

# EUSAIR STAKEHOLDER CONFERENCE 2021

## RE-ROUTING TOURISM AIMING AT SUSTAINABLE GREEN MACROREGION

25th November 2021

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EU Strategy for the Adriatic and Ionian Region (EUSAIR)



# THE POWER OF STORYTELLING

13th TSG4 meeting,  
6th October 2020, virtual  
INTERPRET EUROPE / ISTRA INSPIRIT





NATIONAL  
COORDINATOR  
INTERPRET EUROPE

# HERITAGE UNDERSTANDING

ONE OF THE MOST DIFFICULT SKILLS OF OUR MODERN AGE IS  
UNDERSTANDING HOW TO INHERIT SOMETHING.

AN HEIR IS NOT ONE WHO HAS BEEN GIVEN A LEGACY BY CHANCE, BUT  
ONE WHO HAS DECIDED TO PRESERVE A PARTICULAR HERITAGE

# WHY STORYTELLING?

It is based on the interpretation of **intangible heritage**: legends, stories, myths  
Stories make a subject interesting

***Storytelling is powerful and has the ability to:***

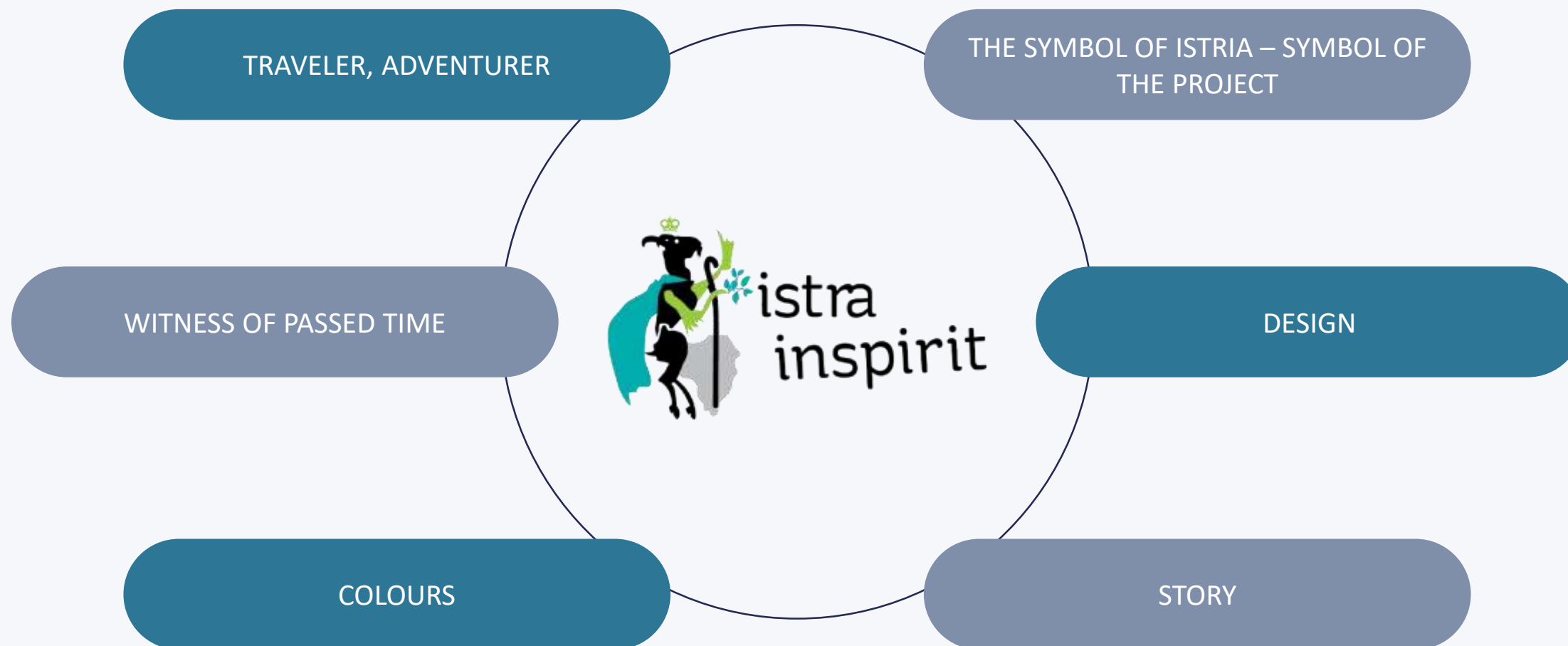
- Help people remember and create new memories;
- Connect people to a place, person or event;
- Attach importance to an experience;
- Bring intellect and emotions together;
- Entertain through drama and humor;
- Help make sense of the world;
- Create wonder;
- Deliver enrichment and rarity;
- Make people care.

# BEST PRACTICE EXAMPLES

## **Istra Inspirit – cultural tourism product / project**

- Travel through time; A sea of sensations, a myriad of flavors, nine experiences, one Istria.
- Istra Inspirit is a multi-awarded tourism project in Istria that enriches the cultural and tourist offer of the peninsula with the revival of historical events on authentic locations, through staged Istrian legends and myths.
- Istra Inspirit united the 7 Istrian clusters, over 200 artists, volunteers and sponsors through 9 experiences in the beginning.
- The project has been active since 2012 with more than 900 performances and numerous national and international awards.

## Product marketing / storyteller goat

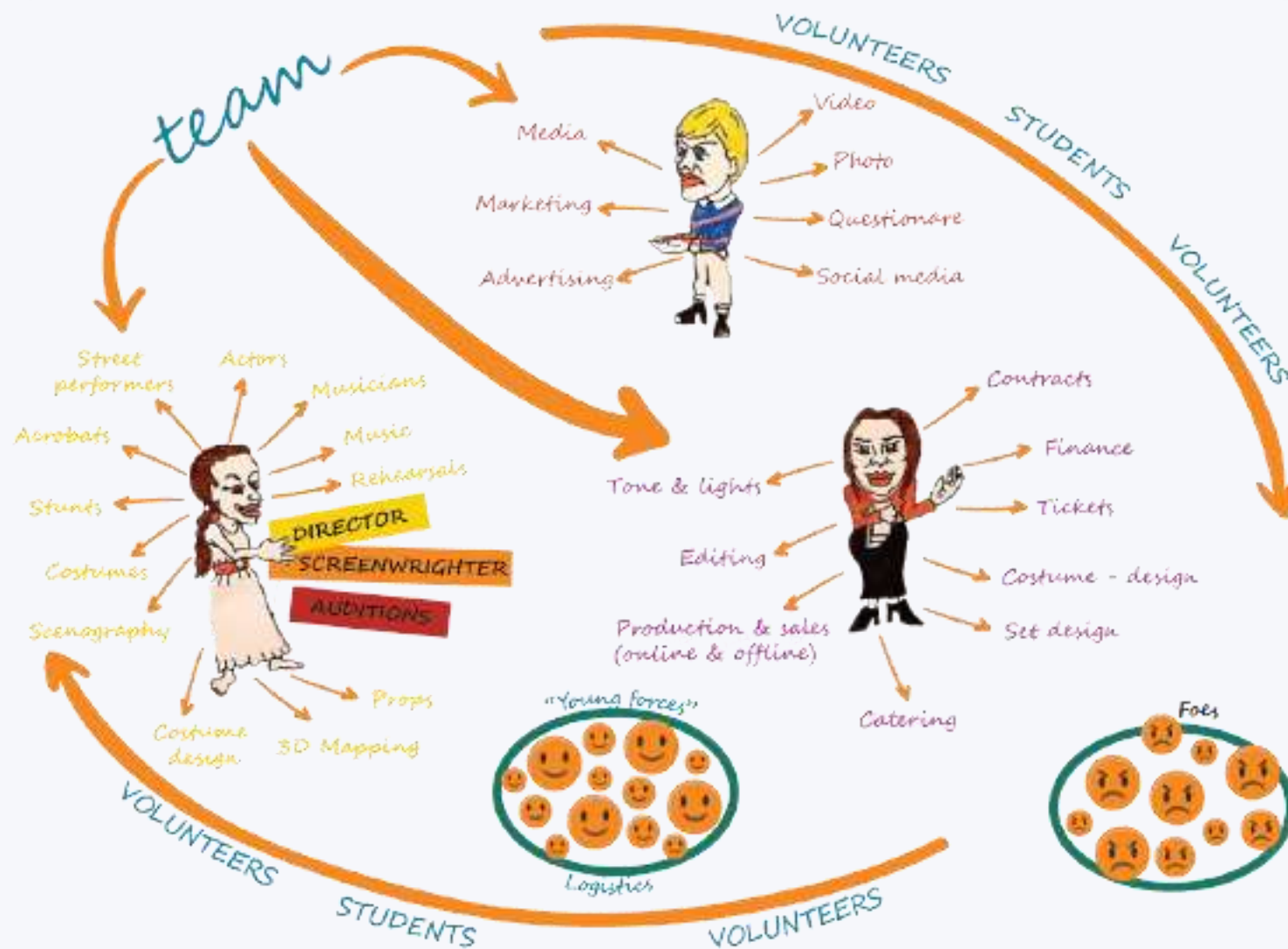


# Istra Inspirit Methodology









# TWO PROJECT STAGES

## 1st stage (2012. – 2015./2016.)

During the first stage, business model known as **B2C** (business to consumer) was the most present, but great effort was invested into the **B2B** (business to business) sale, the complete marketing mix was directed towards promoting products that could **be bought online**

## 2nd stage (2016. – 2019.)

In the period between 2016 and 2020, online sales were cancelled and the business model switched to **B2B** – hotel companies, MICE agencies and public institutions buy the experience in advance and in that way, **make it free for all visitors.**







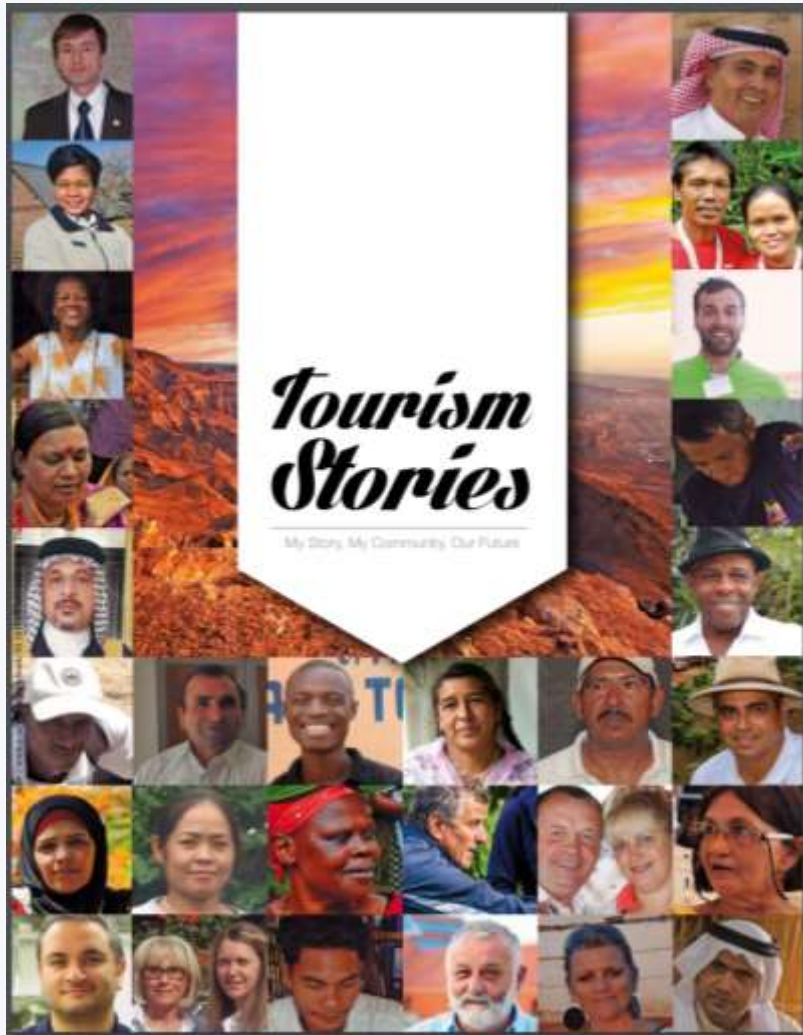
# CONCLUSION

Istra Inspirit storytelling can be called a **5D storytelling** - it involves all senses and special effects.

There is no end to the ideas. Imagine and create stories, stimulate senses and sophistication, and **ensure the interactive experience and the success in front of you.**

*„Everything you look at can become a fairy tale, everything you touch can become a story.“*

Hans Christian Andersen



*100th Session of the UNWTO Executive Council in Rovinj 2015*

**Istra Inspirit is included in the 100 best tourist stories in the world in the recognized edition of the *World Tourism Organization: 'Tourism Stories'*.**

## INTERPRETING HERITAGE IS MY MISSION

If I have made anyone aware of the importance of the same then let someone be grateful to me tomorrow. Encouraging the community to cherish and transmit that same love is immense happiness. I am not just a guardian I am an active motivator and promoter. Through heritage, I have created transformative tourism because I believe it is just so interesting and heritage worthwhile, that it is different and experiential. A man without an inheritance has no identity. Without identity, we have no affiliation. Without belonging we are lost.

# ABOUT INTERPRET EUROPE

European Association for  
Heritage Interpretation

- Established as a charity in 2010
- More than 1,000 members in 53 countries

We believe that to learn from our heritage  
is essential for a shared future in Europe.

**GOAL** - To embed heritage interpretation  
at European and national levels

**MISSION** - To serve all  
who use first-hand experiences  
to give natural or cultural heritage  
deeper meaning



**interpret europe**

*Interpret Europe: Join and share*



# THANK YOU

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