How to Harmonize Digital media,
(Intangible) Heritage and Sustainable Tourism

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Digital Heritage: from documentation to communication
A framework
Two cases

AGENDA

Re-purposing contents for different publics, with different goals
Striking the right balance when it comes to quantity, navigation freedom, …
Telling stories and playing games

DIGITAL HERITAGE:
FROM DOCUMENTATION TO COMMUNICATION

A framework

https://youtu.be/Hvv3IwngRP4

Case 1: #iWareBatik

- www.iwarebatik.org
  - Website & mobile app
- Intangible Heritage and digital media
- Cultural sustainability
- Connecting objects, meanings, practices, places…
  - See example
- For both locals and international audiences/travelers

Case 2a: Machu Picchu seen through the eyes of Fernando Astete

Case 2b: Machu Picchu seen through the eyes of Fernando Astete

- https://iconoteca.arc.usi.ch/en/collection/1824
- Digitizing the archive of Fernando Astete
  - And preserving it
- Making it accessible to experts
- Under Creative Commons license
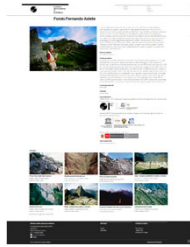
Case 2c: Machu Picchu seen through the eyes of Fernando Astete

- https://www.machupicc.hu/
- Selecting images
- Telling stories
  - Horal history
  - Themes
- In different languages

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