

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

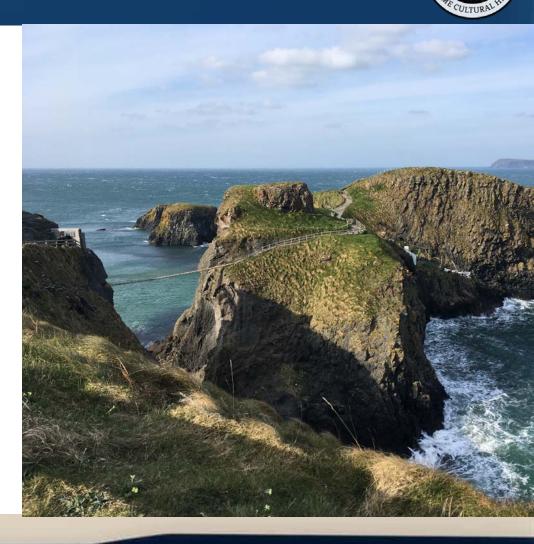




## Causeway Coast AONB Example

#### **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



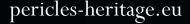




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#### 2. Cultural Heritage and Communitybased Tourism in East Belfast



### 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

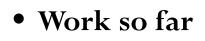
- EastSide Partnership/Visit EastSide Tourism
- Authentic visitor experiences
- Focus on the intangible and human elements
- Half-day heritage-led itineraries bringing people into local businesses for refreshments/souvenirs
- Trails sharing local stories through CH markers
- EastSide Ambassadors encourage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



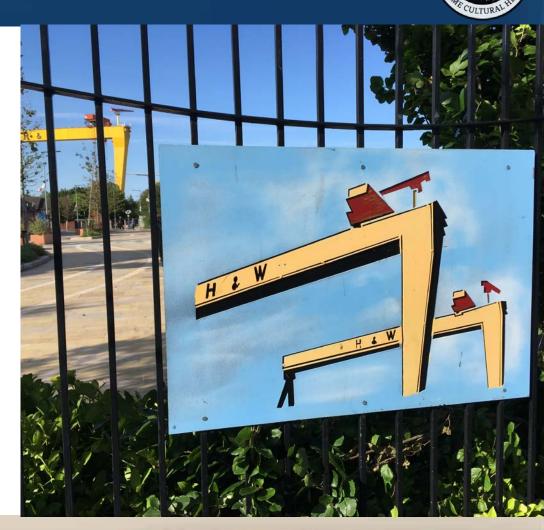




### PERICLES & Community-based Tourism



- 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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