



TEHIC

Towards a European Heritage Interpretation Curriculum

GUIDE OF GOOD PRACTICES – HERITAGE INTERPRETATION ACTIVITIES (TEMPLATE)

The Guide of Good Practices in Heritage Interpretation is a work of dissemination of the contents of the TEHIC project and will be disseminated through the project website and/or the repository of each partner.

A. Name of the interpretive activity

B. Location and map link (100 word max.).

(City - Country / Brief explanation of the town and the environment of the activity)

C. Author or promoter of the activity (museum, enterprise ..)

D. Type of HI (museum exhibit / interpretive center / integral planning activity / educational programme / itinerary / interpretive visit / digital applications / historical recreation – *select as many as necessary*).

E. Brief description (250 words).

F. Criteria it meets and justification. Explain your answer. (150 word max. each aspect. Min. 3 criteria. “Applying the HI strategies” should be included).

1. Time and sustainability

(Forward-looking activities with economic, environmental and social sustainability)

1.1. Time path of the project (specify duration).

1.2. Educational, social, cultural and natural services that benefit or improve the quality of life of the community. (Select an example and explain. 150 word max.)

2. Community engagement

(Identification and participation of the community in/with the HI activity, which improves of the well-being of the community).

2.1. The degree of engagement (Choose the degree and explain why. 150Words max.)

- a. Co-creation. Involvement in the decision-making process.
- b. Active participation in its development;
- c. Assistance

2.1. Audiences diversity: schoolchildren and/or students / families / local community / tourists / specific visitors / people with diversity /other. (150 words max.)

Identify all visitor segments to which interpretation is targeted (types of audiences and adequacy of the activity to this audience).

2.3. Positive impact in the community: linking heritage with local brands and businesses / related associations / local publications / impact on social networks / creation of related local businesses / other.

(Explain the means and resources used or produced by the community that indicate the degree of identification of the community with local heritage).

(Check the options, select an example and explain. 150 word max.)

4. Heritage values: provokes thinking or identity storytelling or media Inclusiveness / intersectional perspective / respect for diversity / respect for collective memory / other.

(Check the options and select an example and explain. 150 word max.)

Application of heritage values to the heritage interpretation projects.

5. HI strategies applied: use of the Tore model / use of immersive techniques (self-reference, humour, comparisons, and so on).

(Check the options, select a point and explain with an example. 150 word max.)

Application the HI strategies and TORE model of thematic interpretation and interpretive techniques (avoid only informative interpretation / emotional interpretation)

5.1. Use of evaluation techniques.

If yes, please describe the type of evaluation (i.e. activity report, interviews, surveys, focus groups ... - 150 word max.)

6. Innovative, research and creative elements used. (150 word max.)

Present an example of innovation, research or creativity applied to the HI case. The use of innovation, the results of applied research and the creativity allow the project to remain live and alive.

G. Final explanation “Why this activity should be considered a Heritage Interpretation Good Practice?” (150 word max.)

(Emphasise the main features that make this case a good practice in HI, why it is unique and innovative and should be a benchmark in the TEHIC project).

F. Links of the web site and social networks of the activity (5 max.)

H. Images (5 minimum for each case)

(In all cases, a descriptive image caption will be required, as well as an indication of the author and source of the image. The use of images of poor technical and aesthetic quality or lacking the appropriate permissions of reproduction will not be allowed. It is the responsibility of the members to obtain all permissions for the reproduction of materials that will appear in the Guide).

Digital images (.jpeg) should be submitted in separate electronic files (1 file = 1 graphic/image). Image resolution should be 300 dpi.

Please don't insert the pictures in the text document, attach them as separate files.