



RE-designing access to Cultural Heritage for  
a wider participation in preservation, (re)use  
and management of European culture



# Aims, Method, Expected Results

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The project utilizes a combination of methods with an emphasis on qualitative ones that enable the participants to be involved as much as possible.





The most useful methods for us are:

- Participatory methods
- Ethnographic methods

They have a lot of common:

The academicians do not evaluate some particular data separately from the actors. They are involved to contexts, experience processes and try to find together with the actors the best solution. Their role is to optimize the discourse.



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Rephrasing James Clifford: The role of academician in the research is to be ethnographer without an ethnographic authority (Clifford: On Ethnographic Authority).

At least in this case academicians respect that the best experts for local conditions and local relations are the local people.

At the same time academicians expect, that local people master a local knowledge. The aim of academicians is to connect locals with people of more general national and international experience and with locals from different places.



This is the reason why we have chosen and enhanced a dialog between very different actors. The big heritage institutions directed by the state such as National Heritage Institute, or a big touristic agencies on one hand, and the NGOs from little towns on the other hand, or actors from famous heritage complexes.

## The best techniques how to collect data:

- to observe
- to make interviews
- to freely speak to people
- to organize focus groups
- to let people act and assist them in their activities

**Quoting George Marcus: follow the people  
follow a “thing,” a metaphor, story, life/biography, or conflict.**

Of course, the data are very subjective, transferable with difficulties and thus self reflection is important in these project, where academicians make positioning of themselves and assess how they are accepted by actors and what is their role inside the context that is explored.





- Some of our knowledge we would like to materialize, but it will be the matter of presentation of my colleague.





Our activities are at the same time a basic research and applied one.

The focus is put on the praxis-based side of research.

Our aim is also to spread good examples, new experience and innovative activities that are useful for all of actors.



What kind of benefit the research should bring?



- The key words of the project are sustainability, resilience and adaptability.
- The heritage activities should create harmonious environment for a long-term surveillance.
- The profit of locals in the key interest.
- The heritage of one segment of people should not harm other one.



- Sustainability means also exchange among generations, possibilities for all generations.
- Another key word is authenticity.
- Authenticity does not mean fossilization but new meanings that issue from local everyday situation, needs and demands of local people.

Researchers and actors should cooperate with a **critical mapping** of the situation that would make Europe's cultural heritage **meaningful**, **revitalize it**, re-use it to give it **new meanings**.



Dialogue phase:

1. Set up the agenda
2. Target groups communication: local residents, organizers of cultural heritage activities, providers, managing components
3. Critical mapping - naming the current state, localizing problems, identifying successful paths



- This type of research require to follow some ethical measures.
- Do not harm the interested parties
- Maintain their dignity
- Keep their anonymity if they wish
- Discuss individual outputs with them
- Create an atmosphere of mutual cooperation
- Allow all stakeholders to benefit from the results of joint efforts



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**Thank you for your attention**

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