

### THE SURVEY IN THE HERITAGE IN MOTION (HeiM) PROJECT

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During the second stage of the HeiM Project, a survey aimed at 50+ citizens was conducted in the partner countries. The purpose of this survey was to gather the opinions of the target group of 50+ on different issues relating to cultural heritage. The conclusions will be implemented in the development of the training material for the 50+ participants who will work on the design of active heritage routes.

The results have been gathered in the national reports prepared by each of the partners of the project. These reports have been subsequently discussed both at national level at the experts' committees, and at international level at the second project meeting in Reykjavik (July 2019).

The conclusions drawn from the survey results and the recommendations of the experts' committees are summarized in this newsletter. All information related to the project can be found at the website: [www.heimheritage.eu](http://www.heimheritage.eu).



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*"Heritage in Motion" aims to promote the knowledge of heritage at a local and European level for the purpose of encouraging the values inherent in European heritage.*



## SPAIN

### SPANISH SENIORS' INTERESTS IN CULTURAL HERITAGE

The HeiM Project stages are being successfully completed according to the pre-established schedule in Spain.

We have so far reached the first and second milestones of this project's research stage, having recently reported the results of a survey conducted among our UPUA students, which tried to assess the value of cultural heritage for senior citizens. The online shared survey questionnaire was anonymously filled in by 323 students.

It follows from the results obtained that seniors prefer travelling with their relatives or friends and visiting Spanish and European sites linked to art, nature and architecture, as well as gastronomy or museums. Other types of heritage were also suggested, though. In particular, the importance of ethnography and folklore stood out, because popular expressions such as festivities, art fairs or performances provide a way to show and share heritage. In fact, most responses pointed at the need to design varied and multifaceted routes based on diverse heritage resources.

Respondents made some additional recommendations about the implementation of routes, thus fulfilling one of the main goals of this project: actively involving senior citizens in route design. Special emphasis was laid on the fact that this project should definitely aim at the preservation of heritage for future generations, especially when it is endangered. They also noted that success will only be possible through the provision of high-quality training on the content and heritage resources of sites, complemented with a course devoted to interpretation and communication skills.

### CULTURAL HERITAGE - ACTIVE ROUTES

Taking all the survey suggestions into account, a decision was made to propose five active routes. The first one in La Marina Alta region includes a pleasant stroll among cherry-tree blossoms or next to ancient dry-stone walls (declared as World Heritage Sites) and may finish in the coastal towns of Jávea or Denia. La Marina Baixa route offers a fully accessible track along Serra Gelada Natural Park with breathtaking views over the Mediterranean Sea —along with a visit to the Roman Villa of El Albir, which features 3D recreations, and a taste of Altea local gastronomy. The third route covers the Alt Vinalopó and L'Alcoià regions, starting at Torretes Biological and Scientific Station, then along Font Roja Natural Park, and ending in the city of Alcoy, which boasts an outstanding Art Nouveau heritage. Elche, with its Palm Grove and the world famous Misteri [Mystery Play] —both of which appear on the World Heritage Site List— is the axis around which the Baix Vinalopó route revolves. And last but not least, Alicante, the capital of this province, completes our route catalogue with an urban proposal.



*The purpose of the survey was to gather opinions of the target group of 50+ on different issues relating to cultural heritage.*



*Innovative techniques for older adult training will be implemented during the project.*



## CROATIA

### 3<sup>rd</sup> MEETING OF THE COMMITTEE OF EXPERTS IN CROATIA

Before summer holidays, before everyone in Zagreb goes to the Adriatic Sea, and prior to the transnational meeting in Iceland, the 3<sup>rd</sup> Experts' Committee was held in Zagreb. The meeting took place on 4<sup>th</sup> of July and the objective was to inform the Croatian experts about the latest news concerning the HeiM project.



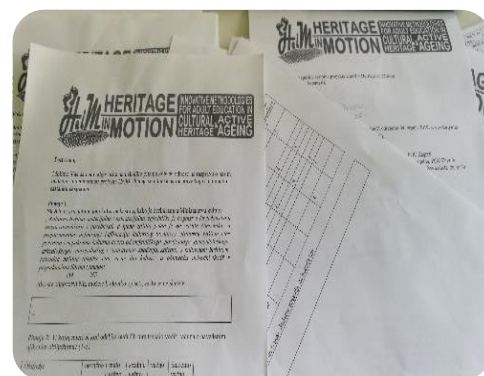

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*Heritage resources were organized and categorized. Then, respondents were required to assess their relevance for cultural routes.*

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### SURVEY IN CROATIA

During the previous meeting, the Committee had discussed prospective active tours and the design of the survey for the targeted age group. Afterwards, the survey was conducted between May 22<sup>nd</sup> and July 7<sup>th</sup> and 109 respondents aged 50+ participated in it. This was complemented by another survey that was sent to the experts. Then, the results were presented to the experts. It was interesting to learn that both the experts and 50+ respondents showed preference for the same active tours. These tours were focused on natural heritage and architecture. Since these types of tours need some time, it was no surprising to see that respondents opted for 3-to-5-hour tours, which included a coffee or lunch break. At the end of the meeting, it was agreed that some of the future tours we should definitely include some overlapping issues because in that way our future visitors will have the opportunity to learn about Croatian history, culture, and art in a very diverse and complementary way.

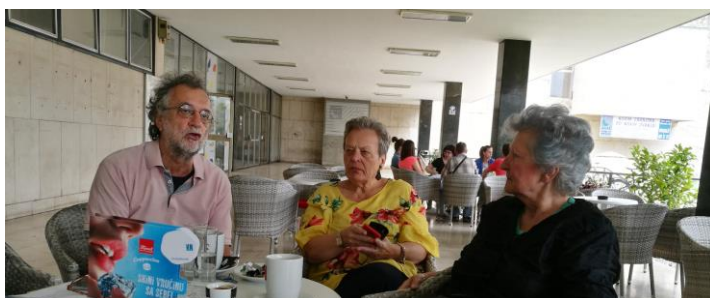



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*The HEiM, Heritage in Motion, project aims at developing culturally interesting routes suitable for people over 50 years of age. Participants will learn how to:*

- chose heritage sites;
- interpret those sites
- present relevant information about the sites.

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## ICELANDIC SURVEY REPORT

### METHOD AND SAMPLE

The survey was conducted by the HeiM team of U3A Reykjavík in June 2019. Questionnaires were sent to all 614 members of U3A Reykjavík and the survey was also open to other people in the target group of 50-years-old and older on the U3A Reykjavik Facebook page.

The answers reflected the opinions and attitudes of the majority of respondents who were women, around the end of employment. Thus, the answers in general are the opinions of relatively healthy and fit people, familiar to computers and smartphones, who are used to travel independently.

### PREFERRED CATEGORIES OF HERITAGE AND ROUTES

When different categories of heritage were grouped into four dimensions, Historical, Cultural, Nature and Way of life, Nature and Cultural resources ranked highest among the respondents. This was true both for heritage in Iceland and in other European countries (Croatia, Poland and Spain).

Further to proposed local tours, various themes related to historical sites in the capital area got the highest score. Old and new cultural power centers, both spiritual and secular, came in second and important buildings and architecture third. Conversely, Heritage tours about dark heritage, such as shipwrecks and war memorials did not arise much interest.

Most of the preferred active routes were in the Reykjavík area. Others in different parts of Iceland were also mentioned, though. Routes to museums, cemeteries, buildings and theatres were suggested in the Reykjavík area, whereas historical and natural routes were the most common answer for other parts of the country.

### DURATION OF TOURS, OBSTACLES AND SKILLS

Over 60% of respondents found that 3–5 hours were the most suitable duration of tours. A high proportion of the interviewees did not usually experience any major difficulties when visiting sites of cultural heritage or when learning about it. Nevertheless, conclusions highlighted that it is important to consider pricing and people with special needs in order to make such visits more accessible. As regards the future training of +50 adults, communication skills and the knowledge of the heritage content scored the highest importance and digital skills the lowest.

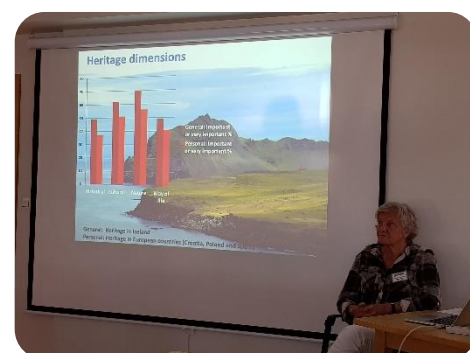
### CONCLUSIONS

The results are, on the whole, in good correspondence with the ideas that the Icelandic team and the experts consulted had about cultural routes; in short, good examples for routes for 50+ are those where history and culture are brought together.

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*The results of the survey will be used to prepare a training programme for adults in autumn 2019.*

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*It is very difficult to minimize the negative effects of retirement and ageing without a previous preparation that allows for an active, healthy and socially committed life.*

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## POLAND - Survey & Conclusions

The survey was addressed as in the rest of the partner countries to people aged over 50. Questionnaires were sent to the students of the TDW University of the Third Age in Warsaw. In addition, it was opened on the UOTW Warsaw Facebook page and sent to people from the mailing list of the HeiM newsletter in Poland.

In the spring of 2019, the mapping on the value of cultural heritage for older adults was completed and preliminary work with the help of specialists in the four partner countries was carried out (the Committee of Experts). In a second stage, following the objectives of the project, one of the prime research questions was to enquire about the value of cultural heritage for seniors in each of the countries participating in this project. For this purpose, a direct survey was designed to have first-hand access to senior citizens' interests regarding cultural heritage at a local and European level.

This survey analysed the older adults' interest in the heritage of the area where they live. This was complemented by some questions about healthy habits and their interest in collaborating in the design of active routes.

In May 2019 the questionnaire was sent to a sample of people aged over 50 in each country in order to find out their opinions on several proposals about places, themes and travelling methods. The results will be used in the design of a training programme in the autumn of 2019.

The survey consisted of sixteen questions of different typology: close, open, multiple-choice, or multiple answers. The questions were grouped into seven sets, namely referring to: (1) the profile of the respondents, (2) the use of mobile phones and navigation tools, (3) the structure of heritage routes, (4) the perception of the value of different heritage resources, (5) the typical obstacles and problems senior citizens encounter when visiting heritage sites; (6) the preferred geographical areas; (8) the training on heritage resources, and, finally, (7) an open question with suggestions for active heritage routes. 108 persons answered the questionnaire; 83 % were women, which actually reflects the gender proportion among U3A students.

### CONCLUSIONS

The results of the survey in Poland showed that cultural heritage must be brought outside museums and used as a foundation for building a European future. We should study heritage as a source of knowledge, inspiration and creativity. Education, and especially adult education can play an important role in creating the cultural and social value of heritage.

Heritage education is the key to promote both the protection of our cultural and natural heritage and the use of heritage to enrich the learning processes of adults: learning about, for and through heritage.

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*Partners analyse and contrast research methods, processes and outcomes.*

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*Heritage is an infinite source of knowledge, know-how, attitudes and achievements which express the power of human creativity and innovation throughout the ages.*

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*The results of this survey will be used in the preparation and implementation of a training programme in autumn 2019.*

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## Next actions

### TRAINING PROGRAMME

The next phase of the project will be focused on designing a training programme for 50+ adults.

With the help of experts, in the coming months we will develop this training programme whose objective will be to help +50 senior citizens to acquire new competences and knowledge about the heritage of their local areas through the applications of innovative and active methodologies. Once the training programme is completed, the students involved are expected to be able to select and develop some active cultural routes, which involve knowledge about history, culture, nature and lifestyle. These routes will also be published online which will require certain skills related to ICT technologies.

Twenty people per country will be selected to attend the training programme and to conduct the research project on the different routes. They will be required to acquire competences and skills related to ICT, English language, and heritage interpretation. After completing the programme students will be able to independently conduct a research on active cultural heritage routes and to design specific routes in English language for their peers which will be published online on WIKILOC.

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*The training programme intends to apply innovative educative methodologies that imply that senior students will be responsible for and involved in their own learning; thus, enhancing their autonomy and their commitment.*

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