

## THE SURVEY IN THE HERITAGE IN MOTION - HeiM PROJECT

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The purpose of this survey was to gather opinions of the target group of 50+ on different issues relating to cultural heritage that will be of help in developing training material for defining and designing heritage routes for older adults using new technology on computers and smartphones.

Based on the survey results, each partner made a national report. The results were then discussed during expert meetings and second project meeting in Reykjavik (July 2019).

The conclusions drawn from the survey results and the recommendations of the committees of experts will be included in the on the next steps of the project. All partners prepared a national report with the survey outputs which will be published on the project 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 cultural heritage –which make it a fundamental part of European society's development.*



## 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 likewise 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 museums and art galleries —they can acquire new knowledge about cultural heritage both locally and at a European level in that way. 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 dedicated 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) to 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.



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



*The results of this survey will be used to prepare a course for guides in autumn 2019.*



## CROATIA

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

Before summer holidays and before everyone in Zagreb goes to the Adriatic Sea, and working group to Island we organized a 3rd meeting of the Committee of Experts in Zagreb. The meeting took place on 4th of July and the reason why we met was to inform our experts about latest news concerning HeiM project.

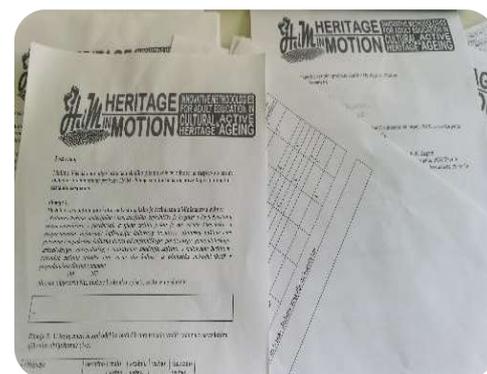


### SURVEY IN CROATIA

Last time we met (in March) we discussed prospective active tours and a survey for the targeted age group. In the meantime we have conducted a survey between May 22nd and July 7th this year and 109 respondents aged 54+ participated in it. But this was not the only survey we conducted; there was also the one that was sent to the experts. During our meeting we presented the experts with results of both of these surveys. It was interesting to learn that both the experts and 54+ respondents chose the same active tours as more attractive ones. These tours were natural heritage and architecture. Since these types of tours take time it's no wonder that respondents opted for 3 to 5 hour tours, of course a coffee break or lunch break including. Before we said goodbye we agreed that in the future development of the tours we should definitely have two or three of them overlap because we believe that for our future visitors that would be of more interest and in the same time it would give them an opportunity to learn about our history, culture, and art in a very diverse way.



*The purpose of this survey was to gather opinions of the target group of 50+ on different issues relating to cultural heritage that will be of help in developing training material for defining and designing heritage routes for older adults.*



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

## 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 50 years and older on the U3A Reykjavik Facebook page.

Most of the answers reflect the opinions and attitudes of women, around the end of employment, and the answers as a whole reflect the opinions of relatively healthy and fit people, people familiar to computers and smartphones, and strongly reflect the opinions of people 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 ranked highest among the responders. This was true both for heritage in Iceland and visiting other European countries (Croatia, Poland and Spain).

Of proposed local tours, various themes of historical places in the capital area got the highest score, old and new cultural and power centers, both spiritual and secular, came second and important buildings and architecture third. Heritage tours about dark heritage, such as shipwrecks and war memorials got the least response.

Most of the preferred active routes were in the Reykjavík area but also in all parts of Iceland. Routes to museums, cemeteries, buildings and theatres were mentioned for Reykjavík, and history and historical routes and routes connected to nature were the most common answer for routes in other parts of the country.

### DURATION OF TOURS, OBSTACLES AND SKILLS OF GUIDES

Over 60% of respondees found 3 – 5 hours the most suitable duration of tours. A high proportion of them did not experience any major difficulties when visiting sites of cultural heritage or learning about it. In order to make such visits more accessible it is important to consider pricing and having consideration for persons with special needs in mind. Communication skills of guides and the knowledge of the content scored highest and digital skills lowest.

### CONCLUSIONS

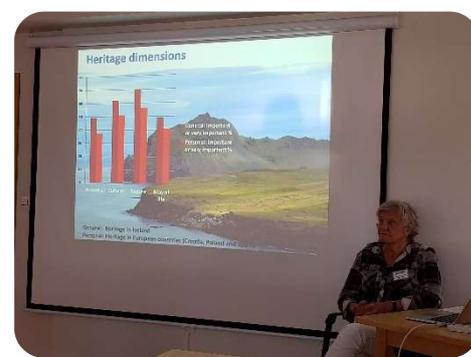
The results are on the whole in good correspondence with the ideas of cultural routes the Icelandic team and the experts consulted, have been developing, that good examples for routes for 50+ are routes where history and culture are brought together.

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*The HEiM, Heritage in Motion, project aims at developing culturally interesting routes suitable for people over 50 years of age; namely:*

- choosing places of cultural importance to visit;
- preparing guidance
- presenting suitable information about that place.

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*The subjects were presented with a list of different categories of the cultural heritage, and asked to state in general how much importance each of them should be given when developing cultural routes.*

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## POLAND - survey conclusions

The survey was addressed to people aged over 50 in Poland. Questionnaires were sent to students of the TDW University of the Third Age in Warsaw, moreover 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 done and preliminary work with the help of specialists in the four partner countries was carried out (the Committee of Experts). In the 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 to prepare a course for guides in autumn 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, of which 83 % were women, which reflects the gender proportion among U3A students.

### CONCLUSIONS

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 learning processes of adults: learning about, for and through heritage.

*Partners are analysing and evaluate the research, the process and the outcomes.*



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



*The results of this survey will be used to prepare a course for guides in autumn 2019.*

## Next actions

### TRAINING PROGRAMME

Training programme for cultural operators within the project Heritage in Motion (hereinafter HeiM).

With the help of experts, in the coming months we will select and develop a small number of experimental cultural routes, containing all four dimensions of content; history, culture, nature and lifestyle that will be developed in the planned training program on methodology and how to define and develop the routes to Icelandic cultural heritage using modern technologies.

20 people per country will be trained to perform conduct the research project on the different routes, being taught to use different tools and technological resources that they will need to prepare the research in the process. After finishing training programme students will be able to independently conduct a research on active cultural heritage routes, describe these routes in English language, walk these tours and then introduce possible changes in these routes. Also they will be able to estimate how long do tours last (on foot, using public transportation or on bicycle). Older adult students will also know how to upload these routes, photographs and other important information on WIKILOOC.

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*The piloting which will be focusing on applying innovative educative methodologies, so that senior students will be responsible and implicated in their own learning; thus enhancing their autonomy and their commitment.*

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