

This project has received funding from the European Union's Horizon 2020 research and innovation programme under Grant Agreement No 770504.



PERICLES Preserving and Sustainably Governing Cultural Heritage and Landscapes in European Coastal and Maritime Regions

Integrated and Participatory Heritage Management for Tourism in Northern Ireland

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pericles-heritage.eu

The PERICLES Project

- EU-funded research & innovation project, 2018-21
- Aims to develop and demonstrate a comprehensive framework to understand, preserve and utilise maritime cultural heritage for societal good
- 29 demos in 8 case regions across 6 seas
 Celtic Sea
 Wadden Sea
 Baltic Sea
 Atlantic Ocean
 - Mediterranean Sea
 - Aegean Sea







Integrated & Participatory Heritage for Tourism



- 1. Integration of natural and cultural heritage in management of the Causeway Coast
- 2. Cultural heritage and community-based tourism in East Belfast







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1. Integration of natural and cultural heritage in management of the Causeway Coast

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Policy Integration in Local Plans

THE ICE

A good platform for integrated heritage management is provided though policy.

- Local heritage area plans well-integrated with development & biodiversity strategies, area & tourism plans, & heritage policies
- Heritage well-integrated in tourism plans
 - The Strategic Framework to Unlock the Potential for Heritageled Tourism in NI
- Policy & planning at local level is very encouraging of bottom-up stakeholder involvement

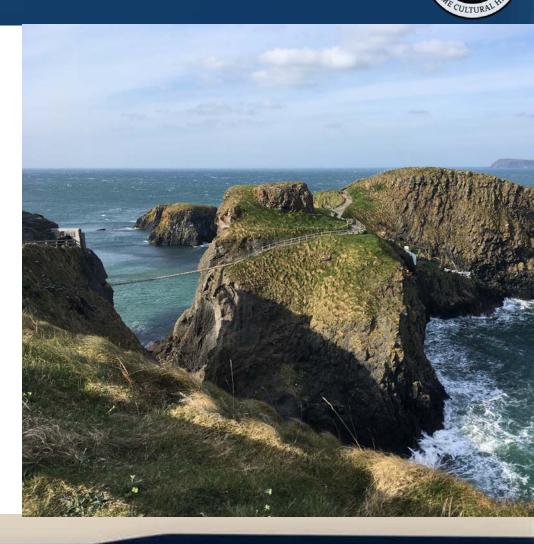




Causeway Coast AONB Example

AONB Management and Action Plans

- Recognise the long settlement history and how the landscape and its natural resources are culturally important, e.g. fishing heritage
- View Causeway Coast as a 'living landscape'
- 1 of 4 objectives: 'Protect, enhance and increase access to the historic fabric of the AONB, and associated cultural traditions'
- Some actions under this objective linked to actions in other objectives





PERICLES Portal & Integrated Planning



- GIS mapping platform for heritage data collection and analysis
- Will be developed as a tool:
 - To identify heritage at risk
 - To help integrate heritage into marine plans
 - As a 'trigger' for identifying heritage narratives and values in landscapes







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2. Cultural Heritage and Communitybased Tourism in East Belfast



Titanic Development

- Hugely successful development hotel, restaurants, offices, museum
- Universal heritage narrative created to drive development, particularly tourism
- **But** the port area has been represented in a way that communities do not feel relates to them and puts community heritage and identity at risk
- Economic benefits largely retained by Titanic Belfast rather than reaching communities







(Re)claiming Cultural Heritage













Tourism Development

Community-based tourism development through (re)claimed heritage

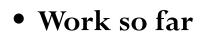
- EastSide Partnership/Visit EastSide Tourism
- Authentic visitor experiences
- Focus on the intangible and human elements
- Half-day heritage-led itineraries bringing people into local businesses for refreshments/souvenirs
- Trails sharing local stories through CH markers
- EastSide Ambassadors encourage ownership of place and personally welcome visitors



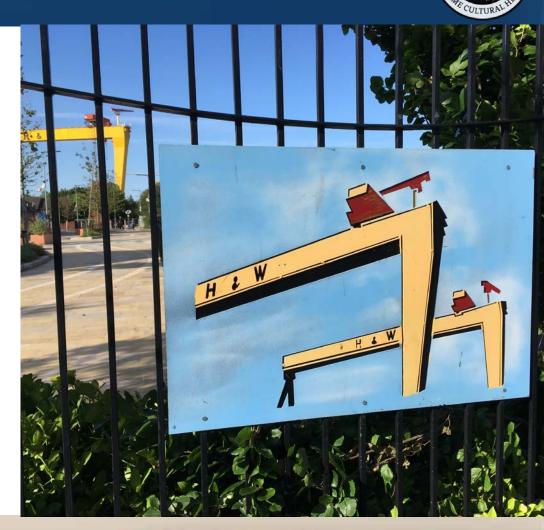




PERICLES & Community-based Tourism



- Mapped maritime CH markers in East Belfast
- Interviews on Belfast Port's heritage landscape
- Aims for remainder of project
 - izi.Travel maritime heritage routes, e.g. architecture of shipbuilding, maritime literature, shipyard sports
 - At least one trail designed by the community
 - Survey tourist perceptions of different narratives









Thank you

Partners



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