„Talking Places" Platform for Safeguarding and Sustainable Development of Intangible Cultural Heritage via Students' Participatory Activities

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Methodology

Needs Assessment

Curriculum Integration

Stakeholder Mapping: Identifying key partners, including local artisans, cultural custodians, NGOs, and governmental bodies to ensure a community-driven approach.

Students' Involvement: Students actively participate in fieldwork, including documenting oral histories, recording cultural practices, and creating multimedia resources (e.g., digital archives, virtual tours).

Collaborative Workshops: Organizing workshops with community members and experts to transfer traditional knowledge to students and create awareness within the local context.

Technology Partners: Support the development of digital tools (e.g., apps, online platforms) to document and share ICH globally.

Faculty Members: Guide students in integrating academic learning with practical, community-based projects. Community Leaders/Artisans: Mentor students, share traditional knowledge, and participate in preservation efforts. NGOs and Cultural Experts: Provide expertise and assist in scaling the project to reach wider audiences.

Tools and Technologies

,,Talking Places" is a real territorial marketing tool useful for tracing, sharing, and expanding the understanding of the territories for both international and local visitors.

Through the NFC tags, it is possible to guide the visitor to discover the territory by indicating routes, companies, attractions, activities, and events.

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Outcomes and Impact

Student Learning and Development: Students have developed critical skills in digital documentation, multimedia production, and cultural research, enhancing their employability in fields like cultural heritage management, tourism, and sustainability.

Global Awareness: Students gained a deeper understanding of global cultural diversity and its connections to sustainable development. The platform has produced a comprehensive digital collection of ICH resources, including multimedia records (videos, audio, images) and transcriptions, stored in easily accessible online repositories foracademic use and public access.

Cultural Revival: Traditional knowledge and practices, such as local crafts and performance arts, have been revived and kept alive for future generations.

Long-term Impact on Education: The platform's integration into academic curricula has provided students with a holistic, interdisciplinary education, preparing them to be leaders in heritage preservation, cultural tourism, and sustainable development. Students gained hands-on experience in digital documentation (photography, videography, and audio recording), learning how to create high-quality multimedia content for heritage preservation. They developed proficiency in editing software (e.g., Adobe Premiere, Audacity) and learned how to create virtual exhibitions, digital archives, and multimedia storytelling projects, valuable skills for careers in cultural heritage, media, and technology.

Lesson Learned:

✓ Effective communication between all stakeholders (students, faculty, community members, partners) is essential to avoid misunderstandings and ensure smooth project execution.

✓ Defining clear roles and responsibilities is crucial for efficient collaboration. Mistake to Avoid: Lack of clear communication and role definition can lead to confusion, delays, and inefficiency, ultimately affecting the quality of the outcomes.

✓ Providing comprehensive training and support for students is vital, not just for technical skills but also for cultural sensitivity and understanding the ethical considerations of working with local communities and heritage.

✓ Mistake to Avoid: Underestimating the level of preparation required for students can lead to poor-quality work and misunderstanding of the cultural significance of ICH.

Transferability

https://www.facebook.com/profile.php?id=100092384466555

https://www.lifebeyondtourism.org/un-luogo-parlante-speciale-lospedale-parlante/

Field Visit (Workshop)

Thank You!