

Visiting the Margins. INnovative CULtural ToUrisM in European peripheries

Empowering heritage communities: Participatory and digital approach to mining treasures of central Slovakia

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UNIVERZITA
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V BANSKEJ BYSTRICI

Context and location

- Central Slovakia
- Very heterogeneous region in terms of economic and social structure
- Region has a significant cultural and technical heritage related to its mining history which is still underrated
- Mining areas were concentrated around mining towns, namely Banská Bystrica, Banská Štiavnica and Kremnica



Mining treasures of Central Slovakia Pilot Action

- Interactive platform and digital map on mining treasures in mining cities in Central Slovakia crosscutting two tourism routes:
 - Barbora mining route
 - European Fugger route
- Location: northern part of the Banska Bystrica self-governing region located in central Slovakia, including mining cities of Banská Bystrica and Banská Štiavnica (UNESCO World Heritage Site).



Main objectives

- The participatory creation of a responsive web platform “*Mining treasures*” (*Banícke poklady*) including digital map on mining treasures in Central Slovakia.
- Contribute to the creation of awareness of the importance and significance of the cultural heritage associated with mining in Central Slovakia and participate in the building of a mining heritage community in Slovakia.
- To transfer the results and outputs of this pilot action into education.
- To help building sustainable tourism and tourism sustainability through the platform Mining treasures that promotes even hitherto unknown locations for tourists.
- <https://banickepoklady.eu/>

ACTIONS OF THE PILOT ACTION “MINING TREASURES OF CENTRAL SLOVAKIA”

- Participatory data collection (text, photograph, maps, GPS, etc.)
- Meetings with communities
- Creation and design of a responsive platform – technical part
- Creation and design of a responsive platform – design and marketing part – logo competition, participatory approach to logo design, and creation
- Creation of content for a responsive platform – participatory approach to platform content development



Creation and design of responsive platform:

Design and marketing part:
logo competition,
participatory approach to
logo design and creation

- **19 unique logo proposals** for "Mining treasures of central Slovakia"
- **31 students** involved from 2 academic courses
- **3 social media profiles** (Facebook, Instagram, YouTube) created



Final logo design

- The logotype consists of the abstract symbolism of mining, a hammer, which is interspersed with a cross as a sign used in the context of marking a place, a goal, etc. (treasure).
- The logotype refers to the discovery and wandering of "mining treasures".
- The winning logo design was modified by the designers into the final form that we use on the platform, social media, in presentations, materials, and documents.
- The winning logo was embedded with a pin symbol, which we use to indicate activity on the platform map.
- The pin sign also appeared in other student logo designs.



INNOVATIONS OF THE PILOT ACTION

“MINING TREASURES OF CENTRAL SLOVAKIA”

Technical and product innovations (hard innovations)	Social innovations (soft innovations)
<p>The technical part of the pilot action was connected with the participatory approach of content creation and design.</p>	<p>In education and learning through the creation of unique educational content with a potential to lead to change in curricula.</p>
	<p>Networking, cooperation, and participation of a wide network of stakeholders (from public, private, and non-profit sector) and individuals.</p>
<p>Responsive web platform created using participatory approach which is a unique product of cultural tourism with educational context.</p>	<p>Robust and unique presentation of mining heritage (tangible, intangible, industrial), including localities that were until now out of tourist interest.</p>
	<p>Empowering the creation of a mining heritage community.</p>
	<p>Enhancing the development of cultural tourism with respect to both tourism sustainability and sustainable tourism.</p>

Summary of results

Indicator	Value
Number of organisations, and communities involved in the platform creation	40+
Number of meetings with partners	45
Total number of students involved in the platform creation	90
Number of students involved in creating the content of the Mining Treasures website	18
Number of activities processed by students on the Mining Treasures platform	54
Number of students involved in the creation of the Mining Treasures logo	31
Number of Mining treasures logo designs	19
Number of study subjects in which students participated in the platform creation	5
Number of activities on the platform Mining Treasures	250
Number of photos created for the platform	2300
Number of photographers involved in the creation of web content	27
Number of authors involved in the creation of web content	22
Number of social media platforms involved (Facebook, Instagram, YouTube)	3
Number of users of the platform	529

Interesting facts :

- Physical visits of more than: **20 museums, 40 tangible heritage objects, 20 industrial heritage objects, 20 events**
- More than **250 texts** prepared and reviewed for the content of the interactive platform
- More than **2 300 photos** taken
- More than **500 websites** visited to get inspired!

Challenges and further steps:

To motivate individuals and communities to visit activities from the platform and create post about them on social media using "#" and marking the location, create short trailers for the platform and activities of Mining Treasures. Similarly, we would like to involve the general public and thus to empower creating of a *mining heritage community*.

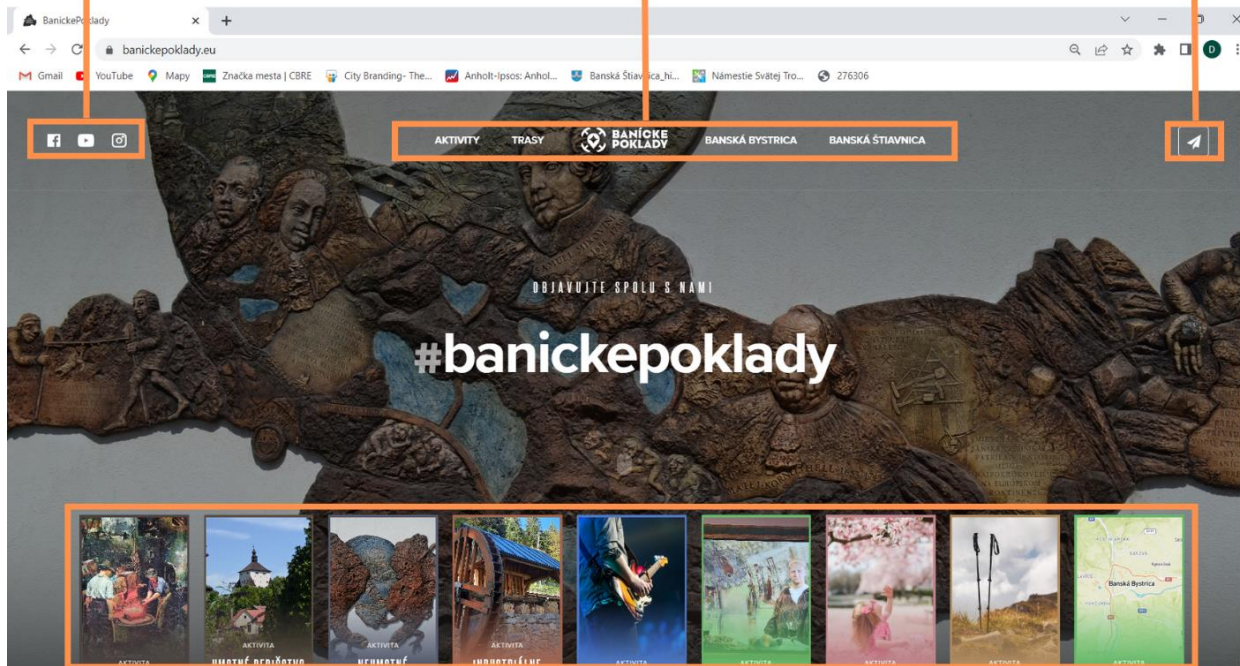
Challenges

The main challenge in this part of the pilot action is to process the content for approximately 500 mining treasure activities in central Slovakia, with a focus on lesser-known, but nevertheless historically significant mining treasures in central Slovakia.

The **main menu bar** contains activities, routes, the city of Banská Bystrica and the city of Banská Štiavnica.

Via the **social media menu**, the visitor of the interactive platform can link to the profiles of "Mining treasures of central Slovakia" on the Facebook, Instagram and YouTube platforms.

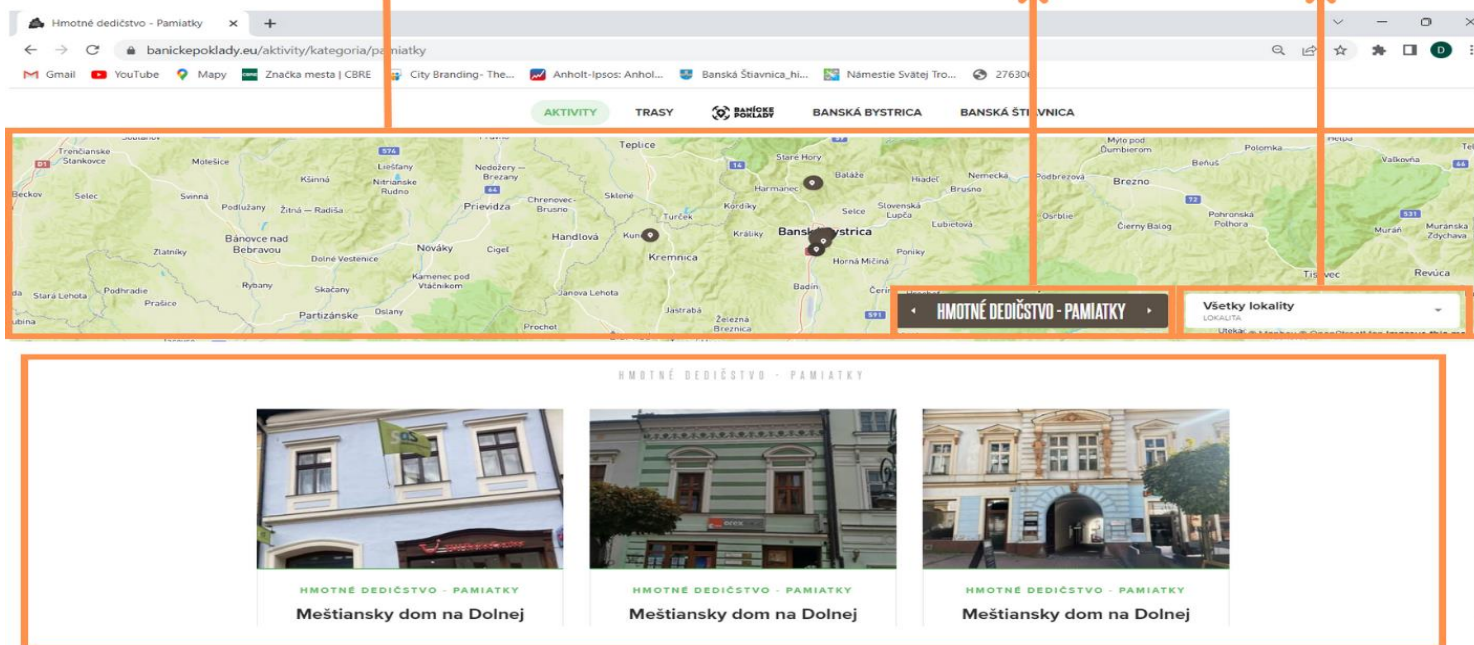
Icon for direct contact via **email** info@banickepoklady.eu



Icons showing individual **categories of "treasure mining" activities** - galleries and museums; tangible heritage; intangible heritage; industrial heritage; events education; for children; hiking; on the map. The individual categories can also be accessed by the platform visitor through the icon on the top bar with the name ACTIVITIES.

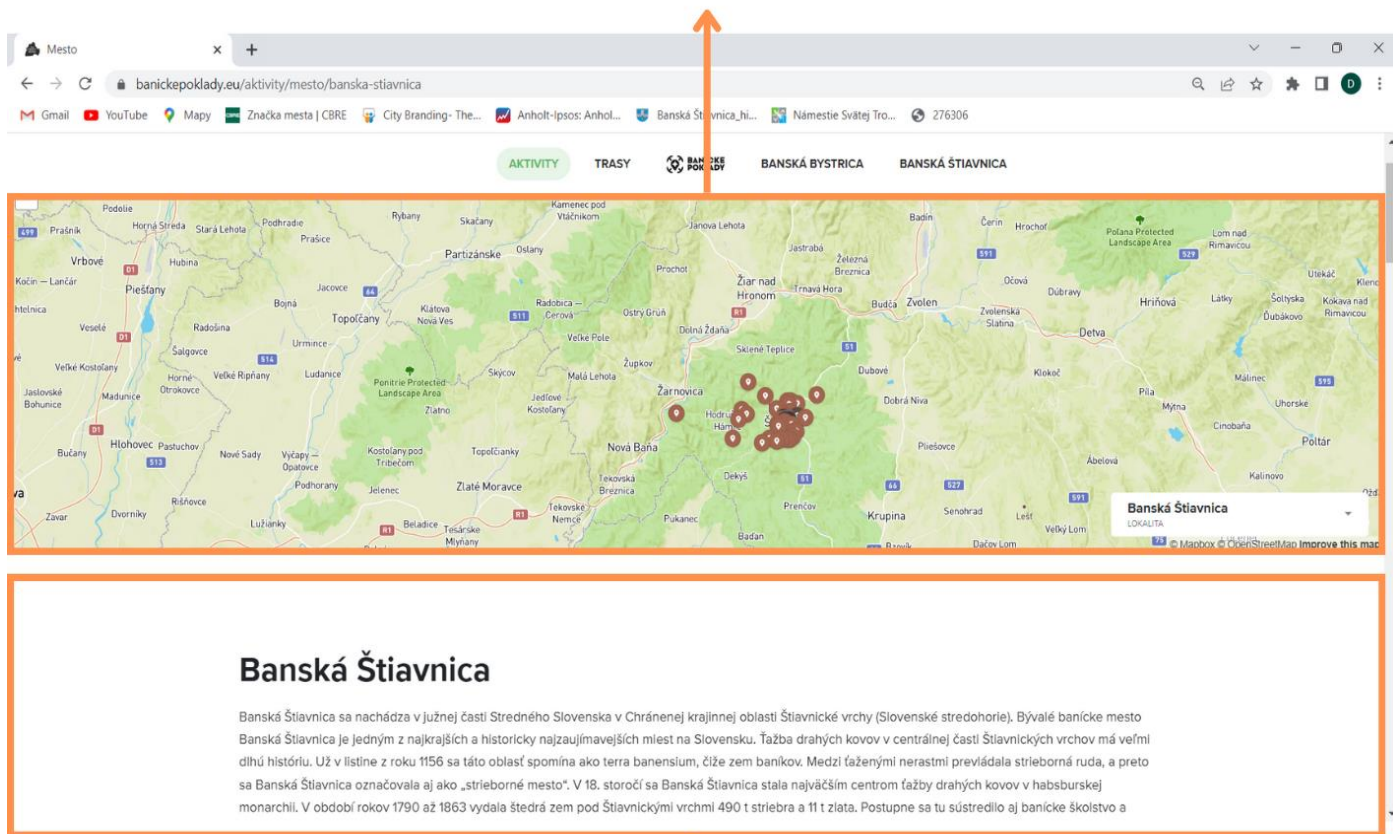
After clicking on the icons representing individual **categories of activities** - galleries and museums; material heritage; intangible heritage; industrial heritage; events; education; for children; hiking; on the map - a menu with activities will appear. You will also see a map with activities marked with **color-coded pins**. The color of the pins depends on the category in which the activities are classified.

You can use a filter to select the location - Banská Bystrica and Banská Štiavnica. It is also possible to change the activity category with a simple click.



Individual activities are identified by name and cover photo. There is also information about the entrance fee and the length of the track that the visitor takes during the visit to the activity.

After clicking on the **city** button (Banská Bystrica, Banská Štiavnica) on the top bar, a map with all activities in the city and its surroundings will appear again. Activities are marked with colored pins according to the category of activity.



The screenshot shows a web browser window with the URL banickepoklady.eu/aktivita/mesto/banska-stiavnica. The top navigation bar includes links for 'Mesto', 'TRASY', 'BANSKÁ BYSTRICA', and 'BANSKÁ ŠTIAVNICA'. The 'BANSKÁ ŠTIAVNICA' link is highlighted. Below the navigation bar is a map of the Banská Štiavnica region, showing various towns and roads. A cluster of red pins is visible on the map, indicating activities. Below the map, there is a sidebar with the title 'Banská Štiavnica' and a paragraph of text about the city's history and location. An orange arrow points from the 'BANSKÁ ŠTIAVNICA' link in the navigation bar to the map, and another orange arrow points from the sidebar to the text below.

Banská Štiavnica

Banská Štiavnica sa nachádza v južnej časti Stredného Slovenska v Chránenej krajinnnej oblasti Štiavnické vrchy (Slovenské stredohorje). Bývalé banícke mesto Banská Štiavnica je jedným z najkrajších a historicky najzaujímavejších miest na Slovensku. Ťažba drahých kovov v centrálnej časti Štiavnických vrchov má veľmi dlhú históriu. Už v listine z roku 1156 sa táto oblasť spomína ako terra banensium, čiže zem baníkov. Medzi ťaženými nerastmi prevládala strieborná ruda, a preto sa Banská Štiavnica označovala aj ako „strieborné mesto“. V 18. storočí sa Banská Štiavnica stala najväčším centrom ťažby drahých kovov v habsburskej monarchii. V období rokov 1790 až 1863 vydala štedrá zem pod Štiavnickými vrchmi 490 t striebra a 11 t zlata. Postupne sa tu sústredilo aj banícke školstvo a

Here, the visitor will also find basic information about the Banská Bystrica or Banská Štiavnica with link to the website of the city.

Memorandum of Cooperation signed with the representatives of Civic Association Terra Montanae



Further steps: Renaissance of mining- related cultural heritage and heritage communities in central Slovakia

Aim

- to foster the renaissance of mining-related cultural heritage in central Slovakia through the creation of a business model for the Barbora mining route and the development of cultural and creative industries in the region

Actions:

1. The creation of a unique hybrid business model for the regional mining route called the Barbora route.
2. Empowering the development of the mining-related heritage community and development of cultural and creative industries in the self-governing Banská Bystrica region that belongs to catching-up regions in Europe due to low GDP and high unemployment.

Thank you
for your
attention

