

“Training plan on European Cultural Heritage Interpreter in rural areas”

2020-1-ES01-KA202-082577

Rural Heritage TRAINING COURSE C1



**RURAL
HERITAGE**

REPORT OF THE TRAINING COURSE FOR STRATEGIC ASSOCIATION STAFF (C1)



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**RURAL
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RURAL HERITAGE project: Training plan for European cultural heritage interpreter in rural areas

ERASMUS+ project: 2020-1-ES01-KA202-082577

REPORT OF THE TRAINING COURSE FOR STRATEGIC ASSOCIATION STAFF (C1)



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REPORT OF THE TRAINING COURSE FOR STAFF OF THE “RURAL HERITAGE” STRATEGIC ASSOCIATION (C1)

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 - Presentation (example of one of the talks)
 - Photographic report

1. DESCRIPTION AND OBJECTIVES

Short-term training course for the staff of the project's strategic association (expected 2 participants from each of the entities, although finally only one person was able to attend from two of the organizations, for health reasons).

The course provided training to the trainers and teachers of the six entities participating in the partnership, all of them with personnel directly interested in the contents, techniques and methods developed by the project that will be applicable to their work within the entities (non-formal and formal centers, public and private entities that develop courses and other training activities...)

The contents of the course will be focused on the practical use of the rural heritage interpretation methodologies and techniques developed and the main innovations created in the project on rural heritage opportunities for tourism use and employment. Consequently, the program included an important practical part, with visits to interpretation centers, museums, towns and traditional buildings, tourist experiences around rural heritage and other experiences of recovery of rural tangible and intangible heritage.

In addition, this activity aimed to implement the evaluation plan of the project, specifically to internally evaluate the intellectual products and draw some important general conclusions.

2. PLACE AND DATES

September 9-11, 2022. León (Spain). The course was held in León, specifically in different rural locations in the province as detailed below.

3. COURSE PROGRAM (See Annex 1: Course Program)

Friday the 9th

4:30 p.m. - 6:30 p.m.:

- Visit to the ethnographic museum "Museum of the people of León". Mansilla de las Mulas (León)
- Welcome and introduction. Jesús Núñez (AECT León Braganza)
- Talks:
 - 1) "The archaeological and monumental heritage in rural areas" Lilla Zambo (ELTE)
 - 2) Vernacular architecture and intangible heritage in rural areas". Jesús Núñez (AECT León-Braganza)
 - 3) "The natural heritage and cultural landscapes". Raquel Trigo (CORANE)
 - 4) "Interpretation and conservation of heritage. Interpretive techniques". Rosa Villacé (SERVIMA)



6:30 p.m. -7:30 p.m.:

- Flour Museum in Gordoncillo (León).

8:30 p.m.

- Visit to the old wine-making and conservation caves in the rural wine-growing area of Valdevimbre (León) and later Dinner.

Saturday 10

10:30 a.m. - 12:00 p.m.

- Visit to Villar del Monte (León), an example of recovery and conservation of rural culture and vernacular architecture. Old craft workshops. Visit to the Lace Museum of Castilla y León

1:00 p.m. -2:00 p.m.

- Visit to the Interpretation Center for Textile Crafts and the Batán Museum in Val de San Lorenzo (León)

2:30 p.m.

- Traditional lunch.

4:30 p.m. - 5:30 p.m.

- Guided visit to the traditional house of the Maragatos (local inhabitants)

6:00 p.m.

- Guided tour of Astorga (Roman remains and other monuments)

Sunday 11

9:00 a.m. - 12:00 p.m.

- Final conclusions of the course
- Evaluation.

4. ANNEXES

Program and publicity of the course

Course Conclusions

List of attendees

Certificates of participation

Presentation (example of one of the talks)

Photographic report



ANNEXES



**RURAL
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ANNEXES



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2020-1-ES01-KA202-082577

Rural Heritage TRAINING COURSE C1

SEPTEMBRE 9-11, 2022. León (Spain)



Program:

Friday 9

16:00 Welcome and introduction. Jesús Núñez (AECT Leon Bragança)

- 1) "The archaeological and monumental heritage in rural areas" Lilla Zámbo (ELTE)
- 2) "The vernacular architecture and the intangible heritage in rural areas". Jesús Núñez (AECT)
- 3) "The natural heritage and cultural landscapes". Raquel Trigo (CORANE)
- 4) "Heritage interpretation and conservation. Interpretive techniques". Rosa Villacé (SERVIMA)
- 5) "Curriculum designed of Guide-Interpreter of the European Rural Heritage". Vedran Jakačić (CPI)

18:30 Visiting the ethnographic museum "Leon peoples Museum" (custodian of the traditional culture of the regions of León). Mansilla de las Mulas (León)

20:30 Visiting the ancient caves for the production and conservation of wines in the rural winegrowing area of Valdevimbre (León) & Dinner

Saturday 10

10:30 – 13:00 Villar del Monte (León), an example of recovery and preservation of rural culture and vernacular architecture. Workshops of ancient trades

14:00 Traditional lunch in Santa Colomba de Somoza (León).

16:30 – 17:30 Visit guided to the traditional house of Maragatos (local inhabitants).

18:00: Visit guided to Astorga (Roman remains, cathedral and other monuments)

Sunday 11

9:00 – 10:00 Final conclusions of the course & Evaluation



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2020-1-ES01-KA202-082577

Rural Heritage TRAINING COURSE for staff (C1)

SEPTEMBRE 9-11, 2022. León (Spain)

CONCLUSIONS:

- 1) There may be different concepts of cultural heritage. Europe developed its own concept of cultural heritage, which relies on the current holistic approach to heritage integrating tangible, natural and intangible heritages.
- 2) European cultural heritage represents the Europe's cultural unity and its rich diversity on the levels of Member States, regions and localities and is a means of integration, in which diversity is considered as an asset.
- 3) Regional heritage is crucial, because it links national and local heritages and contributes to the shared European heritage and identity through the preservation and promotion of particular values, tangible properties, natural reserves and intangible, cultural and social practices.
- 4) The rural heritage is an important source of economic, social and cultural innovation and exploiting its huge potential can be useful not only to emancipate and integrate communities but also for revitalisation of rural areas.
- 5) The landscape represents an important facet of rural heritage as well as an interesting resource to be used in heritage interpretation since it clearly shows different interrelationships between natural and cultural elements of heritage that are easily fixed in our emotional memories.

- 6) Professional skills focused on rural heritage and active methodologies based on heritage interpretation and exploration of emotions should be strengthened to improve their incorporation into museums, heritage interpretation centres and other interpretive programs, which will help to improve the visitor experience, bringing the public closer to a place in a different way, creating a true links, both emotional and intellectual, with the explored rural heritage.
- 7) Heritage interpretation techniques have many areas of application, not only in tourism, but also in management and conservation of heritage, in the educational field (as an attractive learning strategy) and in rural development, connecting local people with visitors through strategies in which both become protagonists. Heritage interpretation allows sites or resources to be presented to the public by making connections between heritage elements, the experiences and needs of local people and the expectations of visitors.
- 8) Heritage interpretation it an important tool for transformation of reality and heritage conservation. Its main aims are attitudinal change, affective involvement, participation in actions, and understanding consequences of actions of participants.
- 9) Local population can be involved in interpretation activities that provide a global vision of the heritage and serve to strengthen the sense of belonging to the site through knowledge and appreciation of one's own heritage, while helping to understand the benefits that its conservation has for the community.
- 10) Heritage interpretation enhances services that can represent an economic income and therefore can become a powerful means of local development, generating main or complementary income, through various services (local guides, shops selling local products and handicrafts, visits to producers, recovery and enhancement of local heritage, etc.).
- 11) Passion and enthusiasm are essential characteristics when developing initiatives for the recovery, conservation or interpretation of rural heritage, both tangible and intangible, as was shown through some of the practical experiences during the training course.





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**2020-1-ES01-KA202-082577 Project RURAL HERITAGE:
Training plan on European Cultural Heritage Interpreter in rural areas**

TRAINING COURSE (Short-term joint staff training event-C1)

**ORGANIZE: AECT LEÓN-BRAGANÇA
León (Spain) 9-11 September 2022**

ATTENDANCE LIST

| ENTITY | PERSON |
|---|----------------------------|
| AECT LEON-BRAGANÇA | Jesús Núñez |
| FOR.ES | Giuseppe Montaretto |
| FOR.ES | Nicola Montaretto |
| CPI, Institute of the Republic of Slovenia for VET | Vedran Jakačić |
| CORANE | Raquel Trigo |
| CORANE | Sofia Domingues |
| ELTE, Eotvos Lorand Tudomanyegyetem | Lilla Zámbó |
| ELTE, Eotvos Lorand Tudomanyegyetem | Tamás Harangozó |
| SERVIMA | Carolina Vara |
| SERVIMA | Rosa Villacé |



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CERTIFICATE OF ATTENDANCE

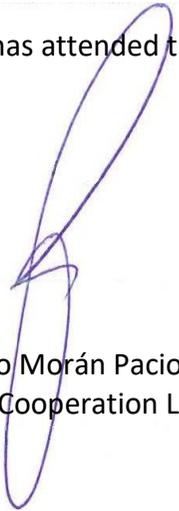
C1 TRAINING COURSE - SHORT-TERM JOINT STAFF TRAINING EVENT

2020-1-ES01-KA202-082577 Project “*RURAL HERITAGE: Training plan on European Cultural Heritage Interpreter in rural areas*”

As legal representative of hosting organisation **EUROPEAN GROUPING OF TERRITORIAL COOPERATION LEÓN-BRAGANÇA**

I hereby certify that

Mr. GIUSEPPE MONTARETTO MARULLO from FOR.ES. FORMAZIONE E SVILUPPO SRL
(Trento, Italy) has attended the training activity held on 9, 10 and 11 September 2022 in León (Spain),


Eduardo Morán Pacios
European Group Of Territorial Cooperation León-Bragança, President



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As legal representative of hosting organisation **EUROPEAN GROUPING OF TERRITORIAL COOPERATION LEÓN-BRAGANÇA**

I hereby certify that

Mr. NICOLA MONTARETTO MARULLO from FOR.ES. FORMAZIONE E SVILUPPO SRL (Trento, Italy)
(Trento, Italy) has attended the training activity held on 9, 10 and 11 September 2022 in León (Spain),


Eduardo Morán Pacios
European Group Of Territorial Cooperation León-Bragança, President



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As legal representative of hosting organisation **EUROPEAN GROUPING OF TERRITORIAL COOPERATION LEÓN-BRAGANÇA**

I hereby certify that

Ms. CAROLINA VARA MALAGÓN from SERVIMA SL (León, Spain)

has attended the training activity held on 9, 10 and 11 September 2022 in León (Spain),

Eduardo Morán Pacios
European Group Of Territorial Cooperation León-Bragança, President



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As legal representative of hosting organisation **EUROPEAN GROUPING OF TERRITORIAL COOPERATION LEÓN-BRAGANÇA**

I hereby certify that

Ms. ROSA VILLACÉ DE CASTRO from SERVIMA SL (León, Spain)

has attended the training activity held on 9, 10 and 11 September 2022 in León (Spain),

Eduardo Morán Pacios

European Group Of Territorial Cooperation León-Bragança, President



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As legal representative of hosting organisation **EUROPEAN GROUPING OF TERRITORIAL COOPERATION LEÓN-BRAGANÇA**

I hereby certify that

Mr. JESÚS NÚÑEZ GUTIÉRREZ from EGTC LEÓN-BRAGANÇA (León, Spain)

has attended the training activity held on 9, 10 and 11 September 2022 in León (Spain),

Eduardo Morán Pacios
European Group Of Territorial Cooperation León-Bragança, President



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I hereby certify that

Ms RAQUEL TRIGO from CORANE, Associação de Desenvolvimento dos Concelhos da Raia Nordeste (Bragança, Portugal)

has attended the training activity held on 9, 10 and 11 September 2022 in León (Spain),

Eduardo Morán Pacios

European Group Of Territorial Cooperation León-Bragança, President



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I hereby certify that

Ms SOFIA DOMINGUES from CORANE, Associação de Desenvolvimento dos Concelhos da Raia Nordestina (Bragança, Portugal)
has attended the training activity held on 9, 10 and 11 September 2022 in León (Spain),


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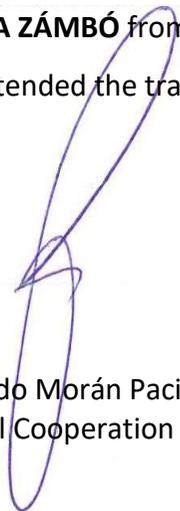
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As legal representative of hosting organisation **EUROPEAN GROUPING OF TERRITORIAL COOPERATION LEÓN-BRAGANÇA**

I hereby certify that

Ms LILLA ZÁMBÓ from ELTE, EOTVOS LORAND TUDOMANYEGYETEM (Budapest, Hungary)
has attended the training activity held on 9, 10 and 11 September 2022 in León (Spain),


Eduardo Morán Pacios
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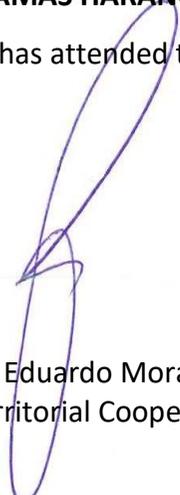
2020-1-ES01-KA202-082577 Project *“RURAL HERITAGE: Training plan on European Cultural Heritage Interpreter in rural areas”*

As legal representative of hosting organisation **EUROPEAN GROUPING OF TERRITORIAL COOPERATION LEÓN-BRAGANÇA**

I hereby certify that

Mr TAMÁS HARANGOZÓ from ELTE, EOTVOS LORAND TUDOMANYEGYETEM (Budapest, Hungary)

has attended the training activity held on 9, 10 and 11 September 2022 in León (Spain),


Eduardo Morán Pacios

European Group Of Territorial Cooperation León-Bragança, President



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I hereby certify that

Mr VEDRAN JAKAČIĆ from CPI, Institute of the Republic of Slovenia for VET (Ljubljana, Slovenia)

has attended the training activity held on 9, 10 and 11 September 2022 in León (Spain),


Eduardo Morán Pacios
European Grouping of Territorial Cooperation León-Bragança, President



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Rural Heritage TRAINING COURSE C1

León (SPAIN)
9-11 September, 2022.



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AGRUPACIÓN EUROPEA DE COOPERACIÓN
TERRITORIAL (AECT) LEÓN-BRAGANÇA



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Training activity

C1 TRAINING COURSE

Short-term joint staff training event

Training course for the staff of the strategic association of the project (2 participants/entity).

In addition, this course is part of the evaluation plan of the project, specifically of the intellectual products and especially to validate the results of O1 and O2.

The program will include visits (e.g. traditional villages and buildings, tourism experiences around rural heritage, etc)



Leading organization: EGTC LEON-BRAGANÇA

Duration: 3 days

Date: September 2022

9, 10, 11
September



C1 TRAINING COURSE Short-term joint staff training event

Objectives

This short-term staff training will **provide training to the trainers and teachers of the six participating entities of the partnership**, all of them with staff directly interested in the contents, techniques and methods developed by the project which will be applicable to their work within the entities (non-formal and formal centres, public and private entities that develop courses and other training activities...)

The contents of the course will be focused to the practical use of the rural heritage methodologies and techniques developed and the main innovations created in the project about the rural heritage opportunities for tourism use and employment. Consequently the program will include an important practical part.

Besides this activity will aim to **implement the project evaluation plan**, specifically evaluate the intellectual products.





Target groups

The TARGET GROUPS of the specific actions and results of the project are classified in three big different groups.

1) PEOPLE FROM RURAL AREAS as the main users of the ICT PLATFORM (IO3)

- Non-qualified young and women, unemployed workers, tourism guides, entrepreneurs, owners of rural tourism hotels or companies, local authorities.
- Services sector workers: small rural hotels, rural houses, restaurants, traditional product makers, small services enterprises, active tourism enterprises are potentially target groups because they need to be trained in new competencies in order to increase the range of services offered to visitors, tourists between others.

2) VET TRAINERS, TEACHERS AND STUDENTS and others from the formal and non-formal VET sector and the educational community, as main users of the METHODOLOGICAL GUIDE (IO1) and the STRUCTURED COURSE MANUAL (IO2).

3) PROFESSIONALS related to tourism but also to: heritage, environmental education, rural development, regional-local administration, employment, etc., users of the ICT PLATFORM (IO3) mainly but also of the other outputs.



RURAL HERITAGE

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SEPTEMBRE 9-11, 2022. León (Spain)

Program:

Friday 9

16h30 – 18h30: Visiting the ethnographic museum “Leon peoples Museum”. Mansilla de las Mulas (León)

Welcome and introduction. Jesús Núñez (AECT Leon Bragança)

“The archaeological and monumental heritage in rural areas” Lilla Zambo (ELTE)

“The vernacular architecture and the intangible heritage in rural areas”. Jesús Núñez (AECT Leon-Bragança)

“The natural heritage and cultural landscapes”. Raquel Trigo (CORANE)

“Heritage interpretation and conservation. Interpretive techniques”. Rosa Villacé (SERVIMA)

18h30-19h30: Flour Museum in Gordoncillo (TBC).

20h30 Visiting the ancient caves for the production and conservation of wines in the rural winegrowing area of Valdevimbre (León) & Dinner.

Saturday 10

10h30 – 12h00 Villar del Monte (León), an example of recovery and preservation of rural culture and vernacular architecture. Workshops of ancient trades.

13h00 -14h00 Visiting the Interpretation Centre of Textile Crafts and the Batán Museum in Val de San Lorenzo (León)

14h30 Traditional lunch.

16h30 – 17h30 Visit guided to the traditional house of Maragatos (local inhabitants)./Alternative: Visit guided to the mediaeval tower from Turienzo.

18h00: Visit guided to Astorga (Roman remains and other monuments)

Sunday 11

9h00 – 12h00 Final conclusions of the course & Evaluation.





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Training plan on European Cultural Heritage Interpreter in rural areas



Heritage interpretation & conservation.

*Interpretive techniques
(SERVIMA)*



COORDINATOR



**LEÓN
BRAGANÇA**

AGRUPACIÓN EUROPEA DE COOPERACIÓN
TERRITORIAL (AECT) LEÓN-BRAGANÇA

PARTNERS



Eötvös Loránd
Tudományegyetem



CPI
CENTER RS ZA
POKLICNO
IZOBRAŽEVANJE



What is heritage interpretation?

HI is a **communication strategy** based on the recognized experience of the US National Park Service and on the contributions of various authors, especially Sam Ham, who has developed the thematic interpretation, i.e. interpretation where a theme serves as a starting idea to provoke thought in visitors.

Through comprehensible and attractive messages HI seeks to intellectually and emotionally **connect the public with the resource to be known**, in this case with the rural heritage.

The purpose of interpretation is to reveal the significance of the site or the heritage element, in a **relaxed and enjoyable atmosphere**, in order to reach a response of appreciation and commitment from visitors.

It may also be described as the **"art" of communicating heritage values in situ to non-expert groups of the general public who visit the site in their leisure time"**



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Scope of heritage interpretation

- Protected natural areas
- Management and conservation of heritage
- Tourism
- Rural development
- Education





Scope

Places with heritage interest (natural and cultural) are also inhabited by a **local population** that depends on the resources of the place and **can be involved in interpretation activities** that provide a global vision of the heritage and serve **to strengthen the sense of belonging to the site** through knowledge and **appreciation of one's own heritage**, while helping to **understand the benefits that its conservation has for the community**.

In addition, the local population can benefit from these activities, since interpretation can turn **local singularities into a "product"**, creating or expanding the tourist offer. Heritage interpretation enhances services that can represent an economic income and can therefore become a powerful means of local development, generating main or complementary income, through various services (local guides, catering, shops selling local products and handicrafts, visits to producers, recovery and enhancement of local heritage, etc.).

Good interpretation ensures that **"visitors come back, share their enthusiasm about the experience with friends and stay longer next time"** (Lisa BROCHU and Tim MERRIMAN, 2003).



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HI and conservation of the rural heritage



Types of tools for conservation

| Types of tools for conservation | | | | |
|---------------------------------|--|---------------|---|-----------|
| Tool | Information | Dissemination | Interpretation | Education |
| Aim | Correct behaviours Acquiring knowledge of the place, resource, heritage | | Attitudinal change Affective involvement Participation in actions | |
| Objectives | Complying with rules Security | | Empowering Understanding consequences of actions | |
| Protagonists | Administration Information providers/Guides | | Visitors Local population | |

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The 3 pillars of Heritage Interpretation

The three pillars of the heritage interpretation that methodology will promote

When a guide-interpreter develops interpretation there are three aspects which must be applied with ability therefore the three basic skills that define the work of interpreters and have been validated for use in professional standards must be encouraged by the teaching methodology implemented.

KNOWLEDGE OF THE RESOURCE

(cultural and natural heritage)

KNOWLEDGE OF THE AUDIENCE

HERITAGE
INTERPRETATION

APPROPRIATE TECHNIQUES

(Interpretation techniques)





How to design and develop heritage interpretation activities?

It is essential to develop adequate interpretive process and a previous planning:

- ***BASIC FUNDAMENTALS:***

15 Guiding Principles for Interpreting Nature and Culture (by Larry Beck & Ted Cable)

The TORE method/ Checklist for good practices in heritage interpretation

- **THE INTERPRETIVE PROCESS MODEL**

- **THE IMPORTANCE OF THE AUDIENCE ANALYSIS - Ways to connect with audience**

- **THE INTERPRETIVE TECHNIQUES**

- ***DESIGN AND DEVELOPMENT OF INTERPRETATION ITINERARIES / POSTERS***



Photographic report



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