#MONUMENTAL9
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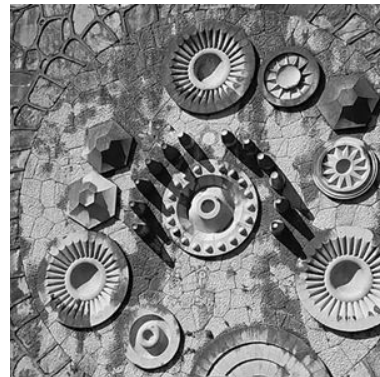## BALKAN MONUMENTAL TRAIL

GUIDE FOR GREETERS

For the Young Greeters participating in the Project „Monumental 9"
Art and Design of the World War II Monuments

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The Project „Monumental 9"

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AUTHORS:

Dario Terzic, PhD.,
Professor at the College of Tourism and Management in Konjic, Bosnia and Herzegovina

Darel Kapetanović,
M.A., Historian and Tour Guide, Mostar, Bosnia and Herzegovina

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INTRODUCTION

This Guide has been produced within the Project Monumental 9 as a complementary tool for the young greeters participating in the training programme and follow-up pilot regional tours with the aim to motivate, inspire and provide basic knowledge and skills for quality presentations of cultural heritage along the tour explored throughout entire project implementation. The guide provides information in support to Balkan Monumental Trail: An artistic tour of unique creative legacy, exploring the WW2 history in the Western Balkans. It is designed in a user friendly manner to be used by the young greeters in local communities across the region in presenting the cultural heritage narrative and providing the visitors with an experience that will combine the artistic legacy of the monuments, the beauty of the nature surrounding them and an insight into the 20th century's major events that took place there.

Kozara Monument, Prijedor

BALKAN MONUMENTAL TRAIL – ART AND DESIGN OF THE POST WW2 MONUMENTS

The examples of the former Yugoslav monuments dedicated to anti-fascist struggle in the time of the Second World War contain plethora of elements determining their narrative, relevant cultural heritage and certainly their aesthetic, artistic expression. These monuments were built as an important part of the culture of remembrance of the then Yugoslavia both to commemorate the partisans' fight against fascism and to celebrate the socialist revolution. Most of them were designed and built between 1960-ties and late 1980-ties of the twentieth century by renowned sculptors and architects whose artistic achievement was widely recognized in the country and internationally, such as for example the sculptors listed:

Dusan Dzamonja https://www.biografija.org/umetnost/dusan-dzamonja,
Bogdan Bogdanovic: http://kulturkokoska.rs/bogdan-bogdanovic,
Vojin Bakic:, https://www.spomenikdatabase.org/vojin-bakic,
Ljubomir Denkovic:, https://www.spomenikdatabase.org/ljubomir-denkovic,
Jovan Soldatovic:, https://www.spomenikdatabase.org/jovan-soldatovic ,
Stevan Luketic: https://www.spomenikdatabase.org/stevan-luketic,
Ana Beslic: https://www.spomenikdatabase.org/ana-beslic,
Miodrag Zivkovic: https://www.spomenikdatabase.org/miodrag-zivkovic

This group of artists initiated the creation of the "socialist modernism" movement in art, http://42magazin.rs/betonska-utopija-jugoslovenska-arhitektura-od-1948-do-1980/ which became dominant during the 1960s, while its legacy has been interpreted in at least two directions: 1) the legacy of socialism seen exclusively as the "legacy of totalitarianism" (Council of Europe: Architecture of Totalitarian Regimes https://www.coe.int/en/web/cultural-routes/atrium-architecture-of-totalitarian-regimes-of-the-20th-century, and 2) Brutalism as the style in architecture that progressed mostly during the period between 1950 and 1980. The root of the word is derived from French word béton brute or raw concrete: https://www.theguardian.com/artanddesign/2019/oct/31/former-yugloslavia-brutalist-beauty-a-photo-essay.

Interestingly enough, since built in the relative proximity of urban centers, these monuments were often surrounded by memorial parks, often containing leisure infrastructure - cafes, restaurants, thematic recreational routes, hotels or bungalows. Complementary to the monuments were the museums, or at least amphitheaters, that served as open-air classrooms which soon became attractive destination for educational excursions for many generations of students http://www.klubputnika.org/forum/topic/5724-ono-na%C5%A1e-%C5%A1to-nekad-beja%C5%A1esfrj/.

Thanks to their multifunctional purpose, these monuments and memorial parks were places of mourning and celebration, promotion of the culture of remembrance, places of intercultural encounters (or as this concept was known as brotherhood and unity) inter-generational dialogue, informal education for active young people, or simply the tourist attractions for many coming from different parts of the territories.

Similar to the country they were born in, many of the monuments were either destroyed in the early 1990s during the armed conflicts, or simply abandoned, forgotten and neglected. Some of them were even desecrated as the relics of the false ideology, as is the famous case of Partizansko groblje in Mostar, constantly under vandalism attacks:
https://www.arhivamodernizma.com/partizansko-spomen-groblje-u-mostaru/

For the young greeters welcoming the visitors from diverse walks of life and from different countries, it is worth knowing that Yugoslavia lives only in memory of middle aged and older generation of citizens living in today's independent economies, but still provoking interest, explorations and diverse interpretations of its foundation and collapse taking place in the course of one (20th) century. However, this legacy and the monuments' heritage points to a shared history that contains artistic visioning of the future, reaffirmed particularly after the New York Museum of Modern Art exhibition:
https://www.moma.org/calendar/exhibitions/3931 in 2018., and resulted with a growing global and regional interest in history and heritage of „spomeniks" as tourist attraction development potential to the former Yugoslav region.

Sources for greeters' further self-learning and inspiration:
https://www.spomenikdatabase.org/their-legacy

https://www.espreso.rs/kultura/10930/brazilska-grupa-objavila-spot-snimljen-na-tjentistu-video

Training "Every monument has its own story", Mrakovica, Prijedor

These tourist routes can become tourist products

The promotion would allow the route to be presented to the general public and become of interest to tourists, and this interest than activates the interest of agencies and tour operators to materialize it and transform into self-sustaining product.This chain of activities is two-way, which means that one activity cannot function without the other. As long as there is interest from tourists, there will be an offer, however, in order to arouse the interest of tourists, there must be adequate promotion.

The route must be tailored and interesting for long-term, cooperative and inter-regional projects. So all these details need to be taken into consideration in order to have a wider interest in the route, and therefore a higher attendance and cost effectiveness of the project. Another benefit of this route would be the relief of certain tourist centers. In this way, the impact of tourism on the economy is distributed over a wider area.

The potential impact of the tourist product development

This potential is both measurable and immeasurable because it has a secondary effect. The measurable potential of this project primarily involves the development of certain regions in economic terms. In other words, developing these cultural routes creates small and medium-sized enterprises, networking, and develops various clusters in the economy and tourism, which, in order to cover the market, must work together. On the other hand, the immeasurable (socio-cultural) aspects and impacts on tourism could be enormous. This raises the image of Europe, and develops an awareness of the common past. The cultural route would raise awareness of European culture and the past through travel, and would enable tourist networking with European tourist geographical routes.

Šumarice Memorial Park, Kragujevac

Memorial Park Bubanj, Niš

BASIC TERMINOLOGY

About tourism

According to the World Tourism Organization (WTO), tourism includes all activities arising from the travel and staying of persons outside their usual environment for no more than one year for holidays, business trips and other reasons unrelated to activities for which they would not receive any compensation in the place they visit. Most of the trips are made according to defined seasons (summer and winter) or holidays, or leisure time. People decide for various reasons to travel, depending on their interests, financial ability or leisure.

The impact of tourism on national economies is gaining more and more importance. Its contribution to economic growth is measured through employment, income growth, investment, rising living standards, interculturalism, culture, education, environmental protection, consumer protection, health, safety, etc. According to EU data, tourism accounts for 10% of World GDP. Travel motivates change. According to recent statistics, 48% worldwide are becoming more interested in the natural environment, while 14% are interested in cultural tourism.

Differences between Route and Tour

In order to make it easier to use terminology and avoid any misunderstanding, we need to define certain terms such as route and tour.
A tour is a pre-planned (by an individual or group) movement from point A to point B, usually with a guide, with visits and stops at numerous places.
A route is physically designed product, marked and physically tangible, with possible signaling or objects.

Tourist attractions are tourist resources that are customized and available for tourist visit. This means that its information and communication should be accessible to tourists. A tourist attraction is an integral part of the tourist product of a particular destination. Depending on the motives, tourist attractions can be divided into several groups. Contemporary tourists are most interested in destinations that are a combination of natural and social attractions. Social attractions allow a tourist to satisfy spiritual needs, while enjoying natural recreation.

What is a tourist destination?

The definition of a tourist destination according to Medlik's vocabulary of tourist terms is, a country, region, cities and other areas visited by tourists. This term refers to a wider space in a developmental sense that has no definite boundaries. It does not refer to isolated tourist attractions. There are different typologies of destinations, however, in this case we are most interested in the cumulative attraction. This concept applies to a destination with many attractions logically sorted into a system.

In the book Fundamentals of Tourism, Lidija Petrić defines a turist destination as a system containing various elements, stating that the destination is a flexible and dynamic space whose boundaries are determined only by the market (tourist demand), regardless of administrative boundaries. According to the type of tourist destination, the tourist route would refer to a multi-destination scheme, that is, a chain trip with a visit to a number of destinations without a major focus. This concept of a tourist destination does not refer to an administrative unit, but to market-defined units with respect to a common concept.

Basic definition of greeters' guide

In order for a particular tourist offer or attraction to be well presented, it requires expertise in tourism. Therefore, young local greeters are those who will use their knowledge and skills to offer the best possible guide services in the best possible way. In Vukonić's dictionary, the definition of a tourist guide is a person who has the approval of the competent authority in the area which provides tourist services for the display and professional explanation of natural beauties and rarities, cultural and historical monuments, works of art, ethnographic and other landmarks, historical events and personalities, legends about these events and personalities, economic and political trends and events. Their role is enormous, and it is almost unthinkable today to embark on a tourist trip or visit a tourist attraction without tourist guides.

A guide often possesses a background of lifelong learning about the cultural or natural heritage of the region he or she wants to represent. In addition to the basic information that a travel guide must know, a great deal of importance in this activity lies in the way it is interpreted. This section covers both visual (body language) and verbal. communication, the relationship of the audience with the guide who is interpreting is important. The guide must evaluate the profile of those to whom he or she is speaking and emphasize those facts that are most likely to resonate with the listener. Of course, in doing so, the flow of interpretation needs to be tailored to keep listeners interested. Interest encourages emotional engagement, which may help tourists remember an event or place. Straight-line speech without oscillations in tone is devastating when trying to keep the listener interested.

In addition to these roles, tour guides have the role of being advisers, by providing information about the destination, making it easier to find, and making the presentations more enjoyable and interesting. They are also the outspoken representatives (spokespersons) of their region, city, or state. They need to look at the bigger picture and, through listening, reach out and inspire tourists, and shape certain stories, myths and curiosities into one whole and emotionally connect the listener o this bigger picture. Their possibilities also extend to breaking certain stereotypes about regions, cities, places, peoples, religions.

Cultural heritage and cultural tourism

Culture is usually defined as the totality of spiritual creations and material accomplishments, value judgments and public norms, social movements, organization and behavior of people in a community. Heritage, on the other hand, would be property inherited from our ancestors. Therefore, cultural heritage or heritage would be; the totality of spiritual creations and material accomplishments, value judgments and public norms, social movements, organization and behavior of humans, which we have inherited from our ancestors. Cultural heritage is divided into tangible and intangible features according to the 1982 Mexican Declaration.

Due to different needs and demands, cultural and thematic tourism has been on the rise lately. Older approaches to tourism and classic (elitist) offerings are losing interest, as modern tourists are increasingly interested in getting to know different cultures and traditions in more creative ways (experiential tourism).The basis for the development of cultural or thematic tourism is cultural diversity, which is at the same time a common heritage of humanity and a motive for travel. In this form of tourist offer, the thematic routes / cultural routes are the most prominent. These routes have depended on the interests adjusted for certain topics. In addition to the thematic experience of tourists, they have some related activities, such as cycling, gastronomy and the like.

The core of themed travel goes back to the past when people made pilgrimages. On these trips, considering the same theme, the visitors' enjoyment centered on a special experience. According to this, the creation of thematic cultural routes has recently started, in order to give the consumer, in view of his interests, similar experiences. Choosing a theme and networking specific destinations into one unit will result in the quality of the route itself.

Thematic routes and their identity

Target groups of these thematic routes will depend on proper theme. The importance is to go beyond the regional and give thematic routes an international character. When we consider the Western Balkan economies, which are mostly receptive (when it comes to tourism), such routes should have an international appeal and character. Therefore, the route itself should be attractive to some wider circles.

Routes can be linear, networked or clustered. It may not necessarily be geographically connected, but may be more thematically connected. For the route to be a complete product, it must include accompanying activities, accommodations, information, and all other services that will provide the individual with additional experience and rest. It must have a series of stopping points (monuments) that form a whole that promotes the collective memory of the tourists. Route navigation must be available for different means of transport. In addition, transportation or movement can be by foot, bicycle (and various other ways).

USEFUL HINTS AND TOOLS

The main features of modern tourists

Due to different socio-economic trends and supply and demand, the behavior of tourists is changing. Some of the main features of the modern tourist include the following:
- A desire to be more involved in events during the holidays
- Greater contact with the locals
- Getting to know the culture and lifestyle of the visited places
- Individual approach

Potential target groups

Potential target groups may be from local educational institutions (museums, schools, research centers, etc.). They may be local or regional tourists who are interested in nature, architecture and adventure in addition to the monumental culture. There are multiple potential groups and determining one depends on promoting the overall story of this route. Potential groups include tourists interested in anti-fascist struggle from all over the world or European tourists interested in a common anti-fascist past.

How to Promote a Tourist Destination

There are different ways to promote a tourist destination. However, through this project we have focused on greeters and bloggers. It is the individual subjective interpretation of bloggers or greeters that inspires the interest of these groups and triggers a chain reaction, which could result in the materialization of this route (more active involvement of tourism workers, travel agencies and tour operators). These subjective descriptions may subtly list all the elements that make this tour interesting or functional, or list all of its accompanying elements including; gastronomic offerings, picnic lawns, recreational areas, accommodation, accessibility, communications, museums, etc. Potential creative activities may also be included; photo workshops, educational workshops and recreation. It is possible to specify some cultural events, concerts, festivals or something close to visitors.

In order for this route to be successful and sustainable, it needs to be well promoted. This promotion depends on the image that is created by visitors in a particular time. The quality of the overall project depends precisely on the identity that will be created around this story to make it internationally recognizable. The specificity of this route lies in the development of cross-border tourism, i. e. transnational thematic tourism, which is a very rare occurrence, even in more developed tourist societies.

How to make a topic internationally recognizable and visible

We need to start with how to bring the topic closer to international visitors, in order for the route to arouse interest and become international. This is supported by the great interest of international tourists in the memorial to the anti-fascist struggles. Here the interest involves awakening to the common European past, ideological diversity in the past, interest in different cultures, interest in anti-fascist struggle, architecture, art, etc. In addition to being interested in the above, the content (activities) of the route must be engaging. This content should provide the visitor with the necessary rest and recreation, as well as a chance to do various activities, get to know the local people and cultures, and enjoy natural beauty and adventure.

A good promotion of the thematic route would be reflected in the balance between material heritage on the one hand (monuments) and intangible cultural heritage (various myths, stories, ideological or political backgrounds, culture of life) on the other hand. This is where our creativity and way of looking at things from different perspectives would come to the surface. Of course, this creativity requires a great deal of caution in order not to incorporate our ideological or cultural perspectives or stereotypes in any way into the story. Particular attention should always be paid to the sensitivity of the monumental culture. Of great importance for the international context is the presentation of the route in spatial, temporal and identity contexts. European values, representativeness, identity, heritage and diversity of Europe must be emphasized.

The specificity of this tourist route

The specificity of this route lies in the development of cross-border tourism, i.e. transnational thematic tourism, which is a very rare occurrence, even in more developed tourist societies. However, in recent years, there has been tremendous progress due to a series of multilateral agreements that have reduced the demand for visas between some countries.

What are the main attributes of this tourist route?

When promoting a route, it is important to incorporate these elements:

- Educational (Educate the traveler about the past and the importance of anti-fascist struggle, etc.)
- Architecture and artistic values of the monuments as works of art.
- Creative (Awaken the Traveler's Creative Energy)
- Inspirational (inspire new ideas)
- To foster curiosity about new cultures

List of suggested promotional tools in tourism

After being interpreted individually in text (blog, vlog, etc.) or visual form (images, video, snap message), this route material can be shared on the Internet in order to promote as widely as possible. The aim is not just to arouse the interest of tourists, but also to arouse the interest of local tourist workers, institutions, tourist organizations, tourist agencies or tour operators, in order to recognize the tour as a potential tourist product and materialize it as soon as possible.

- Social media (sharing your work or some information on Facebook profiles or various tourism groups, Instagram as a text photo, Twitter, etc.)
- TripAdvisor (as a caption image with description)
- On various tourist portals
- In the local media

The Partisan Cemetery, Mostar

The Museum to the Battle of the Wounded, Jablanica

The Spomen Dom at Kolašin

Memorial at Trebjesa Hill, Nikšić

BASIC COMMUNICATION SKILLS

Information:

In a broad sense, the content (messages) of all meaningful communication is information. More narrowly (but still loosely) ,information usually refers to verifiable and thus reliable factual data about the ¨real world¨. This includes opinions as well as reports about the facts of the world. Even more narrowly and precisely, information may be equated with communicated ¨data¨ that do (or can) enable discrimination to be made in some domain of reality and thus ¨reduce uncertain ¨ for the receiver.

Culture:

Has a primary reference to the symbolic artifact produced by media industries, but it also has a wider reference to customs, practices and meanings associated with the mass communication process. It is sometimes used to refer to the wider framework of believes, ideology, and so on, of society.

Communication hereby becomes a symbiotic process through which messages and meanings are created, constructed, re-constructed, de-constructed and often transformed as the dialogue between actors informs both parties and leads to more advanced and nuanced.

Interactivity:

It is the capacity for reciprocal, two-way communication attributable to a communication medium or relationship. Interactivity allows for mutual adjustment, co-orientation, finer control and greater efficiency in most communication relation-ships and processes.

Who are the greeters – values and skills

Greeter:

A Greeter is a local resident who wants to share his vision of the city/area. He will introduce you to his areas of interest and favourite places...

The greeter is open to other cultures, to people of all ages and backgrounds. A Greeter is not a guide. He is a volunteer who wants to share his knowledge of the city in a unique and authentic way based on discussions, exchange and conviviality.

LDA Greeters follow the principles of International Greeters Organsation:
- Greeters are volunteers, a friendly face for those visiting a city/destination.
- Greeters welcome individuals and may serve small groups of up to six people.
- Meeting a Greeter is free of charge.
- All visitors and volunteers are welcome without any kind of discrimination.
- Greeters support sustainable tourism. They respect natural and man-made environments, bringing both cultural and economic enrichment to local communities.
- Greeters aim for a lasting positive image of each destination.
- Greeter organizations create a mutually enriching opportunity for cultural exchange; create links between people in creating a better world.

Greeters, bloggers and vloggers all of them are storytellers.

Storytelling gives collective heritage a tangible form and helps the culture create a collective, distinct and, sometimes, isolated identity". Storytelling contains four elements in the form of message(s), conflict, characters and plot .

Every monument has its story.

Destroyed Neretva Bridge, Jablanica

Your Destination Does Have Stories. Find and Tell Them!

What does travel storytelling mean for destinations? Storytelling, simply, is a means of conveying and interpreting experiences in a way that engages those you're sharing the story with. The sharing of experiences is most effectively done through characters - people with unique individual perspectives.

Story-telling is not new in marketing; a lot of people have marketed products through story-telling. Telling a story with a narrative in advertising is called narrative advertising, which touches consumers by telling stories to produce resonance and thus further generate purchasing behavior . Story-telling, with lots of magic power, could become an important commercial instrument and trend and could appear resonance with consumers. Considered stories as the fact with emotional package which would drive people to take actions.

 In his 1971 book The Role of the Reader, Umberto Eco writes that a story is only truly complete when the reader lends it meaning from their own experience. It is only with the involvement of your customers that the story gains strength.

Our message is: Turn your consumer into the protagonist
There's also a wide range of formats to tell your story online, including videos, photos, other visuals, music, and text. Choose the ones that you're talented at, you enjoy, and which flatter your story best.

Use your website and social media to share anecdotes and an insight into the journey of your brand. Show a bit of emotion and make it more likely that your readers will pass on your story to others. Let your storytelling continue to grow without limits.

BLOG -The word is a shortened version of weblog, which indicates its origin as a set of diary entries or related content posted on the Internet for a variety of reasons, mostly of personal nature. Most interest centers on those blogs which are intended to play a pubic role of one kind of another, especially as many journalists publish their own blogs, either to leave comments in an interactive format is a novel feature of the blog compared to normal journalism. The influence of blogs is much disputed, since few have any large audience of their own, but they represents a significant opening of public access and a challenge to institutional control of public information (or traditional tourist agencies in our case). The word "blogosphere" has been coined to refer to the whole alternative public communication space occupied by non–institutionalized voices (including NGO).

However, with the development of the Internet, "individuals and organizations of only modest means become content selectors and editors in their own right. Opportunities for self-expression once denied by the old media are celebrated by the new media"

"Whether positive or negative, focused or diffuse, held widely or by only a few, developed deliberately or by default, and formed from education, the media, travel, immigration, product purchases, business experiences or any combination of sources, every place has an image".

The internet has become a more valuable tool than ever to attract customers – and sharing your story can help you to pique their interest. Instead of focusing solely on information about your tourism „products", give the reader the opportunity to dive into what's behind your project and your offerings. Good tradition? A personal goal to build a business? Countless sleepless nights?

A story, developed from a narrative, is generally referred to as "to tell a story" . A story is defined as the logic in a sequential relationship, induced by a story-teller through time and space or the through experiential behavior. A story has always been a common cultural element in societies, as it helps people understand life experiences, and to master surrounding events and various situations encountered in life, depending on the actual stories.

A picture is worth a thousand words - so goes the famous saying. When it comes to travel storytelling, a picture is a powerful tool that can sometimes convey so much more than words can. As described in this excellent piece on visual storytelling well captured images add meaning to the viewer's experience, and portray intriguing stories. They are "memories in digital form" that transport the photographer and the viewer to the time and place where the images were taken.

In a similar way, videos can be a great addition to your storytelling toolbox.If you can allow the viewer to project him or herself into a mental state of experiencing the product and having a positive reaction, it can go a long way toward convincing them that they should take the next step toward having it. If you try to make the response to a product seem more grand or have a larger impact than people intuit what it would, People don't like to be lied to".

You can experiment with different ways of creating and decorating your Stories. As with the standard Instagram posts, you can mark Stories with a hashtag and location. Also, for tourism, it is very nice to use the widget for the current temperature.
Emerging travel vloggers, including local ones, may also provide potential benefits as they start to create their personal brand.
Allow individual creativity in the use of text, music, and videography.

Vlog about less known attractions.
Utilize all available social media, particularly Facebook and Instagram.
You can also do Instagram Live, which you can sometimes insert in Story to refresh your account. Go live if you are on some event, show some nice moments or become a vlogger for a short time.

One of the best ways to get to know some useful tips about Stories good is to follow how others are doing it. Follow some hotels, tour operators, and DMOs from around the world! Often small local hotels are creating better Stories than large hotel corporations. Watch and "steal" tips from them.

Authenticity (bridge in Jablanica, Waltr museum in Sarajevo etc) is another concept that is often talked about in the context of travel storytelling and destination marketing. Increasingly, travelers are looking for authentic local experiences in the destinations and communities they visit, and this naturally translates to the type of stories that resonate with those travelers.

The so called "memorable experience" is also given by the ability of the agencies and/or the destination to create a storytelling (demand side perspective) of the places and of the local community that constitute the social humus of the real tourist experience. Through digital tools, destination/agencies can tell their stories and digital tourists can use the virtual world to communicate their experiences with other people.

The unique attraction of a destination was the major factor in visitors collecting data and selecting destinations. In other words, the more involvement in a touring destination, the higher emphasis appeared. Similarly, consumers with higher enduring involvement in tours revealed higher concerns.


Kozara Museum, Prijedor

MEDIA LITERACY

The purpose of media literacy education is to help individuals of all ages develop the habits of inquiry and skills of expression that they need to be critical thinkers, effective communicators and active citizens in today's world.

It's important to know:

- All media are constructed;

- As an instrument of construction, the media uses creative languages that function within their own rules;(words, pictures, video, sound, editing..)

- Different people perceive media and media content in different ways;(young and old, educated people, foreigners, religious...)

- Certain values, attitudes or lifestyles are both represented and left out in every media message;(freedom, tolerance, traveling, ...)

- Most media messages are organized for profit and / or power

Memorial Park Bubanj, Niš
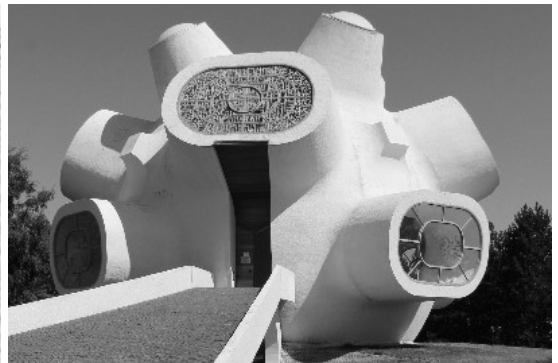
Makedonium Monument,Kruševo
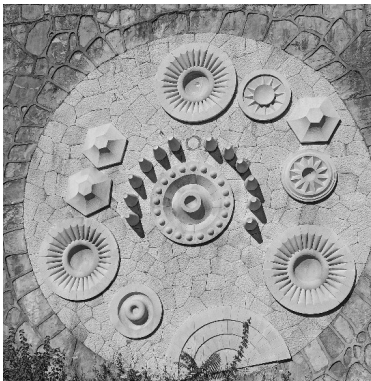
The Partisan Cemetery, Mostar

Monument to the Fallen Soldiers on Sutjeska at Župa Nikšićka

Monument to the Šar Mountains Partisan Unit, Brezovica

CREATING AND CONVEYING OUR MESSAGES

| Sometimes we need to absorb too much of information and educate our readers instead of talking to them, provoking them, engaging them. Writing a blog can be a big challenge and a constant struggle. Certainly, we don't have all the answers, but we should have some suggestions.

In some cases, numbers are essential, people are optinal. Sometimes we can play with fun numbers (visitor, monument measurement, etc.), and sometimes we are just sensitive to people, vulnerable, full of melancholy...

It's important to be real, open, sincere and epecially concrete. Readers deserve more respect. They care about issue but are impatient with abstraction.They want to see problems and conflicts in the flesh (if they existes). They want to make a personal connection, to imagine how this experience would feel to them.

In any information we have to answer to five questions. (5W)
- who
- what
- where
- when
- why?

For the greeters:
Fear of public speaking

Communication skills require the ability to speak in front of a larger audience. This may be the biggest problem for most greeters, because fear of public speaking (Social anxiety/phobia), stress and nervousness makes the guide lose concentration and become unable to focus on the information he needs to present, in a kind and friendly manner. One of the most important elements is perhaps the first impression. According to numerous studies, the listener creates a positive or negative opinion of someone within 7 to 30 seconds of meeting them. According to the same research, one third of people find the guide interesting, another third find the guide antipathetic, and a third have absolutely no opinion of the guide. The goal is to reach this last third and bring them to your side.

The second most important thing is that listeners see and feel that the guide is in control of the situation. The most important thing here is the preparation, that is, a good knowledge of the subject and an awareness that there is always a dose of fear.It is always important to wait for the audience to calm down in order to get their full attention.Knowing the subject also means that you speak clearly about things that you know and that you always address the listener by looking into his or her eyes. If you feel uncomfortable with the viewer's eyes, you need to distract listeners with your hand gestures, pointing at the item you're talking about. This presentation method is always great when we are in the immediate vicinity of the object we are talking about.

It is important that communication flows smoothly with constant monitoring and listening to the audience, including their non-verbal communication. One way to get the attention that makes you nervous is to encourage listeners to interact. In this way, interest will also increase. To be as concise as possible, be clear about what you are saying at the beginning, and after you have said it, repeat it again at the end what you were talking about. You can also insert a single anecdote, which will also help to emotionally engage the listeners.

Useful tips:

- Every sightseeing or a trip is a kind of risk.
- The tourist is always asking many questions.

That's why you greeters need to:

- 1. Establish relationship / reciprocity, dialogue, respect
- 2. Ask about guests' backgrounds, their culture, but also look them in the eye, share positive emotions with them, listen and answer questions. Make the guest feel important. After all ... it's your job.
- 3. It is not just language that matters. Rhythm, volume are important.
- 4. Listen the feedback as you talk. Are they listening to you, are they bored, are they having any doubts ...?
- 5. Remember that each culture has a special gesture, promotion and many other elements that are relevant here.
- 6. Use your emotional intelligence. We need patience, flexibility, creativity and a little exercise.
- 7. If you make a mistake, admit it. If you are looking for a solution, try to solve the problem, turn it into an opportunity.
- 8. Pay attention to the language, clarity, rhythm so as not to cause more misunderstanding
- 9. Forget stereotypes and repeat to yourself: RULES DO NOT exist.
- Speak to the audience in the best way possible.
- Knowing the argument is not a sufficient guarantee, but it is important.
- It's even more important to know how to convey the message to connect with your listeners, and this can best be perfected through regular exercise.
- Improvisation is good, it's important to know how to improvise, which increases your chances of success.

If you speak in public, then you know for sure that you need to know:

- 1. Get to know the audience and the goals of the discussion.
- 2.Make sure that you have gathered all the information you need to speak and that it needs to be completed and updated.
- 3. Organize the information in such a way that there is a logical connection between them and that there is a guiding line so it will be easier to move from one topic to another.
- 4. Be sure to add examples, anecdotes and emotional elements.
- 5. Add pictures and slides when it is especially necessary ..
- 6. Find the best introduction and closures;

TIPS FOR PUBLIC SPEAKING

- Exercise - repeat the speech three to seven times
- Each time in a different way in any case, try to memorize as many whole (correct) sentences as possible.
- Keep an eye on time.Determine in advance how much time do you need to speak. If you have planned everything, leave a few minutes to take the air while you speak, take a short break.
- If possible to practice live, in front of the real audience, to friends who are ready to listen and so respond to your speech
- Pay attention to possible interruptions, questions and complaints. For this reason, it is good to exercise with the audience.
- Practice recording your speech and listening to it and reviewing it. You can also record yourself on your cell phone. Put your cell phone far enough away that you can record your whole body while you're talking.
- It's important to know that practicing speech is not so much fun, but it's necessary.

Communicating local cultural heritage to foreign tourists
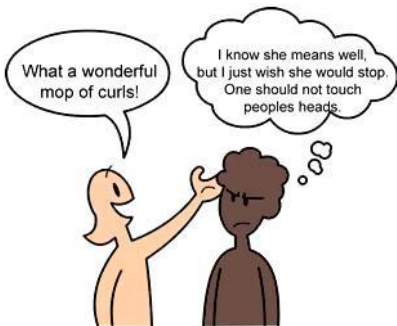
- To put aside as much prejudice as possible .. to forget the stereotypes about these persons belonging to a specific ethnic background.
- Avoid: talking about politics with the Chinese, being ironic with the Brazilians, asking the so-called closed questions to the Orientals ...
- Contact – many people do not like handshakes or tapping ones' shoulders..
- Avoid frowning, raising your eyebrows and similar facial expressions..
- Clapping the hands (palms) of most countries is a sign of applause- In Spain and in the East it is used to call waiters.
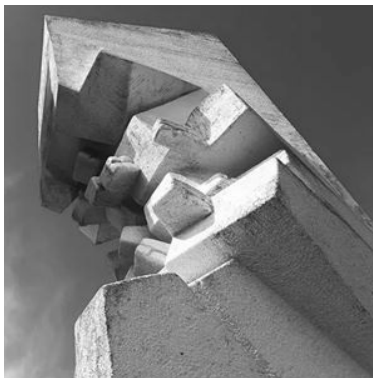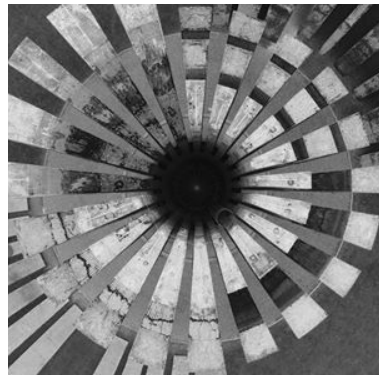- Nodding in Europe means Yes, while for the Greeks and Bulgarians this means No

Useful links

https://globalgreeternetwork.info/
https://internationalgreeter.org/
http://www.interpret-europe.net/feet/home/

#MONUMENTAL9

BALKAN MONUMENTAL TRAIL

Authors:
Dario Terzić
Darel Kapetanović

RegionalCooperationCouncil

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