

**Empowering rural communities to digitize,
share and exploit Sense of Place across Europe
through inter-generational exchange |
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**Module 3: Activity 3
The Heritage Dilemma scenarios
Handout**

**ERASMUS+ KA2 Adult
Cooperation Partnerships in Adult
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Scenario The Venetian AirBnb (Italy)

- **The Heritage:** The *Passeggiata* and the local artisan workshops (mask-making, lace, rowing).
- **The Dilemma:** To keep the city "alive," the government wants to ban short-term rentals in the historic center to bring back local families. However, the elderly residents rely on that rental income to maintain their crumbling, expensive historic homes.
- **The Conflict:**
 - **Pro:** If families return, the "vibe" of a real neighborhood returns—kids playing, neighbors shouting across canals.
 - **Con:** Without the tourism money, the physical buildings (Tangible Heritage) will fall into ruin because locals can't afford the repairs.
- **Question:** *What is more important: a beautiful empty city or a messy, lived-in one?*

Scenario The High-Tech Midsummer (Sweden)

- **The Heritage:** *Midsommar*—the celebration of the summer solstice, involving traditional dancing around a maypole, specific floral crowns, and communal singing.
- **The Dilemma:** A tech giant wants to sponsor a "Metaverse Midsummer." They will use VR/AR to allow Swedes living abroad to join a "perfect" digital version of the festival, complete with AI-generated folk music.
- **The Conflict:**
 - **Pro:** It democratizes the heritage, allowing the Swedish diaspora to feel "at home" anywhere in the world.
 - **Con:** Midsummer is defined by the *physicality* of the light, the smell of the grass, and the touch of the flowers. A digital version severs the link between the ritual and the Swedish soil.
- **Question:** *If a tradition is moved to the cloud, is it still "connected to a specific place"?*

Scenario: The "Plastic" Maramureș (Romania)

- **The Heritage:** The tradition of carved wooden gates and houses in Maramureș.

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- **The Dilemma:** Local families are replacing their labor-intensive wooden gates with stainless steel or plastic versions because they are cheaper, last longer, and signal "modern wealth."
- **The Conflict:**
 - **Pro:** Locals have a right to modern comfort and to spend their money as they wish.
 - **Con:** The "Wooden Civilization" of Maramureș is what makes the region a global destination. Once the gates are gone, the "Invisible Map" of the region's craft skills vanishes.
- **Question:** *Should a community be "forced" to live in a traditional way to preserve the "vibe" for the rest of the world?*