



Local Citizens and local heritage

- Local citizens play a vital role in cultural heritage by participating in management, conservation and promotion, which fosters sustainability and strengthens community attachment to heritage sites.
- This involvement is driven by the understanding that local communities possess unique knowledge and connection to their heritage.
- Local citizens are ideal tourist guides because their intimate, personal knowledge of a place's history, culture, and hidden gems provides unique, authentic experiences that enhance a visitor's understanding of the destination.



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Methods for local citizens engagement include, i.e.:

- **Heritage walks**
- **Storytelling**
- **Supporting community initiatives to identify, preserve, and transmit traditions, ensuring that heritage management is inclusive and beneficial to local populations**



FARO CONVENTION

Section III Shared responsibility for cultural heritage and public participation

Article 11 – The organisation of public responsibilities for cultural heritage

In the management of the cultural heritage, the Parties undertake to:
[...]

- c) develop innovative ways for public authorities to co-operate with other actors;
- d) respect and encourage voluntary initiatives which complement the roles of public authorities;
- e) encourage non-governmental organisations concerned with heritage conservation to act in the public interest.



FARO CONVENTION

Section III

Shared responsibility for cultural heritage and public participation

Article 12 – Access to cultural heritage and democratic participation

The Parties undertake to:

a encourage everyone to participate in:

- the process of identification, study, interpretation, protection, conservation and presentation of the cultural heritage ;
- public reflection and debate on the opportunities and challenges which the cultural heritage represents;

b take into consideration the value attached by each heritage community to the cultural heritage with which it identifies;



FARO CONVENTION

Section III

Shared responsibility for cultural heritage and public participation

Article 12 – Access to cultural heritage and democratic participation

The Parties undertake to:

c recognise the role of voluntary organisations both as partners in activities and as constructive critics of cultural heritage policies;

d take steps to improve access to the heritage, especially among young people and the disadvantaged, in order to raise awareness about its value, the need to maintain and preserve it, and the benefits which may be derived from it.



Implementation process of HERITAGE WALK

Stage one – theoretical discovery:

- Hold meetings with experts – historians, scientists and so on – with whom an initial reconnaissance can be made of the possible themes selected by the author and the possible route (involving a field trip)
- Understand local priorities linked to the chosen themes
- Research and document each theme.



Implementation process of HERITAGE WALK

Stage two – sensitive discovery:

- Discover the route identifying places that awaken emotions, convey meanings or offer surprises, especially by identifying and discovering what is closed, forbidden or concealed.
- Ask local residents and users of the sites along the route for information concerning these places and the possibilities of organising visits of the premises or of presenting them.
- Identify three or four priority sites, those of particular significance or associated with key testimonies.

It is at this stage that the pleasure aspect of the walk, its content and its rhythm are identified. The testimonies may take the form of personal accounts, pictures of sites, sound recordings and so on.



Implementation process of HERITAGE WALK

Stage three – deconstruction:

- The chosen priorities are verified with persons familiar with the neighbourhood itself: users, officials, residents.
- Identify what is important in their eyes and what was deemed important in theoretical terms.

This stage makes it possible to construct, deconstruct and reconstruct the walk, so that it is as well integrated as possible in the local context. It also helps to identify people who can intervene in the course of the walk (at a given site or along a section of the walk, but not throughout the walk, which is not a guided tour).



Implementation process of HERITAGE WALK

Stage four – implementation:

- Identify a key theme for the walk (sorting through the possible themes and choosing just one, as it is not possible to cover everything in a single walk).
- Clarify the target audience and number of participants: local residents, the general public, school pupils, etc.
- Trace the route while identifying key sites, persons who can intervene and operational aspects (duration, points of passage, authorisations needed). Those who intervene should not be specialists or heritage experts, but people who keep the heritage alive and live it on a daily basis: residents, business people, pensioners and so on.



Implementation process of HERITAGE WALK

Stage five – organisation:

- Prepare a few illustrations of the key sites identified: maps or floor plans, photographs of residents, iconography and so on.
- Preparation: time the actual walk so as to know its duration and the time needed at each stop-off point. The choice of the starting point is also very important as the first signal sent to participants.
- Identify a point of contact for possible feedback from participants (email address).
- Prepare means of communication.



Implementation process of HERITAGE WALK

Stage six – sustainability:

- Plan to record the testimonies (video or sound recordings and written documents), gather and classify information and other materials (photos, images, plans).
- Exploit this knowledge using media such as Google Earth (which could show the route), Wikipedia (putting information on line) or publications (books, CDs, press articles, website articles)
- European Heritage Days: this is an event which makes it possible to situate the walks in a European context and to maximise their visibility.



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FARO CONVENTION

The operators running the Faro application

Patrimoines et création 1st district of Marseilles :

<http://patrimoinesetcreations23.blogspot.it/>

Association Bel Horizon (Oran, Algeria) :

<http://www.oran-belhorizon.com/>

Association Faro Venezia (Venice, Italy) :

<http://farovenetia.wordpress.com/>

Hôtel du Nord cooperative (Marseilles, France):

<http://hoteldunord.coop/>