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The Ultimate Toolkit for Designing and Packaging Immersive Cultural Heritage Experiences

Sarajevo, Banja Luka, Mostar

**Brought to you by the Smithsonian Institution
– the world’s largest museum, education, and
research complex!**

The 2-day workshop is targeted at tourism sector in BiH (travel agencies, accommodation providers, experience providers and tourism organizations) and aims at building local capacities and understanding of best international practices for designing and packaging cultural heritage tourism experiences.

During the workshops, attendees will: Learn how to define and identify cultural heritage niche; Gain deeper understanding of tangible and intangible cultural heritage through a series of case studies and practical work; Become aware of the principles of Cultural Heritage Mapping; Become familiar with the process of Cultural Heritage Product Gap Analysis; Understand the five-phase process of Designing and Packaging Cultural Heritage Tourism Experiences: Ideation; Conceptualization; Pitching; Packaging and Take to Market and Acquire new skills in Story Telling techniques.



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Workshop Agenda

Day One

- 09:00** **Welcome Coffee and Registration**
- 09:30** **Overview of the Workshop and Objectives**
- 10:00** **Defining the Cultural Heritage Travel Niche**
- Travel trends, market size and dynamics
 - How markets have evolved with COVID-19
 - Defining cultural travelers: motivations, needs, expectations
- 10:30** **What are Cultural Heritage Tourism Experiences?**
- Tangible and intangible cultural heritage
 - Passive, interactive and immersive experiences
 - What the market is looking for in a cultural heritage tourism experience
 - Best practices in cultural heritage tourism: Armenia case study
- 11:00** **Break**
- 11:30** **Cultural Mapping - Identifying Examples of Cultural Experiential Tourism in Bosnia and Herzegovina**
- What do you want travelers to know about your region/country?
 - What questions should a visitor be able to answer after visiting the region?
 - What are the offered tourism experiences that answer the above questions?
 - Interactive session: cultural mapping exercise
- 12:30** **Lunch**
- 13:30** **Bosnia and Herzegovina Cultural Heritage Tourism Assets**
- Who are the tradition bearers?
 - How to engage with tradition bearers?
 - The role of research and academic institutions
 - Defining cultural heritage tourism for Bosnia and Herzegovina
 - Define the cultural heritage themes, must sees and hidden treasures
 - Cultural heritage product gap: what do we have vs. what's missing that could represent a cultural heritage theme
- 14:30** **Break**
- 15:00** **Designing Cultural Heritage Tourism Experiences – Phase I: Ideation**
- 16:00** **Wrap up and overview of day 2 agenda**



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Workshop Agenda

Day Two

09:00 Welcome Coffee and Registration

9:30 Story telling as a key component to cultural heritage tourism

- Story telling techniques
- Research
- Crafting your story (components of a story)
- Messaging and content to attract cultural heritage travelers
- Connecting with markets (B2C, B2B)

10:30 Designing Cultural Heritage Tourism Experiences – Phase II: Conceptualization

11:00 Break

11:30 Designing Cultural Heritage Tourism Experiences – Phase III: Pitching

12:30 Designing Cultural Heritage Tourism Experiences – Phase IV: Packaging and Itineraries

13:00 Lunch

14:00 From Individual Experiences to a Destination Experience: Reorganizing and Thematically Linking Experiences into Itineraries

- Group work to connect tourism experiences based on cultural mapping exercise and create itineraries
- Group presentations of their sample itineraries

15:30 Designing Cultural Heritage Tourism Experiences – Phase V: Connecting to Markets

- How cultural travelers find information, how they book and through which channels?

16:00 Recap



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About of the Speakers



Halle Butvin

Halle Butvin is the director of special projects at the Smithsonian Center for Folklife and Cultural Heritage. She leads the Center's cultural sustainability work around the world, designing collaborative projects to support communities in their efforts to safeguard their heritage, promote cultural expression, and elevate cultural practices to improve local economies. In 2018, she curated and fundraised \$1.1M for the Armenia: Creating Home program at the Smithsonian Folklife Festival, a two-week celebration of Armenian cultural heritage on the National Mall in Washington, DC. The event featured more than 100 Armenian participants and 738,000 visitors. An experienced trainer, for more than 15 years Halle has designed and led creative industries projects, including festival-making, artisan craft development, enterprise development, and organizational development for non-profits, in Europe, East Africa, and several countries across Asia. When she's not on Zoom calls, you can find Halle hiking, cooking, reading, or hanging out with her little dog, Fiddle.



Simon Jones

Simon is the founder of NatureScapes, an organization dedicated to helping destinations enhance their tourism experiences, protect nature, sustain & celebrate culture and strengthen people's livelihoods. Simon has 20 years of experience developing nature and cultural tourism experiences around the world. Simon helped to design and lead the tourism component of the 'My Armenia' program, a cultural heritage tourism project run by the Smithsonian Institution in Armenia. Through this work he developed practical training programs for tourism sites, services and businesses that helped them leverage and sustain their cultural assets to attract visitors in meaningful and engaging ways. Prior to starting NatureScapes, Simon was Executive Vice President and co-founder of Solimar International, a tourism development and marketing firm. He has a Masters of Tourism Administration with concentration in Sustainable Destination Management from The George Washington University School of Business in the United States.



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About The Smithsonian Institution

The Smithsonian Institution is the world's largest museum, education, and research complex, with 21 museums and the National Zoo - shaping the future by preserving heritage, discovering new knowledge, and sharing our resources with the world. The Institution was founded in 1846 with funds from the Englishman James Smithson (1765–1829) according to his wishes “under the name of the Smithsonian Institution, an establishment for the increase and diffusion of knowledge.” The Center for Folklife and Cultural Heritage is a research and educational unit of the Smithsonian Institution, promoting greater understanding and sustainability of cultural heritage across the United States and around the world through research, education, and community engagement. The Center produces various major cultural events, such as the Smithsonian Folklife Festival, the National World War II Reunion, the First Americans Festival for the opening of the National Museum of the American Indian, and the opening of the National Museum of African American History and Culture.