

**CreativeCH Showcase Salzburg:
Symposium on Cultural Tourism**

Date, time	7 November 2012, 9:30-12:00
Subject of presentation	The Role of New Media and Technologies in Mediating Cultural Heritage; Discussion and validation of CreativeCH findings
Location, premises	Pädagogische Hochschule OÖ, Wels
Participants	Participants from various tourism colleges in Salzburg and Austria in general

Salzburg Research was a presenter at the Symposium on Cultural Tourism. The symposium was organised by the Pedagogical Academy in Wels and invited teachers working in the field of cultural tourism, including teachers from the region of Salzburg.

At this opportunity Salzburg Research presented and discussed the findings we have collected so far in the CreativeCH project on utilising new media and technologies for communicating cultural heritage to tourists, local residents and the young in particular.

First we covered the role and potential of utilising information and communication technologies (ICT) in cultural tourism, in particular for the World Heritage City of Salzburg.

Then we presented, discussed and validated our findings from the CreativeCH project, for instance the findings from the survey on young people's attitudes towards cultural heritage and the findings from the ideas workshop at the Salzburg Youth Congress. The participants were very interested and—in line with our own findings—affirmed that...:

- Youngsters prefer to learn from experiences rather than being presented historical facts; they associate experiences with fun and activity, which also makes them more likely to remember what they learned;
- There should be variation in the way in which information is presented to them: youngsters quickly get bored if information is presented in only format; the more variety, the more aware they become and the more they will learn;
- Information presented to them also has to be short and concise (5-10 minutes at the most); in between, they should be given the opportunity to relax;
- Youngsters want to be actively involved, and not just be passive recipients of information;
- Games and interactive activities are particular useful for addressing young people;
- Youngsters are particularly interested in customs and traditions, such as historical dances, clothing etc.

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