

# **Intangible Cultural Heritage in Events. Guide for Event Organizers. (in Latvian)**

Veliverronena L., Grīnfelde I., Smukā I., Līviņa A., Smaļinskis J., Vasile R., Krūzmētra Ž., Buholcs J.

Scientific and literary editor Jānis Kalnačs

Vidzeme University of Applied Sciences Institute of Social, Economic and Humanities Research, 2017

## **Introduction of the guide**

The understanding of what a cultural heritage is has been determined in different times by the values of society at a particular time period. To preserve the intangible cultural heritage for future generations, it must be alive and necessary for people. Great opportunities for creativity open up by presenting the ancient knowledge, skills and values in a new form understandable to the contemporary society.

Events based on the intangible cultural heritage are a great way to promote it due to the possibility to attract a lot of visitors at any season. This publication is intended for people employed in the field of culture, tourism professionals and others involved in the organization of cultural events – so that an increasing number of cultural events are both friendly towards the preservation of the heritage and interesting for visitors.

The preservation of the intangible cultural heritage in the world where many things are measured in cash is associated with a range of challenges and threats to the fragile heritage since its value can be reduced to direct financial returns. Unfortunately, some calls for project proposals related to the cultural heritage deepen such understanding (for example, part of the European Union project calls have defined the commercialization of the inheritance as the most significant criterion for receiving the financial support). However, the value of the inheritance far exceeds the commercial aspects - it has the ability to strengthen the sense of belonging and pride of citizens of their culture and place of living, to improve the image of the place and its recognition, and to increase the quality of the living environment.

In order to identify the intangible cultural heritage in Latvia, several projects have been implemented and reference books, expedition descriptions, experience stories have been published. In this book we are exploring the intangible cultural heritage from the perspective of the organization of events and also tourism. So far each of these areas has been considered separately, but we have to find the answer to the question – in the abundance of cultural events that are currently prevalent in the world, how to make our event more interesting and bring added value to both locals and tourists? In addition, do it with respect towards the heritage. Looking for the answer to this question, and mainly thinking of the events outside the big cities, the publication includes personal observations, best practices, opinions and insights on the use of the intangible cultural heritage in events, trips, museum interpretations, rural tourism enterprises - we found inspirational ideas in many places, also during the conversations with people from the culture and tourism sectors in the countryside of Latvia.

The publication has been developed in the framework of the National Research Programme EKOSOC-LV 5.2.8. project “The processes of the development of cultural environment, preservation of environmental diversity and urbanization in the context of a balanced development of Latvia”, and is a collaborative effort of a research team. The Guide has been published with the support of the State Culture Capital Foundation of Latvia.