

COOLTOUR project: Cultural Heritage

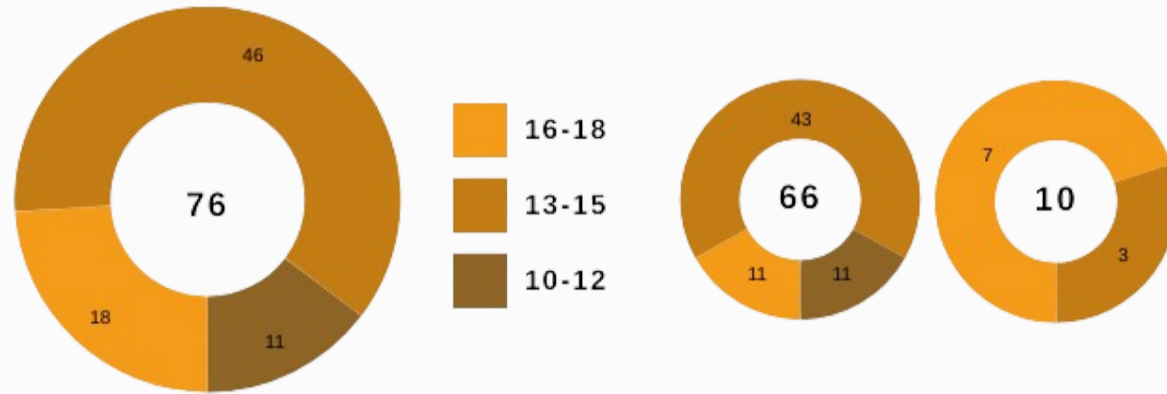
Welcome to the COOLTOUR project, where we delve into the fascinating world of cultural heritage and its impact on youth development. This presentation is made to visualize the document "Conclusive report of COOLTOUR project: Cultural Heritage" with a goal to bring out the main insights and suggestions of participating countries: Estonia, Turkey, Poland and Italy. The document draws upon reports from four countries, reflecting research conducted during the period from September to December 2023.

The COOLTOUR project aims to forge stronger connections between young individuals and their cultural heritage. By increasing awareness of cultural assets and fostering a sense of belonging, we strive to instill cultural pride within communities. Together, we preserve and promote our rich cultural heritage for future generations.

Demographic

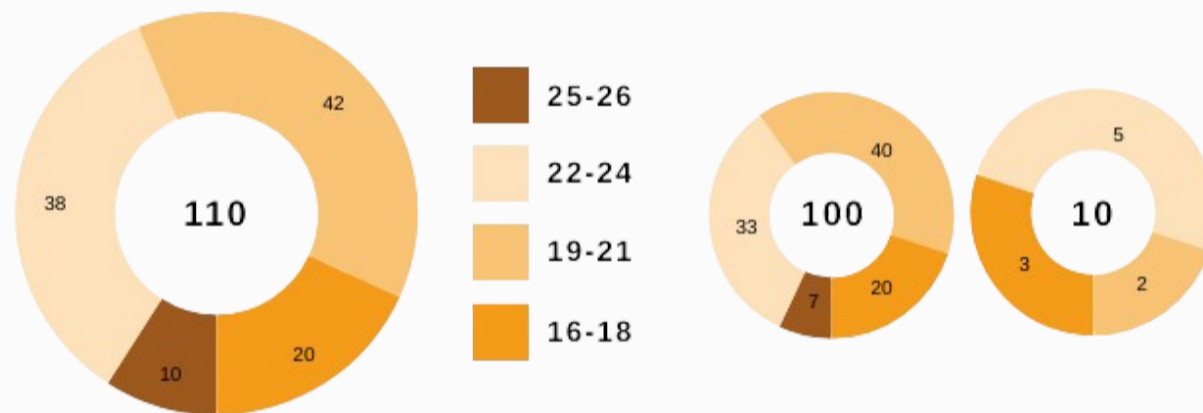
A total of 389 youth participants, aged 11 to 26, were involved in the COOLTOUR project across the four countries. The involvement was twofold, with 272 participants contributing to quantitative questionnaires and 117 engaging in qualitative semi-structured interviews.

Estonia



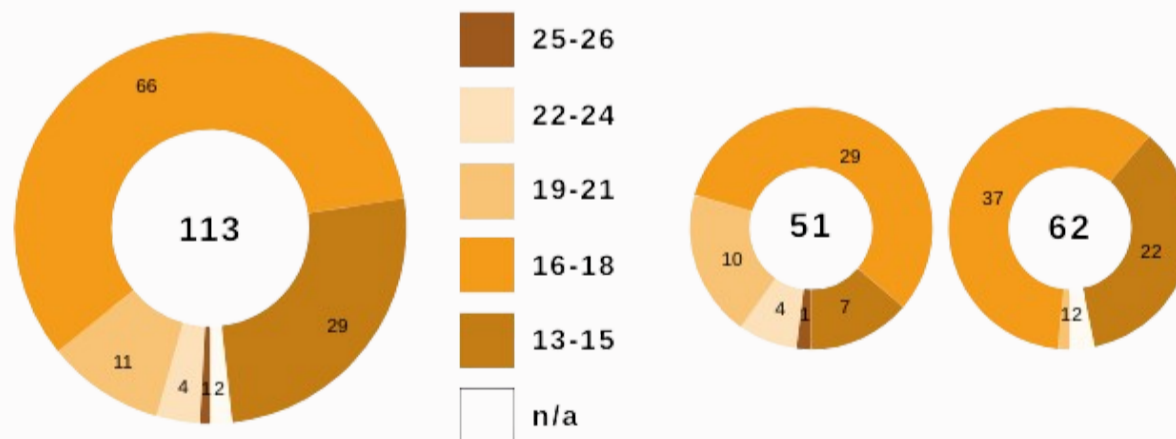
Estonia contributed 76 youth participants, aged 11 to 17, with 66 participating in the quantitative questionnaire and the remaining 10 joining the qualitative semi-structured interview.

Turkey



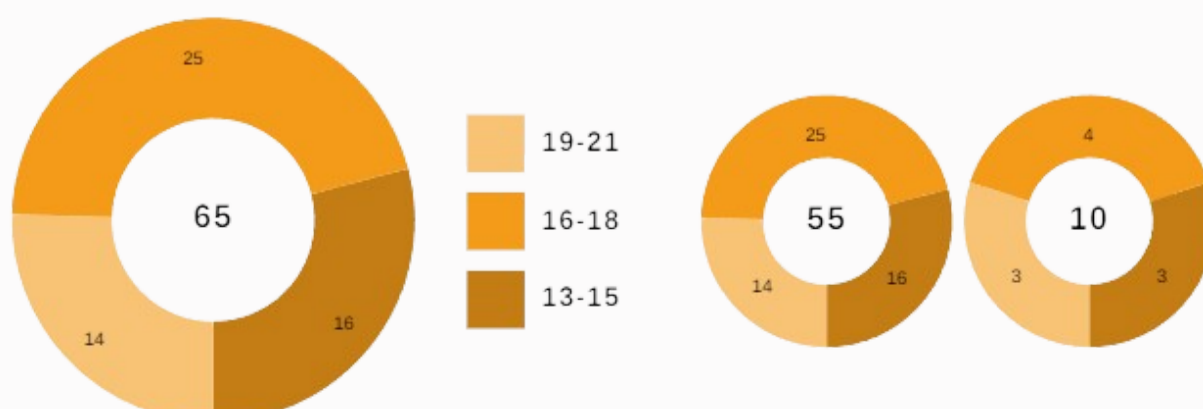
A total of 110 youth, aged from 18 to 26, were from Turkey, where 100 of them participated in the quantitative questionnaire and the remaining 10 were included in the qualitative semi-structured interview.

Poland



Poland's youth group, aged 13 to 26, comprised 113 participants, with 51 participating in the quantitative questionnaire and the remaining 62 in the qualitative semi-structured interview.

Italy



Italy contributed 65 youth participants, aged 13 to 20, with 55 participating in the quantitative questionnaire and the remaining 10 engaging in the qualitative semi-structured interview.

Countries Main Insights of Cultural Heritage

Estonia

Emphasizes the vital role of community and traditions in involving young people with cultural heritage, highlighting the significance of community activities and common traditions.

Turkey

Underscores the focus on transferring cultural heritage and traditions between generations, emphasizing the importance of raising awareness and fostering intergenerational dialogue to preserve cultural heritage within Turkish society.

Poland

Highlights the crucial role of participation in cultural events and activities, particularly musical events and festivals, in engaging Polish youth with their cultural heritage. It also emphasizes the value of recognizing diversity and cultural richness.

Italy

Centres on the cultural context of young people's daily lives, emphasizing the importance of recognizing their interactions with history and culture. It underscores the significance of inclusion and respecting cultural richness, embracing diverse perspectives in the context of cultural heritage in Italy.

Similarities and Differences

Similarities

Exposure to Cultural Heritage: Young people were exposed to the concept of cultural heritage primarily through school, the internet, and social media.

Participation in Cultural Events: Musical events, festivals, and traditional folk holidays were popular among youth.

Family Connection: A significant proportion of young people felt connected to their families in terms of cultural heritage.

Social Influence: Social environments were identified as the main influence for youth engagement in cultural activities.

Differences

Sources of Exposure to Cultural Heritage: While school was a common source of exposure to cultural heritage across the countries, the level of exposure at home varied, suggesting potential differences in the role of family in transmitting cultural heritage information.

Types of Cultural Events: The specific types of cultural events and activities in which young people participated varied, reflecting diverse cultural preferences and traditions in each country.

Importance of Cultural Heritage: The perceived importance of cultural heritage differed among the countries, some showing more identification with family, others with a sense of belonging in groups.

Challenges with Cultural Engagement: Highlighting specific challenges faced by young people in each country when engaging with cultural heritage, likely reflecting unique societal and educational circumstances of each country.

Photo-contest and story-telling

In each country, we organized a photo hunt to capture the perspectives of young individuals on their daily culture. Through this initiative, participants submitted images illustrating how they perceived culture and/or highlighting cultural aspects they considered inseparable to their existence. The following presents a collage featuring the creative contributions of the participants.



Solutions and Suggestions

1

School Integration

Integrate heritage culture into school activities and curricula to effectively engage and educate young people who prefer learning about cultural heritage through educational institutions.

2

Social Media Promotion

Utilize social media as a powerful tool to promote heritage culture, recognizing its appeal to young audiences and leveraging it for effective cultural heritage outreach.

3

Family Connection

Emphasize the role of family in transmitting cultural heritage, urging efforts to keep families connected with their culture and traditions to ensure the preservation and transmission of cultural heritage to younger generations.

4

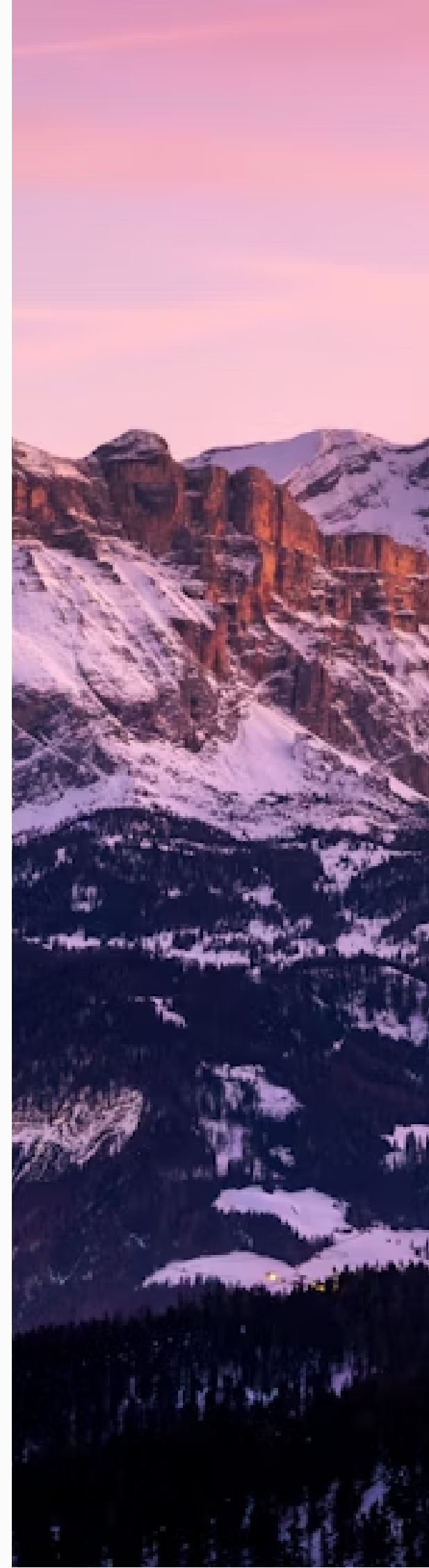
Creative Youth Participation

Encourage young people to creatively participate in shaping and promoting cultural heritage within their communities, empowering them to actively contribute to its preservation and promotion.

5

Innovative Cultural Activities

Develop innovative and age-appropriate cultural activities that reinterpret tangible or intangible artifacts, catering to the interests and preferences of young people to enhance their engagement with cultural heritage.



Mentioned Shortcomings

Italy: Shortcomings and Areas for Improvement

1

Cultural Context Oversight

The surveys and interviews may not fully consider the cultural context of young people in Italy, potentially leading to inadequacies in understanding their perspectives.

2

Social Media Adaptation

The need to utilize platforms like Instagram and TikTok is emphasized, indicating a gap in communication methods that align with how young people in Italy engage on social networks.

3

Peer Connection Gap

Lack of peer connection regarding culture and related events suggests a need for more inclusive and engaging cultural initiatives to foster community among young people.

Poland: Barriers and Improvement Opportunities

1

Financial Accessibility

Young people in Poland face barriers related to budget and accommodation when participating in cultural activities, indicating potential financial accessibility challenges for cultural events and heritage sites.

2

Promotional Strategy Shortcomings

The document underscores the need for more effective promotion and better utilization of social media platforms to reach young people, suggesting shortcomings in the current promotional strategies for cultural heritage in Poland.



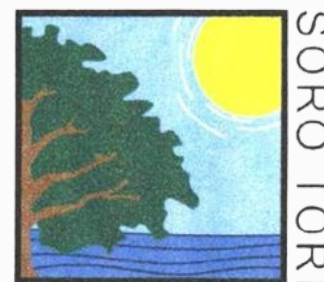
Co-funded by
the European Union



Project organizations



RÕUGE NOORSOOTÕÖ KESKUS



Disclaimer: This report has been created as a result of WP 2 of the project "COOLTOUR-Cultural heritage as a source of development of future competencies in youth" nr 2022-1-EE01-KA220-YOU-000089197. The project is co-funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them.