charter.org/become-a-charter-area/charter-principles

- An assessment of the area's natural, historic and cultural heritage, tourism infrastructure, and economic and social circumstances; considering issues of capacity, need and potential opportunity
- An assessment of current visitors and potential future markets
- preservation and improvement of the quality of life of local residents
- visitor management and enhancement of the quality of tourism offered.

Principle 3

To protect and enhance the area's natural and cultural heritage, for and through tourism, and to protect it from excessive tourism development by:

- encouraging activities, including tourism uses, which support the maintenance of historic heritage, culture and traditions
- encouraging visitors and the tourism industry to contribute to conservation.

Principle 4

To provide all visitors with a high quality experience in all aspects of their visit, by:

- researching the expectations and satisfaction of existing and potential visitors
- meeting the special needs of disadvantaged visitors
- supporting initiatives to check and improve the quality of facilities and services.

Principle 5

To communicate effectively to visitors about the special qualities of the area, by:

- ensuring that the promotion of the area is based on authentic images, and is sensitive to needs and capacity at different times and in different locations
- providing readily available and good quality visitor information in and around the area, and assisting tourism enterprises to do so
- providing educational facilities and services that interpret the area's environment and heritage to visitors and local people, including groups and schools.

Principle 6

To encourage specific tourism products which enable discovery and understanding of the area, by:

- providing and supporting activities, events and packages involving the interpretation of nature and heritage.

Principle 7

To increase knowledge of the protected area and sustainability issues amongst all those involved in tourism, by:

- providing or supporting training programmes for staff of the protected area, other organisations and tourism enterprises, based on assessing training needs.

Principle 8

To ensure that tourism supports and does not reduce the quality of life of local residents, by:

- involving local communities in the planning of tourism in the area
- ensuring good communication between the protected area, local people and visitors
- identifying and seeking to reduce any conflicts that may arise.

Principle 9

To increase benefits from tourism to the local economy, by:

- promoting the purchase of local products (food, crafts, local services) by visitors and local tourism businesses
- encouraging the employment of local people in tourism.

Technological trends and developments

By Kaja Antlej and Markus Blank

Introduction.

In this document, the terms technology and technologies refer to information and communication technology (ICT). Until recently, 'ICT' was widely used, but in many latest documents digital technology/technologies predominate.

Digital technologies (especially the introduction of the internet) have been playing an important role in connecting all heritage institutions (heritage as holistic concept). New terms have emerged such as GLAM (galleries, libraries, archives, museums) institutions and memory institutions.

Heritage interpretation **must not** rely on digital technology. However, since digital technology plays an essential role in our everyday lives it can be a useful interpretation tool.

Heritage interpreters could be facilitators between heritage institutions (content providers) and technology providers with an aim of providing better access to heritage (= create meaning using heritage content + technology).

Trend 1: Social media.

Short description:
Social networks (Facebook, Instagram, Twitter, Pinterest, YouTube, Sketchfab, etc.) are internet-based applications enabling users to create, share and exchange information in a form of text, image, video, audio and 3D.

Examples:
INTK. Museum Analytics: Beta.[60]
Culture Themes.[61]

Trend 2: Video.

Short description:
Video is an electronic medium for displaying moving images. According to Cisco Visual Networking Index, consumer internet video traffic will account for 80% of all consumer Internet traffic by 2019, it was already 64% in 2014 (this percentage does not include video exchanged through peer-to-peer file sharing).

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[60] http://www.museum-analytics.org/ Accessed September 21, 2015.
[61] http://culturethemes.blogspot.com.au/ Accessed September 22, 2015.

Examples:

Smith, Andy. "Want Online Video Success in 2015? Then You Need to Get Social." *Reelseo*, January 10, 2015.[62]

Robbins, Emily. "Art museums and YouTube: Current practice and potential strategy." *MW2015: Museums and the Web 2015*, January 31, 2015.[63]

Trend 3: Augmented reality.

Short description:

Augmented reality (AR) is a live direct or indirect view of a physical, real-world environment whose elements are augmented (or supplemented) by computer-generated sensory input such as sound, video, graphics or global positioning system (GPS) data. It could be used in mobile applications.

Examples:

Star Walk App: Star Walk is an interactive astronomy guide that shows celestial objects in the exact positions on the sky above, providing detailed information about them. It helps anyone even remotely interested in astronomy find their way across the sky, determine where to look for any object, rewind or fast-forward time to see how celestial bodies move. It inspires curiosity about the universe and helps users understand amazing cosmic phenomena.[64]

Flightradar24: Identify planes flying overhead in the augmented reality view by simply pointing the phone to the sky.[65]

Trend 4: Gamification and serious games.

Short description:

Gamification represents the integration of game elements in non-game scenarios (sometimes using points, stickers, stamps). A serious game is a video or a computer game with the main purpose of discovering and learning new things. Entertainment is of secondary importance, in some cases even excluded (military topics, accidents). In heritage interpretation, games stimulate participatory engagement and creativity.

Examples:

Dick van Dijk, Door. "This museum makes me feel…." *Waag*, 21 July, 2015.[66]
v-must. APA GAME [2014].[67]

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[62] http://www.reelseo.com/video-success-2015-social/
[63] http://mw2015.museumsandtheweb.com/paper/art-museums-and-youtube-current-practice-and-potential-strategy/
[64] http://vitotechnology.com/star-walk.html   Accessed September 22, 2015.
[65] http://www.flightradar24.com/apps   Accessed September 22, 2015.
[66] http://waag.org/nl/blog/museum-makes-me-feel
[67] https://www.v-must.net/virtual-museums/vm/apa-game-2014 Accessed September 22, 2015.

Trend 5: Mobile applications.

Short description:
A mobile application (app) is a computer programme designed to run on mobile devices such as smartphones and tablet computers.

Examples:
National Park Gesäuse App.[68]
Grand Tetons National Park App.[69]

Trend 6: Touch screens.

Short description:
A touchscreen is an input device normally layered on the top of an electronic visual display of an information processing system. A user can give input or control the information processing system through simple or multi-touch gestures by touching the screen with a special stylus/pen and/or one or more fingers. In recent years, projection mapping is used instead of electronic displays.

Examples:
Cotter, Holland. "Newly Playful, by Design: Cooper Hewitt, Smithsonian Design Museum Reopens" *The New York Times*, December 11, 2014.[70]
Beeinsight. Interactive Installations For Museums.[71]

Trend 7: Photography.

Short description:
Using social networks (particularly via Instagram) digital photography, a form of media, activates users as micro-bloggers, co-creators or co-curators. Heritage is not only represented in travel photography (landscapes, monuments, portraits etc.) but also in nature photography. Nature photography refers to a wide range of photography taken outdoors and devoted to displaying natural elements such as landscapes, wildlife, plants, and close-ups of natural scenes and textures.

Examples:
Nature Photographers Network.[72]
Wandering around outdoors, Tom Gamache Photography.[73]

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[68] https://itunes.apple.com/app/nationalpark-gesause/id882220379?mt=8 Accessed September 22, 2015

[69] http://www.grandtetonpark.org/come-to-the-tetons/get-the-app/ Accessed September 22, 2015.

[70] http://www.nytimes.com/2014/12/12/arts/design/cooper-hewitt-smithsonian-design-museum-reopens.html

[71] http://www.beeinsight.com/en/2015/07/14/museum-qatar.html Accessed September 22, 2015.

[72] http://www.naturephotographers.net/ http://www.naturephotographers.net/

Trend 8: BYOD – Bring-Your-Own-Device.

Short description:
BYOD philosophy advocates that visitors, who are most used to their own devices, use their own smartphones, tablet computers or wearables to access digital heritage content. Instead of covering the cost of purchasing equipment, institutions can invest in better equipment for those visitors who do not own such technology.

Examples:
Sayre, Scott. "Bring it on: Ensuring the success of BYOD programming in the museum environment." *MW2015: Museums and the Web 2015*, January 31, 2015.[74]
Algonquin College. Outdoor Adventure Naturalist Diploma (Cooperative Education Option).[75]

Trend 9: Virtual reality.

Short description:
Virtual reality (VR) is three-dimensional (3D) computer-simulated space that enables immersive experience. Content can be explored in a form of a virtual tour (e.g. virtual museums), CAVE (cave automatic virtual environment) and a virtual world (3D social media such as Open Wonderland, Open Simulator and Second Life). The experience can be enhanced using goggles, helmets, gloves and headsets (Oculus VR).

Examples:
Alba, Alejandro. "Virtual reality moves past gaming to sell travel destinations, hotels." *New York Daily News*, December 8, 2014.[76]
Meier, Allison. "A Virtual Reality Museum for Stolen and Looted Art." *Hyperallergic*, February 10, 2015.[77]

Trend 10: Learning technologies.

Short description:
Educational institutions museums and heritage have always been a rich source of educational content. With the development of digital technologies and the internet, this collaboration has increased. New concepts such as mobile/online learning, flipped classroom (ownership of learning

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[73] http://www.tomgamache.com/ Accessed September 21, 2015.

[74] http://mw2015.museumsandtheweb.com/paper/bring-it-on-ensuring-the-success-of-byod-programming-in-the-museum-environment/

[75] http://www.algonquincollege.com/pembroke/program/outdoor-adventure-naturalist/ Accessed September 22, 2015.

[76] http://www.nydailynews.com/news/world/virtual-reality-moves-gaming-preview-travel-hotels-article-1.2038240

[77] http://hyperallergic.com/175177/a-virtual-reality-museum-for-stolen-and-looted-art/

switched from educators to learners), MOOC (massive open online course) which enable distance learning and more engaged experiences have all appeared. Given increased digital literacy among the elderly, improved easy-to-use technology now caters much better for lifelong learning and inclusion, especially among users who cannot physically access heritage content (the elderly, people with disabilities and special needs).

Examples:
Murawski, Mike. "We Flipped Our Museum — Here's What We Learned." *Art Museum Teaching*, June 5, 2015.[78]
OpenupEd.[79]
Eppley Institute.[80]

Trend 11: Co-creation and re-use of heritage.

Short description:
Co-creation is a concept where content is created by users and not by traditional content providers (heritage institutions, television, publishing companies, design agencies). Digital content is usually distributed using social media. Physical objects can be co-created using three-dimension (3D) printers and other digital production devices. Projects focusing on the re-use of heritage such as Europeana Creative and Rijksstudio, encourage creativity of users and demonstrate the importance of heritage shifting from "a theme park" to the new concept of "a laboratory" for an innovation-driven society.

Examples:
Europeana Pro. Europeana Creative.[81]
Rijks Museum. Rijks Studio.[82]

Trend 12: Cloud computing and virtualisation.

Short description:
With information stored in a cloud, a remote server or large-scale software system does not need to be installed on a device. E-mail and file storage/transfer solutions (Gmail, WeTransfer, Dropbox), mobile applications (apps), computer games and creative applications work as software-as-a-service (SaaS). Using this concept, information is stored and processed remotely but visualised on the screen of the user's device. Cloud computing usually refers to hosted services over the internet.

Examples:
Griffith, Eric. "What Is Cloud Computing?" *PC Mag*, April 18, 2015.[83]

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[78] http://artmuseumteaching.com/2015/06/05/we-flipped-our-museum-heres-what-we-learned/

[79] http://www.openuped.eu/   Accessed September 22, 2015.

[80] www.eppley.org Accessed September 22, 2015.

[81] http://pro.europeana.eu/structure/europeana-creative Accessed September 22, 2015.

[82] https://www.rijksmuseum.nl/en/rijksstudio Accessed September 21, 2015.

"Cloud Computing: A Fad or the Future of Computing?" *Canadian Heritage Information Network, News*, January 2015.[84]

Trend 13: Wearable technologies.

Short description:
Wearables are devices in a form of accessories (glasses, watches, jewellery) or cloths (shoes, jackets) worn by users. Their purpose is to improve users' lifestyle and health (active life) using location-based services (e.g. beacon) but they can improve heritage visits as well.

Examples:
Alton, Elizabet. "The Role of Wearable Technology in the Museum Experience." *Entertainment Designer*, January 15, 2015.[85]
Carbone, Stephen. "Wearable Technology and Customer Service: 50 Innovative Examples." *ClickBlog*, September 10, 2015.[86]

Trend 14: Makerspaces.

Short description:
Makerspaces are spaces that enable users to (co-)create and build things using digital fabrication facilities such as three-dimension (3D) printers, laser cutters and automated knitting machines. Associated with maker culture, many makerspaces are located in community facilities and science/cultural centres. Due to their rich resources, makerspaces are also entering into museums.

Examples:
Mohammadi, Goli. "Ever Wonder What the Maker Movement in Sweden Looks Like?" *Make:*, April 17, 2015.[87]
Branwyn, Gareth. "Making Bread from a 2,000 Year Old Recipe." *Make:*, August 12, 2015.[88]

Trend 15: Three-dimensional (3D) printing.

Short description:
As opposed to laser cutting (CNC - computer numerical control), 3D printing is a layer-based additive technology which builds physical parts from a 3D computer model. Various building techniques and materials provide different qualities of end-products or models.

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[83] http://au.pcmag.com/networking-communications-software-products/29902/feature/what-is-cloud-computing
[84] http://www.rcip-chin.gc.ca/sgc-cms/nouvelles-news/anglais-english/?p=8932
[85] http://entertainmentdesigner.com/news/museum-design-news/role-wearable-technology-museum-experience/#sthash.uUpaBAPG.dpuf
[86] http://blogs.clicksoftware.com/index/wearable-technology-customer-service-50-innovative-examples/
[87] http://makezine.com/2015/04/17/ever-wonder-maker-movement-sweden-looks-like/
[88] http://makezine.com/2015/08/12/making-bread-from-a-2000-year-old-recipe/

Examples:

Butler Millsaps, Bridget. "Conical Spear Butt of Navan: Archaelogist's 3D Printed Replica Shows Artifact Was Actually a Horn Mouthpiece." *3dprint.com*, September 1, 2015.[89]

Fessenden, Marissa. "3D Printing Molten Glass Is Beautiful." *smithsonian.com*, August 25, 2015.[90]

Trend 16: Projection mapping.

Short description:

Still and moving images do not have to be projected solely on flat surfaces but can be cast on tridimensional objects such as heritage monuments, museum objects, works of art and buildings (e.g. building mapping, object mapping) as well. Projections can render artistic expression visible or simulate an object's appearance in the past.

Examples:

"Digitally colouring our historical monuments." *Digital meets heritage*.[91]

Weeks, Jonny. "Sydney lights up for Vivid festival – in pictures." *The Guardian*, May 22, 2015.[92]

Trend 17: Geocaching.

Short description:

Geocaching is the real-world treasure hunt using a global positioning system (GPS). There are 2,709,919 active geocaches and over 6 million geocachers worldwide.

Examples:

Environmental Education in Wisconsin with Geocaching.[93]

Santa Monica Mountains National Recreation Area Park Caches.[94]

Trend 18: Natural user interfaces.

Short description:

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[89] http://3dprint.com/93137/3d-printed-artifact/

[90] http://www.smithsonianmag.com/smart-news/3d-printing-molten-glass-beautiful-180956385/?no-ist

[91] http://www.digitalmeetsculture.net/article/digitally-colouring-our-historical-monuments/
Accessed September 21, 2015.

[92] http://www.theguardian.com/culture/gallery/2015/may/22/sydney-lights-up-vivid-festival-in-pictures

[93] http://eeinwisconsin.org/resource/about.aspx?s=114994.0.0.2209 Accessed September 21, 2015.

[94] http://www.geocaching.com/geocache/GC2MNK6_samo-parkcache-1?guid=8a1b0a15-6577-438e-b196-c5b993dfd161 Accessed September 21, 2015.

Devices with natural user interfaces (NUI) are controlled using various human gestures, not only by taps and swipes, but also by hand motions, facial expressions, other body movements (Kinect) as well as voice recognition.

Examples:

Budds, Diana. "The New Museum's Sonic Installation Makes You The Musician." *Fast Co.Design*, August 7, 2015.[95]

SXSW. Marioneta: Puppeteer Experience with Kinect v2.[96]

Trend 19: The Internet of things and smart objects.

Short description:

The Internet of things (IoT) is a network of smart objects. Smart objects are physical objects with embedded chips, sensors, or processors. Information of these objects is accessed through web which allows remote management, tracking and access to information (metadata, linked data, etc.).

Examples:

Romeo, Fiona. "MoMA R&D Salon: The Object, Connected" *Fiona Romeo*, June 10, 2015.[97]

Jara, Antonio J., Yunchuan Sun, Houbing Song, Rongfang Bie, Dominique Genooud and Yann Bocchi, "Internet of Things for Cultural Heritage of Smart Cities and Smart Regions." In *WAINA*, 2015, 2015 IEEE 29th International Conference on Advanced Information Networking and Applications Workshops (WAINA), 2015 IEEE 29th International Conference on Advanced Information Networking and Applications Workshops (WAINA) 2015: 668-675.[98]

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[95] http://www.fastcodesign.com/3049558/the-new-museums-sonic-installation-makes-you-the-musician

[96] http://schedule.sxsw.com/2015/events/event_FP44154 Accessed September 22, 2015.

[97] http://www.foeromeo.org/conferences-etc/moma-rd-salon-the-object-connected

[98] doi: http://doi.ieeecomputersociety.org/10.1109/WAINA.2015.169

Overview of general significance and of relevance and impact of trends on HI and IE.

The following is an assessment of the trends as understood by the authors and are intended to inspire discussion.

Trend	Significance [extremely – very – moderately– slightly – not at all]	Relevance [extremely – very – moderately– slightly – not at all]	Impact [very high – above average – average– below average – very low]
1. Social media	extremely	extremely	very high
2. Video	very	very	above average
3. Augmented reality	moderately	moderately	average
4. Gamification & serious games	moderately	moderately	below average
5. Mobile Applications	very	moderately	above average
6. Touch screen	very	very	above average
7. Nature Photography	very	very	above average
8. BYOD – Bring-Your-Own-Device	moderately	moderately	above average
9. Virtual reality	very	moderately	average
10. Learning technologies	very	very	above average
11. Co-creation & re-use of heritage	very	very	above average
12. Cloud computing & virtualisation	moderately	slightly	below average
13. Wearable technologies	slightly	slightly	below average
14. Makerspaces	moderately	moderately	average
15. Three-dimensional (3D) printing	moderately	moderately	average
16. Projections	slightly	moderately	below average
17. Geocaching	very	very	above average
18. Natural user interfaces	slightly	slightly	below average
19. Internet of things & smart objects	moderately	slightly	below average

Opportunities for HI and IE.

- EU funding opportunities (Horizon2020, Regional Development Fund, Creative Europe, etc.)
    - influence the development of digital technology used for education (technology enabled education, interest in heritage content)
    - address different audiences, especially the younger people and remote audiences
    - influence decision-makers in parks/museums etc. to use the digital technology in an interpretive way
- Access to heritage on demand, whenever, wherever
- Changes are easy and easy to maintain
- Enhance interactive, participative experiences
- On-site staff savings (could be a weakness or threat as well).

Threats for HI and IE.

- Interpretation light
- Not as effective as personal interpretation
- Replacement of interpreters
- No hand-on experience, visitor is not always on site
- No 'interpretive moments' (e.g. a rare bird suddenly appears)
- Visitor is not on site and is not getting the full site experience
- Technophobia in heritage institutions as well as of visitors (elderly)
- Lack of communication between heritage institutions and technology providers
- Lack of finance and human resources in heritage institutions
- EU policies are insufficiently favourable to heritage interpretation
- Cost of implementation and maintenance (time consuming, experts with special skills and knowledge)
- Often depending on mobile phone and Wi-Fi coverage
- Battery issues.

Remarks by Dorothea Papathanaseou-Zuhrt focusing on EU funding

The following brief remarks offer a gloss on the trends noted above by Kaja Antlej and Markus Blank. They refer specifically to EU funding issues as they relate to communication technology.

I need to emphasise that trends in communication technology do not necessarily reflect the concept of interpretation and especially trends in the European audio-visual sector as described in the Studies of the Council of Europe. If an audio-visual production is not creating clusters of links among the units (static or moving documents, objects etc.) it cannot be interactive and interpretive. This is followed mostly in the multivision technologies, which by definition have this tremendous potential. Having used the word 'interactive' I must quote A. Di Russo, who told me in an *interview "What does it mean interactive? Pushing a button? If I go to the theatre and the performance is so good that I*

start to feel and cry or laugh, do you think that it is not interaction? It is the best interaction visitors can have". I personally stick to that, regardless of the means/media used for its application, projects etc. Generally I have concluded after all these years that a 'communication' towards sharing values in a heritage setting must guarantee the design and delivery of an experience-mix including the cognitive, emotional, senso-motoric, haptic, tactile and multi-sensory experience, because we are humans and this is the only way we can understand and communicate.

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Trend table covering all fields of the STEP analysis.

	Trend	S	R	I
Political (related to nature / culture)	Call for increased profile of cultural heritage across different policy areas			
	Cultural heritage is acknowledged to be a resource for wide-ranging outcome areas.			
	Increased emphasis on people and 'heritage communities'			
	All European countries are responsible for their own environmental policy.			
	Env. conservation policy is based mainly on the Habitat Directive and the Birds Directive.			
	Conservation of landscape is essentially still a national policy matter.			
	Environmental legislation is under attack.			
	States are being asked to develop their own Prioritised Action Frameworks (PAF).			
	The Common Agricultural Policy is often changing.			
	Environmental policy shall be incorporated in other policies (but is not yet).			
	Citizens do not fully understand what biodiversity conservation is.			
	Citizen Science is increasing.			
Socio-cultural	European population is declining and aging			
	Reduction of employment rate			
	The ESPAS challenges and policy options			
	Economic/technological, social/ democratic, geopolitical revolutions			
	Multifaceted immigration			
	Living with religious diversity			
	New political and economic cycle for EU			
	The world travel industry achieved robust growth			
	Self-tracking			
	Circular economy			
	Collaborative culture			
	Betrapreneurship			
	Lifelong learning			
	Conscious capitalism			
	Radical openness			
	Purpose driven			
	Conceptualization of heritage learning			
	The heritage interpretation concept still doesn't exist in critical heritage-related papers			
Economic (general / tourism)	Slow economic growth leading to declining heritage funding			
	Globalisation			
	Increased demands to demonstrate financial value			
	Aging population			
	Urbanisation			
	The absolute quest for security and safety			
	Changing population demographics			
	Search for authenticity, quality and value			
	The absolute need for consistency			
	The critical role of technology			
	I want it now! attitude			
	Concerns for environment and climate change			
Technological	Social media			
	Video			
	Augmented reality			
	Gamification & serious games			
	Mobile Applications			
	Touch screen			
	Nature Photography			
	BYOD – Bring-Your-Own-Device			
	Virtual reality			
	Learning technologies			
	Co-creation & re-use of heritage			
	Cloud computing & virtualisation			
	Wearable technologies			
	Makerspaces			
	Three-dimensional (3D) printing			
	Projections			
	Geocaching			
	Natural user interfaces			
	Internet of things & smart objects			

S = significance, R = relevance, I = impact

not at all	slightly	moderately	very	extremely