

# Manual for Participatory Tourism Connecting Community and Culture Through

*Storytelling*



**Interreg**  
**ADRION** ADRIATIC-IONIAN  
European Regional Development Fund - Instrument for Pre-Accession Assistance  
EUSAIR FACILITY PART



REPUBLIC OF CROATIA  
Ministry  
of Tourism

[https://www.youtube.com/watch?v=FBzweoNh\\_e4](https://www.youtube.com/watch?v=FBzweoNh_e4)

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PAR

TICIPA

TORY

TO

UR

ISM

# PARTICIPATORY TOURISM

The involvement of the local community in the decision-making process benefits the local economy and promotes respect for residents by their traditional way of life and values.

Participatory tourism as responsible tourism includes every stakeholder of a certain destination in order to create authentic, new products which later on affect their everyday life and surrounding.



# WHY STORYTELLING?

## The Art of Storytelling

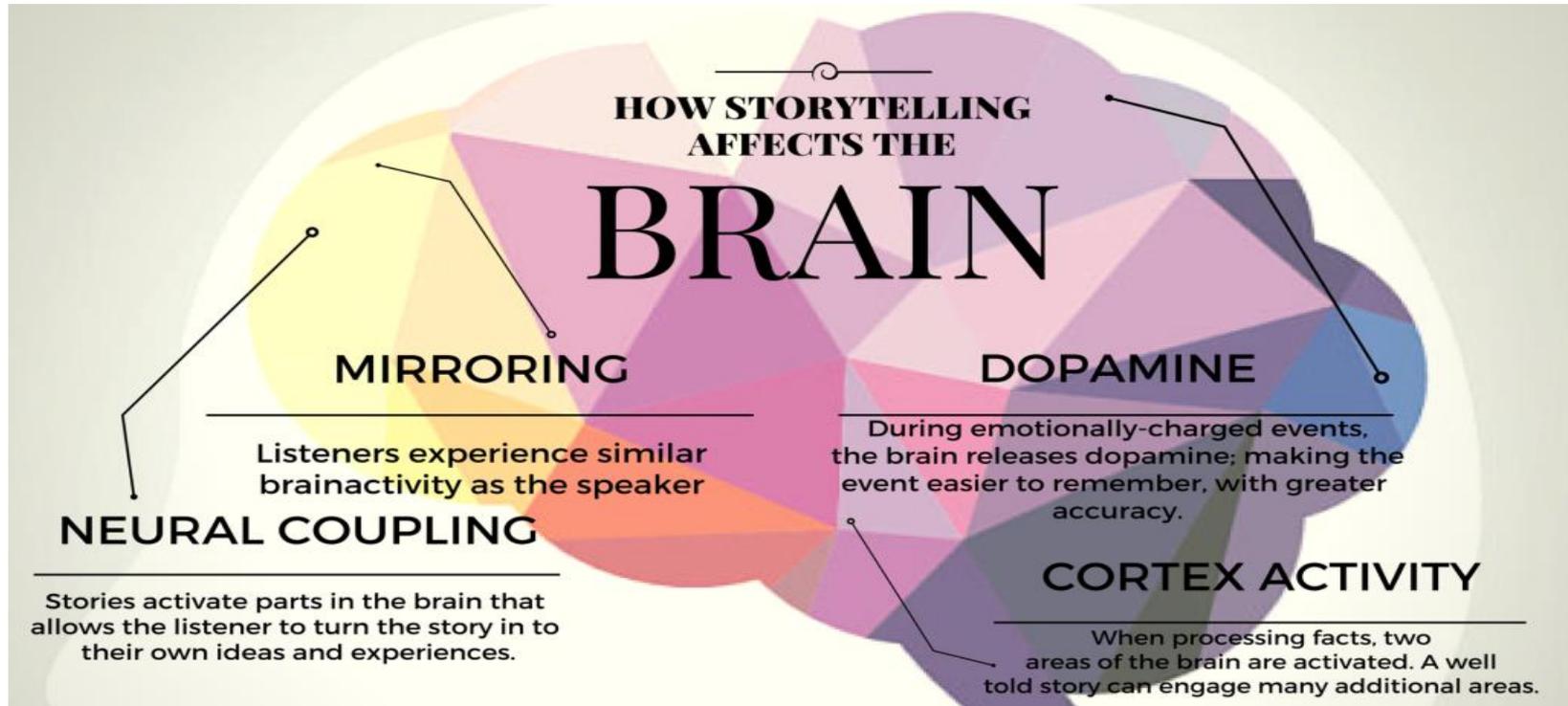
Storytelling is a unique human skill shared between people, and is one of our oldest artforms. It brings words and the world to life, stimulates the imagination, and builds a sense of community between tellers and listeners.

The purpose of this manual is to develop understanding how storytelling can be used in **creating successful tourism product.**

***Stories create “sticky” memories*** by attaching emotions to things that happen. That means leaders who can create and share good stories have a powerful advantage over others. And fortunately, everyone has the ability to become a better storyteller.

**Story structure:** authentic, interactive and emotional

# HOW STORYTELLING AFFECTS?



Source: <https://authenticweb.marketing/2016/03/power-of-storytelling/>

**Storytelling, as a way of telling stories through interaction with the destination and infrastructure makes a cultural touristic product.**

# Storytelling

Trust



Communication



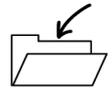
Marketing



Experience



Content



Share



Brand



Emotion



Creative



Viral



History





**A successful interpretation is based on quality content which has to be tailored according to the audience.**

Storytelling is important because stories make a subject interesting and easier to remember. It also carries a big part in intangible heritage interpretation - legends and myths - especially in the way it is used through the **Istra Inspirit project**.

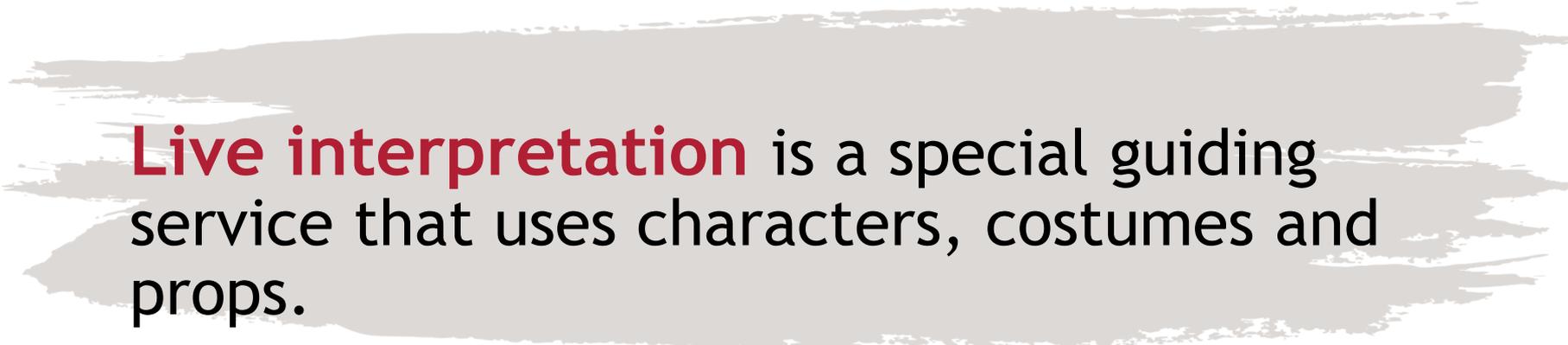
There's no good interpretation without a good interpreter.

Heritage Interpretation = Strategic Thinking



*Live interpretation:*

Storytelling Methodology



**Live interpretation** is a special guiding service that uses characters, costumes and props.

Its often the enduring highlights of any visit and quite simply brings heritage life in the eyes of the visitor.



The goat is a symbol of Istria and speaks to us as a storyteller, traveler, avanturist and witness of the time.

The green color evokes the Istrian landscapes of forests, pastures and vineyards.

The blue-green color of the mantle symbolize the sea, myths and legends.

Shepherd's stick it is a symbol of wisdom, authority and dedication.

# ISTRA INSPIRIT – Travel through time

**četvrtak Savudrija od 18 do 21 sat**  
**Svjetionik ljubavi**  
Koga je potajno ljubio grof Metternich i zašto nisu živjeli sretno do kraja

**nedjelja Buzet, stara jezgra od 18 do 21 sat**  
**Buzet po starinski**  
kako se pekao kruh i na koju se glazbu plesalo u starom Buzetu

**subota Pazin, kaštel Pazin od 18 do 21 sat**  
**Jules Verne: bijeg iz kaštela**  
Kako je grof Sandorf pobjegao iz kaštela i što o tome zna Jules Verne

**petak Poreč od 18 do 21 sat**  
**Iustitia**  
Što je ukrao Domenico Furlan i kako je pravda zadovoljena

**srijeda Svetvinčenat, Kaštel G. Morosini od 18 do 21 sat**  
**Vještica Mare**  
Zašto je travarka Mare završila na lomači i kako su slavili krvnici

**utorak Rovinj, stara jezgra od 18 do 21 sat**  
**Spacio**  
Što su jeli ribari batana i težaci i o čemu su pričali u konobi

**nedjelja Labin, Lamparna i rudnik Raša od 18 do 21 sat**  
**Rudarska republika**  
Ima li neba ispod zemlje: kako su živjeli rudari i što su jeli

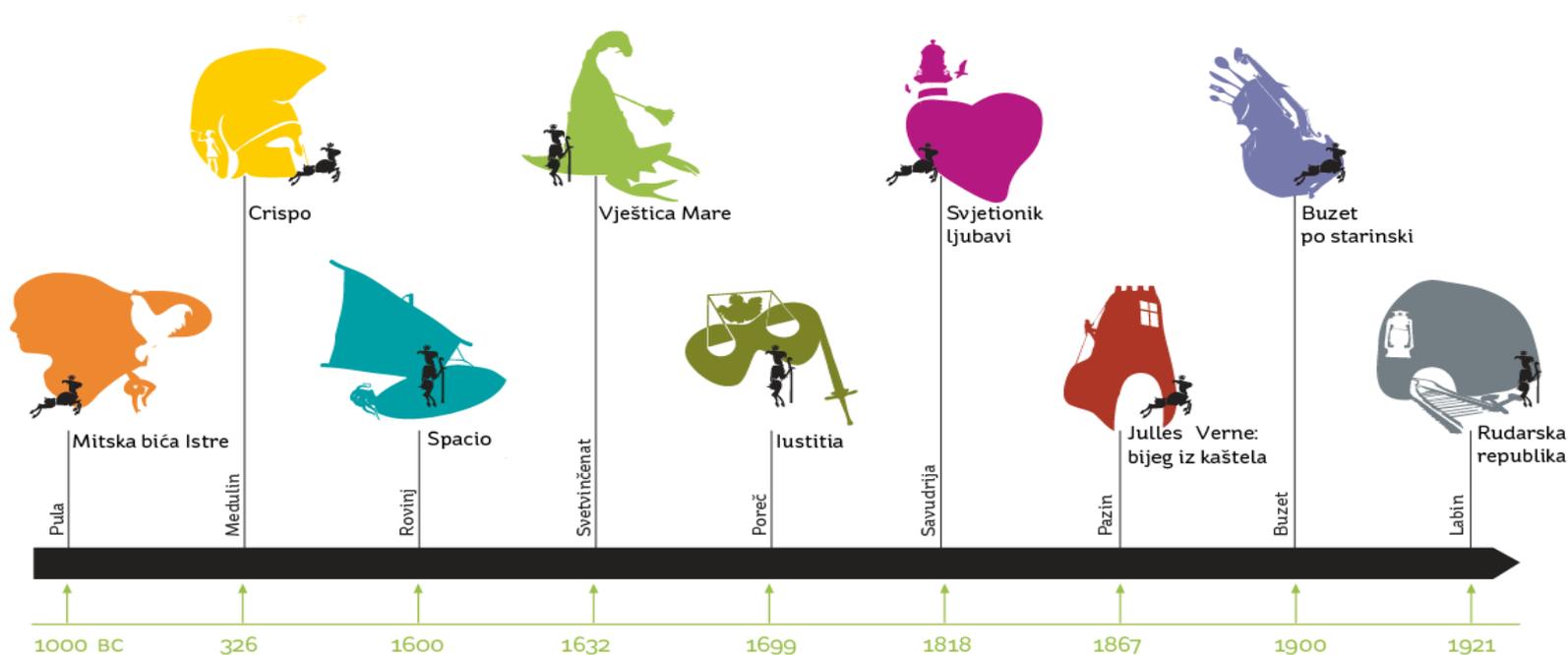
**ponedjeljak Pula, Povijesni muzej za djecu od 10 do 12 sati**  
**Mitološka bića Istre**  
Što je jeo Veli Jože, kakvi su čarobni napici štriga i igre prastarog cirkusa

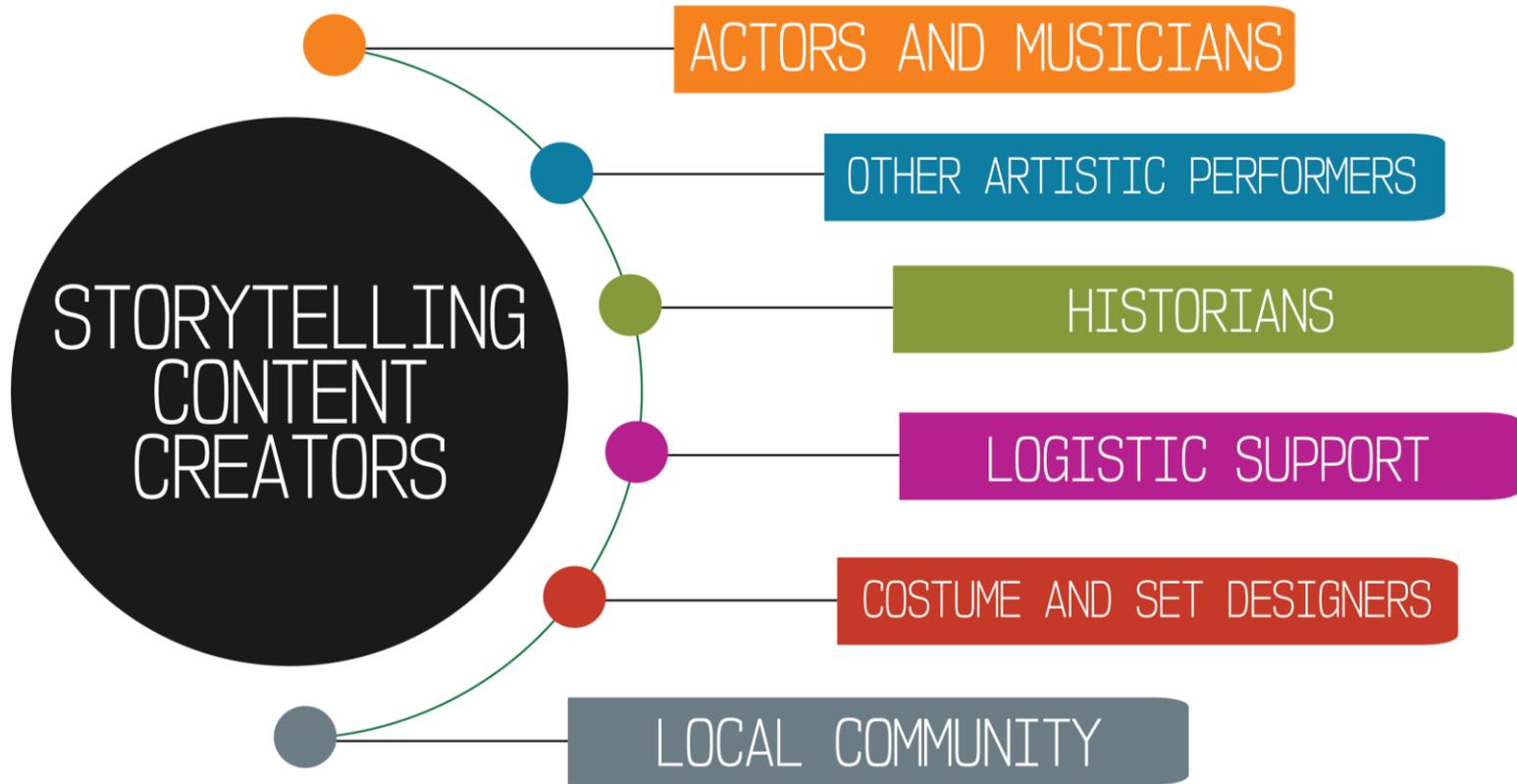
**ponedjeljak Medulin, Vižula arheološki lokalitet od 18 do 21 sat**  
**Crispo**  
Kakvom je gozdom Konstantin Veliki počastio sina i zašto je mačeha bila zla



# ISTRA INSPIRIT – Travel through time

A sea of sensations, a myriad of flavors, nine experiences, one Istria





# ISTRA INSPIRIT service concept – a set of principles

<b>ORGANIZING IDEA</b>	<b>SERVICE PROVIDED</b>	<b>SERVICE RECEIVED</b>
<ul style="list-style-type: none"><li>- myths and legends</li><li>- authentic locations</li><li>- interactive event</li><li>- market segmentation</li><li>- involvement of different stakeholders</li><li>- possibility of tailor-made activities</li></ul>	<ul style="list-style-type: none"><li>- revived myths and legends</li><li>- authentic locations</li><li>- food tasting</li><li>- performances</li><li>- guided service</li><li>- stakeholders</li></ul>	<ul style="list-style-type: none"><li>- discovering tangible and intangible cultural heritage</li><li>- social contacts with locals</li><li>- education</li><li>- relaxation</li><li>- memories</li></ul>

Source: Author's interpretation

# Casanova Tour, Vrsar



# Poreč Open Air Festival



# Legend of Thorndancers, Pican



# Dvigrad Storytelling Tour, Kanfanar

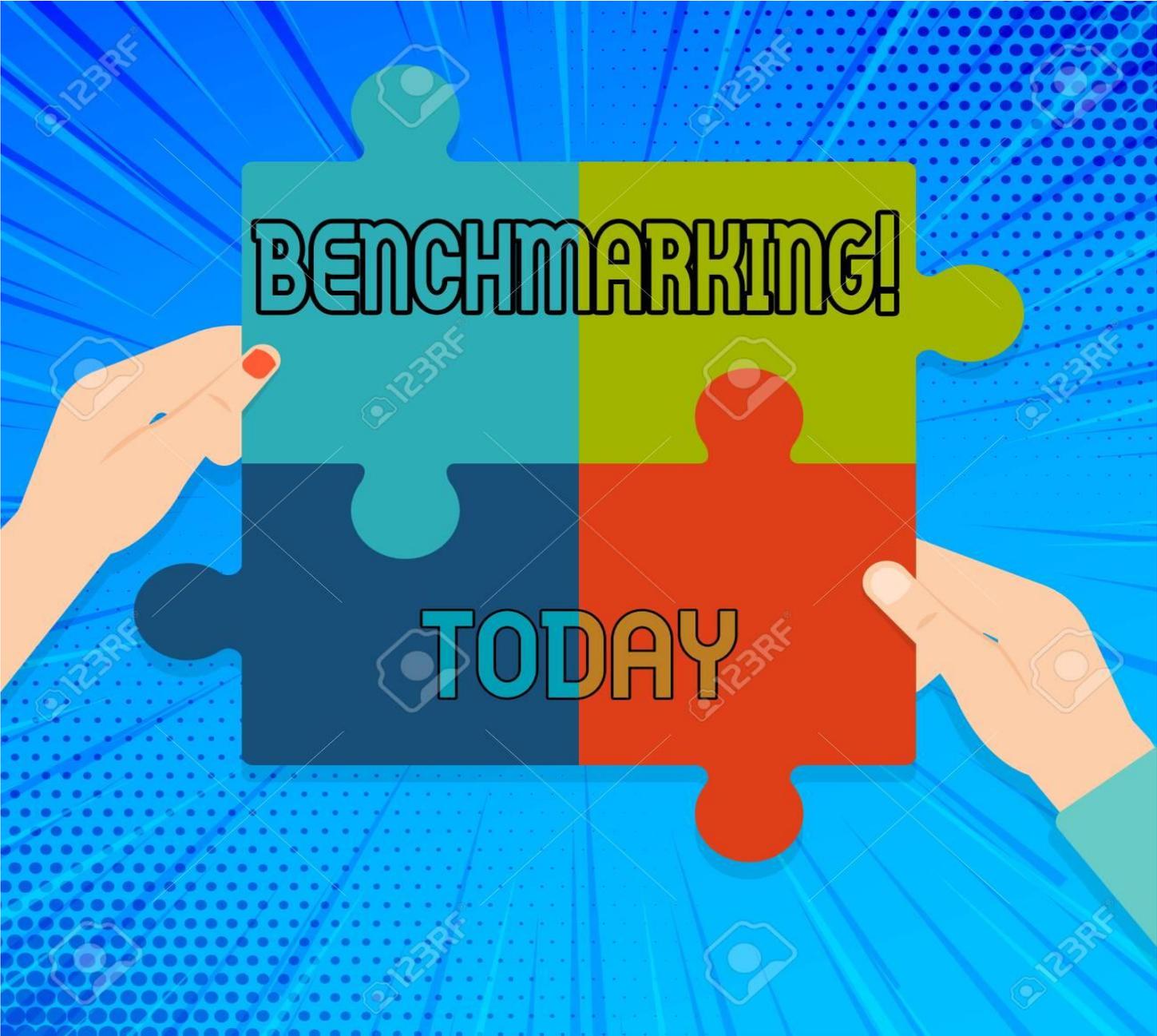




Istra Inspirit team

Performers, actors, jugglers, fire-  
breathers





**BENCHMARKING!**

**TODAY**

# BENCHMARK OF THE COUNTRIES INVOLVED IN THE EUSAIR PROJECT

## SLOVENIA

### Post - Communist Tour (Ljubljana)

Tour: 2 sata I from 8€

Time: 1950 - 1990

Organiser: NGO, The Ljubljana Urban Tours project is run by community-conscious locals.

Communist gems come to life in this exploration of Tito's Yugoslavia's legacy, including Yugo-nostalgia, communist monuments, socialist punk music, Luka Dončić's world-champion predecessors, brutalist architecture, and the secret police jail.





## CRNA GORA

### LEGENDS & STORIES

GET CLOSER TO MONTENEGRO THROUGH OUR  
MYTHS

Tour:

Time:

Organiser: National Tourism Board

<https://go.montenegro.travel/me/legende-i-price>



## SERBIA

### Awakening of the Fortress

Tour:

Time:

Organiser: NGO - Europa Nostra

[www.mestokojevolim.rs](http://www.mestokojevolim.rs) /

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



### Awakening of the Fortress

*Awakening of the Fortress* is a project that implemented living history concept into heritage protection of Novi Pazar.

Inspiration came from the project of Intesa bank *The Place that I love* which restored the fortress of Novi Pazar.

*Awakening of the Fortress* followed up that project, with the goal of public promotion of the importance of the cultural heritage of the city.

# GREECE

## The Greek Wedding Show

Tour: 2 - 3 h | 55 €

Time: late 1940s

Organiser: White door teatro

Santorini

<https://www.whitedoorsantorini.com/>

The Greek Wedding Show is a unique musical that engages couples, children, families and friends with the local culture in an entertaining way.

The Greek Wedding Show is not only a “Greek night” but an interactive performance with actors, dancers, singers, musicians and you. Celebrate the Greek culture through the music and dance.



# CROATIA

## Secret Zagreb

Tour: 2 h | 20 €

Time: 1940 - 1945

Organiser: Iva Sila,  
private storyteller



<http://www.secret-zagreb.com/>

Secret Zagreb walking tours are inspired by curious local history, legends, and fun personalities from the city's past.

City tours and activities with a twist.



Mysterious Zagreb:  
Ghosts and Dragons  
Tour



Badass Women of  
Zagreb



Zagrebarium



Mirogoj - Whispers of  
Eternity



The Real City



Private Walking Tour



Conquer the Fortress



Into the Forest



Secret Zagreb With Kids



Dark Romance in Zagreb



Sleeping Dragon and  
Other Legends



Zagreb Christmas Carol



## ALBANIA

Community History Tour Tirana & Street Food

Duration: 8 h

Price: 50 EUR

Explore Tirana's Communist history and culinary landscape on this full-day tour. In the company of a guide, travel in an air-conditioned minivan to Bunk'Art, a museum that was formerly a massive bunker. Visit the National Gallery of Arts, the pyramid of Tirana, Skanderbeg Square, Mother Teresa Square, and the Blloku neighborhood. As you stroll, sample traditional meatballs, pastries, and drinks.

## ITALIA

### Julius Ceaser & the Emperors Nighttime Storie Tours

Tour: 3 h | 80 €

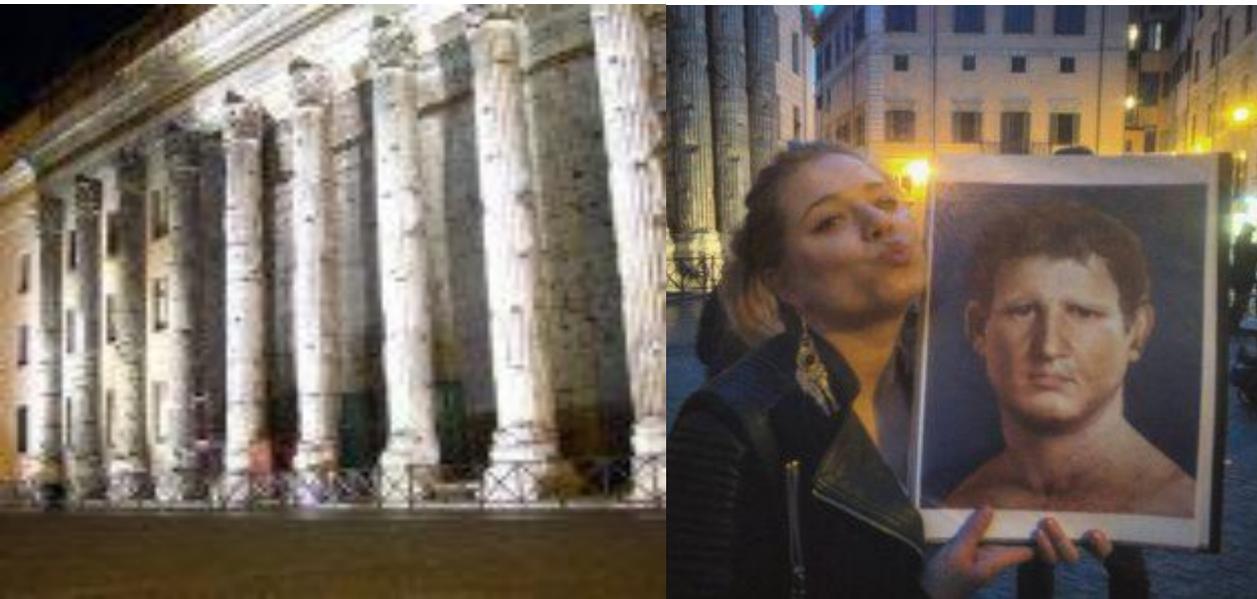
Time: Roman

Organiser: Massimo , private tour guide

<http://www.storytellingrome.com/tour/julius-caesar-the-roman-emperors-tour/>

**Did you know that Julius Caesar was kidnapped by Pirates as a young Boy?**  
**Did you know that Emperor Hadrian was madly in love with another man?**  
**Emperor Augustus' only child Julia caused the juiciest scandal in all of Rome's History back in her day!**

For the first time Ever, there is now a storytelling tour focused on the personal stories of the early Emperors of Rome, instead of boring information such as dates and facts!. Take a stroll in downtown Rome and get ready to be blown away by the lives of the ancient Romans, their love stories and their “peculiarities”! Hear about the assassination of Julius Caesar right on the spot where such tragedy happened.



## ITALIA

### Tintoretto: gametour con attori in costume a Venezia

Tour: 1 ,15 h | 80 €

<https://www.venetoinside.com/it/tour-attivita-in-veneto/tour/tintoretto-gametour-con-attori-in-costume-a-venezia/>

Perché potrete visitare Venezia in compagnia di uno dei più grandi artisti della Serenissima, Tintoretto

Per il format innovativo di questo tour: un'originale passeggiata che coniuga arte, storia e mistero allo spettacolo teatrale

Perché diventerete parte stessa della visita, aiutando il protagonista a compiere la sua missione tra colpi di scena, enigmi ed affascinanti racconti!





Thank you!  
And don't forget,  
all the world is a stage.

**Interreg ADRIAN TDG4 within the EUSAIR Facility Point project**

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**Executor**

Istrian Development Tourism Agency, IRTA, Poreč

**Document**

Manual for Participatory Tourism Connecting Community and Culture through storytelling, working version

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