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Diversifying tourism offers in peripheral destinations with heritage-based products and services, stakeholder-skills alliances to internationalize locally operating micro-enterprises

PILOT PROJECT PLANNING TOOLS

4/10: HERITAGE ASSESSEMENT TOOL

COS-TOUR-2015-3-04

Supporting Competitive and Sustainable Growth in the Tourism Sector
THEME 2: DIVERSIFYING THE EU TOURISM OFFERS & PRODUCTS – PROMOTING
TRANSNATIONAL THEMATIC TOURISM PRODUCTS



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CONTRIBUTOR

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DR. DOROTHEA PAPATHANASIOU-ZUHRT



Dorothea Papathanasiou-Zuhrt holds degrees in Classics and Germanistics from the National Kapodistrian University of Athens. She has studied History and Ethnology at the Humboldt Universität zu Berlin, where she also obtained an M.A. degree in Linguistics. She obtained her M.Sc. and her Ph.D. degree in Management Sciences at the University of the Aegean. She is fluent in English, German, French, Italian, Russian and has basic knowledge of Turkish. Her technical work experience is closely related to the development and implementation EU funded projects with over 75 applications in the last 15 years. She is an active researcher at the University of the Aegean and the Euro-Mediterranean University and has produced so far over 100 publications.

PROJECT AFFILIATION: CULTUREPOLIS

Expert in Tourism Planning

MAIN AFFILIATION:

UNIVERSITY OF THE AEGEAN / The Wave Lab

MOBILE +30 694 2408 551

EMAIL dorothea.papathanasiou@aegean.gr;

dorothea.papathanasiou@culturepolis.org

GMAIL costourdivertimento@gmail.com



[ACADEMIA](#)



[LINKEDIN](#)



[PERSONAL WEBSITE](#)

[dorothea.papathanasiou](#)



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ACRONYM

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TITLE

Diversifying tourism offers in peripheral destinations with heritage-based products and services, stakeholder-skills alliances to internationalize locally operating micro-enterprises

TRANSNATIONAL PARTNERSHIP

- GREECE: CULTUREPOLIS
- ITALY: UNICITY S.r.l.
- SPAIN: HOTELOFI S.r.l.
- SLOVENIA: POSEJDON DOO
- ROMANIA: INSTITUTE OF NATIONAL ECONOMY, ROMANIAN ACADEMY
- BULGARIA: UNION OF BULGARIAN BLACK SEA LOCAL AUTHORITIES
- TURKEY: EASTERN BLACK DEVELOPMENT AGENCY, DOKA



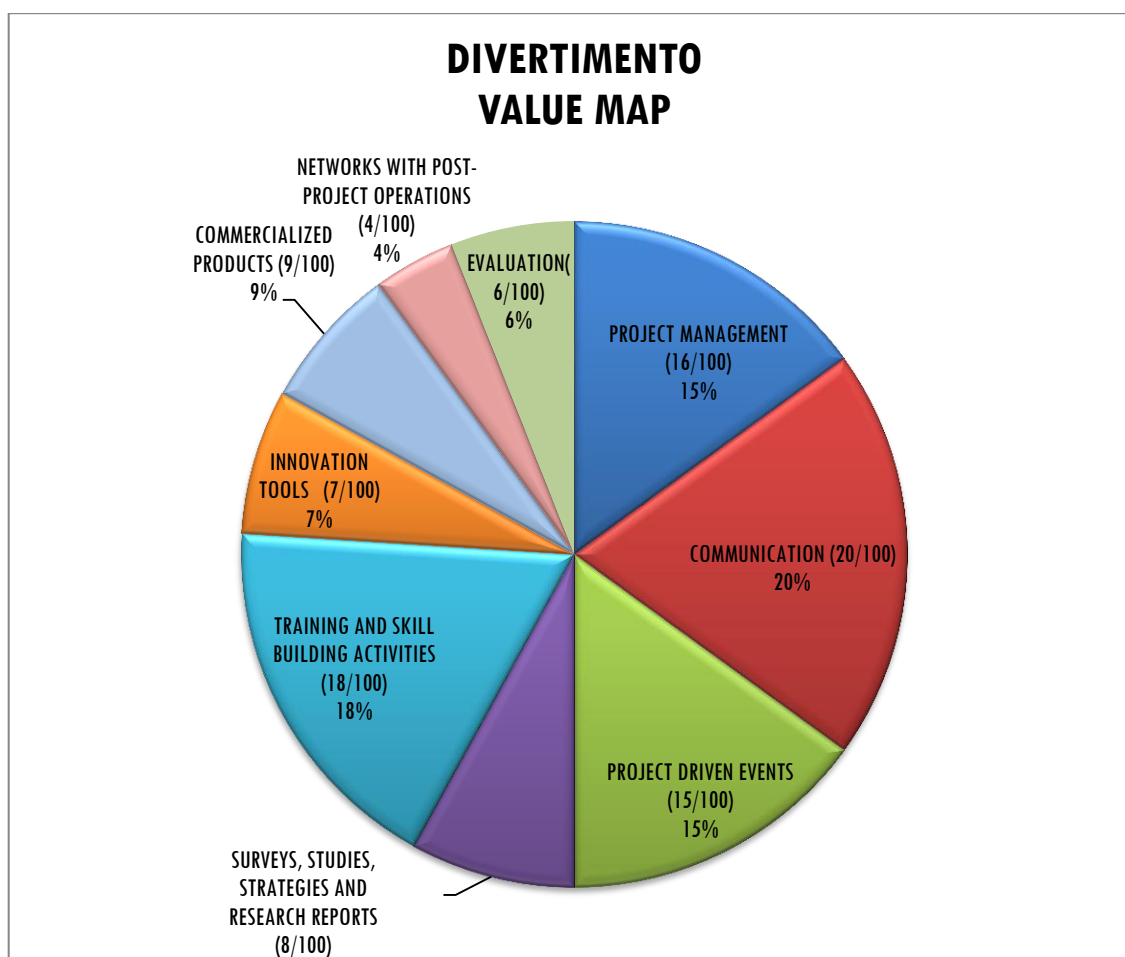
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THE DIVERIMENTO PROJECT VALUE MAP

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WORK PACKAGE AND ACTIVITY OVERVIEW

WORKPACKAGE 1	
TRANSNATIONAL PROJECT MANAGEMENT, COORDINATION AND MONITORING	
Activity 1.1: Transnational Project Management and Administration	Outputs: Grant & Partnership Contract; 3 Project Committees; the PM Toolkit; The Project Record
Activity 1.2: Transnational Project Coordination	Outputs: 6 PM Meetings
Activity 1.3: Transnational Project Monitoring	Outputs: Progress Technical Report; Final Financial Report; Consolidated Statement
WP LEAD: COORDINATOR (CULTUREPOLIS)	
WORKPACKAGE 2	
TRANSNATIONAL PROJECT VISIBILITY, COMMUNICATION, DISSEMINATION AND PROJECT BRANDING	
Activity 2.1: The project's Integration, Dissemination, Visibility and Transparency Sources	Outputs: Website; Training Platform; Social Media Campaign
Activity 2.2: Project Driven Communication Strategy for selected Target publics from the PPT Sector at EU and International Level	Outputs: Communication Plan; International Conference 7 Press Conferences
Activity 2.3: Dissemination of Project Outputs and Project Branding at International Level	Outputs: Visual Identity Kit (Project Logo; Project Brochure; 6 Project Fact Sheets; 6 News Letters); Project Promotional Spot; Gamification World Congress 2017
WP LEAD: PP6 (UBBSLA)	
WORKPACKAGE 3	
MAPPING SKILL NEEDS OF KEY ACTORS IN TOURISM, COMBAT STAKEHOLDER FRAGMENTATION AND PROMOTE CROSS SECTORAL COOPERATION IN THE PROJECT AREA	
Activity 3.1: Identifying Stakeholder Needs and Entrepreneurial Skills Needs to produce a new generation of tourism entrepreneurs and stakeholder motivation	Outputs: Demand Side Survey Study; 4 Training Workshops
Activity 3.2: Mapping the heritage potential of the project area to reform tourism offers and establish connections with PPT actors	Outputs: The DIVERIMENTO Heritage Accessibility Plan; The Project Area Connectivity Map
Activity 3.3: Launching a new tourism business model on customer insights, key experiences and stakeholder participation to advance the tourism competitiveness of the project area	Outputs: Satisfaction Survey; Research Report
WP3 LEAD: PP3 (HOTELOFI)	
WORKPACKAGE 4	
EXPERIENCE EXCHANGE, GOOD PRACTICE TRANSFER AND DEVELOPMENT OF JOINT METHODOLOGIES TO LINK SUPPLY AND DEMAND AND INTERNATIONALIZE LOCAL TOURISM BUSINESS OFFERS	
Activity 4.1: Making tourism businesses responsive to demand side needs by understanding shortcomings and benefits in heritage tourism	Outputs: Virtual Desk and Knowledge Toolkit; e-Library
Activity 4.2: Updating the knowledge of tourism professionals to produce a new generation of experienced-based tourism products and services in the project area	Outputs: Intensive Experience Exchanges Training Programme; Pool of international tutors
Activity 4.3: Connecting key experiences at heritage places with quality services in the territory for different target markets	Outputs: Visitor Experience Diversity Plan; Pilot Project Planning Tools
WP LEAD: PP5 (INE)	
1 WORK PACKAGE 5	
2 DEVELOPMENT OF INDUSTRY-RELATED EXPERIENCED BASED-PRODUCTS AND SERVICES IN THE PROJECT AREA TO CONNECT TO GLOBAL MARKETS AND AUDIENCES	
Activity 5.1: Developing a heritage mobility and Gamification Model to combat seasonality at heritage places in the networked economy	Outputs: Heritage Mobility and Gamification Model; 7 Pilot Projects
Activity 5.2: Design and Delivery and Packaging of cognitive-emotional experiences as a high added value tourism product	Outputs: EUROTHENTICA: Experienced-based Transnational Cultural Itinerary; The DIVERIMENTO iBook for iOS and Android operating Systems
Activity 5.3: Design, delivery and packaging of cognitive-emotional experiences as high added value heritage tourism products	Outputs: Project Quality Assurance Plan; Evaluation Committee; Evaluation Report
WP LEAD: PP2 (UNICITY)	
WORK PACKAGE 6	
FORMATION OF STRATEGIC PARTNERSHIPS TO ENSURE RESULT VIABILITY & POST-PROJECT OPERATIONS	
Activity 6.1: Forging alliances of multilevel actors to ensure viability of achieved results in the Project Area	Outputs: The Heritage Charter for Tourism Business Actors and Heritage Operators; 7 Info Days
Activity 6.2: Developing the enabling environment for key stakeholders and players to launch and operate the Association of Tourism related Enterprises "EUROTHENTICA"	Outputs: 1 Legal Association with domain specific expertise
Activity 6.3: Commercialization of experienced-based products and services developed in the Project Area	Outputs: The DIVERIMENTO Commercialization and Distribution Strategy; ITB BERLIN 2017
WP LEAD: PP4 (POZEJDON TURIZEM)	
http://diverimento.unicity.eu/index.php	



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1 INTRODUCTION

Heritage places cannot speak for themselves. Without the ability to access the intangible networks of knowledge and value transmission, cultural users cannot recognise and appreciate heritage items as such. Conservation is meaningless without cultural communication. We need to bridge the gap between monument-meaning and monument-fabric and forge connections with a wide array of different target publics. Heritage tourism, whether in relation to recreation, learning or leisure and tourism is a social phenomenon interacting with supply and demand. Therefore consumption incentives are based on distinctive cultural features of cultural assets and consumer perceptions. The PILOT PROJECT PLANNING TOOLS facilitate the process of understanding and unlocking the inherent values of heritage assets and introduces the DIVERIMENTO Partnership to understand and apply heritage value categories such as the historic, aesthetic, scientific, research or technical, social or spiritual values, guiding how to extract these values and their significance for different target public and different uses. The Toolkit consists of 10 basic tools:

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● **1/10: PROJECT SCOPE AND MISSION TOOL**

● **2/10: STAKEHOLDER TOOL**

● **3/10 AUDIENCE TOOL**

● **4/10: HERITAGE ASSESSMENT TOOL**

● **5/10 CONTENT MANAGEMENT TOOL**

● **6/10 LAY OUT AND GRAPHIC DESIGN TOOL**

● **7/10 STORY TELLING AND PLOT TOOL**

● **8/10 ASSET PLANNING STANDARD FORM**

● **9/10 WOSKHEET TOOL**

● **1/10 EVALUATION TOOL**



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2 HERITAGE INVENTORY

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2.1 The Asset Record

The Asset Record helps to creating an attractive cultural heritage consumption mix at local level. An attractive cultural heritage consumption mix at community level requires many synergies to be born. An attractive mix may consist of the most different elements put together ranging from the local coffee shop to local artists to the local museum and traditional events. The more diverse the locally-driven mix is, the better for the variety of the experience. Attractions from the natural and built environment, museums and collections, events and traditional festival, open-air and indoor-activities, cultural industries, the performing arts, traditional sports and medicine etc., they all contribute to the creation of a mixed heritage typology, which should reflect the features the spirit of the place, which can be consumed as cultural goods and services.

ASSET RECORD	
Basic Information	Explanatory Notes
NAME OF PLACE	Current name
OTHER NAMES	Former or other names
LAND DESCRIPTION	NUTII and NUTS III
LOCATION/ADDRESS	
CONSTRUCTION DATE(S)	Original construction year; or if constructed in stages, specify additional relevant year(s).
DESIGNATION	Use National Designation Codes (eg. Individual Bldg, Precinct, Urban Park, Tree etc).
ASSET TYPE	Monument, Landscape, Heritage Site, Historic City, Object, Collection, Material Cultural Heritage Item, Festival, Traditional Event
ARCHITECTURAL AND/OR ART STYLE	
USE (ORIGINAL/CURRENT)	Use Official names. State both Original and Current Uses if possible.
OTHER LISTINGS	Show any other listings that apply to the place at the time of the survey or assessment, e.g. 'State Register', 'Classified
PHYSICAL DESCRIPTION	Provide a brief description of the place, its component elements, and any important features of its context or setting.
HISTORICAL NOTES	Provide a brief history of the place relevant to its significance. Detail the historical evolution of the place, including dates of importance, past and current uses, and associated persons or events.
HISTORIC THEME	Write down the historic theme
CONSTRUCTION MATERIALS	Select from standard construction materials
STATEMENT OF SIGNIFICANCE	Provide a concise and succinct statement of the place's significance
LEVEL OF SIGNIFICANCE	State whether the asset is considered of Exceptional, Considerable or Some significance.
MANAGEMENT CATEGORY	State the Management Category associated with the Level of Significance assigned to the place.



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PILOT PROJECT PLANNING TOOLS 4/10



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MAIN SOURCES

List any written records, maps, plans, photographs or other sources used in the assessment of the asset.

DATE OF SURVEY/ASSESSMENT

PHOTOGRAPH

Include one photograph that clearly depicts the place.

CONDITION

State whether the asset is in good, fair or poor condition, and if available, a summary of major works required conserving or restoring the asset.

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2.2 Natural Heritage Assets

NATURAL HERITAGE ASSETS				
CLASSIFICATION OF ASSETS	LOCATION	PHYSICAL DESCRIPTION		SPECIALISTS & MANAGING AUTHORITIES
		Quality	Quantity	LEGAL FRAMEWORK FOR THEIR PROTECTION
Natural features with important physical and biological formations				
geological and physiographical formations				
Aesthetic assets: landscapes, forests, lakes etc.				
Indigenous species				
• Animals				
• plants				
• Non-living organisms				
Systems of scientific importance				
Conservation of natural beauty				
Biodiversity				
Geomorphological Diversity				
Geological Diversity				
Distinctive Ecosystems				
Genetic Diversity				
Indigenous Species				
Natural Integrity				
Ecosystems				
Formations and Processes of Ecosystems				
Evolution and Succession Processes				



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2.2.1 Natural Heritage Designations

NATURAL HERITAGE DESIGNATIONS

IMPORTANCE	SITE DESIGNATION AND EXPLANATION	STATUTORY DESIGNATION AT NATIONAL LEVEL	STATUTORY DESIGNATION AT LOCAL LEVEL
SITES OF INTERNATIONAL IMPORTANCE	Ramsar Sites listed under the Convention on Wetlands of International Importance		
	Special Protection Areas (SPAs) classified under the EC Directive on the Conservation of Wild Birds		
	Special Areas of Conservation (SACs) to be designated under the EC Directive on the Conservation of Natural Habitats and of Wild Fauna and Flora (the Habitats Directive)		
SITES OF NATIONAL IMPORTANCE	National Nature Reserves		
	Sites of Special Scientific Interest		
SITES OF REGIONAL/ LOCAL IMPORTANCE	Local Nature Reserves		
	Non-statutory Nature Reserves established and managed by a variety of public and private bodies		
	Sites of Importance for Nature Conservation		



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2.2.2 Natural Heritage Attractions

NATURAL HERITAGE ATTRACTIONS				
DESCRIPTION	LOCATION	FEATURES	VALUES	USES
Countryside				
Country Parks				
National Parks				
Town Parks				
Forestry				
Farms				
Gardens				
Botanical Gardens				
Cemeteries				
Theme Parks				
Landscape				
Geology				
Wildlife				
Nature Trails				
Nature Reserves				
Bird Reserves				
Environmentally sensitive sites				
Wetlands				
Viewpoints				
Wildlife Parks				
Zoos				



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2.3 Tangible Cultural Heritage

TANGIBLE CULTURAL HERITAGE			
TYPOLOGY	LOCATION	DISTINCTIVE FEATURES AND VALUES	CULTURAL CONSUMPTION
SHAPED NATURAL ENVIRONMENT			
PARKS AND GARDENS			
SACRED NATURAL SITES			
UNDERWATER CULTURAL HERITAGE			
HUMAN HABITATS IN NATURE			
OUTDOOR CENTRES			
ACTIVITY CENTRES			
BUILT ENVIRONMENT			
ARCHAEOLOGICAL MONUMENTS AND SITES			
Ancient Monuments			
Temples			
Stadiums and Arenas			
Monumental Remnants			
Archaeological Sites			
Ancient Theaters			
City Walls			
Fora and Agores			
Ancient Fortifications			



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Ancient Ports		
RELIGIOUS BUILDINGS		
Churches		
Chapels		
Cathedrals		
Monasteries		
PLACES OF MEMORY		
Cemeteries		
Battlefields		
Religious Sites		
ARCHITECTURAL HERITAGE		
Architectural Landscapes		
Architectural Ensembles		
Traditional Settlements		
Architectural Landscapes		
Historic Townscapes		
Historic Cities		
Art Cities		
Theaters		
Historic Houses		
Promenades		
Cultural Landscapes		
Palaces		
Castles		
Mansions		
Works of Military Architecture		
Fortifications		



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MODERN HERITAGE

Cultural Landscapes		
Industrial Heritage		
Industrial Sites		
Canals		
Piers		
Theme Parks		
Multipurpose Centers		
Cities		
Stately Homes		
Multipurpose Centers		
Summer Cinemas		
Education Centers		
Activity Centres		
Cultural cultural heritage consumer Centers		
Heritage Centers		
Villages		
Cultural Routes (physical entities)		

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2.4 Movable Heritage

OBJECTS AND COLLECTIONS

TPOLOGY	DISTINCTIVE FEATURES AND VALUES	PLACE USES
WORKS OF ART		
Paintings, drawings, frescoes, icons		
Engravings		
Sculptures		
Rare Manuscripts and Books, Papyroi and Pergaments		
Seals and bullae		
Jewellery		
Gold- and Silverware		
Coins		
Textiles and Embroidery		
Carpets		
Ceramics, terracotta and Porcelain		
Glass		
Furniture		
Iron- and Marble Work		
Weapons		
Decorative Works		
Objects with Use Value		



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Ancient Works		
Stamps		
Musical Instruments		
Scientific Instruments		
Photographs		
Films		
Industrial Heritage Items		
MUSEUMS		
GALLERIES		
PRIVATE COLLECTIONS OPEN TO THE PUBLIC		
Documentary Cultural Heritage		
Cinematographic Cultural Heritage		
MATERIAL CULTURE (Culture-based Goods)		
Food, Beverage		
Natural Essences (Spice, Drugs)		
Artifacts from Vegetal, mineral and animal material		
Textile, clothing, fashion accessories, shoes and leatherwear		
Decorative and every-day use articles		
Furniture, Sculpture, Ironwork		
Gold-and Silverware		
Jewellery		
Services (transportation on traditional coaches, living-history performances		
Printed material (books, albums)		
Entertainment and Cultural Industries		

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2.5 Intangible Cultural Heritage

INTANGIBLE CULTURAL HERITAGE		
TYOLOGY	DISTINCTIVE FEATURES AND VALUES	PLACE USE
Spiritual Heritage		
Customs		
Traditions		
Religion		
Oral Traditions		
Oral history		
Oral traditions and cultural expressions		
Rites and Beliefs		
Knowledge and practices concerning nature and the universe;		
Traditional craftsmanship		
Language as a vehicle of the intangible cultural heritage		
Language as an expression of cultural diversity		
Creating Culture		



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Literature		
Music		
Cultural Industries		
Culinary Traditions		
Traditional Sports and Games		
Cultural activities		

2.6 Meanings

MEANINGS	PROPERTIES	USES
Cosmology, Origin	Aesthetics	Preservation
Nostalgia, Memory	Novelty (Post-Modern Heritage)	Economic Uses: State and Private Ownership, Entertainment, Place
Aura, Admiration, Respect	Legitimation Reassurance, Ideology, Social Order	Physical Uses
Distinctiveness, Authenticity, Familiarity	Social and Collective Memory	Desecration, Disrespect, Vandalism, Destruction
	Identity, Collective Identity Community Pride	Study, Scientific Research



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2.8 Accessibility

PHYSICAL ACCESSIBILITY

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Information Facilities
Infrastructure and Place Mapping
Accommodation
Catering Facilities
Transport Means
Pricing Policies
Paid Access
Non Paid Access
Value for Money
Management of Information with Place Value
Recognition
Presentation
Cultural Communication



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3 RECORD SHEET

☐ Building ☒ Complex ☐ Archaeological Site ☐ Open Space

3.1 UNIT OF RECORDING

3.2 Identification and Description of the Asset

Name:
Category:
Type:
Website:



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Location:
Country:
Region:
Locality (town, village):
Address (street, number):
Geographic location (coordinates, altitude, relief, waters):
Access:
Owner/administrator:
Present function/ since when:

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Previous functions/ period (start date-end date for each):

Landscape – elements (buildings, heritage, farming, vegetation, fauna, waters):

Dating/ Period:

Persons, Events and Organisations Associated with the History of the Building/Site/Area/ Period (start date, end date for each):

Description (history, features etc.):

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Designations:

Significance of the asset:

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3.3 Significance Assessment

Significance of the asset (tick for each value):

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ASSESSMENT OF SIGNIFICANCE	Very High/ Very good	High/ Good	Medium/ Moderate	Low/ Poor	None
Rarity					
Representativeness					
Aesthetic Value					
Integrity					
Historical Value					
Symbolic, Spiritual and Social Value					
Scientific Value					
Potential					
Importance:					
● Global					
● European					
● National					
● Regional					
● Local					



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3.4 Statement of Significance

Final Statement of Significance (free text):

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Name:
Affiliation:
Stamp
Date:
Signature:



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3.5 Asset ID

ASSET ID	NATURAL							MAN-MADE											SIGNIFICANCE					
	Marine Features	Coastal Features	Rural Features	Wildlife	Geology and Fossils	Mountain and Alps	Designated Monuments	Objects	Collections	Interpretive Themes	Historic Values	Stories and Myths	Important People	Trade and Commerce	Urban Features	Folklore and Trad. Events	Architectures	Special Features	Uniqueness	Continuity	Accessibility	Existing Infrastructure	Score	Priority
LOCATION																			0	2	2	2	2	Low
																			1	0	1	1	1	Medium
																			2	2	2	2	2	High



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