



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

Dr Laura Ferguson
Queen's University Belfast

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

Policy Integration in Local Plans



A good platform for integrated heritage management is provided through 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 Heritage-led 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 Community-based 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



- **Work so far**
 - 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





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Thank you

Partners

