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Savonlinnan
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Heritage & Community

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Heritage and Community

personalized perception of a place → unique destination → generate pride, become cherished, viewed & protected as heritage (Szymańska, Grzelak-Kostulska and Hołowiecka, 2009)

both personal and **community** involvement can be defined in the identification, evaluation and safeguarding steps connected to cultural heritage (Rapport and Overing, 2000)

Institutionalized cooperation and management can ensure sustainability (legally, economically, communication-wise etc.) (Fejérdy, 2019)



Actors, involved participants

- Locals (living, working at the location)
- Targeted audience (tourists?)
- Experience creators (interpreter)
- Subject of heritage (craftsman)
- Political leadership (ensure legal protection)
- Business representatives (economic sustainable, capitalization heritage)
- Heritage experts (nature park)
- Tourism, regional development professionals
- Etc.



- varied expectancies, requirements (such as inhabitants as locals but not owners)
- new self- or community understanding construction (Bhabha 1994)
- a thorough shared understanding of the property by all stakeholders [...] the involvement of partners and stakeholders (UNESCO, 2005)

Communication, knowledge-sharing and networking



- Types of categorization or grouping of actors can be diversified (e.g. relation to heritage, as a communication model)
- actors themselves should consciously choose their roles regarding the given heritage, meaning personal involvement not just on visitor side but all participants (Lustig, 2009)
- satisfaction in leisure time and business efficiency

Constant commitment and sustainability

Cooperation and not unification



Topics, tasks

- Nature as experience, asset and value
- Connect (transport, participants' network, (digital) communication)
- Preventing mass tourism (diversity of services)
- Sustainability (human resources, capacity, continuous commitment)
- Knowledge sharing (authenticity)
- Check protection (legal, safety etc.) requirements
- Check local experts/involvement
- Connect natural and human/cultural value
- What can be shared – how to capitalize
- How to combine all actors



Recognis[ed] the need to put people and human values at the centre of an enlarged and cross-disciplinary concept of cultural heritage [...] Convinced of the need to involve everyone in society in the ongoing process of defining and managing cultural heritage.” (Council of Europe, Faro Convention, 2005)



Thank you for your attention!

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