

CHORAL

RESEARCH PROJECT *(max. 5 pages)*

APPLICATION FORM TO REQUEST FOR FUNDING FOR JOINTLY SUPERVISED DOCTORAL THESIS

TITLE OF THE RESEARCH PROJECT

Promotion of intangible cultural heritage with digital inventory and digital mediation tools

SUPERVISORS

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5 main KEYWORDS

Intangible cultural heritage, Inventory, Digital tools, Promotion, Heritage processes

ABSTRACT (250 words max.)

Based on the experience in carrying out digital inventories of intangible cultural heritage in France and Spain (Navarra), the proposal focuses on developing digital tools for geopositioned signage and mediation, which allow the intangible cultural heritage to be valued and made visible. The latest augmented reality and virtual reality technologies will be used in the treatment of the intangible dimension of heritage assets, as well as the concept of ubiquitous learning when proposing educational and mediation applications. The experience of the Chair of Intangible Heritage of Navarra in the design and implementation of a mobile application for heritage signage and education will serve to improve the public's knowledge of ICH, their satisfaction with the mediation offered and the possibilities of sustainable local development based in the heritage. Therefore, a line of applied research is proposed that explores the social and economic uses of ICH through digital tools. This type of research connects perfectly with the work of the ITEM around the valorization of heritage. Specifically, the proposed research axis may address the adaptations of heritage discourse to different target audiences, the generation of more complete and satisfactory experiences for users, quantitative and qualitative studies of audiences, etc. It will be based on the design already implemented to improve and refine the signaling and mediation tool.

Research aims and methodology

The UR 3002 ITEM research institute (Identités, Territoires, Expressions, Mobilités) has the following three general objectives:

- Research, reflection and intervention around the issues of research on heritage and their valorization.
- Facilitate links between fundamental research and teaching.
- Facilitate links between research, teaching and the professional heritage sector.

For its part, the Chair of Intangible Heritage of Navarra at the Public University of Navarra has five general aims:

1. Technological development.
2. Increase and integration of funds in your online documentation center.
3. Researching of the corpus.

4. Management of the local heritage (specially ICH) as well as the cultural landscapes.
5. Heritage Education: dissemination and didactics of the heritage.

The general objectives of both research centers are very similar, so the specific objectives of this research topic are the following:

- Design and develop digital tools to inventory, signpost and mediate intangible cultural heritage, based on the knowledge and partial studies generated.
- Test digital tools with your real users and adapt them to them.
- Test the tools in different social and economic uses of valorization that promote sustainable local development.
- Generate a methodology for studying intangible cultural heritage.

The methodology that will be used is mixed. It will be quantitative both in the statistical study of the use of digital tools and in the characterization of audiences. But it will also be qualitative, through satisfaction surveys and content analysis of heritage discourse adapted to different audiences. It will have a general research-action design, in the sense that the research results will be incorporated into the digital applications, which will be retested.

Relevance and added-value of the proposed research in relation to the current state of knowledge

Geopositioned signage of intangible cultural heritage with augmented reality and virtual reality, allowing its visibility, is beginning to be developed. These new technologies applied to heritage have been used, above all, in mediation proposals in museums and exhibition centers, but they have barely assessed user satisfaction or public studies. Having reliable data on audiences as varied as those of intangible cultural heritage is behind this topic. We want to take a step from descriptive or propositional studies to quantitative studies that guide the design of these tools and their application in sustainable local development.

Interdisciplinary nature of the research together with the alignment with the CHORAL programme and complementarity expertise of the teams

The CHORAL program, in its Cultural Heritage Center, includes lines of research that fit perfectly with this proposal:

- **Intangible CH and identity narratives:** oral traditions, romance languages and literature, performing arts (music, dance, drama), rituals, travels, cultural identity, religion, collective and individual memory, migrations, vulnerable communities, gender studies, transnational history, values, human rights...

Digital tools for inventory, signage and mediation of intangible cultural heritage collect these identity narratives, make them visible and patrimonialize them. Furthermore, the studies derived from these tools delve into quantitative and content analysis.

- **Enhancement and dissemination of cultural and natural heritage:** tourism and valorisation, education, communication, heritage management, digitisation/digital tools, storytelling, institutions and heritage.

Being applied research, both the final recipients and the studies of audiences and their satisfaction are related to sustainable social and economic uses of valorization of intangible cultural heritage.

- **Innovation policies for the development of marginalised areas:** natural heritage and cultural landscapes, climate impact on mountain/rural areas, flora, agriculture, and landscape, culture and food, fauna, livestock farming and biodiversity sectors to ensure the economic strength of mountain regions and cross-border communities.

Signposting and mediating the cultural landscapes of marginalized areas can contribute to the sustainable development of those areas. Intangible cultural heritage is a driver of local development that must be investigated by selecting and analyzing good local development practices.

The interdisciplinarity of the ITEM of the UPPA and the Chair of Intangible Heritage of the UPNA have a joint vision that heritage is a support of identity and a driver of local development. Combining different knowledge and fields of knowledge in the inventory, signaling and mediation of cultural landscapes requires multidisciplinary work that can be articulated from the most global and broad vision of anthropology.

Output plan including publication and dissemination activities

Although they will have to be specified more, several scientific publications are considered:

1. Around the design of digital inventory and mediation applications. Published in an impact magazine in the field of cultural heritage.
2. Regarding its use by the public. Published in an impact magazine in the field of cultural heritage.
3. Around different valuation processes. Published in an impact journal in the field of anthropology.

The dissemination activities will be focused on an international seminar or conference on intangible cultural heritage and new technologies, where digital inventory and mediation tools will be presented, as well as the studies derived from them.

Estimated schedule

The first milestone is training in intangible cultural heritage: inventory, mediation and valorization. This phase will be led by the UPPA ITEM (Month 12).

Secondly, there will be training in new technologies and digital tools applied to intangible cultural heritage, which will be offered by UPNA (Month 18).

After this training period, the investigation of the use, the adaptation of the heritage discourse and the satisfaction of the public will be a shared task (Month 32).

Writing the results of the investigation and defense (Month 36).