

[View this email in your browser](#)



SMARTIMONY and the UNESCO Methodology – 2nd part

Heritage Significance Assessment: a methodology to understand and unlock resource inherent values.

In the previous number of SMARTIMONY newsletter, we informed the readers about the UNESCO methodology chosen by the SMARTIMONY project partnership in the mission of facilitate the perception of the intangible nature of a heritage place by the visitors, aka heritage consumers in the Greece-Albania cross-border area.



This decision was taken by the partners as a response to the need of the local tourism stakeholders to improve their tourism destinations performance.

The value-based approach according to this methodology relies on understanding and unlocking the resource inherent values such as historic, aesthetic, scientific, research or technical, social or spiritual. This process consists of a complex layering of information presentation until it is ready to perform as a concrete entity in the cultural heritage consumer's eyes.

In this perspective the SMARTIMONY partners have progressed towards the adaptation of the Heritage Significance Assessment Toolkit, the first step required for the information collection. The Heritage Significance Assessment Toolkit is helping the partnership to assess the significance of tourism resources at 40 geolocations in the Project Area by using comparative criteria such as: provenance, representativeness, rarity, condition, completeness or intactness and integrity of each resource. It is transferring validated knowledge on how to utilize the heritage and deliver visitor friendly, physically, economically and intellectually accessible heritage attractions, which meet visitors' needs and market requirements, while maintaining their authenticity and integrity.

The toolkit is currently being used by all SMARTIMONY Partners for the design and delivery of 40 integrative tourism selling points in the Project Area thus producing an inventory of cultural products and services. 40 Statements of Significance are currently being completed across 40 geolocations in Greece (EL54) and Albania (AL033). 10 Statements referring to 10 geolocations located in the suburbs of Gjirokastra, Albania are already completed. These geolocations amongst others include the famous ancient site of Antigonea, the Church of the dormition of the Monastery of Theotokos in Goranxi, the ancient theater of Adrianoupolis, the church of Saint Mary in Labova e Kryqit, the Fortress of Libohova, etc.

The HERITAGE SIGNIFICANCE ASSESSMENT TOOLKIT includes the following values:

- National (historic-archeological-natural heritage) values with fundamental character, expressing the cultural and artistic identity of a country.
- Cognitive and educational values, due to the fact that immovable and movable objects of heritage store multiple historical, art information, about the building processing techniques, and development of artistic professions and crafts;
- Artistic and memorial value, which focuses on art styles, their means of expression, the techniques used. They remain as historical evidence of ages or lifestyles of some missing generations. The memorial character is amplified especially when besides the architectural edifices there are no written traces, especially since these items may not be renewed;
- Economic value that can be expressed by their economic capitalization, the possibility of attracting visitors or capitalizing monuments through tourism.

Follow us on the next number of this newsletter for more information on this topic.

Questionnaire to investigate the Cultural and Creative Industries in the suburbs of Gjirokastra

During the month of April 2021, the RCDC Albania www.rcdcalbania.org conducted a survey to investigate the Cultural and Creative Industries in the suburbs of Gjirokastra.

This information-gathering activity was accomplished in the frames of the **SMARTIMONY Project "Support stakeholders tackle strategic innovation in tourism in peripheral, remote and sparsely populated areas with resilient heritage offers and place-based investments in the Cultural and Creative Industries"**.

Funded by the **INTERREG IPA CBC GRAL/1,2/2619/2017**, the purpose of this quantitative nature Survey was to gather critical and statistically-reliable data on the employment and revenues in the Creative Industries and to assess the impacts of COVID-19.

The Focus of the Survey were the **Producers of the Cultural and Creative Industries as well as Traditional Creative Industries** in the area of the project.

The process of preparation the questionnaire was led by the University of Ioannina and translated by the partners in the respective languages. Online and onsite interviewing was conducted with 30 local producers in Gjirokastra while 30 more are being interviewed by the University of Ioannina. So far 60 producers from the Cultural Creative Industries interviewed by The University of Ioannina and RCDC Albania have provided valuable information.

The Survey investigated a broad range of creative industries including Film, TV and radio, Photography, writing and publishing, Fashion, jewelry makers and textile design Visual arts, music, theatre and comedy, Dance, circus, opera and orchestra, Artists VR/AR, Games publishing and development, Libraries, art galleries and museums Set, lighting and production design, etc. Traditional Creative Sector on the other side was focused on Pottery makers, Glass Makers, Stone Masons, Wood carvers/Carpenters, Painters/Icon Painters, Traditional Jewelers/Silver Smithing, Straw weaving, Equestrian accessory makers, Musicians/Singers/Polyphony/Minstrels/Poets, Final Agricultural Products (aesthetic formation) Builders (traditional housing), Weaving/lace/knitting/embroidery/traditional costume makers, etc.

The results of this questionnaire are aggregated with the results of the rest of the partners and will be communicated through this newsletter and all the media of the project.

Follow us for more on this topic.



The 14th Project Partner meeting

In April 13 2021 the SMARTIMONY project 14th Partner Meeting was conducted remotely. These meetings are held regularly every almost 2 weeks since the ignition of the project implementation and are moderated by the University of Ioannina, the Lead Beneficiary of the project. Recordings and minutes distributed to partners are a routine that contributes to the sound implementation of these meetings. During these meetings the partners discuss issues regarding the project progress, coordinate partners' actions and exchange ideas on the adaptation of tools and techniques applied.

During the 14th Partner Meeting the main topic was the discussion of the final version of D.4.4, The Producer Survey and the adaptations needed to be made to the questionnaire by the partners accordingly.

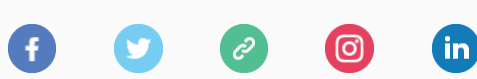
In this respect the local knowledge provided by the RCDC expertise in terms of modifications of the master questionnaire document proved valuable especially towards the defining of the categories of creative producers in the suburb areas of Gjirokastra that would participate in the Survey. These discussions lead to a better advancement of the project implementation. The partners are meeting for the 15th time later in May.

REPOSITORY OF SMARTIMONY DESIGNATED MONUMENTS enriched

The **REPOSITORY OF SMARTIMONY DESIGNATED MONUMENTS** has been enriched by 10 video and areal video footages and 100 photos of Gjirokastra heritage places. This action undertaken by RCDC for 10 out of 20 monuments located in the region of Gjirokastra.

This repository will be continuously enriched with will information and materials that contribute towards the evaluation of the 40 project's monuments according to their significance at: SPATIAL (global/national/regional/local), SCIENTIFIC (research, technical), SOCIAL (historic/aesthetic/community), and INTANGIBLE (tradition/religion/rites/beliefs/lifestyles) level.

The aim of having such a repository in place is to lead tourism businesses design and offer exceptional heritage experiences for 40 selected monuments.



Project co-funded by the European Union and National Funds of the participating countries

This email was sent to marystyl@kic.uoi.gr
[why did I get this?](#) [unsubscribe from this list](#) [update subscription preferences](#)
 RCDCAlbania · Tirana Albania · Tirana 1001 · Albania

