

Routes4U Project

Funded
by the European Union
and the Council of Europe



COUNCIL OF EUROPE



Implemented
by the Council of Europe

Consultation on Cultural Routes in the Baltic Sea Region (EUSBSR)

Creation of new cultural routes and strengthening of certified Cultural Routes

26-27 March 2019. Helsinki, Finland

Korjaamo Culture Factory.
Töölönkatu 51 A–B, 00250 Helsinki, Finland

WORKSHOP 2 “THE DEVELOPMENT OF NEW CULTURAL ROUTES IN THE BALTIC SEA REGION: MARITIME HERITAGE / TRACES OF ICE AGE”

Moderator: PIEKARSKA DURAJ Lucja, PhD, Expert on Cultural Routes, Assistant Professor, Institute of European Studies, Jagiellonian University

INTRODUCTION

In **route tourism** theme is the main framework of reference allowing for interpretive management of available resources, **developing outreach strategies or constructing a strong brand**. When memories are born, storytelling becomes a part of tourist experience as a way of getting involved in planning travels and – later- living them. Yet, in the era of Internet, mobile phones and TV series, the way of obtaining information seizes to follow a linear model with clearly constructed guidelines, heroes or obvious interconnections. On the contrary, narrativity in the cultural routes becomes more network based, multi-vocal and immersive. How to use the potential of thematisation with respect to these circumstances? How can storytelling be developed to address the needs of travellers, local communities, but also regional and European institutions who all expect to be engaged in route creation?

First, the focus will be put on the **resources**, and more specifically on their **diversification**. Then, ways of structuring the hybrid resources will be discussed in the view of understanding both clients' and organizing institution's needs. Then the model of project management cycle will be shortly introduced with highlight on deliverables and user experience perspective.

The routes will be approached as ways of structuring the diversity of: various places, images, knowledge, and visitors' experience. To highlight the narrative potential of route tourism, some **storytelling techniques** will be shortly examined. **Mapping new themes** in relation to tourist experience will conclude the workshop.

MAIN OBJECTIVES

The workshop will be an opportunity to exchange experiences, communicate visions, and formulate challenges faced when new cultural routes are developed. While those who have been successful in the business will be able to shed light on their activities, some brainstorming related to the new routes will hopefully allow to reveal their potentials and challenges they face.

The main goal of the workshop is to discuss some techniques of storytelling as a way of developing themes in cultural route tourism, specifically in its design and creation of tourist experience. The focus will be put on the need for heroes (individual and collective ones), imagery of the route related theme and designing experiences for tourists and thematisation defined as building cognitive networks.

Understanding cultural routes as ways of structuring diversity will be examined and a model of project management cycle will be presented to accompany this concept in a practical way.

KEY QUESTIONS TO BE ADDRESSED

First, the focus will be put on the resources, and more specifically on their diversification. Then ways of structuring the hybrid resources will be discussed in the view of understanding both clients' and organizing institution's needs. Then the model of project management cycle will be shortly introduced with highlight on deliverables and user experience perspective.

Main questions to be addressed are:

- What is **thematization** and how can this idea be applied **in designing new cultural routes**?
- What are the **tools of storytelling** which can structure the diversity of available experiences in cultural route tourism?
- How exactly can cultural routes profit from storytelling and narrative techniques?
- How can themes be developed in **long term perspective of interpretive planning**?

REFERENCES

- Gabriel, Y. (2000) Storytelling in organizations: facts, fictions, and fantasies. New York-Oxford: Oxford University Press
- Licaj, B. Storytelling and cultural tourism. Valorisation of past identities, [https://www.academia.edu/17749627/Storytelling and cultural tourism. Valorisation of past identities](https://www.academia.edu/17749627/Storytelling_and_cultural_tourism._Valorisation_of_past_identities)
- http://www.nordicinnovation.org/Global/Publications/Reports/2010/201012_StorytellingAndDestinationDevelopment_report.pdf
- Gottschall, J.(2012)The Storytelling Animal: How Stories Make Us Human, https://www.sle-berlin.de/files/sle/TRAINING/PCM_Train_Handbook_EN-March2002.pdf