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Rural Heritage TRAINING COURSE for staff (C1)

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CONCLUSIONS:

- 1) There may be different concepts of cultural heritage. Europe developed its own concept of cultural heritage, which relies on the current holistic approach to heritage integrating tangible, natural and intangible heritages.
- 2) European cultural heritage represents the Europe's cultural unity and its rich diversity on the levels of Member States, regions and localities and is a means of integration, in which diversity is considered as an asset.
- 3) Regional heritage is crucial, because it links national and local heritages and contributes to the shared European heritage and identity through the preservation and promotion of particular values, tangible properties, natural reserves and intangible, cultural and social practices.
- 4) The rural heritage is an important source of economic, social and cultural innovation and exploiting its huge potential can be useful not only to emancipate and integrate communities but also for revitalisation of rural areas.
- 5) The landscape represents an important facet of rural heritage as well as an interesting resource to be used in heritage interpretation since it clearly shows different interrelationships between natural and cultural elements of heritage that are easily fixed in our emotional memories.

- 6) Professional skills focused on rural heritage and active methodologies based on heritage interpretation and exploration of emotions should be strengthened to improve their incorporation into museums, heritage interpretation centres and other interpretive programs, which will help to improve the visitor experience, bringing the public closer to a place in a different way, creating a true links, both emotional and intellectual, with the explored rural heritage.
- 7) Heritage interpretation techniques have many areas of application, not only in tourism, but also in management and conservation of heritage, in the educational field (as an attractive learning strategy) and in rural development, connecting local people with visitors through strategies in which both become protagonists. Heritage interpretation allows sites or resources to be presented to the public by making connections between heritage elements, the experiences and needs of local people and the expectations of visitors.
- 8) Heritage interpretation it an important tool for transformation of reality and heritage conservation. Its main aims are attitudinal change, affective involvement, participation in actions, and understanding consequences of actions of participants.
- 9) Local population can be involved in interpretation activities that provide a global vision of the heritage and serve to strengthen the sense of belonging to the site through knowledge and appreciation of one's own heritage, while helping to understand the benefits that its conservation has for the community.
- 10) Heritage interpretation enhances services that can represent an economic income and therefore can become a powerful means of local development, generating main or complementary income, through various services (local guides, shops selling local products and handicrafts, visits to producers, recovery and enhancement of local heritage, etc.).
- 11) Passion and enthusiasm are essential characteristics when developing initiatives for the recovery, conservation or interpretation of rural heritage, both tangible and intangible, as was shown through some of the practical experiences during the training course.

