

Place Identity and Destination Image

Developing Heritage Interpretation in European Regions

Foundation of Interpret Europe – the European Association for Heritage Interpretation

International Workshop 11 -14 July 2010 in Cerkle na Gorenjskem, Slovenia
arranged by the Interpret Europe Initiative
and the Slovenian Network for Heritage Interpretation

Europe is a continent of extraordinary rich natural and cultural diversity, and Slovenia represents much of this great diversity within a small country. For Slovenia, as well as for Europe as a whole, heritage plays an important role by fostering regional identity against a background of increasing globalisation.

In addition natural and cultural heritage is the most valuable 'capital' for sustainable tourism development. The expertise of heritage interpretation professionals is a key competence building upon the value of heritage while also helping to conserve it for enjoyment by future generations.



Foundation Assembly of Interpret Europe

In this context, the foundation of a European association for interpretation has been awaited for a long time, in order to foster professional development in Europe and to encourage international cooperation and exchange across all of Europe (and beyond).

This July, the Interpret Europe foundation assembly will take place in Slovenia, one of the most appropriate locations for such an event. Here Mediterranean and Central European cultures merge, high Alpine mountains come close to the sea.

Slovenian Regions meeting Europe - Europe meeting Slovenia

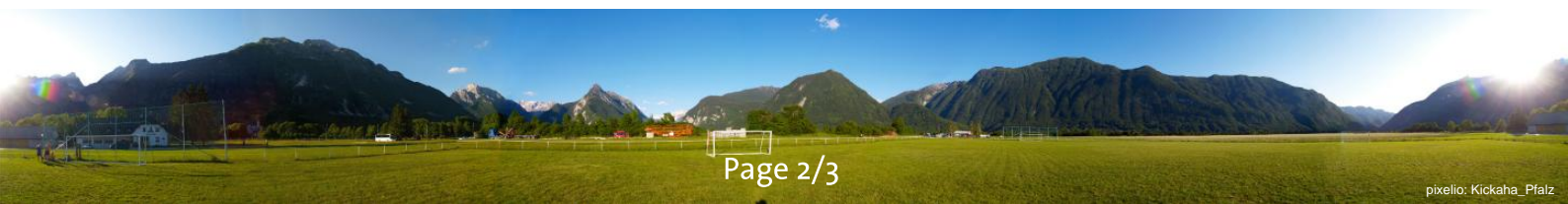
The foundation event will be combined with an international workshop which will offer a real hands on interpretive planning experience in different parts of Slovenia.

This workshop will bring together international experts in interpretation and enthusiastic younger interpreters with Slovenian stakeholders who are involved in developing heritage interpretation in their regions. Their work forms part of the Slovenian Network for Heritage Interpretation. Small group visits to different Slovene regions will provide mutual benefits from exchange of experience and discussion of challenges and opportunities. We look forward to many creative ideas and innovative solutions emerging from this collaborative effort.



Programme

- 11th July** Arrival
Registration (beginning at 16:00)
- 19:00** Informal welcome reception
- 12th July** **All day:** Practical visits in small groups to different Slovene regions. Hands on experience of interpretation and communication planning at heritage sites. Discussion of, and advice for, regional interpretive strategies which are part of the Slovenian Network for Heritage Interpretation.
- Evening:** Meeting of the groups for a typical Slovene countryside dinner
- 13th July** **Morning:** Conclusions gained from technical visits to Slovenian regions.
- Afternoon:** Presentations from other European countries and regions
- Evening:** Visit to Ljubljana
Guided tour followed by dinner on your own
- 14th July** **Morning:** Approaches to the professional development of heritage interpretation in Europe
- Afternoon:** Foundation Assembly to launch Interpret Europe as a formal association
- Evening:** Lively dinner to celebrate the progress we expect to make!
- 15th July** Departure





Venue



DVOR JEZERŠEK
Hotel - Brnik 1768
4207 Cerklje na Gorenjskem

www.dvor-jezersek.si

The hotel is situated close to Ljubljana international Airport.

Workshop participants who book the hotel room before 1. June 2010 will benefit from the special rate for *Interpret Europe* delegates. Please mention this in your reservation.

Single room: 63 € per night incl. breakfast
Double room: 91 € per night incl. breakfast

Daily surcharges:
1,01 € tourist tax / 0,05 € insurance

Costs

The workshop is free.
However, we ask for a donation to help towards the costs of student delegates and others with limited financial resources and to contribute to the initial costs of setting up *Interpret Europe*. We suggest 50€ if possible, more if you can afford it. Please tick on the boxes in your registration form.



pixelio: Jasminka Becker

All other delegates, however, will be expected to pay in full for their travel costs to Ljubljana, hotel accommodation and meals other than those hosted by the Slovenian Network for Heritage Interpretation which invites participants to the welcome reception, daily lunch, the excursions and dinner on the last evening.

This event is being made possible within the framework of the Slovenian Network for Heritage Interpretation as a result of support from the European Social Fund in Slovenia.

Call for presentations

Please indicate in the registration form, by 30 May, if you wish to make a presentation during the workshops on
Current developments in interpretation in European countries or regions and/or
Approaches to professional development of heritage Interpretation in Europe

Contact

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