


CHERISH

"I think it is important today to integrate these principles of sustainability into the professional world."



Presentation

My name is Jennifer Gautherin and I am a cultural mediator. My job is to prepare and carry out guided tours or animations in cultural or tourist sites for different audiences. In the framework of the CHERISH project, I participated in the review and evaluation of the modules dedicated to sustainable development and cultural heritage.

Do you think it is interesting and appropriate to provide students with up-to-date information on cultural heritage and natural capital?

As a holder of a Master's degree in Heritage Preservation and Valorisation, I think it is indeed important to provide students with quality information on cultural and natural heritage. This helps to raise awareness of the notions of protection, conservation and enhancement of heritage and to understand the stakes of cultural policies.

Our CHERISH project faces the cross link between Agenda 2030 goals & cultural and natural enhancement and protection, do you have any interesting examples in these areas?

Before reading the CHERISH modules, I was not aware of the 2030 Agenda.

I was aware of the existing protection tools related to cultural and natural heritage such as Natura 2000 areas, Regional Natural Parks or ZPPAUP (Areas for the Protection of Urban and Landscape Architectural Heritage). I therefore found the reflection particularly interesting, namely how to apply the objectives of sustainable development to the protection and promotion of heritage and to the tourism sector.

What do you think about the impact of the applications arising from the principles of sustainability with regard to future professional opportunities in the field of tourism and cultural and natural protection?

I think it is important today to integrate these principles of sustainability into the professional world. In my opinion, the protection of cultural and natural heritage is intrinsically linked to this notion of sustainability, the aim being to preserve this heritage for future generations. On the other hand, it is in the field of tourism that there can be changes in the direction of sustainable development in order to avoid the negative impacts of tourism on local populations or the environment.


CHERISH

 Co-funded by the
 Erasmus+ Programme
 of the European Union
