

# 04. Cultural Heritage

Faculty of Art & Design  
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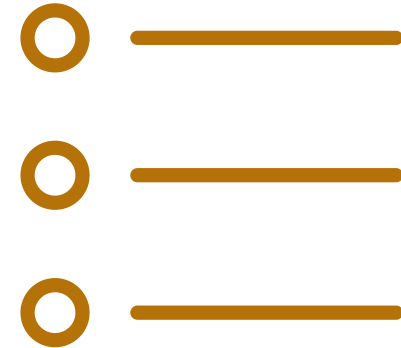


## Mobile Media Design



# Summary

1. Cultural Heritage	3
2 C.H. Organizations	14
3. C.H. and Tourism	49
4. C.H. in Germany	71
5. C.H. in Weimar	79
6. Weimarpedia	102
7. App Project	113
8. Home Task	133
9. References	143



# Cultural Heritage

SAL



# Cultural Heritage

What is Cultural Heritage?

# Cultural Heritage

***Heritage is 'our legacy from the past, what we live with today, and what we pass on to future generations. (...)***

Our cultural and natural heritage are both irreplaceable sources of life and inspiration.

They are our touchstones, our points of reference, our identity.

(World Information Heritage Kit, UNESCO 2008)

# Cultural Heritage

There are, in essence, two aspects of the cultural heritage to be preserved: the **tangible** and the **intangible** elements.

# Cultural Heritage: Tangible

The **tangible** one can be divided in  
“Immovable heritage” – being land or land-based resources, such as  
buildings;



# Cultural Heritage: Tangible

and “Movable heritage”, touchable resources that can be detachable and transported from one place to another, as objects, documents, etc.





# Cultural Heritage: Tangible

- Includes buildings and historic places, monuments, artifacts, etc., which are considered worthy of preservation for the future.
- These include objects significant to the archaeology, architecture, science or technology of a specific culture.

[www.unesco.org](http://www.unesco.org)

(Cantoni, 2015)

# Cultural Heritage: Intangible

The **intangible** heritage is the non-material elements, such as culture, stories, language, dance, etc.

(Ontario - Ministry of Municipal Affairs and Housing, n.d.).



# Cultural Heritage: Intangible

- Safeguarding **intangible heritage** is the protection of cultural identities and therefore the cultural diversity of humankind.
- It has become one of the priorities of UNESCO in the cultural domain.

# Cultural Heritage: Intangible

- The intangible cultural heritage is transmitted from generation to generation, and is constantly recreated by communities and groups, in response to their environment, their interaction with nature, and their history. It provides people with a sense of identity and continuity, and promotes respect for cultural diversity and human creativity.

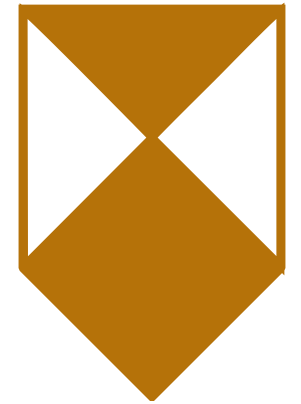
# Cultural Heritage: Intangible

The Convention for the Safeguarding of the Intangible Cultural Heritage defines the intangible cultural heritage as

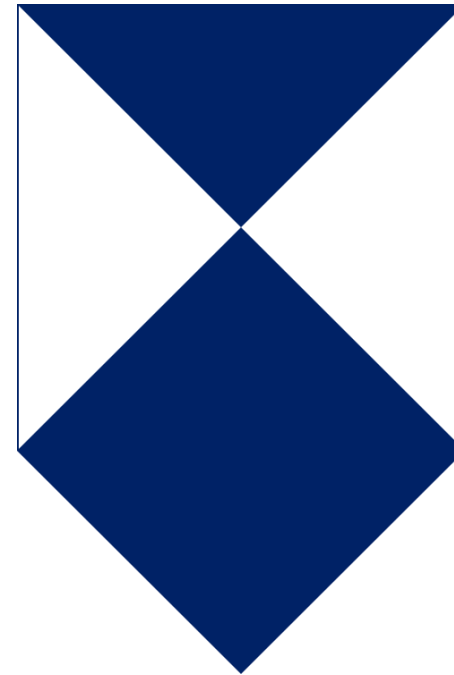
- *'the practices, representations, expressions, as well as the knowledge and skills (including instruments, objects, artefacts, cultural spaces), that communities, groups and, in some cases, individuals recognise as part of their cultural heritage.'*

# Cultural Heritage Organizations

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# Cultural Heritage: Organizations



# Cultural Heritage: Organizations



- *“The Blue Shield is the cultural equivalent of the Red Cross. It is the protective emblem specified in the 1954 Hague Convention (Convention for the Protection of Cultural Property in the Event of Armed Conflict) for marking cultural sites to give them protection from attack in the event of armed conflict. The Blue Shield network consists of organizations dealing with museums, archives, audiovisual supports, libraries, as well as monuments and sites”.*  
(“About The Blue Shield,” n.d.)



# Cultural Heritage: Organizations



# Cultural Heritage: Organizations



# Cultural Heritage: UNESCO



**UNESCO's  
World Heritage Sites**  
<http://whc.unesco.org/>



# Cultural Heritage: UNESCO



It is the legacy of physical artefacts and intangible attributes of a group or society that are inherited from past generations, maintained in the present and bestowed for the benefit of future generations

# Cultural Heritage: UNESCO



## The Convention (UNESCO 1972)

Section 1 – article 1: definition of **cultural** heritage:

- Monuments
- Groups of buildings
- Sites

Section 1 – article 2: definition of **natural** heritage:

- Natural features
- Geological and physiographical formations
- Natural sites

# UNESCO World Heritage Sites



*“UNESCO seeks to encourage the identification, protection and preservation of cultural and natural heritage around the world considered to be of outstanding value to humanity. This is embodied in an international treaty called the Convention concerning the Protection of the World Cultural and Natural Heritage, adopted by UNESCO in 1972”.*

(“UNESCO World Heritage Centre - World Heritage,” n.d.)

# UNESCO World Heritage Sites



- A **World Heritage Site (WHS)** is a place (such as a building, city, complex, desert, forest, island, lake, monument, or mountain) that is listed by the United Nations Educational, Scientific and Cultural Organization (UNESCO) as being of special cultural or physical significance.
- The list is maintained by the international World Heritage Programme administered by the UNESCO World Heritage Committee.

# UNESCO World Heritage Sites



- The programme **catalogues, names, and conserves** sites of outstanding **cultural or natural** importance to the common heritage of humanity.
- The 'World Heritage Convention' (UNESCO, Paris 1972) major objective is the *identification, protection and preservation* of **cultural** and **natural** heritage around the world considered to be of '**Outstanding Universal Value**' (OUV) to humanity.



# UNESCO World Heritage Sites



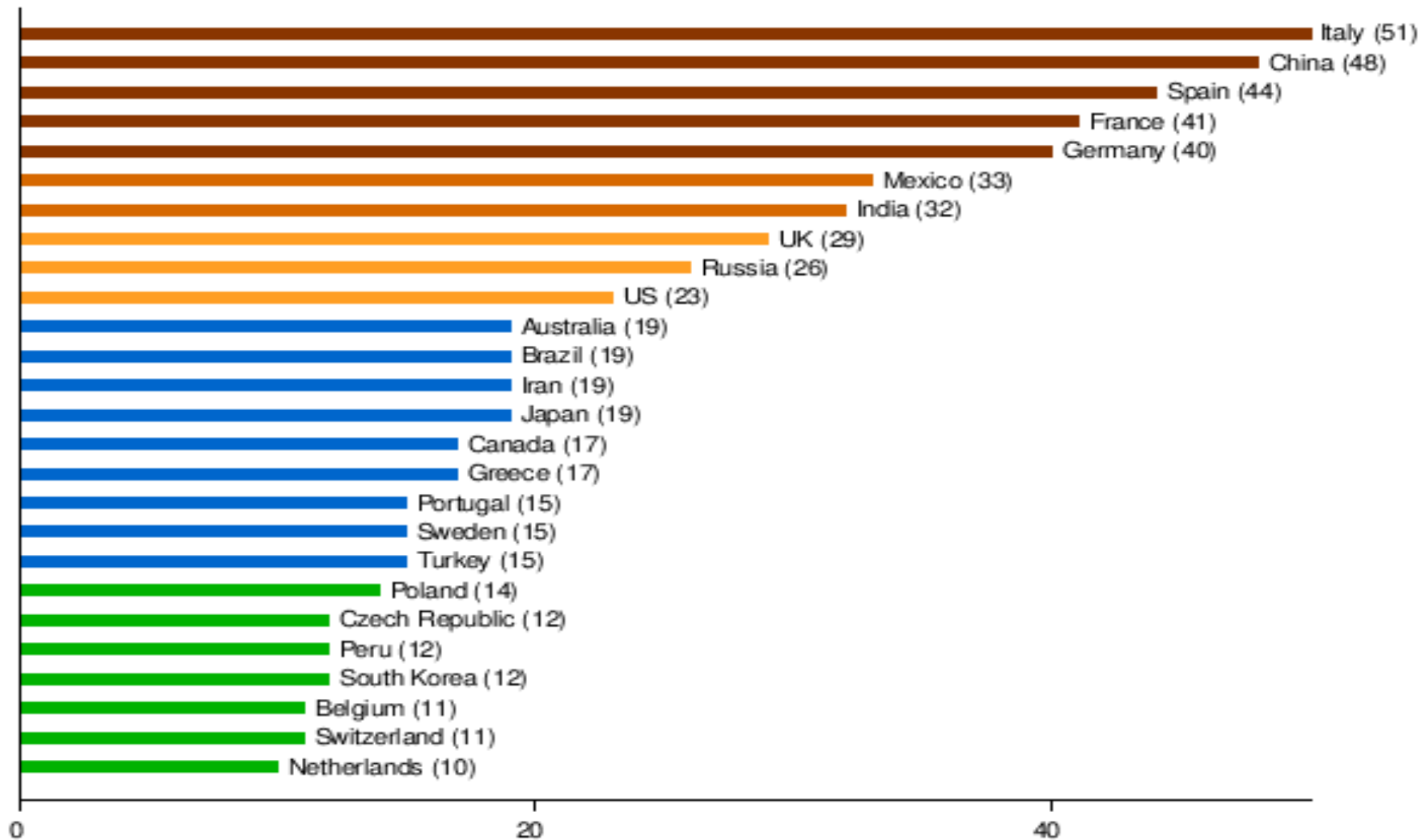
- The World Heritage List now includes 1,031 natural and cultural wonders that are considered to be places of "outstanding universal value (OUV)" composed of:
  - [802](#) Cultural sites,
  - [197](#) Natural, and
  - [32](#) Mixed cultural and Natural



# UNESCO World Heritage Sites



# UNESCO World Heritage Sites



(Mutinda, 2015)

# UNESCO World Heritage Sites



# UNESCO WHS in Italy



## Cultural (47)

- [18th-Century Royal Palace at Caserta with the Park, the Aqueduct of Vanvitelli, and the San Leucio Complex](#) (1997)
- [Sacri Monti of Piedmont and Lombardy](#) (2003)
- [Arab-Norman Palermo and the Cathedral Churches of Cefalú and Monreale](#) (2015)
- [Archaeological Area and the Patriarchal Basilica of Aquileia](#) (1998)
- [Archaeological Area of Agrigento](#) (1997)
- [Archaeological Areas of Pompei, Herculaneum and Torre Annunziata](#) (1997)
- [Assisi, the Basilica of San Francesco and Other Franciscan Sites](#) (2000)
- [Botanical Garden \(Orto Botanico\), Padua](#) (1997)
- [Castel del Monte](#) (1996)
- [Cathedral, Torre Civica and Piazza Grande, Modena](#) (1997)
- [Church and Dominican Convent of Santa Maria delle Grazie with “The Last Supper” by Leonardo da Vinci](#) (1980)
- [Cilento and Vallo di Diano National Park with the Archeological Sites of Paestum and Velia, and the Certosa di Padula](#) (1998)
- [City of Verona](#) (2000)
- [City of Vicenza and the Palladian Villas of the Veneto](#) (1994)
- [Costiera Amalfitana](#) (1997)
- [Crespi d'Adda](#) (1995)
- [Early Christian Monuments of Ravenna](#) (1996)
- [Etruscan Necropolises of Cerveteri and Tarquinia](#) (2004)
- [Ferrara, City of the Renaissance, and its Po Delta](#) (1995)
- [Genoa: Le Strade Nuove and the system of the Palazzi dei Rolli](#) (2006)
- [Historic Centre of Florence](#) (1982)

# UNESCO WHS in Italy



## Cultural (47)

- [Historic Centre of Naples](#) (1995)
- [Historic Centre of Rome, the Properties of the Holy See in that City Enjoying Extraterritorial Rights and San Paolo Fuori le Mura](#) (1980)
- [Historic Centre of San Gimignano](#) (1990)
- [Historic Centre of Siena](#) (1995)
- [Historic Centre of the City of Pienza](#) (1996)
- [Historic Centre of Urbino](#) (1998)
- [Late Baroque Towns of the Val di Noto \(South-Eastern Sicily\)](#) (2002)
- [Longobards in Italy. Places of the Power \(568-774 A.D.\)](#) (2011)
- [Mantua and Sabbioneta](#) (2008)
- [Medici Villas and Gardens in Tuscany](#) (2013)
- [Piazza del Duomo, Pisa](#) (1987)
- [Portovenere, Cinque Terre, and the Islands \(Palmaria, Tino and Tinetto\)](#) (1997)
- [Prehistoric Pile dwellings around the Alps](#) (2011)
- [Residences of the Royal House of Savoy](#) (1997)
- [Rhaetian Railway in the Albula / Bernina Landscapes](#) (2008)
- [Rock Drawings in Valcamonica](#) (1979)
- [Su Nuraxi di Barumini](#) (1997)
- [Syracuse and the Rocky Necropolis of Pantalica](#) (2005)
- [The Trulli of Alberobello](#) (1996)
- [The Sassi and the Park of the Rupestrine Churches of Matera](#) (1993)

# UNESCO WHS in Italy



## Cultural (47)

- [Val d'Orcia](#) (2004)
- [Venice and its Lagoon](#) (1987)
- [Villa Adriana \(Tivoli\)](#) (1999)
- [Villa d'Este, Tivoli](#) (2001)
- [Villa Romana del Casale](#) (1997)
- [Vineyard Landscape of Piedmont: Langhe-Roero and Monferrato](#) (2014)

## Natural (4)

- [Isole Eolie \(Aeolian Islands\)](#) (2000)
- [Monte San Giorgio](#) (2003)
- [Mount Etna](#) (2013)
- [The Dolomites](#) (2009)

<http://whc.unesco.org/en/statesparties/it>

# UNESCO WHS in India



## Cultural (25)

- [Agra Fort](#) (1983)
- [Ajanta Caves](#) (1983)
- [Buddhist Monuments at Sanchi](#) (1989)
- [Champaner-Pavagadh Archaeological Park](#) (2004)
- [Chhatrapati Shivaji Terminus \(formerly Victoria Terminus\)](#) (2004)
- [Churches and Convents of Goa](#) (1986)
- [Elephanta Caves](#) (1987)
- [Ellora Caves](#) (1983)
- [Fatehpur Sikri](#) (1986)
- [Great Living Chola Temples](#) (1987)
- [Group of Monuments at Hampi](#) (1986)
- [Group of Monuments at Mahabalipuram](#) (1984)
- [Group of Monuments at Pattadakal](#) (1987)
- [Hill Forts of Rajasthan](#) (2013)
- [Humayun's Tomb, Delhi](#) (1993)
- [Khajuraho Group of Monuments](#) (1986)
- [Mahabodhi Temple Complex at Bodh Gaya](#) (2002)
- [Mountain Railways of India](#) (1999)
- [Qutb Minar and its Monuments, Delhi](#) (1993)
- [Rani-ki-Vav \(the Queen's Stepwell\) at Patan, Gujarat](#) (2014)
- [Red Fort Complex](#) (2007)
- [Rock Shelters of Bhimbetka](#) (2003)



# UNESCO WHS in India



## Cultural (25)

- [Sun Temple, Konârak](#) (1984)
- [Taj Mahal](#) (1983)
- [The Jantar Mantar, Jaipur](#) (2010)

## Natural (7)

- [Great Himalayan National Park Conservation Area](#) (2014)
- [Kaziranga National Park](#) (1985)
- [Keoladeo National Park](#) (1985)
- [Manas Wildlife Sanctuary](#) (1985)
- [Nanda Devi and Valley of Flowers National Parks](#) (1988)
- [Sundarbans National Park](#) (1987)
- [Western Ghats](#) (2012)

<http://whc.unesco.org/en/statesparties/in>

# UNESCO WHS in Russia



## Cultural (16)

- [Architectural Ensemble of the Trinity Sergius Lavra in Sergiev Posad](#) (1993)
- [Bolgar Historical and Archaeological Complex](#) (2014)
- [Church of the Ascension, Kolomenskoye](#) (1994)
- [Citadel, Ancient City and Fortress Buildings of Derbent](#) (2003)
- [Cultural and Historic Ensemble of the Solovetsky Islands](#) (1992)
- [Curonian Spit](#) (2000)
- [Ensemble of the Ferapontov Monastery](#) (2000)
- [Ensemble of the Novodevichy Convent](#) (2004)
- [Historic and Architectural Complex of the Kazan Kremlin](#) (2000)
- [Historic Centre of Saint Petersburg and Related Groups of Monuments](#) (1990)
- [Historic Monuments of Novgorod and Surroundings](#) (1992)
- [Historical Centre of the City of Yaroslavl](#) (2005)
- [Kizhi Pogost](#) (1990)
- [Kremlin and Red Square, Moscow](#) (1990)
- [Struve Geodetic Arc](#) (2005)
- [White Monuments of Vladimir and Suzdal](#) (1992)

# UNESCO WHS in Russia



## Natural (10)

- [Central Sikhote-Alin](#) (2001)
- [Golden Mountains of Altai](#) (1998)
- [Lake Baikal](#) (1996)
- [Lena Pillars Nature Park](#) (2012)
- [Natural System of Wrangel Island Reserve](#) (2004)
- [Putorana Plateau](#) (2010)
- [Uvs Nuur Basin](#) (2003)
- [Virgin Komi Forests](#) (1995)
- [Volcanoes of Kamchatka](#) (1996)
- [Western Caucasus](#) (1999)

<http://whc.unesco.org/en/statesparties/ru>

# UNESCO WHS in Greece



## Cultural (15)

- [Acropolis, Athens](#) (1987)
- [Archaeological Site of Aigai \(modern name Vergina\)](#) (1996)
- [Archaeological Site of Delphi](#) (1987)
- [Archaeological Site of Mystras](#) (1989)
- [Archaeological Site of Olympia](#) (1989)
- [Archaeological Sites of Mycenae and Tiryns](#) (1999)
- [Delos](#) (1990)
- [Medieval City of Rhodes](#) (1988)
- [Monasteries of Daphni, Hosios Loukas and Nea Moni of Chios](#) (1990)
- [Old Town of Corfu](#) (2007)
- [Paleochristian and Byzantine Monuments of Thessalonika](#) (1988)
- [Pythagoreion and Heraion of Samos](#) (1992)
- [Sanctuary of Asklepios at Epidaurus](#) (1988)
- [Temple of Apollo Epicurius at Bassae](#) (1986)
- [The Historic Centre \(Chorá\) with the Monastery of Saint-John the Theologian and the Cave of the Apocalypse on the Island of Pátmos](#) (1999)

## Mixed (2)

- [Meteora](#)  (1988)
- [Mount Athos](#)  (1988)

<http://whc.unesco.org/en/statesparties/gr>

# UNESCO WHS in Turkey



## Cultural (13)

- [Archaeological Site of Troy](#) (1998)
- [Bursa and Cumalıkızık: the Birth of the Ottoman Empire](#) (2014)
- [City of Safranbolu](#) (1994)
- [Diyarbakır Fortress and Hevsel Gardens Cultural Landscape](#) (2015)
- [Ephesus](#) (2015)
- [Great Mosque and Hospital of Divriği](#) (1985)
- [Hattusha: the Hittite Capital](#) (1986)
- [Historic Areas of Istanbul](#) (1985)
- [Nemrut Dağ](#) (1987)
- [Neolithic Site of Çatalhöyük](#) (2012)
- [Pergamon and its Multi-Layered Cultural Landscape](#) (2014)
- [Selimiye Mosque and its Social Complex](#) (2011)
- [Xanthos-Letoon](#) (1988)

## Mixed (2)

- [Göreme National Park and the Rock Sites of Cappadocia](#) (1985)
- [Hierapolis-Pamukkale](#) (1988)

<http://whc.unesco.org/en/statesparties/tr>

# UNESCO WHS in Brazil



## Cultural (12)

- [Brasilia](#) (1987)
- [Historic Centre of Salvador de Bahia](#) (1985)
- [Historic Centre of São Luís](#) (1997)
- [Historic Centre of the Town of Diamantina](#) (1999)
- [Historic Centre of the Town of Goiás](#) (2001)
- [Historic Centre of the Town of Olinda](#) (1982)
- [Historic Town of Ouro Preto](#) (1980)
- [Jesuit Missions of the Guaranis: Ruins of Sao Miguel das Missoes \(Brazil\)](#) (1983)
- [Rio de Janeiro: Carioca Landscapes between the Mountain and the Sea](#) (2012)
- [Sanctuary of Bom Jesus do Congonhas](#) (1985)
- [São Francisco Square in the Town of São Cristóvão](#) (2010)
- [Serra da Capivara National Park](#) (1991)

## Natural (7)

- [Atlantic Forest South-East Reserves](#) (1999)
- [Brazilian Atlantic Islands: Fernando de Noronha and Atol das Rocas Reserves](#) (2001)
- [Central Amazon Conservation Complex](#) (2000)
- [Cerrado Protected Areas: Chapada dos Veadeiros and Emas National Parks](#) (2001)
- [Discovery Coast Atlantic Forest Reserves](#) (1999)
- [Iguaçu National Park](#) (1986)
- [Pantanal Conservation Area](#) (2000)

# UNESCO WHS in Colombia



## Cultural (6)

- [Coffee Cultural Landscape of Colombia](#) (2011)
- [Historic Centre of Santa Cruz de Mompox](#) (1995)
- [National Archeological Park of Tierradentro](#) (1995)
- [Port, Fortresses and Group of Monuments, Cartagena](#) (1984)
- [Qhapaq Ñan, Andean Road System](#) (2014)
- [San Agustín Archaeological Park](#) (1995)

## Natural (2)

- [Los Katíos National Park](#) (1994)
- [Malpelo Fauna and Flora Sanctuary](#) (2006)

<http://whc.unesco.org/en/statesparties/co>

# UNESCO WHS in Pakistan



## Cultural (6)

- [Archaeological Ruins at Moenjodaro](#) (1980)
- [Buddhist Ruins of Takht-i-Bahi and Neighbouring City Remains at Sahr-i-Bahlol](#) (1980)
- [Fort and Shalamar Gardens in Lahore](#) (1981)
- [Historical Monuments at Makli, Thatta](#) (1981)
- [Rohtas Fort](#) (1997)
- [Taxila](#) (1980)

<http://whc.unesco.org/en/statesparties/pk>



# UNESCO WHS in Argentina



## Cultural (5)

- [Cueva de las Manos, Río Pinturas](#) (1999)
- [Jesuit Block and Estancias of Córdoba](#) (2000)
- [Jesuit Missions of the Guaranis: San Ignacio Mini, Santa Ana, Nuestra Señora de Loreto and Santa Maria Mayor \(Argentina\), Ruins of Sao Miguel das Missoes \(Brazil\)](#) (1983)
- [Qhapaq Ñan, Andean Road System](#) (2014)
- [Quebrada de Humahuaca](#) (2003)

## Natural (4)

- [Iguazu National Park](#) (1984)
- [Ischigualasto / Talampaya Natural Parks](#) (2000)
- [Los Glaciares National Park](#) (1981)
- [Península Valdés](#) (1999)

<http://whc.unesco.org/en/statesparties/ar>

# UNESCO WHS in Lebanon



## Cultural (5)

- [Anjar](#) (1984)
- [Baalbek](#) (1984)
- [Byblos](#) (1984)
- [Ouardi Qadisha \(the Holy Valley\) and the Forest of the Cedars of God \(Horsh Arz el-Rab\)](#) (1998)
- [Tyre](#) (1984)

<http://whc.unesco.org/en/statesparties/lb>

# UNESCO WHS in Vietnam



## Cultural (5)

- [Central Sector of the Imperial Citadel of Thang Long - Hanoi](#) (2010)
- [Citadel of the Ho Dynasty](#) (2011)
- [Complex of Huế Monuments](#) (1993)
- [Hoi An Ancient Town](#) (1999)
- [My Son Sanctuary](#) (1999)

## Natural (2)

- [Ha Long Bay](#) (1994)
- [Phong Nha-Ke Bang National Park](#) (2003)

## Mixed (1)

- [Trang An Landscape Complex](#) (2014)

<http://whc.unesco.org/en/statesparties/vn>

# UNESCO WHS in Belarus



## Cultural (3)

- [Architectural, Residential and Cultural Complex of the Radziwill Family at Nesvizh](#) (2005)
- [Mir Castle Complex](#) (2000)
- [Struve Geodetic Arc](#) (2005)

## Natural (1)

- [Białowieża Forest](#) (1979)

<http://whc.unesco.org/en/statesparties/by>

# UNESCO WHS in Ecuador



## Cultural (3)

- [City of Quito](#) (1978)
- [Historic Centre of Santa Ana de los Ríos de Cuenca](#) (1999)
- [Qhapaq Ñan, Andean Road System](#) (2014)

## Natural (2)

- [Galápagos Islands](#) (1978)
- [Sangay National Park](#) (1983)

<http://whc.unesco.org/en/statesparties/ec>

# UNESCO WHS in Yemen



## Cultural (3)

- [Historic Town of Zabid](#) (1993)
- [Old City of Sana'a](#) (1986)
- [Old Walled City of Shibam](#) (1982)

## Natural (1)

- [Socotra Archipelago](#) (2008)

<http://whc.unesco.org/en/statesparties/ye>

# UNESCO WHS in Bangladesh



## Cultural (2)

- [Historic Mosque City of Bagerhat](#) (1985)
- [Ruins of the Buddhist Vihara at Paharpur](#) (1985)

## Natural (1)

- [The Sundarbans](#) (1997)

<http://whc.unesco.org/en/statesparties/bd>

# UNESCO WHS in Ghana



## Cultural (2)

- [Asante Traditional Buildings](#) (1980)
- [Forts and Castles, Volta, Greater Accra, Central and Western Regions](#) (1979)

<http://whc.unesco.org/en/statesparties/gh>



# Cultural Heritage and Tourism



# Cultural Heritage & Tourism



# Cultural Heritage & Tourism

World Heritage properties are important travel destinations, that if managed properly, have great potential impact for local economic development and long-term sustainability.

The new World Heritage and Sustainable Tourism Programme, 2011

# Cultural Heritage & Tourism

## **Conservation, preservation and transmission**

of World Heritage properties is fully served by tourism.

World Heritage and tourism stakeholders *share responsibility* for conservation of our common cultural and natural heritage of **Outstanding Universal Value** (OUV) and for sustainable development through appropriate tourism management.

*UNWTO 6° annual conference on Silk Road Tourism - 2013*

# Cultural Heritage & Tourism

A two-way relationship between tourism and World heritage sites exists:

**A: The WHS as tourist destinations**

**B: The Tourism perspective**

# Cultural Heritage & Tourism

## **A: The WHS as tourist destinations**

The inscription of a property into the World Heritage List serves as a recognition of

- its outstanding universal value (OUV),
- its integrity and
- the need to protect and manage it.

# Cultural Heritage & Tourism

As provided in the Budapest WHC Declaration on World Heritage (2002), the key strategic objectives of World Heritage conservation known as **the 'Four Cs'**:

- 1) Strengthen **credibility** of the world heritage list;
- 2) Ensure effective **conservation** of world heritage properties;
- 3) Promote the development of effective **capacity- building** measures;
- 4) Increase public awareness and support through **communication**.

In 2007, World Heritage Committee added a 'fifth C':

- 5) **Community**: relates the four Cs together

# Cultural Heritage & Tourism

- The **World Heritage name is well recognised worldwide** and often attracts attention from tourism players including tour operators, tourism developers and tourists themselves.
- The uniqueness, authenticity, exceptionality and universal value of the recognition of a WHS thus **have become a source of competitiveness** for the destination which hosts it, providing a strong destination promotional and differentiation tool and a recognizable brand.



# Cultural Heritage & Tourism

- World Heritage Sites have been noted as being **amongst the most popular and heavily promoted attractions** in a variety of countries.
- On the side of **visitors**, this gives them the expectation that visiting the site will be a unique experience.
- World Heritage Listing thus almost always results in an **increase in tourism**. This increase provides opportunities to
  - tell the story of World Heritage properties more widely,
  - to garner **public support** for and appreciation of the values domestically and internationally, and
  - to augment the amount of **funding** and assistance available for the protection and conservation of the property.

# Cultural Heritage & Tourism

- **World Heritage properties are therefore important travel destinations, that if managed properly, have great potential impact for local economic development and long-term sustainability.**

# Cultural Heritage & Tourism

## **B: The Tourism perspective**

- While protection and conservation are a fundamental responsibility within the World Heritage Convention, so also it is the equivalent responsibility for the significance of the **place** to be transmitted to the **visiting public** and through other media to the **wider community**.

# Cultural Heritage & Tourism

- Tourism is intimately linked to **preservation, presentation** and **transmission** of World Heritage properties:
  - The stories which are told to visitors will profoundly influence their attitude to the property, and their appreciation of its OUV.
  - The development of a sympathetic and locally sustaining tourism sector can contribute strongly to the ongoing protection of a site and the provision of benefits for its immediate stakeholders.
  - An ongoing robust and successful tourism operation, fundamentally aligned to the values of the site and their conservation, will ensure their *transmission*.

# Cultural Heritage & Tourism

- The tourism sector thus plays a fundamental role in not only the preservation of the WHS, but also in its enhancement and communication.

**However, tourism at World Heritage sites has implications for all aspects of protection of World Heritage properties.**

- The impacts of visitation are created irrespective of whether those visiting sites are local, national or international, independent travellers or part of a group.
- This calls for an integrated approach to tourism and preservation of WHS.

# Cultural Heritage & Tourism

Developing Sustainable WHS-Based Tourism:  
the **UNESCO World Heritage and Sustainable Tourism Programme** (WH+ST)

In 2001, UNESCO World Heritage Centre established a **Tourism Programme**, with the specific objective to address “*growing threats on World Heritage Sites from tourism*”.

# Cultural Heritage & Tourism

## **Mission of WH+ST programme:**

Facilitate the management and development of sustainable tourism at World Heritage properties through **fostering increased awareness, capacity and balanced participation of all stakeholders** in order to protect the properties and their Outstanding Universal Value whilst ensuring that tourism delivers benefits for conservation of the properties' sustainable development for local communities as well as a quality experience for visitors.

# ICT (information and communication technologies) and Sustainable Heritage Tourism

ICT enables heritage sites

- to expand their activities in the
  - Geographical sense
  - Marketing sense
  - Operational sense
- To manage relationship with customers

D. Buhalis, R. Owen, D. Pletinckx, 2009



# ICT (information and communication technologies) and Sustainable Heritage Tourism

ICTs can assist WHS management in its functions:

- Conservation
- Education
- Site management

D. Buhalis, R. Owen, D. Pletinckx, 2009

# ICT and Sustainable Heritage Tourism

TECHNOLOGY	SITUATION	CONSERVATION	EDUCATION	SITE MANAGEMENT
TICKETING AND RESERVATION SYSTEMS	Walk-ins	Monitor attendance levels to prevent possible damage to site	For internal use to get closer to the customer	Avoids overcrowding
	Advanced booking	Avoid site overcrowding and possible damage to site as restrictions are applied	Visitors learn booking in advance guarantees a visit at time specified and avoids queuing	Sites can prepare for groups/events in advance
WEB SITE	Site awareness	Educates visitors about conservation issues and increases awareness as to what to do to reduce impact	Websites can be used before, during and after the visit to supplement knowledge	Generates realistic visitor expectations as well as reduce the needs giving orientation and other information at the time of visit
	Information provision	Opportunity to present conservation message	Allow museum visitors to access the information they choose according to market segments	Reduces staff's time answering the public's questions
	Inventory awareness	Fragile artefact need not be displayed. A digital image can be used instead	Showcase entire inventory range and interrelate with relevant context, artefacts, sites, stories	Site managers restrict access to fragile areas and artefacts
	Virtual tours	Restrict public from fragile areas. Improve understanding of conservation issues	Virtual tours provide 'edutainment' that is entertainment and education combined	Addresses accessibility issues and provides better capacity management
MOBILE MULTIMEDIA GUIDE	Augmented reality	Shows the effect of the environment/visitors	Visitors can compare what was once on the site to what there is today	Ensures every visitor sees the same reconstruction
	Orientation	May reduce some impacts by monitoring visitor's location ensuring they follow the appropriate path	Information in fed to visitor in accordance to location on site	Navigation assistance and dynamic updates enable a more responsive sites management to market segments, demand levels, weather, ...
COLLECTION MANAGEMENT DATABASE	Remote access to database	Reuse of digital content	Greater access to information for private study and professional use	Connect to other research institution and exchange of information
	Record information	Record condition of the artefact use to compare artefact in the future	Collate information for use in interpretation and research	Information stored in one place

# Cultural Heritage & Mobile

The relation between Mobile & Cultural Heritage: Nowadays in order to enjoy a historical and cultural experience, it is not mandatory to visit a museum or to buy a guide to check the information about the monuments and historical buildings in a city.

Despite the importance of these institutions and options, the technology allows the expansion of the concept one step further, and the cities itself can be considered open air museums.

# Cultural Heritage & Mobile

The spread and importance of mobile devices on every-day activities is well known, but its use for cultural preservation doesn't grow in the same speed.

The tangible and intangible elements of cultural heritage can be explored on two ways: from the heritage-source (as a museum) to the user, and from the user providing content for the heritage-source.

# Cultural Heritage & Mobile

If in one hand the **technology** can bring the world in a small scale of a mobile screen by enhancing the museums and galleries possibilities, in other hand the **portable technology** can add elements to the real world, changing the perception and turning the entire city into an open-air museum. There are **no more limitations** about space, neither about the opening hours to provide to the visitors a complete and empowered cultural experience.

# Cultural Heritage & Mobile

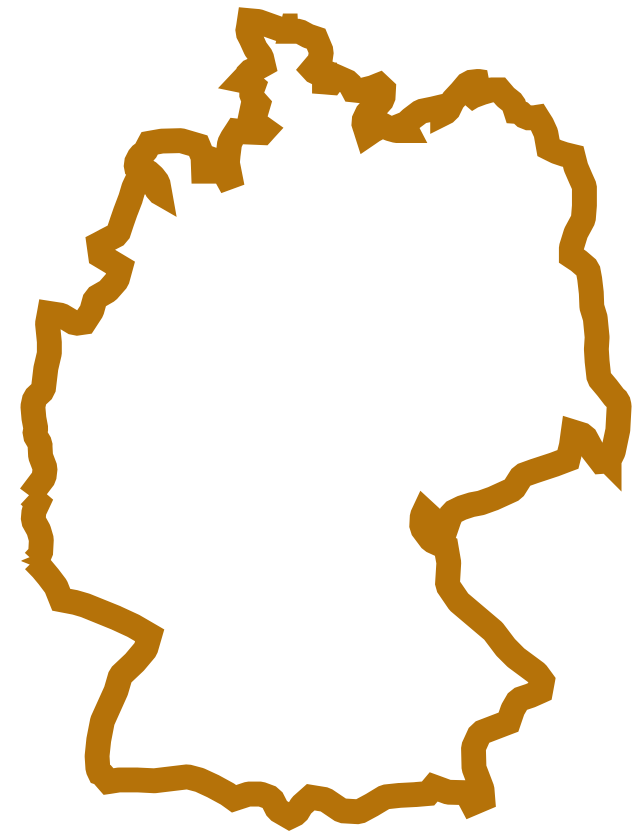


Apps are one way to deal with cultural heritage and context-aware mobile content, applying features as: maps, routes, information, gallery, tickets, directions, etc.



# Cultural Heritage In Germany

SAL



# UNESCO World Heritage Sites



**Germany** is the **5<sup>th</sup> largest** country with of **“World Heritage Sites”** from the **UNESCO’s** list (<http://whc.unesco.org/en/statesparties/stat/>), with 40 recognized sites, behind Italy (51), China (48), Spain (44) and France (41).

<http://whc.unesco.org/en/statesparties/de>



# UNESCO WHS in Germany



## Cultural (37)

- [Aachen Cathedral](#) (1978)
- [Abbey and Altenmünster of Lorsch](#) (1991)
- [Bauhaus and its Sites in Weimar and Dessau](#) (1996)
- [Bergpark Wilhelmshöhe](#) (2013)
- [Berlin Modernism Housing Estates](#) (2008)
- [Carolingian Westwork and Civitas Corvey](#) (2014)
- [Castles of Augustusburg and Falkenlust at Brühl](#) (1984)
- [Classical Weimar](#) (1998)
- [Collegiate Church, Castle and Old Town of Quedlinburg](#) (1994)
- [Cologne Cathedral](#) (1996)
- [Fagus Factory in Alfeld](#) (2011)
- [Frontiers of the Roman Empire](#) (1987)
- [Garden Kingdom of Dessau-Wörlitz](#) (2000)
- [Hanseatic City of Lübeck](#) (1987)
- [Historic Centres of Stralsund and Wismar](#) (2002)
- [Luther Memorials in Eisleben and Wittenberg](#) (1996)
- [Margravial Opera House Bayreuth](#) (2012)
- [Maulbronn Monastery Complex](#) (1993)
- [Mines of Rammelsberg, Historic Town of Goslar and Upper Harz Water Management System](#) (1992)
- [Monastic Island of Reichenau](#) (2000)
- [Museumsinsel \(Museum Island\), Berlin](#) (1999)

# UNESCO WHS in Germany



## Cultural (37)

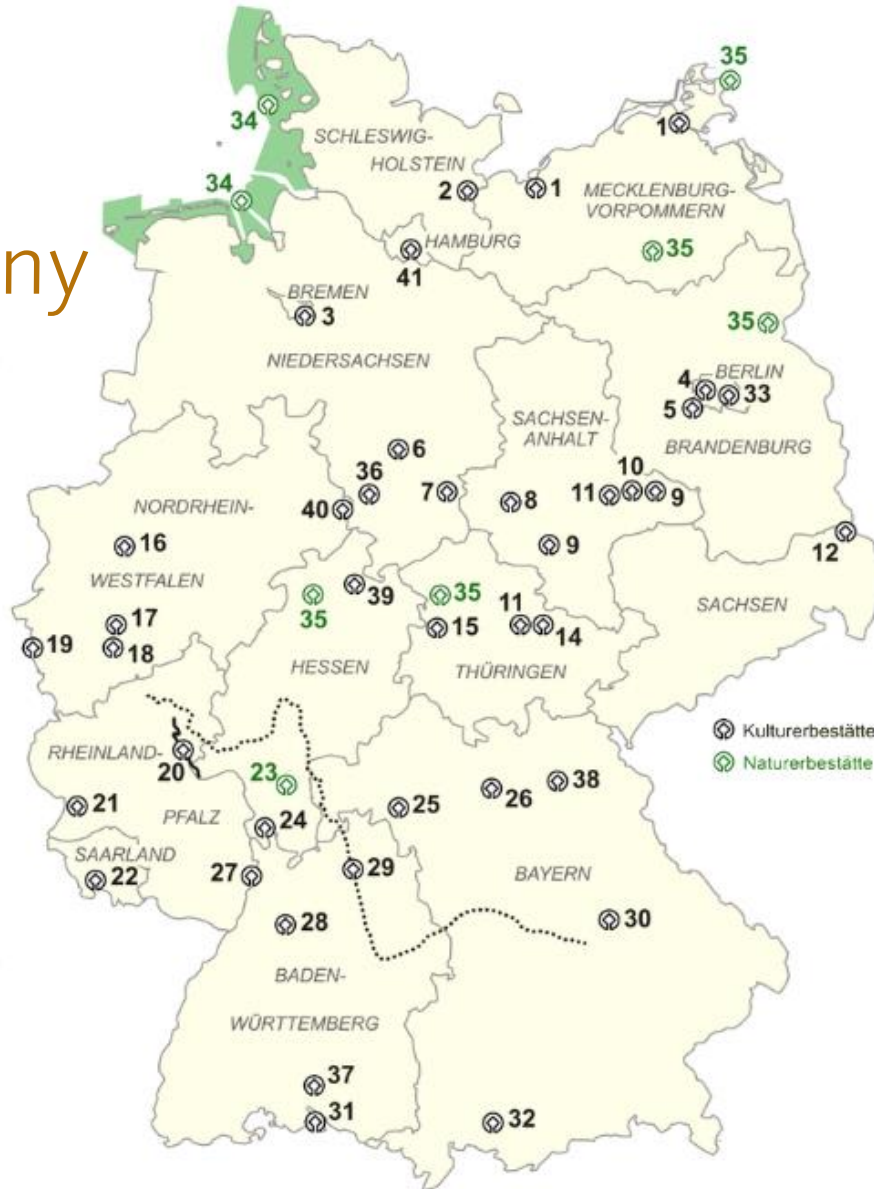
- [Muskauer Park / Park Mużakowski](#) (2004)
- [Old town of Regensburg with Stadtamhof](#) (2006)
- [Palaces and Parks of Potsdam and Berlin](#) (1990)
- [Pilgrimage Church of Wies](#) (1983)
- [Prehistoric Pile dwellings around the Alps](#) (2011)
- [Roman Monuments, Cathedral of St Peter and Church of Our Lady in Trier](#) (1986)
- [Speicherstadt and Kontorhaus District with Chilehaus](#) (2015)
- [Speyer Cathedral](#) (1981)
- [St Mary's Cathedral and St Michael's Church at Hildesheim](#) (1985)
- [Town Hall and Roland on the Marketplace of Bremen](#) (2004)
- [Town of Bamberg](#) (1993)
- [Upper Middle Rhine Valley](#) (2002)
- [Völklingen Ironworks](#) (1994)
- [Wartburg Castle](#) (1999)
- [Würzburg Residence with the Court Gardens and Residence Square](#) (1981)
- [Zollverein Coal Mine Industrial Complex in Essen](#) (2001)

## Natural (3)

- [Messel Pit Fossil Site](#) (1995)
- [Primeval Beech Forests of the Carpathians and the Ancient Beech Forests of Germany](#) (2007)
- [Wadden Sea](#) (2009)

# UNESCO WHS in Germany

[https://de.wikipedia.org/wiki/Datei:Deutschland\\_UNESCO\\_Welterbest%C3%A4tten.png](https://de.wikipedia.org/wiki/Datei:Deutschland_UNESCO_Welterbest%C3%A4tten.png)



## Cultural Heritage Sites

- 01 - Historic Centers of Stralsund and Wismar
- 02 - Hanseatic City of Lübeck
- 03 - Town Hall and Roland on the Marketplace of Bremen
- 04 - Museumsinsel (Museum Island), Berlin
- 05 - Palaces and Parks of Potsdam and Berlin
- 06 - St Mary's Cathedral and St Michael's Church at Hildesheim
- 07 - Mines of Rammelsberg, Historic Town of Goslar and Upper Harz Water Management System
- 08 - Collegiate Church, Castle, and Old Town of Quedlinburg
- 09 - Luther Memorials in Eisleben and Wittenberg
- 10 - Garden Kingdom of Dessau-Wörlitz
- 11 - Bauhaus and its Sites in Weimar and Dessau**
- 12 - Muskauer Park (Park Muzakowski)
- 14 - Classical Weimar**
- 15 - Wartburg Castle
- 16 - Zollverein Coal Mine Industrial Complex in Essen
- 17 - Cologne Cathedral
- 18 - Castles of Augustusburg and Falkenlust at Brühl
- 19 - Aachen Cathedral
- 20 - Upper Middle Rhine Valley
- 21 - Roman Monuments, Cathedral of St Peter and Church of Our Lady in Trier
- 22 - Völklingen Ironworks
- 25 - Würzburg Residence with the Court Gardens and Residence Square
- 24 - Abbey and Altenmünster of Lorsch
- 26 - Town of Bamberg
- 27 - Speyer Cathedral
- 28 - Maulbronn Monastery Complex
- 29 - Frontiers of the Roman Empire
- 30 - Old Town of Regensburg with Stadtamhof
- 31 - Monastic Island of Reichenau
- 32 - Pilgrimage Church of Wies
- 33 - Berlin Modernism Housing Estates
- 36 - Fagus Factory in Alfeld
- 37 - Prehistoric Pile Dwellings around the Alps
- 38 - Margravial Opera House Bayreuth
- 39 - Bergpark Wilhelmshöhe
- 40 - Carolingian Westwerk and Civitas Corvey
- 41 - Speicherstadt and Kontorhaus District with Chilehaus

## Natural Heritage Sites

- 23 - Messel Pit Fossil Site
- 34 - The Wadden Sea
- 35 - Primeval Beech Forests of the Carpathians and the Ancient Beech Forests of Germany

# Apps for UNESCO WHS in Germany



The following App selection criteria on each market was:

- UNESCO WHS in Germany
- Word search options:
  - “UNESCO”
  - “World Heritage”
  - “Welterbe” (World Heritage in German)
  - The name of the WHS for Germany, as listed on UNESCO’s list, in English and in German versions.

- Official App market



iOS Apple  
(<https://itunes.apple.com/...>)



Android Google  
(<https://play.google.com/...>)

# Apps for UNESCO WHS in Germany



#	World Heritage Site	App Name	Cost		OS	
			Free	Paid	iOS	Android
01	Aachen Cathedral	Aachener Dom	x		x	
02	Speyer Cathedral	Dom Speyer / Speyer Cathedral	x		x	x
03	Hanseatic City of Lübeck	(Quarterquest) Altstadt von Lübeck	x		x	x
04		iTour Lübeck English	x		x	x
05	Palaces and Parks of Potsdam and Berlin	Sanssoussi – The Park and its buildings	x		x	
06		Sanssoussi Palace Visitor Guide	x		x	
07	Town of Bamberg	ShowMe: Bamberg		x		x
08	Collegiate Church, Castle, and Old Town of Quedlinburg	Quedlinburger FachwerkAPP – Das Welterbe City-Guide	x		x	x
09	Völklingen Ironworks	Freizeitführer Saarmoselle	x			x
10	Cologne Cathedral	Der Kölner Dom	x		x	x
11		Kölner Dom für Kinder	x			x
12		Der Kölner Dom - Ein Hörführer	x			x
13	Bauhaus and its Sites in Weimar and Dessau	Cologne Cathedral (internet)	x		x	x
14		The topography of modernism	x		x	
15		Bauhaus Archive	x		x	x
16	Museumsinsel Berlin	Museum Island Visitor Guide	x		x	
17	Zollverein Coal Mine Industrial Complex in Essen	UNESCO-Welterbe Zollverein App	x		x	x
18	Historic Centres of Stralsund and Wismar	Wismar Tourist Guide	x		x	x
19	Upper Middle Rhine Valley	Rheintour DE		x	x	x
20	Frontiers of the Roman Empire: Upper German-Raetian Limes	Limes Mittelfranken Mobil	x		x	x
21		Virtuelle Limeswelten mobil	x			x
22	Old town of Regensburg with Stadtamhof	Main Limes Mobile	x		x	
23		Stadtführung Regensburg		x	x	x
24	Prehistoric Pile dwellings around the Alps	Palafittes Guide	x		x	x
25	Bergpark Wilhelmshöhe	Bergpark	x		x	x
26	Carolingian Westwork and Civitas Corvey	Corvey	x		x	x
27	Speicherstadt and Kontorhaus District with Chilehaus	Quarterquest Hamburg Speicherstadt, Hafencity und Landungsbrücken	x		x	x
28	UNESCO Germany	Welterbe – Guide to Germany	x		x	x
29		World Heritage in Germany	x			x
<b>19 WHS (from 37) + 2 UNESCO Germany</b>		<b>29 Apps</b>	Free	Paid	iOS	And.

# Apps for UNESCO WHS in Germany



27 dedicated Apps (\*+2)  
for 19 places (of 37)

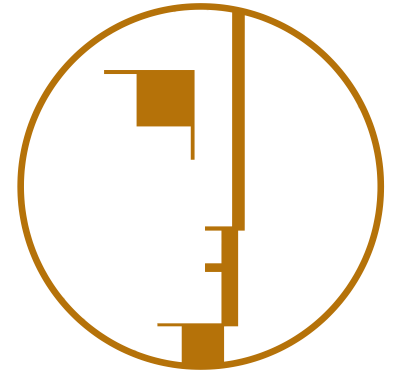
= only 51% of the WHS have a dedicated App

Link: [http://www.uni-weimar.de/medien/wiki/IFD:MobileMediaDesign-SS16#Apps\\_for\\_World\\_Heritage\\_Sites\\_in\\_Germany](http://www.uni-weimar.de/medien/wiki/IFD:MobileMediaDesign-SS16#Apps_for_World_Heritage_Sites_in_Germany)

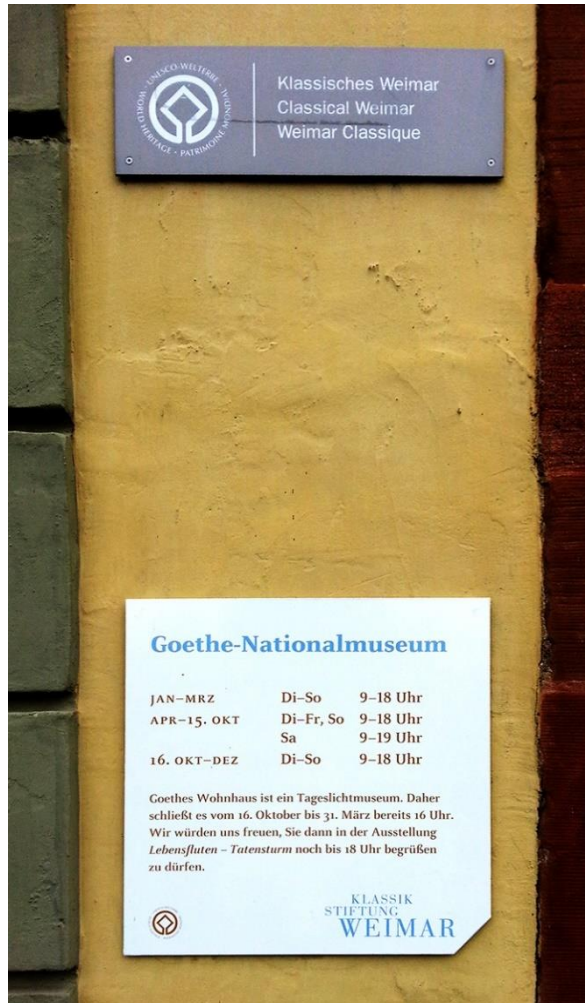
(\* excluding the App "UNESCO Welterbe" and "World Heritage in Germany" which deals with 100% of WHS in Germany)

# Cultural Heritage In Weimar

SAL



# UNESCO WHS in Weimar

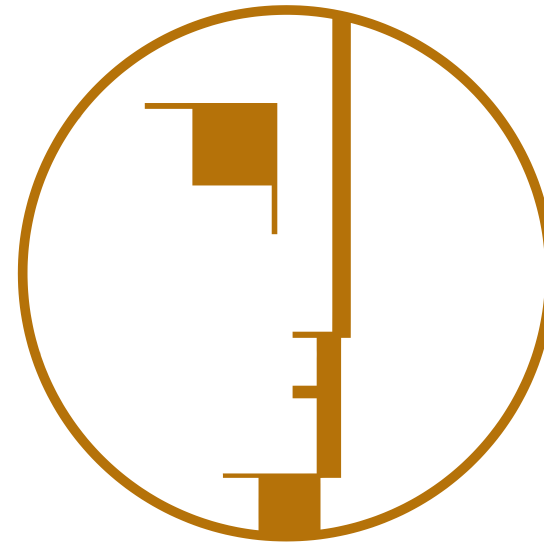




# UNESCO WHS in Weimar



Classic Weimar  
Goethe & Schiller



Bauhaus

# Classical Weimar



*„In the late 18th and early 19th centuries the small Thuringian town of Weimar witnessed a remarkable cultural flowering, attracting many writers and scholars, notably Goethe and Schiller. This development is reflected in the high quality of many of the buildings and of the parks in the surrounding area.”*

<http://whc.unesco.org/en/list/846>

# Classical Weimar



<https://www.youtube.com/watch?v=XJQ60SMURKI>

# Classical Weimar



- Goethes Wohnhaus (Frauenplan)
- Schillers Wohnhaus
- Herderstätten (Stadt-Kirche St. Peter & Paul, Herders Wohnhaus, & Altes Gymnasium Weimar)
- Weimarer Stadtschloss
- Wittumspalais
- Herzogin Anna Amalia Bibliothek
- Park an der Ilm with Römischem Haus, Goethes Gartenhaus & Goethes Garten am Stern
- Schloss & Schlosspark Belvedere Schloss & Schlosspark Ettersburg
- Schloss & Schlosspark Tiefurt
- Historische Friedhof Weimar mit Fürstengruft

# Classical Weimar

## **Goethes Wohnhaus / *Goethe's House*:**

A Baroque town house was built in 1707-9 and underwent a number of alterations during Goethe's occupancy. The original interior furnishings are preserved in a number of rooms.



# Classical Weimar

## **Schiller Wohnhaus / Schiller's House:**

Schiller's House: A simple late Baroque house built in 1777 incorporating part of a 16th-century outbuilding (the Mint). Most of the rooms are furnished as they were during the lifetime of the poet.



Text: <http://whc.unesco.org/en/list/846>

Image: [http://commons.wikimedia.org/wiki/File:Schiller\\_Weimar.jpg](http://commons.wikimedia.org/wiki/File:Schiller_Weimar.jpg)

# Classical Weimar

## **Herderstätten (Stadt-Kirche St. Peter und Paul, Herders Wohnhaus und Altes Gymnasium Weimar) / City Church, Herder House and Old High School :**

A three-aisled hall church with five bays and a pentagonal chancel and a west tower surmounted by an octagonal spire, containing an altar triptych by Lucas Cranach the Elder. The three-storey Herder House was built in the mid-16th century on the foundations of an earlier Renaissance structure. The Old High School, commissioned by Duke Wilhelm Ernst, was built in simple Baroque style.



**Text:** <http://whc.unesco.org/en/list/846> **Images:** [http://commons.wikimedia.org/wiki/File:Weimar\\_Stadtkirche\\_Peter\\_Pa.jpg](http://commons.wikimedia.org/wiki/File:Weimar_Stadtkirche_Peter_Pa.jpg) ,  
<http://commons.wikimedia.org/wiki/File:Herderhaus.jpg> , [http://commons.wikimedia.org/wiki/File:Wilhelm-Ernst-Gymnasium\\_Weimar\\_%282003%29.jpg](http://commons.wikimedia.org/wiki/File:Wilhelm-Ernst-Gymnasium_Weimar_%282003%29.jpg)

# Classical Weimar

## **Weimarer Stadtschloss / City Castle :**

The present ensemble is an imposing slightly irregular four-winged building round a large courtyard. The decorations and furnishings of the interior are in classical style.



Text: <http://whc.unesco.org/en/list/846>

Image: [http://commons.wikimedia.org/wiki/File:Schloss\\_Weimar\\_-\\_Panorama.jpg](http://commons.wikimedia.org/wiki/File:Schloss_Weimar_-_Panorama.jpg)



# Classical Weimar

## **Wittungspalais / *The Dowager's Palace*:**

The centre of intellectual life at the height of classical Weimar consists of a group of relatively plain Baroque two- and three-storey buildings round a courtyard.



**Text:** <http://whc.unesco.org/en/list/846>

**Image:** [http://it.wikipedia.org/wiki/File:Weimar\\_Wittumspalais.jpg](http://it.wikipedia.org/wiki/File:Weimar_Wittumspalais.jpg)

# Classical Weimar

## **Herzogin Anna Amalia Bibliothek / *The Duchess Anna Amalia Library:***

in 1761 Duchess Anna Amalia commissioned the State Architect to convert the Renaissance 'Little French Castle' into a library. The main central section is a three-storey building on a rectangular plan in Baroque style.



**Text:** <http://whc.unesco.org/en/list/846>

**Image:** [http://commons.wikimedia.org/wiki/File:Anna\\_amalia\\_bib\\_weimar.jpg](http://commons.wikimedia.org/wiki/File:Anna_amalia_bib_weimar.jpg)

# Classical Weimar

## Historische Friedhof Weimar mit Fürstengruft

### */ The Princes' Tomb and the Historic Cemetery with Ducal Vault :*

Grand Duke Carl August commissioned the construction of a family tomb from Clemens Wenzeslaus Coudray in 1823. In addition to members of the family, Schiller and Goethe were also buried in this mausoleum.



Text: <http://whc.unesco.org/en/list/846>

Image: [http://commons.wikimedia.org/wiki/File:Historischer\\_Friedhof\\_mit\\_F%C3%BCrstengruft\\_%26\\_Kapelle.jpg](http://commons.wikimedia.org/wiki/File:Historischer_Friedhof_mit_F%C3%BCrstengruft_%26_Kapelle.jpg)

# Classical Weimar

## ***Park an der Ilm mit Römischem Haus, Goethes Gartenhaus & Goethes Garten***

### ***/ Park on the Ilm with the Roman House, Goethe's Garden, and Garden House :***

South of the town in the valley through which the Ilm flows. It is dominated in the north by Goethe's Garden House and in the south by the Roman House.



**Text:** <http://whc.unesco.org/en/list/846>      **Images:** [http://commons.wikimedia.org/wiki/File:Weimar\\_Goethe\\_Gartenhaus\\_1900.jpg](http://commons.wikimedia.org/wiki/File:Weimar_Goethe_Gartenhaus_1900.jpg) ,  
[http://commons.wikimedia.org/wiki/File:R%C3%B6misches\\_Haus\\_Weimar.JPG](http://commons.wikimedia.org/wiki/File:R%C3%B6misches_Haus_Weimar.JPG)

# Classical Weimar

## ***Schloss und Schlosspark Belvedere mit Orangerie / Belvedere Castle, Orangery and Park :***

The castle is a two-storey Baroque structure; the central section is square in plan and has a small tower surmounted by a cupola. On either side there are connecting buildings leading to oval-plan pavilions with pointed cupolas. The orangery is U-shaped in plan, with the house of the head gardener in the centre.



# Classical Weimar

## **Schloss und Schlosspark Tiefurt / *Tiefurt Castle and Park* :**

A modest two-storey Baroque building linked by a wooden-framed to the former farm building, with buildings and memorials within the park.



**Text:** <http://whc.unesco.org/en/list/846>

**Image from:** [http://commons.wikimedia.org/wiki/File:R%C3%BCckseite\\_Schloss\\_Tiefurt.JPG](http://commons.wikimedia.org/wiki/File:R%C3%BCckseite_Schloss_Tiefurt.JPG)

# Classical Weimar

## **Schloss und Schlosspark Ettersburg / *Ettersburg Castle and Park* :**

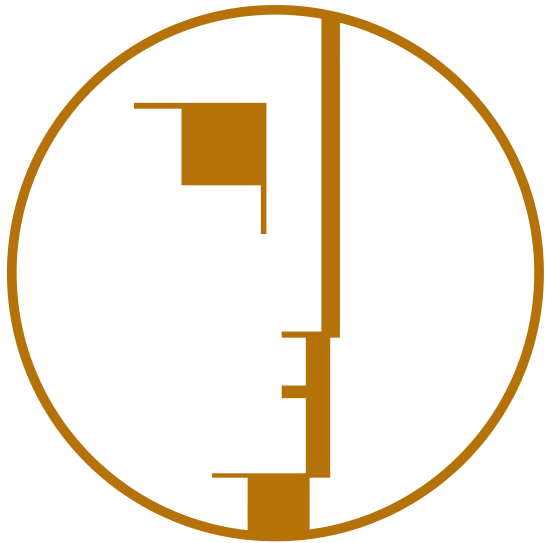
the Old Castle consists of three wings round a spacious courtyard. The shorter east wing abuts the castle church. The New Castle is a more compact four-storey structure. The park is relatively small and abuts the surrounding forest.



**Text:** <http://whc.unesco.org/en/list/846>

**Image modified from:** [http://commons.wikimedia.org/wiki/File:Ettersburg\\_Schloss\\_20040730.jpg](http://commons.wikimedia.org/wiki/File:Ettersburg_Schloss_20040730.jpg)

# Bauhaus and its Sites in Weimar (and Dessau)

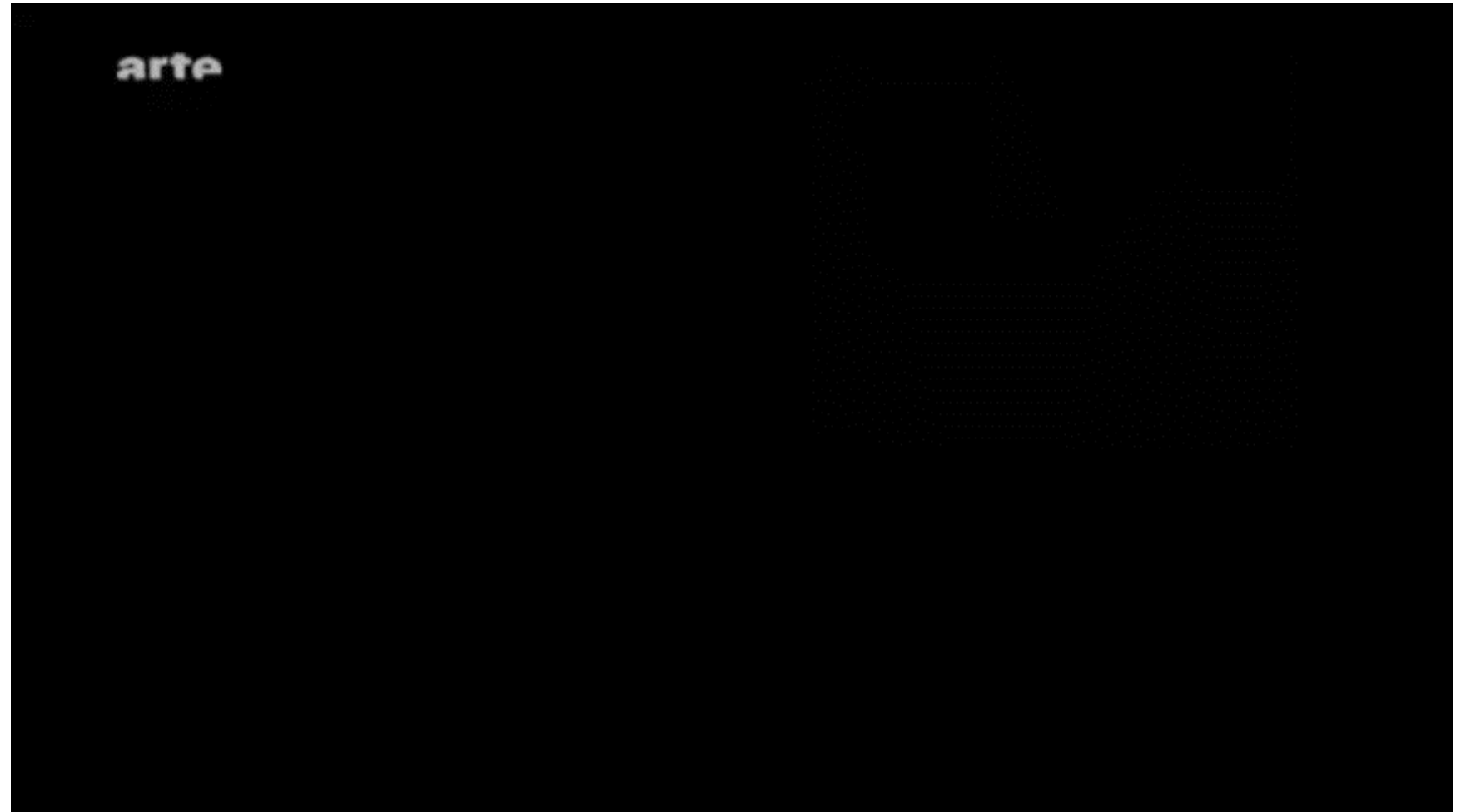
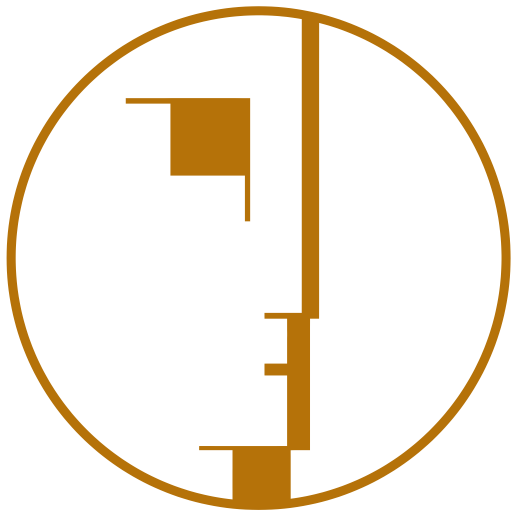


*„Between 1919 and 1933, the Bauhaus School, based first in Weimar and then in Dessau, revolutionized architectural and aesthetic concepts and practices. The buildings put up and decorated by the school's professors (Walter Gropius, Hannes Meyer, Laszlo Moholy-Nagy and Wassily Kandinsky) launched the Modern Movement, which shaped much of the architecture of the 20th century.”*

<http://whc.unesco.org/en/list/729>



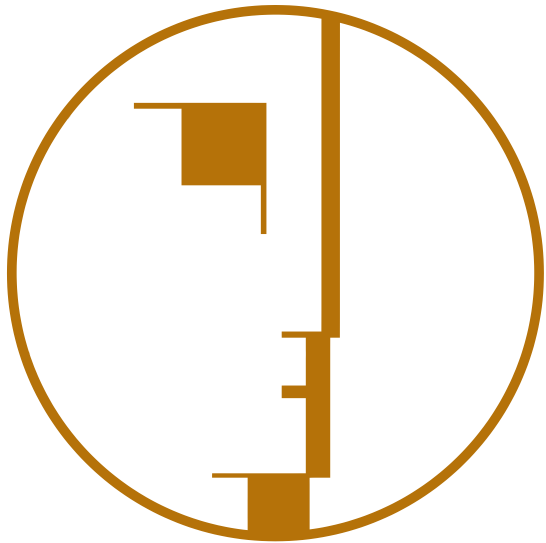
# Bauhaus



<https://youtu.be/nptrtaBGNLY>

Video edited from "Arte - Bauhaus": <https://www.youtube.com/watch?v=enlKLgZ90E>

# Bauhaus and its Sites in Weimar



- Hauptgebäude der Bauhaus-Universität  
*/ Main Building Bauhaus University*
- Ehemalige Kunstgewerbeschule  
*/ Former School of Arts and Crafts*
- Haus am Horn

<http://www.weimar.de/en/tourismus/sights/unesco-world-heritage/bauhaus-sites/>

# Bauhaus and its Sites in Weimar

## **Hauptgebäude der Bauhaus-Universität / *Main Building Bauhaus University:***

Designed by Henry van de Velde, this is one of the most important art school buildings from the turn of the century and is the place where the Bauhaus was founded in 1919. Of course, the terms 'Weimar' and 'Bauhaus' went on to become milestones in the history of modern architecture. The building is still used today by various faculties of the university.



**Text:** <http://www.weimar.de/en/tourismus/sights/unesco-world-heritage/bauhaus-sites/>

**Image:** <http://www.weimar.de/uploads/pics/Hauptgebaeude-Bauhaus-Unive.jpg>

# Bauhaus and its Sites in Weimar

## **Ehemalige Kunstgewerbeschule / *Former School of Arts and Crafts:***

After two years of renovation, the second of two buildings, originally designed by Henry Van de Velde for the former School of Arts and Crafts, now belonging to the Bauhaus-Universität Weimar was reopened with a grand reopening ceremony on 5 February 2010.



**Text:** <http://www.weimar.de/en/tourismus/sights/unesco-world-heritage/bauhaus-sites/>

**Image:** [http://commons.wikimedia.org/wiki/File:Van-de-Velde-Bau\\_in\\_Weimar\\_%28S%C3%BCdgiebel%29.jpg](http://commons.wikimedia.org/wiki/File:Van-de-Velde-Bau_in_Weimar_%28S%C3%BCdgiebel%29.jpg)

# Bauhaus and its Sites in Weimar

## **Haus am Horn:**

This model house by Georg Muche is the only example of Bauhaus architecture in Weimar and was built in connection with the first major Bauhaus exhibition in 1923. This experimental house was built on Strasse Am Horn within just four months which went down in architectural history as Am Horn House. 1999 it was reconstructed in its original shape.



**Text:** <http://www.weimar.de/en/tourismus/sights/unesco-world-heritage/bauhaus-sites/>

**Image:** [http://www.weimar.de/uploads/pics/Haus-am-Horn1-Guido-Werner\\_02.jpg](http://www.weimar.de/uploads/pics/Haus-am-Horn1-Guido-Werner_02.jpg)

Weimarpedia.de

SAL



# Weimarpedia

www.weimarpedia.de



The screenshot shows the homepage of Weimarpedia. At the top, there is a navigation menu with links for 'Startseite', 'Projektbeschreibung', 'Materialien', 'Personen/Kontakt', and 'App'. A search bar is located below the menu, with the text 'Karte Lexikon Galerie Suche' and a 'suchen' button. The main content area features a large heading 'Willkommen bei Weimarpedia!' followed by a sub-heading 'Weimarpedia ermöglicht Euch das Weiterbe Weimars selbstständig und kreativ zu entdecken [weitere Informationen](#).' Below this is a photograph of a garden. The caption for the photo reads 'Goethes Garten' and 'Birte Herrmann, Kaiserin-Auguste-Viktoria-Gymnasium'. To the right of the photo is a circular graphic with the text 'UNTERWEGS IM WEIMAR' and 'weimarpedia' in the center. Below the graphic is the text 'Neue Wege der kulturellen Bildung im Weltkulturerbe Weimarer Klassik'.

Startseite Projektbeschreibung Materialien Personen/Kontakt App Anmelden

Karte Lexikon Galerie Suche

## Willkommen bei Weimarpedia!

Weimarpedia ermöglicht Euch das Weiterbe Weimars selbstständig und kreativ zu entdecken [weitere Informationen](#).

**Goethes Garten**  
[Birte Herrmann](#), [Kaiserin-Auguste-Viktoria-Gymnasium](#)

UNTERWEGS IM WEIMAR  
weimarpedia

Neue Wege der kulturellen Bildung im  
Weltkulturerbe Weimarer Klassik

# Weimarpedia

Funded in November 2009 by the German Federal Ministry of Education and Research (BMBF) and the Thuringian Ministry of Education, Science and Culture started (TMBWK).



Project by the Klassik Stiftung Weimar and Bauhaus-Universität Weimar (Chair of Interface Design).

KLASSIK  
STIFTUNG  
WEIMAR

Bauhaus-Universität  
Weimar



# Weimarpedia

## Main sections:

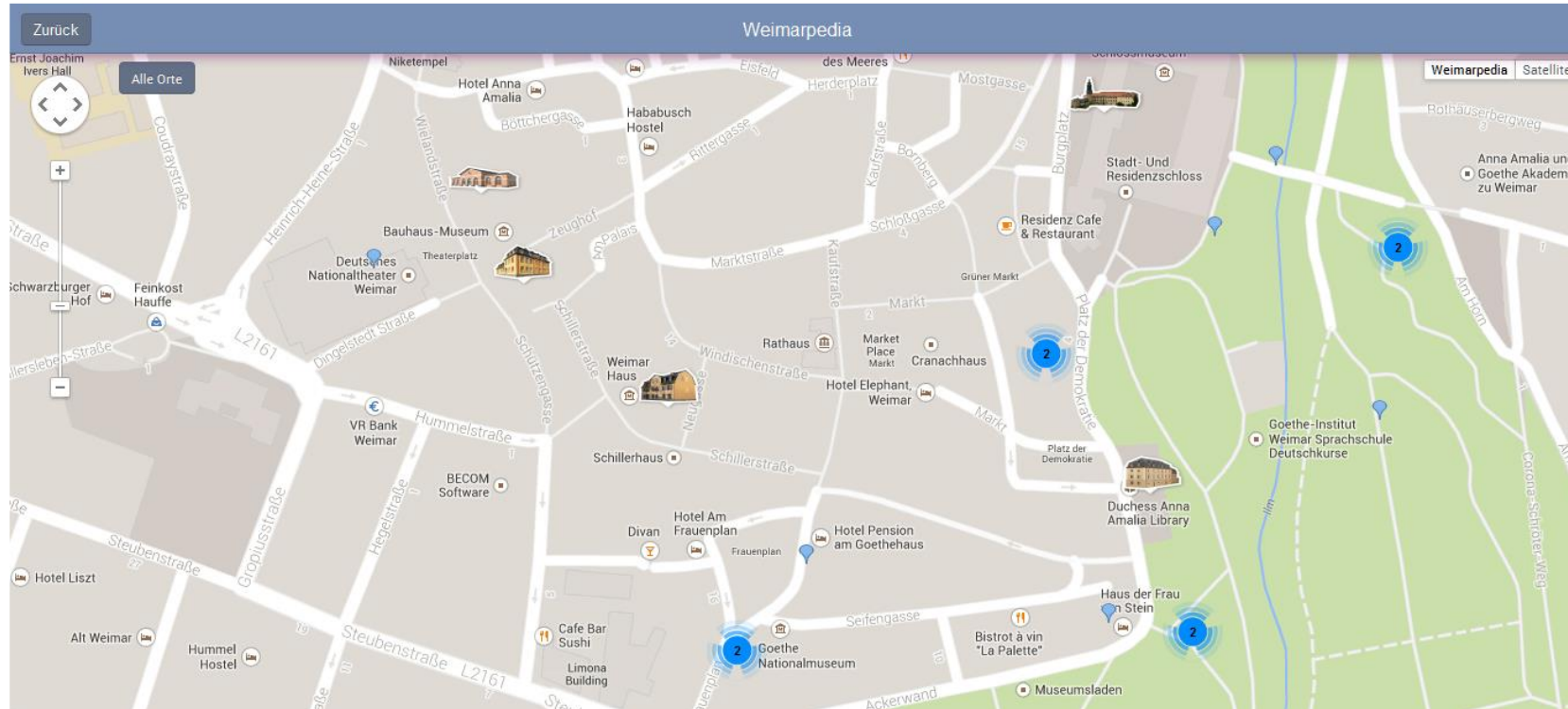
The image shows four main sections of the Weimarpedia application, each in a white box with a grey border and a dashed line at the bottom. The first two boxes are highlighted with a red border. Each box contains a title in blue underlined text and a description in black text.

<u>KARTE</u>	<u>LEXIKON</u>	<u>GALERIE</u>	<u>MATERIALIEN</u>
Ihr könnt das Wissen aus dem Lexikon auch auf der <a href="#">Karte</a> durchstöbern. Dort gibts auch Infos zu Objekten in den Museen. Vorsicht Beta-Version!	Im <a href="#">Weimarpedia-Lexikon</a> erstellt Ihr ein Wissensarchiv über die kulturellen Schätze Weimars (Personen, Orte, Objekte, Themen)	In der <a href="#">Galerie</a> findet Ihr kreative Produkte, die Schüler innerhalb des Weimarpedia-Projektes entwickelt haben.	Weiterhin gibt es für Eure Lehrer <a href="#">Materialien</a> zur Vorbereitung des Aufenthaltes in Weimar.

- Karte: Map
- Lexikon: Encyclopedia
- Galerie: Gallery from students
- Materialien: Materials for teachers

# Weimarpedia

## Karte / Map: Interactive



# Weimarpedia

## Lexikon / Encyclopedia:

The screenshot displays the mobile application interface for Weimarpedia. At the top, there is a navigation bar with links for 'Startseite', 'Projektbeschreibung', 'Materialien', 'Personen/Kontakt', and 'App'. On the right side of this bar is a link for 'Anmelden'. Below the navigation bar is a secondary menu with 'Karte', 'Lexikon' (highlighted), and 'Galerie'. A search bar with the text 'Suche' and a 'suchen' button is also present. A circular logo for 'weimarpedia' is visible on the right side of the page. The main content area is a grid of encyclopedia entries, each featuring a small image, a title, and author information.

Image	Title	Author/Group
	<u>GOETHE-SCHILLER-DENKMAL</u>	Marin Klengen, Luisengymnasium Düsseldorf / Lycée Jean Monnet Straßburg
	<u>DIE PARKHÖHLE</u>	Antonia Kühnel, Kaiserin-Auguste-Viktoria-Gymnasium
	<u>KUNSTLICHE RUINE</u>	Angelika Kammerer, Kaiserin-Auguste-Viktoria-Gymnasium
	<u>STERNGARTEN</u>	Peter Wendebourg, Kaiserin-Auguste-Viktoria-Gymnasium
	<u>DAS NADELOHR</u>	Alisa Pöplow, Kaiserin-Auguste-Viktoria-Gymnasium
	<u>GOETHES GARTEN</u>	Birte Herrmann, Kaiserin-Auguste-Viktoria-Gymnasium
	<u>CHRISTIANE VON LASSBERG</u>	
	<u>DIE NATURDRUCKE</u>	
	<u>DAS MOSAIKFELDER</u>	

# Weimarpedia

## Galerie / Gallery from students: Photo, Audio, Video & Text


The screenshot displays the Weimarpedia website interface. At the top, there is a navigation menu with links for 'Startseite', 'Projektbeschreibung', 'Materialien', 'Personen/Kontakt', and 'App'. On the right side of the top bar, there is an 'Anmelden' button. Below the navigation, there is a search bar with the text 'Karte Lexikon Galerie Suche' and a 'suchen' button. A circular logo for 'weimarpedia' is visible on the right side of the page. The main content area features two article cards. The first card is titled 'FASZINATION ANTIKE. EIN INTERVIEW' and includes a photo of a woman looking at a bust, with icons for photo, audio, video, and PDF. The second card is titled 'DIE LEIDEN DES JUNGEN WERTHER - FOTOSTORY' and includes a photo of a statue, with icons for photo, audio, video, and PDF. On the right side of the page, there is a vertical sidebar with four circular icons: a camera, a microphone, a film strip, and a PDF icon. Below these icons are three buttons: 'ALLE ARTIKEL', 'AKTUELLE EMPFEHLUNGEN', and 'DAUERFAVORITEN'.

By Weimarpedia project, the students can learn about the world heritage sites of Weimar, being able to creatively contribute with the historical heritage content.

# Weimarpedia

## Materialen / *Materials for teachers:*

HERZOG



Herzog Carl August (1757-1828)

**I**hr seid die Interessengruppe HERZOG!

Während sich die anderen Gruppen auf das Rollenspiel vorbereiten, entwickelt ihr einen Fürst-Punkte-Rettungsplan für euer Land!

Stellt euren Masterplan (Rettungsplan) vor und beginnt mit den Worten: „Mein Plan ist...“

*Hinweis für den Rettungsplan:*

Überlege, mit welchen Mitteln du es als HERZOG erreichen kannst, dass sich die verschiedenen Bevölkerungsschichten stärker mit dem Herzogtum Sachsen-Weimar-Eisenach identifizieren können!

Was könntest du in der Rolle des HERZOGS tun, damit die Menschen (egal aus welchem Stand) gern in deinem Herzogtum leben?

*Hinweis für das Rollenspiel:*

Wenn du den HERZOG darstellst, solltest du hauptsächlich kostenneutrale oder kostengünstige Forderungen annehmen! Überlege beim Spiel, aus welchen Forderungen du Kapital erzielen kannst. Handle gewinnbringend für dich und dein Land!

# Weimarpedia

3 days Schedule  
example  
For teenager  
students:



KLASSIK STIFTUNG WEIMAR ([stefanie.harnisch@klassik-stiftung.de](mailto:stefanie.harnisch@klassik-stiftung.de) Tel.: 03643-545863)  
Weimarpedia/Perthes-Gymnasium, Friedrichroda (Frau Schwarz), 8. Klasse, 22 SuS + 2 L  
Vorgangsnummer: 246393



Montag, 19. Mai 2014	Dienstag, 20. Mai 2014	Mittwoch, 21. Mai 2014
<p><u>10:00 – 12:00 Uhr</u></p> <p>Goethe-Schiller-Freundschafts-Rallye Treffpunkt: Marktplatz</p>	<p><u>10:00 – 10:30 Uhr</u></p> <p>Führung: Goethes Gartenhaus</p> <p><u>11:00 – 12:00 Uhr</u></p> <p>Recherche Lexikoneinträge verfassen (Torhaus, Pädagogikraum) Treffpunkt: GNM</p> <p><u>12:00 – 13:00 Uhr</u></p> <p>Führung: Dauerausstellung Lebensfluten- Tatensturm (GNM)</p>	<p><u>10:00 - 13:00 Uhr</u></p> <p>Produktion des kreativen Produktes (Torhaus, Vodafone-Hörsaal) Treffpunkt: Vodafone-Hörsaal (Studienzentrum)</p>
Mittagessen/Pause	Mittagessen/Pause	Mittagessen/Pause
<p><u>13:00 – 14:00 Uhr</u></p> <p>Vorstellung Weimarpedia-Projekt Auswertung der Rallye Treffpunkt: Vodafone-Hörsaal (Studienzentrum)</p>	<p><u>14:00 – 15:00 Uhr</u></p> <p>Konzeption/Produktion des kreativen Produktes (Torhaus, Pädagogikraum) Treffpunkt: GNM</p>	<p><u>14:00 – 15:00 Uhr</u></p> <p>Präsentation/Feedback Treffpunkt: Vodafone-Hörsaal (Studienzentrum)</p>

# Weimarpedia



Students creating and uploading content for the Weimarpedia.de

# Cultural Heritage in Weimar



**Map:**  
Geo-Location



**Articles:**  
Encyclopedia Style



**Gallery:**  
Different Media /  
Participatory

## Goethe-Nationalmuseum

JAN-MRZ	Di-So	9-18 Uhr
APR-15. OKT	Di-Fr, So	9-18 Uhr
	Sa	9-19 Uhr
16. OKT-DEZ	Di-So	9-18 Uhr

Goethes Wohnhaus ist ein Tageslichtmuseum. Daher schließt es vom 16. Oktober bis 31. März bereits 16 Uhr. Wir würden uns freuen, Sie dann in der Ausstellung *Lebensfluten - Totensturm* noch bis 18 Uhr begrüßen zu dürfen.

[www.weimarpedia.de](http://www.weimarpedia.de)

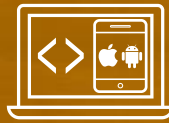




# App Project

SAL





# App Target: City with World Heritage Site





# App Target: Suggestion – Weimar & Weimarpedia.de



+



**Map:**  
Geo-Location



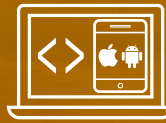
**Articles:**  
Encyclopedia Style



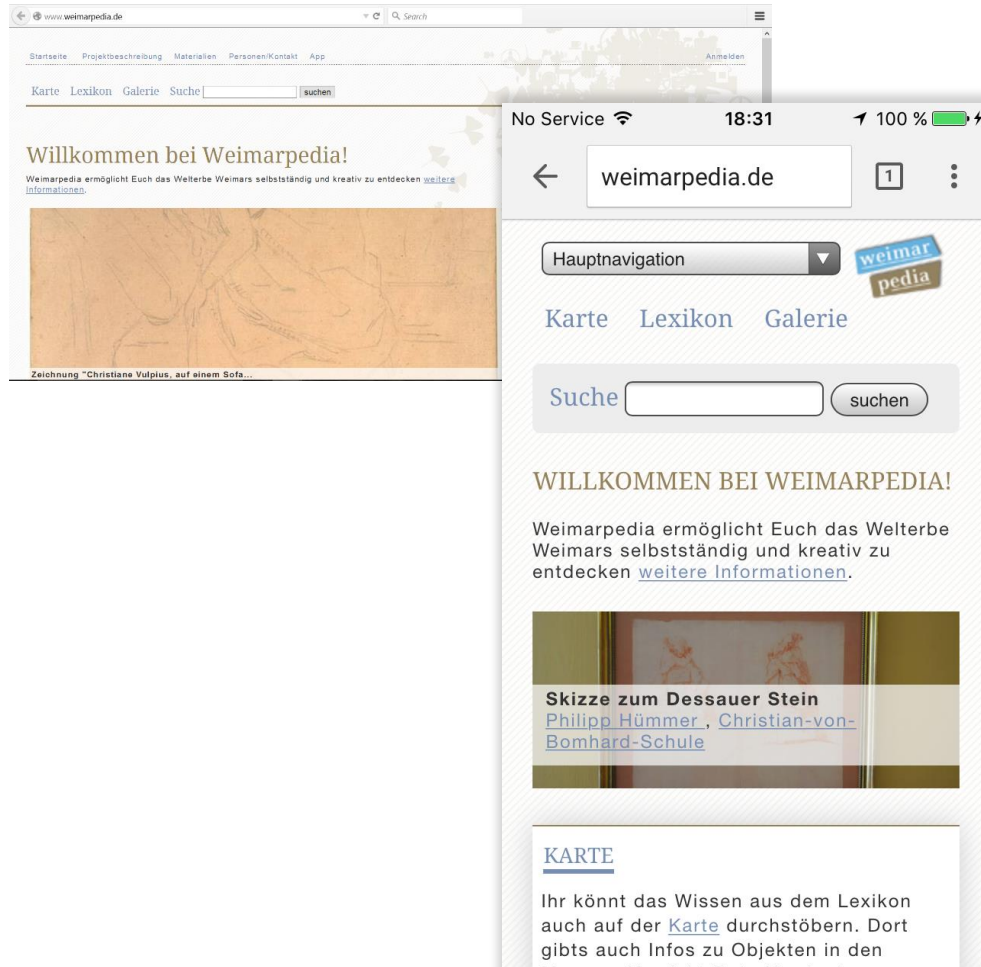
**Gallery:**  
Different Media /  
Participatory



**Materials:**  
for Teachers



# App Target: Suggestion – Weimar & Weimarpedia.de



**Map:**  
Geo-Location



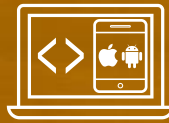
**Articles:**  
Encyclopedia Style



**Gallery:**  
Different Media / Participatory

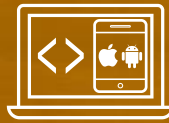


**Materials:**  
for Teachers



## 2 Target Groups: Teenager Students & Adults & Older Adults





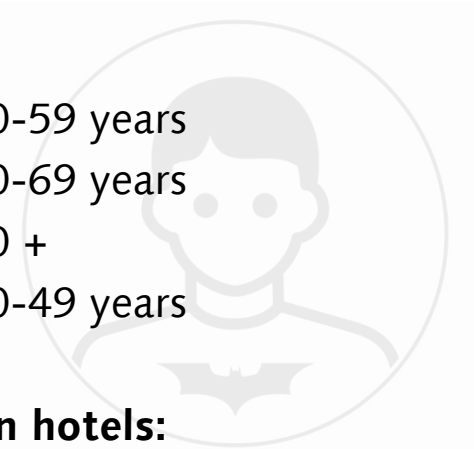
# Target Group A:

## Adults & Older Adults Tourist Visitors

Data collection in Weimar with app. 400 participants (only tourists). April/May 2013.

### Age:

- 26% 50-59 years
- 21% 60-69 years
- 19% 70 +
- 15% 40-49 years



### Booking on hotels:

- 39% online
- 28% phone
- 13% in weimar
- 9% mail



Source\*:

Gesellschaft für  
Wirtschaftsförderung,  
Kongress- und Tourismusservice

**weimar**  
GmbH

\* By e-mail <dietch@weimar.de>



# Target Group A: Adults & Older Adults Tourist Visitors

## Traveling with:

- 57% couples
- 14% alone
- 9% groups
- 8% friends

**Average stay:** 3,2 nights

## Duration of stay:

- 70% up to 3 nights
- 27% 4 – 7 nights
- 3% 8 nights and more



Source\*:

Gesellschaft für  
Wirtschaftsförderung,  
Kongress- und Tourismusservice

**weimar**  
GmbH

\* By e-mail <dietch@weimar.de>



# Target Group A: Adults & Older Adults Tourist Visitors

## Top ten activities:

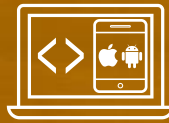
- 94% sightseeing
- 79% restaurant and cafés
- 65% museums and exhibitions
- 58% strolling around
- 54% regional food and drinks
- 53% shopping
- 47% guided tours
- 35% UNESCO World Heritage
- 33% Theatre
- 26% relaxing



Source\*: Gesellschaft für  
Wirtschaftsförderung,  
Kongress- und Tourismusservice **weimar**  
GmbH

\* By e-mail <dietch@weimar.de>

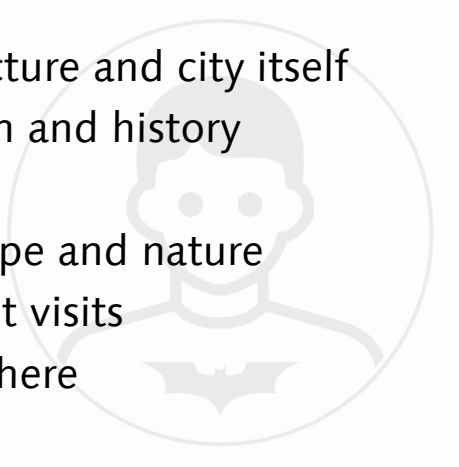




# Target Group A: Adults & Older Adults Tourist Visitors

## Ten reasons to visit Weimar:

- Arts and culture
- Sights
- Architecture and city itself
- Tradition and history
- Image
- Landscape and nature
- Frequent visits
- Atmosphere
- Nearby
- Mouth to mouth



Source\*:

Gesellschaft für  
Wirtschaftsförderung,  
Kongress- und Tourismusservice

**weimar**  
GmbH

\* By e-mail <dietch@weimar.de>



## Target Group A: Adults & Older Adults Tourist Visitors



56% of visitors: 50-70+ y/o

- 26% 50-59 years
- 21% 60-69 years
- 19% 70 +



## Target Group B: Tennager Students



### Age:

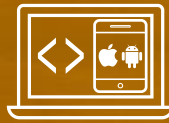
- +- 13-16 years
- Secondary Education age (Gymnasium, Realschule, Hauptschule, etc)

### Traveling with:

- Groups

### Duration of stay:

- Normally 3 days of activities

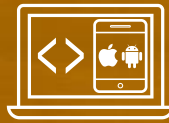


## Target Group B: Tennager Students



### Activities:

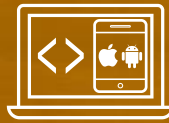
- Guided tours on museums and point of interest in Weimar
- Collecting information from the guide and tours
- Fulfillment of pre-defined activities with Teacher. (questionnaires, content research, photo production, etc)
- Creating media (articles, photos, etc)



## Target Group B: Tennager Students



Students creating and uploading content for the Weimarpedia.de



## Target Groups: Teenager Students & Adults & Older Adults

General age



- 13-16 years old

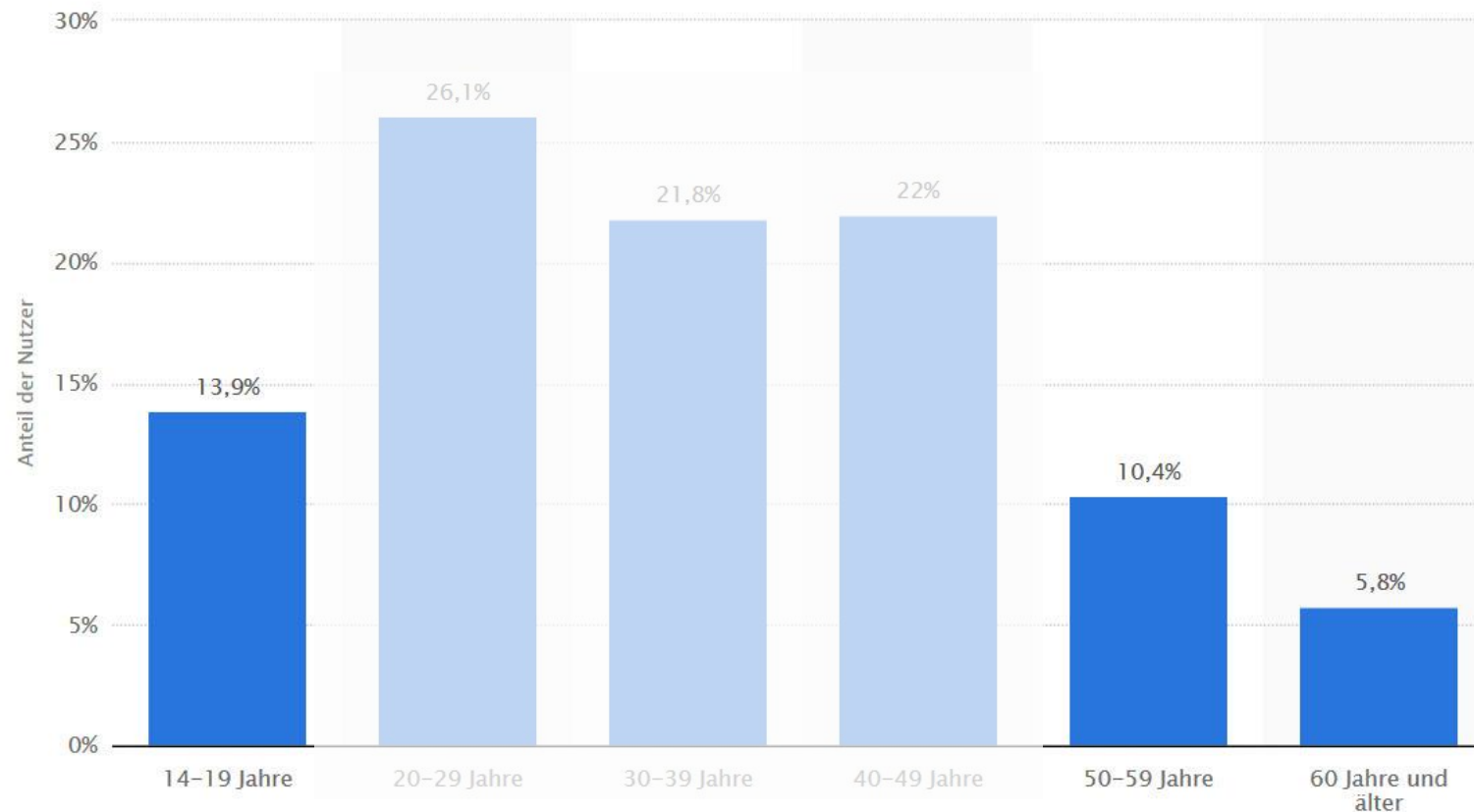


- 50-59 years old (26% of visitors)
- 60-69 years old (21% of visitors)



# Target Groups: Teenager Students & Adults & Older Adults

Anteil der Nutzer des mobilen Internets in Deutschland nach Altersgruppen im Jahr 2013





# Target Groups: Teenager Students & Adults & Older Adults

General needs when visiting Weimar



- Find P.O.I. and information
- Research articles
- Create content



- Find P.O.I. and Information:
  - 94% - sightseeing
  - 79% - restaurant and cafés
  - 65% - museums and exhibitions
  - (...)
  - 35% - UNESCO WHS





# Target Groups: Teenager Students & Adults & Older Adults

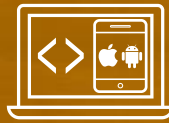
## Presentation Dates



- 20 June



- 13 June



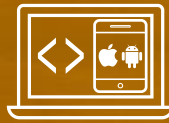
# Presentation Format: Pecha Kucha

*PechaKucha*<sup>TM</sup>  
20 X 20  
IMAGES SECONDS



# Presentation Format: Pecha Kucha

- Japanese model (means chit-chat)
- 20 slides are shown for 20 seconds each (6 minutes and 40 seconds)
- Slides advance automatically
- Requires precision
- You will not lose the attention!
- Pecha Kucha example: [www.youtube.com/watch?v=L31SwpN1dAc](http://www.youtube.com/watch?v=L31SwpN1dAc)
- Creating Pecha Kucha with Power Point: <https://www.youtube.com/watch?v=YGVCCKn6jBc>
- Official site: [www.pechakucha.org](http://www.pechakucha.org)



# How to create a Pecha Kucha?

- Create an outline
- Reorder and cut what is not necessary
- Make the slides
- Include attractive images
- Practice
- Readjust what is necessary
- Practice again
- Focus on the audience!

# Home Task

SAL



# Home Task: Quantitative Evaluation

Quantitative Evaluation of a WHS App in Germany, based on the list:

[http://www.uni-weimar.de/medien/wiki/IFD:MobileMediaDesign-SS16#Apps for World Heritage Sites in Germany](http://www.uni-weimar.de/medien/wiki/IFD:MobileMediaDesign-SS16#Apps_for_World_Heritage_Sites_in_Germany)

The quantitative evaluation will help to analyze the existing apps in order to see what can be traced as trend on features, for WHS Apps in Germany.

The mapping of available features helps to have an overview about how the mobile market behaves for cultural content, and what are the popular features to apply in your prototype.

# Home Task: Quantitative Evaluation

Quantitative Evaluation of a WHS App in Germany, based on the list:

[http://www.uni-weimar.de/medien/wiki/IFD:MobileMediaDesign-SS16#Apps\\_for\\_World\\_Heritage\\_Sites\\_in\\_Germany](http://www.uni-weimar.de/medien/wiki/IFD:MobileMediaDesign-SS16#Apps_for_World_Heritage_Sites_in_Germany)

Tasks:

- Choose one App from the list above
- Write your name on the wiki page (max. 2 students on the same App)

## Apps for World Heritage Sites in Germany

UNESCO World Heritage Site list: <http://whc.unesco.org/en/statesparties/de>

List of WHS Apps in Germany			
App Name	URL(s)	Student Name (1)	Student Name (2)
Aachener Dom	<a href="https://itunes.apple.com/de/app/aachener-dom/id477737478?l=en&amp;mt=8">https://itunes.apple.com/de/app/aachener-dom/id477737478?l=en&amp;mt=8</a>	(Student name)	(Student name)
Dom Speyer / Speyer Cathedral	<a href="https://play.google.com/store/apps/details?id=de.i42.domspeyer&amp;hl=en">https://play.google.com/store/apps/details?id=de.i42.domspeyer&amp;hl=en</a> <a href="https://itunes.apple.com/de/app/speyer-cathedral/id977152429?l=en&amp;mt=8">https://itunes.apple.com/de/app/speyer-cathedral/id977152429?l=en&amp;mt=8</a>	(Student name)	(Student name)
Sanssoussi - The Park and its buildings	<a href="https://itunes.apple.com/de/app/sanssouci-park-its-buildings">https://itunes.apple.com/de/app/sanssouci-park-its-buildings</a>	(Student name)	(Student name)

# Home Task: Quantitative Evaluation

Tasks:

- Send by e-mail, or upload at wiki, the scheme/table:

Name of the App																
URL																
Mask with X which features you can find in the app																
Map	Map GPS	Map Static	AR	Photos	Articles	Share	Audio	Video	Nearby	Links	Tours	Games	...	...	....	...
Describe the content structure of the app: (example:)																
<ul style="list-style-type: none"> <li>▪ Welcome</li> <li>▪ Map</li> <li>▪ Service</li> <li>▪ Contact</li> <li>▪ Etc</li> </ul>																
Opinion: Which features would you use in your prototype App, and why?																



# Home Task: Quantitative Evaluation

## Tasks:

- Topic of the e-mail: **[MMD] App Evaluation**  
**or** directly on our **wiki-page**
- File Name: MMD\_AppEvaluation\_FirstnameFamilyname
- Deadline: 6 May, at 23:39

# Home Task: Quantitative Evaluation

## Reviewing the Tasks:

- Choose one App from the list (available at [http://www.uni-weimar.de/medien/wiki/IFD:MobileMediaDesign-SS16#Apps\\_for\\_World\\_Heritage\\_Sites\\_in\\_Germany](http://www.uni-weimar.de/medien/wiki/IFD:MobileMediaDesign-SS16#Apps_for_World_Heritage_Sites_in_Germany))
- Write your name on the wiki page  
(max. 2 students on the same App – first come, first served basis)
- Send the quantitative evaluation scheme/table by e-mail (joatan@gmail.com)  
or upload it directly on the wiki-page
- Deadline: 6 May, at 23:39

# Home Task: How to login on wiki

To create an account on the wiki (different login from uni-weimar), go to the page:

<http://www.uni-weimar.de/medien/wiki/index.php5?title=Special:UserLogin&type=signup>

Log in / create account - x

www.uni-weimar.de/medien/wiki/index.php5?title=Special:UserLogin&type=signup

Bauhaus-Universität Weimar  
Faculty of Media

Special page

## Media Art & Design

Media Wiki

### LOG IN / CREATE ACCOUNT

**Create Account (valid university E-Mail required)**

Already have an account? [Log in.](#)

Username:

Password:

Retype password:

E-mail:

E-mail address is required.

Real name:

Real name is optional. If you choose to provide it, this will be used for giving you attribution for your work.

Remember my login on this computer

Startseiten

- Medien Wiki
- Elektroakustische Komposition ...
- Experimentelles Radio
- Experimentelle Television
- Gestaltung medialer Umgebungen
- Immersive Medien
- Interface Design
- Fotowerkstätten Medien
- Medien-Ereignisse
- Moden & öffentl. Erscheinungsbilder
- Multimediales Erzählen

Wiki Related

- Wintersemester 2015
- Sommersemester 2015
- Recent changes
- New pages
- Help
- [Log in](#)

# Home Task: How to edit on wiki

Click on the "pencil icon" on right of the desired section  
(Apps for World Heritage Sites in Germany)

## Apps for World Heritage Sites in Germany



UNESCO World Heritage Site list: <http://whc.unesco.org/en/statesparties/de>

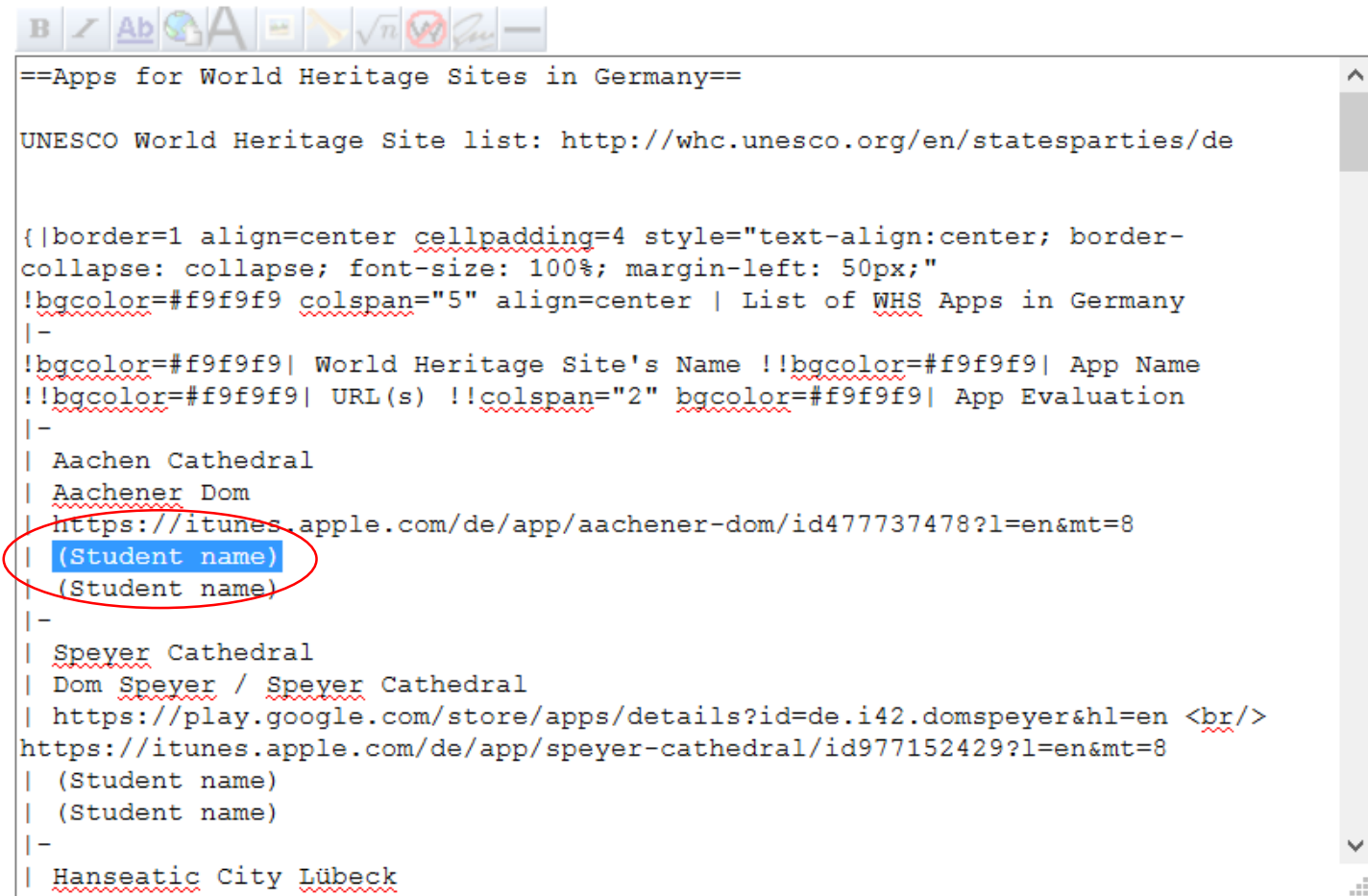
List of WHS Apps in Germany			
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Dom Speyer / Speyer Cathedral	<a href="https://play.google.com/store/apps/details?id=de.i42.domspeyer&amp;hl=en">https://play.google.com/store/apps/details?id=de.i42.domspeyer&amp;hl=en</a> <a href="https://itunes.apple.com/de/app/speyer-cathedral/id977152429?l=en&amp;mt=8">https://itunes.apple.com/de/app/speyer-cathedral/id977152429?l=en&amp;mt=8</a>	(Student name)	(Student name)
Sanssoussi - The Park and its buildings	<a href="https://itunes.apple.com/de/app/sanssouci-park-its-buildings">https://itunes.apple.com/de/app/sanssouci-park-its-buildings</a>	(Student name)	(Student name)

# Home Task: How to edit on wiki

## IFD:MOBILEMEDIADDESIGN-SS16

Select  
“(Student name)”  
on the  
chosen app,  
and type your  
name.

Be careful to not  
delete other  
codes, characters  
or spaces.



```
==Apps for World Heritage Sites in Germany==
UNESCO World Heritage Site list: http://whc.unesco.org/en/statesparties/de

{|border=1 align=center cellpadding=4 style="text-align:center; border-collapse: collapse; font-size: 100%; margin-left: 50px;"
!bgcolor=#f9f9f9 colspan="5" align=center | List of WHS Apps in Germany
|-
!bgcolor=#f9f9f9| World Heritage Site's Name !!bgcolor=#f9f9f9| App Name
!!bgcolor=#f9f9f9| URL(s) !!colspan="2" bgcolor=#f9f9f9| App Evaluation
|-
| Aachen Cathedral
| Aachener Dom
| https://itunes.apple.com/de/app/aachener-dom/id477737478?l=en&mt=8
| (Student name)
| (Student name)
|-
| Speyer Cathedral
| Dom Speyer / Speyer Cathedral
| https://play.google.com/store/apps/details?id=de.i42.domspeyer&hl=en <br/>
https://itunes.apple.com/de/app/speyer-cathedral/id977152429?l=en&mt=8
| (Student name)
| (Student name)
|-
| Hanseatic City Lübeck
```

# Home Task: How to edit on wiki

It is possible to see a preview of the page, before saving, to be sure.

When finished, save the page.

```
| (Student name)
| (Student name)
|-
| Dom Speyer / Speyer Cathedral
| https://play.google.com/store/apps/details?id=de.i42.domspeyer&hl=en <br/>
| https://itunes.apple.com/de/app/speyer-cathedral/id977152429?l=en&mt=8
| (Student name)
| (Student name)
|-
| Sanssoussi - The Park and its buildings
| https://itunes.apple.com/de/app/sanssouci-park-its-buildings/id541005815?l=en&mt=8
```

Please note that all contributions to Medien Wiki may be edited, altered, or removed by other contributors. If you are not sure, do not submit it here.

You are also promising us that you wrote this yourself, or copied it from a public domain or similar free resource.

**Do not submit copyrighted work without permission!**

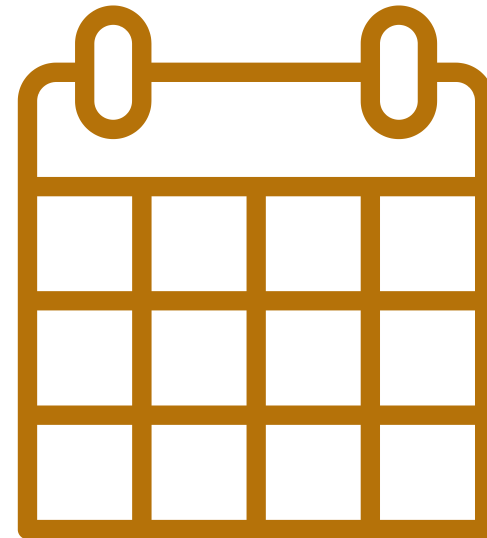
Summary:

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# Schedule

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# Course Schedule and Details

- **18.04** **MMD 01** - Introduction | **MMD 02** - Media & Mediatization
- **25.04** **MMD 03** - Mobile Media & Apps | **MMD 04** - UNESCO WHS Tourism in Germany / Project Description
- **06.05** *Deadline at 23:59 of App Evaluation*
- **09.05** **MMD 05** - Mobile Guidelines | **MMD 06** - Icon Design / Project Consultation
- **23.05** **MMD 07** - References & Writing / Project Consultation
- **13.06** Students' Prototype Presentations – **Older Adults**
- **20.06** Students' Prototype Presentations – **Teenagers**
- **04.07** **MMD 08** - Closing Lecture & Feedback
- **31.07** Deadline for the paper/essay: 23:59



# References

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# References

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# 03. Mobile Media

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Mobile  
Media  
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