

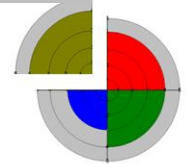


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5th International HERITY Conference

Services for Culture: a visit of quality

Florence, Basilica di Santa Croce
Sala del Cenacolo
4- 6 December 2014



Announcement and Call for Papers

PURPOSE

International conferences are organised by **HERITY** on a biennial bases. The first was in 2006 on *Quality in Cultural Heritage Management: models and methods of classification*, the second in 2008 on *Measuring the Value of Material Cultural Heritage*, followed by *Observing Cultural Heritage: evaluating the state of conservation and communicating it to the public*, and *How the Cultural Heritage is Communicated?*, in 2010 and 2012. The **5th International Conference**, in 2014, focuses on:

Services for Culture: a visit of quality

Policies, best practices and experiences in managing services for the public at heritage sites

With this theme, the current conference continues to follow the circuit of the four sectors of the “**HERITY target**”, for scoring the level of quality management of a cultural asset: Value perceived, Conservation (preservation capability), Communication (transmitted information) and Services provided.

The audience and participatns for the **5th Conference** are all museums, monuments, libraries, archives and archaeological sites open to the public and under either public or private management.

Determining the adequate supply of public services in cultural places requires quantitative and qualitative classifications. Services range from the most basic to those that can be considered “additional”, to those that may be superflous or even “imperative”. It’s clear that this is the most controversial sector of heritage management, since it is also the most purely commercial. The essence of the problem is this: is there a hierarchy or at least an organising conception of what is necessary to support the visitor’s experience?

Given this situation, it becomes ever more important that we discuss **strategies**, compare **experiences** and evaluate the **results**.

Sessions:

1. Physical, cultural and economic **accessibility**
2. Experience in **managing services** at cultural sites
3. Session for **operators in service provision**
4. **Evaluation** of results and the **HERITY** analysis

The Conference is aimed at managers of heritage places open to the public, managing companies, specialists in conservation, politicians and public administrators, tourism professionals and guides, educational services for cultural places, students and professors from schools and universities, and of course visitors to cultural heritage places.



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CALL FOR PAPERS

All interested persons are invited to contribute to the conference.

Please send an **abstract** for consideration. Contributions must be **closely connected** to the theme of the Conference and its sessions.

A Scientific Committee will select the conference papers from the abstracts proposed.

Abstracts should be sent no later than **July 14, 2014**, together with the conference **registration form** (found at www.herity.it/HERITY2014.htm).

Abstracts must be a maximum of 600 characters, submitted in two languages (any two of Italian, English, French, Spanish, Portuguese). Authors whose abstracts are accepted must send their full texts prior to the conference, according to schedules and publishing rules which will be provided by HERITY. Contributors are subject to normal payment of the conference **fees**.

The paper must be presented at the conference in either Italian or English, the two official languages of Proceedings. Publication in the Proceedings will be limited to those papers presented at the conference by at least one of the authors.

PROGRAM OUTLINE

Day 1 - December 4	Day 2 - December 5	Day 3 - December 6
1. Opening	5. Session 2 - Case studies	9. Session 3 - Case studies
2. Key note speech	6. Discussion	10. Session 4
3. Session 1 - Case studies	7. On-site visit	11. Discussion
4. Discussion	8. Social event	12. Conclusions
Meeting of the International HERITY Committee (members only)		

INFORMATION FOR PARTICIPANTS

The 5th International HERITY Conference is organised by:

HERITY Italia

c/o DRI, Via E. Filiberto 17

00185 Rome, ITALY

Telephone/Fax +39 06 7049 7920

info@herity.it

www.herity.it

The HERITY Italia offices provide information on:

- ◆ Registration
- ◆ Preparation of conference papers
- ◆ Accomodation, transport, etc.
- ◆ International relations
- ◆ Media accreditation
- ◆ Other activities, stands

Registration is exclusively by the **form** provided here, also available at www.herity.it/HERITY2014.htm.

Only those that are in compliance with the **registration fee** can participate in the International HERITY Conference and present papers.



FEES & PAYMENTS

	Categories	Who	How many			How
Individuals	Regular	<u>With or without paper</u>	110 € by August 31, 2014	220 € after August 31, 2014	70 € daily (maximum 2 days)	Bank transfer, credit card (via Paypal), Paypal
	Student	<u>With or without paper</u> <i>Up to post-secondary academic degree</i>	55 € by August 31, 2014	110 € after August 31, 2014	35 € daily (maximum 2 days)	Bank transfer, credit card (via Paypal), Paypal
	Affiliated	<u>With or without paper</u> <i>Universities of HERITY and/or individuals linked to HERITY certified sites</i>	55 € by August 31, 2014	110 € after August 31, 2014	35 € daily (maximum 2 days)	Bank transfer, credit card (via Paypal), Paypal
Institutions & companies	←	<u>With or without paper</u> <i>Institutions, associations, companies, valid for 3 people + space to present the organisation and its activities</i>	500 € by August 31, 2014	950 € after August 31, 2014	Not provided	Bank transfer, credit card (via Paypal), Paypal

The registration fee (excluding the daily fee) includes the DRI inscription fee and allows for admittance to the conference and related facilities and services and for participation in related activities. It includes conference material as well as a participation certificate suitable for curricular and professional purposes.

SPONSORS

Participation of sponsors, supporters and technical sponsors is welcome. For further information or to propose a sponsorship, please contact the secretariat.



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5TH HERITY INTERNATIONAL CONFERENCE

Florence, 4-6 December 2014
"Services for Culture: a visit of quality"

SCHEDA DI ISCRIZIONE/REGISTRATION FORM

Compilare le parti che interessano ed inviare a/ Please, fill in all applicable sections and send to:
 HERITY c/o DRI, Via E. Filiberto 17, 00185 ROMA ITALY
 Tel/Fax 0039.06.7049.7920 ISDN, info@herity.it

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