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PrEseRvIng and sustainably governing Cultural heritage and Landscapes in European coastal and maritime regionS

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1. Executive Summary

This report is an output of WP7 "Communication, Dissemination & Maximisation of Impacts" and delivers 16 cultural heritage trails developed by five PERICLES case regions, designed for both locals and visitors as a means of informing them, through immersive digital platforms, about coastal and maritime cultural heritage in the local area or region.

2. Introduction

PERICLES is an EU-funded research and innovation project running from 2018 to 2021. Among its assignments, PERICLES is developing educational materials and organizing activities with schools, tourism industries and local communities to increase awareness and understanding about the importance of, tangible and intangible, coastal and maritime cultural heritage (CMCH).

The Special Eurobarometer (EC, 2017¹), commissioned to assess the attitudes and opinions of European citizens about cultural heritage, revealed that cultural heritage is perceived as important for a large majority of Europeans, not only to them personally, but to their community, region, country and the EU as a whole. This importance is emphasised by the fact that more than two thirds of respondents showed interest in learning more about Europe's cultural heritage.

PERICLES partners have developed cultural heritage trails in Portugal, Malta, Estonia, Northern Ireland and Scotland, covering a range of CMCH subjects, from fishing to industrial heritage, as well as themed trails exploring seafood gastronomy and lighthouses.

¹ EC, 2017. Special Eurobarometer 466, Cultural Heritage, Report. European Commission. 79 p. ISBN: 978-92-79-76436-3. doi:10.2766/576064

3. Methodology

At an early stage the partnership decided to focus on the development of digital platforms, rather than paper booklets, recognising that the majority of visitors own a smartphone and web sites and mobile phone apps represents more progressive promotional and educational tools. Two platforms have been employed, that have the capability to have trails printed off, albeit with relatively limited functionality, the Portal being able to be printed off through a 'printscreen' function for example. For this reason it was then decided to employ a two-stage methodology, utilising the izi.TRAVEL application (https://izi.TRAVEL/en), inspired by one of Wageningen University's demo projects on Malta, as well as making use of the PERICLES Portal.

Izi.TRAVEL

izi.TRAVEL is an inspiring and immersive website and mobile application, which serves as a storytelling platform, where museum, destination management organisations or individuals can publish and share audio guides on a free and open platform. The platform is structured to allow people to upload text, images and audio files and combine them into a trail or tour.

The methodology for creating the individual izi.TRAVEL trails in Portugal, Scotland, Northern Ireland, Malta and Estonia is explained in sections three to seven.

Map Your Heritage Portal

The trails toolset on the PERICLES portal provides a rich set of functions to enable users to create their own trails from new and/or existing points, as well as explore trails created by other users. The user can save, edit, bookmark, and share their trails using the platform's sophisticated functionality designed to maximise an easy-to-use, flexible, and aesthetically pleasing experience. Trails can be created at any scale (e.g. local, regional, national) and can be easily downloaded and/or printed.

The portal trail's function differs from that in izi.TRAVEL in a number of ways. Firstly, the portal allows any user to create their own trail entirely from previously existing points on the portal. This is important as it does not require any previous knowledge or content to use the trails tools, which is required when designing a trail in izi.TRAVEL. Secondly, the portal is designed to crowdsource and capture detailed information regarding location, descriptions, values, and media about coastal and maritime cultural heritage, and therefore the trails tools enable the user to explore and connect new and/or existing points and experience other users' perspectives. This is different to the core functionality of izi.TRAVEL, which is to enable the creation of multimedia tourism guides. Thirdly, the portal does not currently include any route-finding technology and therefore does not have the capacity to provide the user with detailed routing information, although it does provide exact location co-ordinates. The portal has been designed to support a very different set of functions to capture and visualise coastal and maritime cultural heritage and therefore izi.TRAVEL is an ideal alternative platform to support this capability.

All trails designed and created in PERICLES can be found in izi.TRAVEL and the portal, both platforms providing different and complementary functions and experiences for the user. When content used in

the trails in this booklet has been captured via the portal, it has then been transferred izi.TRAVEL by the user or members of the PERICLES team.

A screenshot of every trail developed is included in the appendices, along with a series of illustrative uses of the Map Your Heritage Portal.

4. Ireland

Queen's University Belfast created five new PERICLES maritime heritage trails in East Belfast, to be made freely available to the public on the izi.TRAVEL platform. These are:

- East Belfast Maritime Murals (walking tour)
- East Belfast Maritime Memorials (walking tour)
- East Belfast Women's Maritime Heritage (walking tour)
- East Belfast Maritime Memorials Extended (cycling tour)
- East Belfast Maritime Heritage Sculpture Trail (cycling or long walking tour)

The Belfast trails were devised from the results of cultural heritage marker mapping that formed part of the work for the Belfast demo (https://www.pericles-heritage.eu/case-region-scotland-ireland/). This research resulted in the mapping of 60 maritime cultural heritage markers in the vicinity of the port in East Belfast. The original intention was to co-create these trails at workshops with community members and the key local organisations, EastSide Partnership and EastSide Tourism, allowing local people to select their preferred features to be included. Due to the disruption related to COVID-19, which resulted in difficulties engaging our stakeholders, it was decided to design the itineraries in-house. Much of the information leading to the features of the trails and going into the guides, however, was provided by the public and other local stakeholders.

The themes for the trials arose for various reasons. Belfast is famed for its murals, therefore developing a trail around those with a maritime theme was highly relevant and is expected to be popular among visitors to the area. The cultural heritage marker mapping also revealed many maritime sculptures and memorials. These are expected to be popular with locals and visitors alike, particularly the memorials as some of them may not be familiar even to those living the area or their stories are perhaps not widely known. The East Belfast Women's Heritage trail was created to raise the profile of women in the city's maritime heritage, after research revealed that heritage relating to women had been marginalised.

The tours promoted exclusively as walking tours each take around an hour in duration, allowing time to read the stories around each feature. The longer East Belfast Maritime Heritage Sculpture Trail is promoted as a cycling or long walking tour, as both are feasible. The East Belfast Maritime Memorials – Extended trail is promoted as a cycle tour only, as it is significantly longer in distance than the others and only very strong walkers would wish to attempt it on foot. It was decided best not to encourage the average visitor to attempt it.

The text for the tours was written from the extensive information gathered through the mapping exercise. This information was gathered from talking to local heritage experts, as well as online and in

printed literature. It was intended to recruit someone with a local accent to record the audio, however ongoing COVID-19 restrictions impacted our ability to do this. It was decided that the audio would instead be recorded by PERICLES team member Laura Ferguson. The photographs were also gathered during the mapping exercise, with the exception of two archive photographs (in the public domain) that were used in the women's heritage trail to illustrate life for women in the past. In the case of the ropeworks this was necessary as the building no longer exists, although a bridge at the site has been named after it.

The trails are due to be launched in Summer 2021. In addition to being available on izi.TRAVEL, they have also been mapped on the PERICLES portal. Links to the izi.TRAVEL guides for the trails will be provided on the portal when they are launched. After PERICLES, ownership of the trails is to be offered to EastSide Partnership, who operate EastSide Tourism.

5. Scotland

In Scotland, three trails were developed, one themed on lighthouses and the other two more geographically focussed on the small island of Bernera in the Outer Hebrides, linked to the much larger island of Lewis by a road bridge.

The idea for a lighthouse trail emanated from work done on another EU-funded project run by UHI's Centre for Recreation and Tourism Research, whereby geographical data, information and photographs were uploaded and presented on the MaraMap, an information map of the west coast of Scotland designed for maritime and coastal tourists, both on land and sea. Discussions with the Northern Lighthouse Board (NLB) confirmed their enthusiasm to both include lighthouse spatial data on the PERICLES Portal and work with the team at UHI and UOY to develop a lighthouse themed trail.

It was decided at an early stage to use eight principal lighthouse locations in the trail map, from the Mull of Galloway in the south of Scotland to Fair Isle in the far north. These sites are those that are both more accessible and properly geared up for visitors. The NLB expressed concern at promoting other lighthouse sites that are comparatively difficult to reach and which might pose safety issues for visitors.

Descriptions, spatial data and photographs were supplied by the NLB, with the team at UoY creating the trails in izi.TRAVEL, and the audio voiceover provided by Kelly Morrison at UHI. The NLB will effectively take ownership of the trail and start to promote it in the summer of 2021.

The Bernera museum, on Great Bernera, in the Western Isles of Harris and Lewis, is run by the Bernera Historical Society (<u>https://berneramuseum.wixsite.com/website</u>). Through previous, related contact the museum became interested in the portal and started to add points of interest in summer 2020. The team at UHI/UoY then contacted the museum to ascertain if it would be interested in working collaboratively to develop a trail. Work on developing trails together started in January 2021. Some sites can only be accessed on foot and therefore the museum suggested developing two trials, one walking trail and a second driving trail. The UoY team created the izi.TRAVEL trails, sourcing the imagery and

textual descriptions from the museum. Again, the audio voiceover provided by Kelly Morrison at UHI. The museum will 'own' the trails after the end of the project.

The three trails will be launched in Summer 2021.

6. Portugal

The University of Aveiro created a trail in the Ria de Aveiro case region dedicated to seafood gastronomy, to be freely available to the public on the izi.TRAVEL platform.

The identity of the Ria de Aveiro region is strongly influenced by the proximity to the sea, the presence of the coastal lagoon, and the way people shaped the territory and relied on these two environments to develop their activities. This identity is reflected in the region's gastronomy. The aim of this trail was to explore and show the connection between the typical seafood gastronomy and the traditions and traditional activities associated to the sea and the lagoon. Therefore, an inter-municipal itinerary was developed highlighting the diversity and richness of the Ria de Aveiro seafood traditions gastronomy, while providing information and drawing attention to places where the cultural heritage can be further understood.

This itinerary goes through six municipalities bordering the Ria de Aveiro coastal lagoon and the Atlantic sea. Unlike many gastronomic routes, this route does not focus on restaurants, but rather on a) **festivals** where typical dishes can be tasted and where local traditions are shared; b) **museums** that can be visited and where people can learn about the traditional fishing activities and canning industry, for instance; c) production areas of iconic **seafood products**, such as artisanal salt production, oyster and fish farming, macroalgae and halophyte plants (e.g. *Salicornia ramosissima*); d) **traditional small-scale fisheries** that can still be observed by visitors.

The text for the tour and most of the pictures were written and gathered during the field work (mapping exercise and short videos), as well as online and printed literature. The ongoing COVID-19 restrictions have caused some impact on our ability to actively engage with stakeholders, to collect additional images, and to attend and get pictures from food festivals, which have been cancelled. Nevertheless, stakeholders have been contacted and several have contributed with materials (mostly photos). They will have access to the information and the opportunity to own the trail after the end of the PERICLES project, and add further material then.

Given the extent of the area and the nature of the attraction points (many are seasonal), it was not intended to be a continuous tour and it was considered that the audio function of izi.TRAVEL does not fit the purpose of the tour. The tour, which will be launched in Summer 2021, is available in Portuguese (https://izi.travel/en/browse/fb2ef02f-e797-4750-9acb-cbbe0b7fdfb6/pt?passcode=aveirocmch) and English (https://izi.travel/en/browse/fb2ef02f-e797-4750-9acb-cbbe0b7fdfb6?passcode=aveirocmch).

7. Estonia

In the footsteps of Kihnu Jõnn

The trail In the Footsteps of Kihnu Jõnn is located in the island of Kihnu, which is part of the Estonian study area in PERICLES. The trail is also a part of the coastal trail E9 (an international designation), since the island of Kihnu is a part of that trail. Kihnu is an island with unique maritime culture, which also includes the tradition of shipping. Many famous Estonian captains have come from Kihnu and this trail reflects the life story of the most celebrated of them all, Enn Uuetoa, who, despite his reputation, did not actually have a captain's diploma. There were many such non-official captains in Estonia in the 19th century. The route takes in numerous related sites, such as Kihnu cemetery, the port of Kihnu and Kakra peninsula.

The idea of the trail was born locally by the representative of Kihnu Maritime Association Reet Laos, who also compiled the texts and will record the audios. The images are either historical photographs of Kihnu Maritime Association collections or taken by Reet Laos. National Heritage Board of Estonia helped with translations and the information on and order of the points in the trail.

The trail, including photographs and text has already been launched/made public on izi.TRAVEL (<u>https://izi.travel/en/7927-in-the-footsteps-of-kihnu-jonn/en</u>), and it will be enriched with audio later. The trail is perfect for a bike ride, and listening to the materials while biking is effortless. Biking is the main means of movement for tourists on the island of Kihnu, and this is one of the reasons why the trail has been chosen to be a biking trail. The trail is available in English and in Estonian. In the Estonian version of it a lot of information is offered in the Kihnu dialect, which is still spoken in the island.

The trail has been set up on izi.TRAVEL by the National Heritage Board of Estonia, but it can and will be promoted by local tourism industry.

In the footsteps of captains and ship owners of Western Estonia

The trail In the Footsteps of Captains and Ship Owners of Western Estonia follows the European coastal trail E9. Sailing and ship building are important topics in the Western Estonian coastal culture. They became professionalised after the establishment of the Heinaste/Ainaži Maritime School in the present territory of Latvia in the 19th century. Many famous captains studied in this school. The trail takes people to places connected to certain ship captains and ship owners (such as the port of Heinaste, numerous memorials and captains' homes) while also telling funny stories about those people.

The trail was compiled and translated by National Heritage Board of Estonia. The idea of the tour was discussed with the representatives of Estonian Rural Tourism (Eesti Maaturism). Photos were taken by Maili Roio/ National Heritage Board of Estonia.

The trail (<u>https://izi.travel/en/212e-in-the-footsteps-of-captains-and-shipowners-of-western-estonia/en</u>) has been launched in English and in Estonian, and the audio files will come later. It has been marked as a biking tour, because it is too long to walk, but, also, because the coastal trail E9 runs in areas which are impossible to approach by car.

The trail has been entered on izi.TRAVEL by National Heritage Board of Estonia, but could potentially be promoted by the tourism industry.

8. Malta

Researchers of the Environmental Policy Group of Wageningen University and Research (WUR) have coordinated the co-production of five audio-guided tours as part of the PERICLES Heritage case study work on Malta. The tours are located in and around the fishing village of Marsaxlokk and are made available through the digital story telling platform izi.TRAVEL. Three types of tours can be distinguished: city walks, nature and heritage trails, and boat tours.

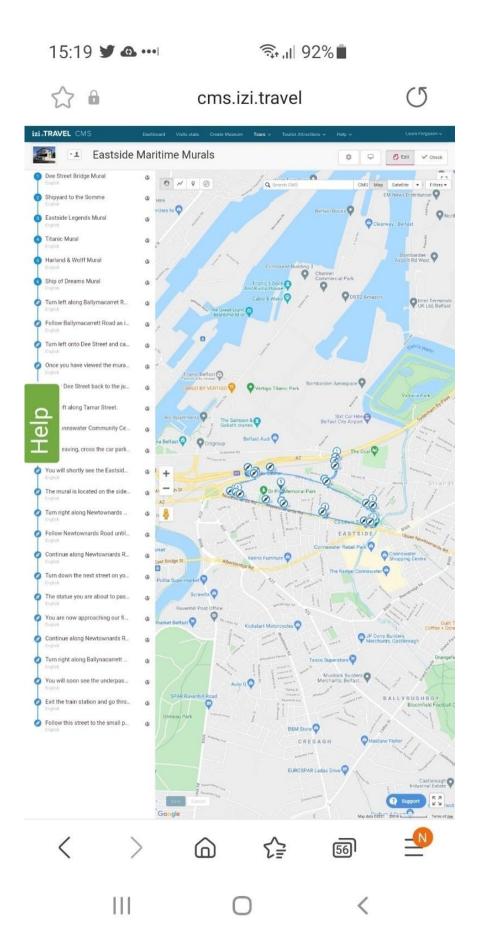
The development, decision-making processes and production were part of a participatory approach which involved several representatives of the local community of Marsaxlokk. Members of the local council, heritage enthusiasts, local tour operators and researchers from the community worked together to identify coastal and marine cultural heritage (CMCH) elements, to conduct research on each of these elements, and to write text, provide images and narrate the stories. The selection of the trails was based on the spatial location of the most visible CMCH elements, the tourists flows around the community, and the identification of lesser-known CMCH elements. The design of the tours has been a decision process of trial and error, to find the balance between the experience and content.

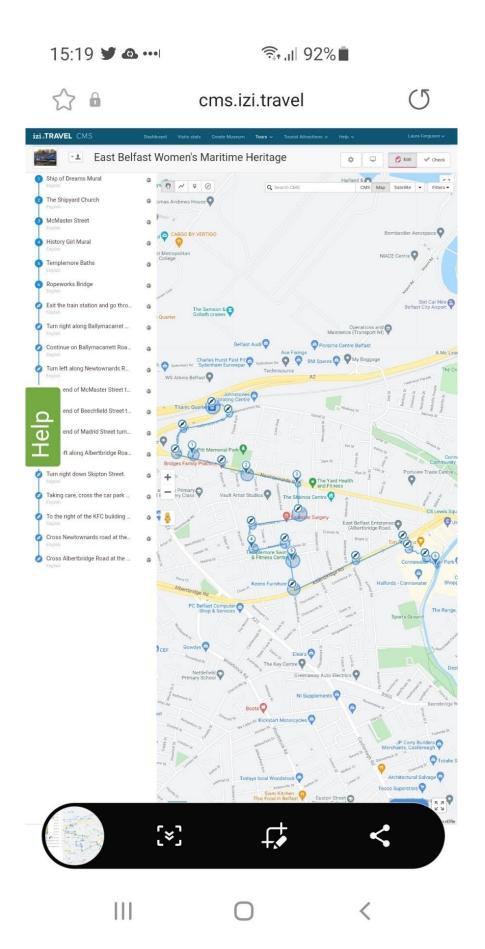
The materials of the audio guides – text, images and recorded voices – were provided mostly by the participants involved in the production of the tours. Together with the WUR coordinators they uploaded the materials and made them available via the platform. At the end of the project, the ownership of the tours will be handed over to the local council of Marsaxlokk, who will be promoting them among both domestic and international visitors. At the same time, a local sub-committee set up with an interest in both managing tourism and heritage will be supervising and enhancing the tours beyond the PERICLES Heritage project.

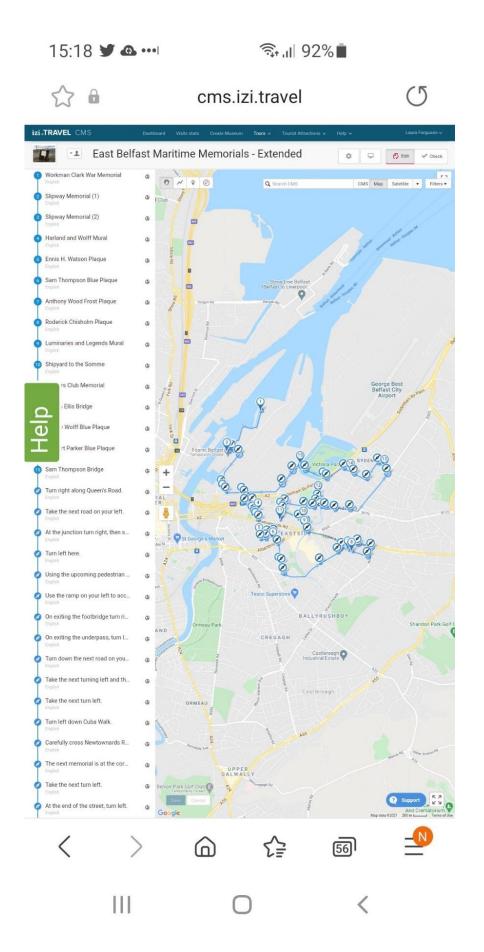
The trails are currently ready and available online, but not yet promoted. See https://izi.travel/en/aea1-peter-s-pool-trip/en, https://izi.travel/en/aea1-peter-s-pool-trip/en, https://izi.travel/en/aea1-peter-s-pool-trip/en, https://izi.travel/en/aea1-peter-s-pool-trip/en, https://izi.travel/en/a9e9-marsaxlokk-s-waterfront/en, https://izi.travel/en/a6d6-harbour-cruise-trip/en, https://izi.travel/en/193d-the-three-bays-kalanka-peter-s-pool-and-il-hofra/en for example. Due to COVID19, the launch has been postponed to find the right timing at the start of the summer season in 2021. Given the circumstances, the official launch will take place in May/June 2021 to at least reach domestic tourists and we will be able to evaluate the usage and impact at the end of the summer, still within the scope of the PERICLES Heritage project.

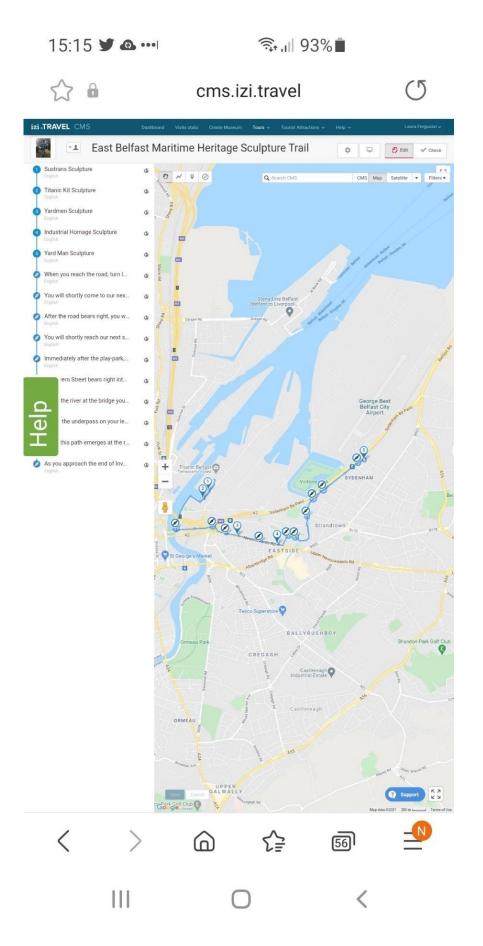
Appendices

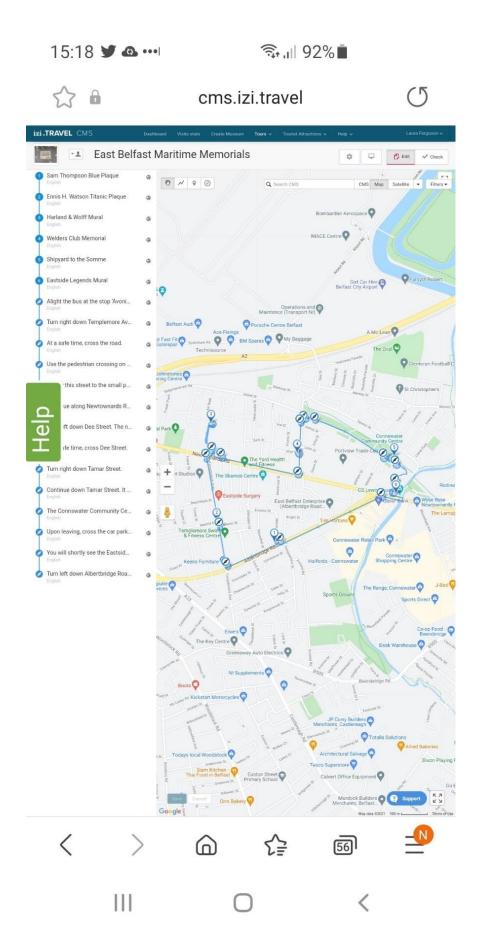
Ireland



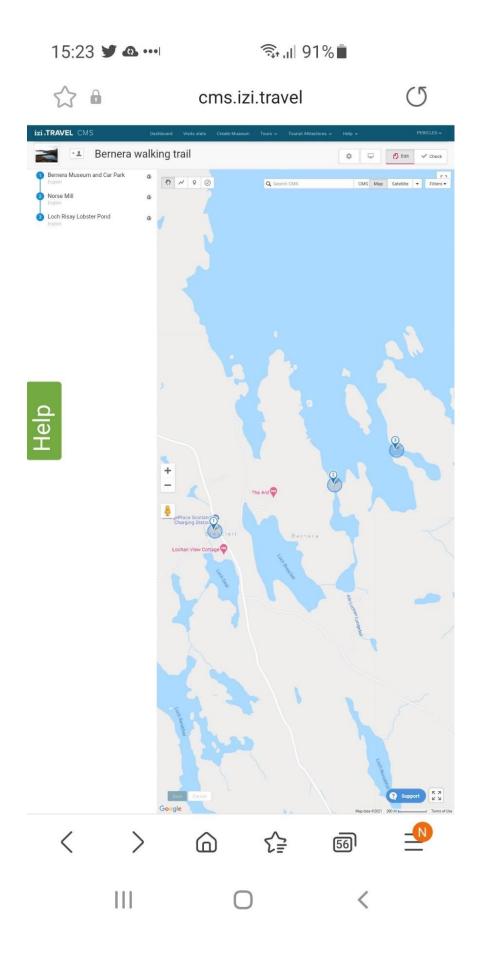


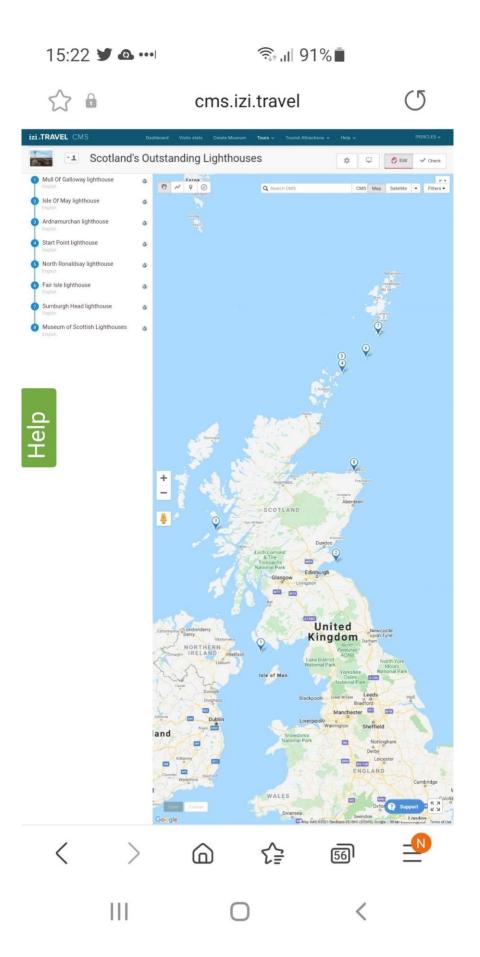


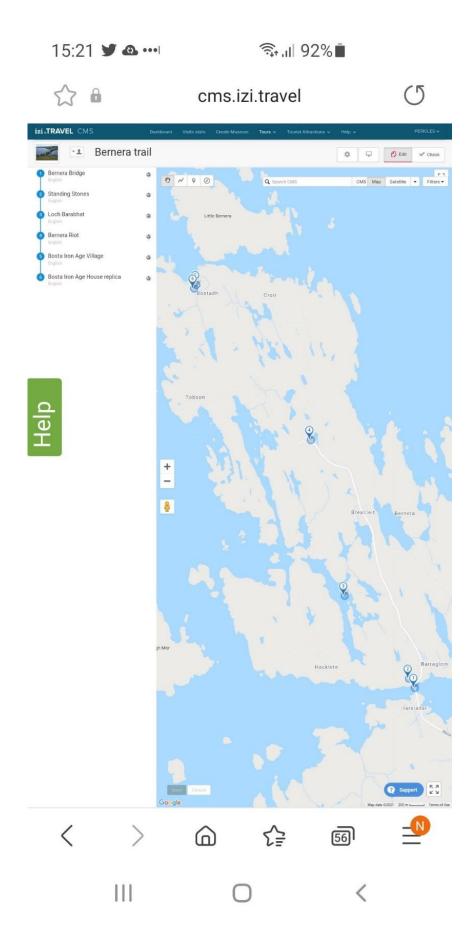




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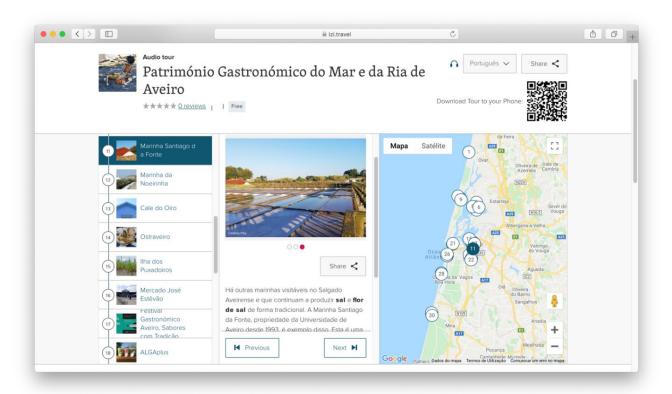






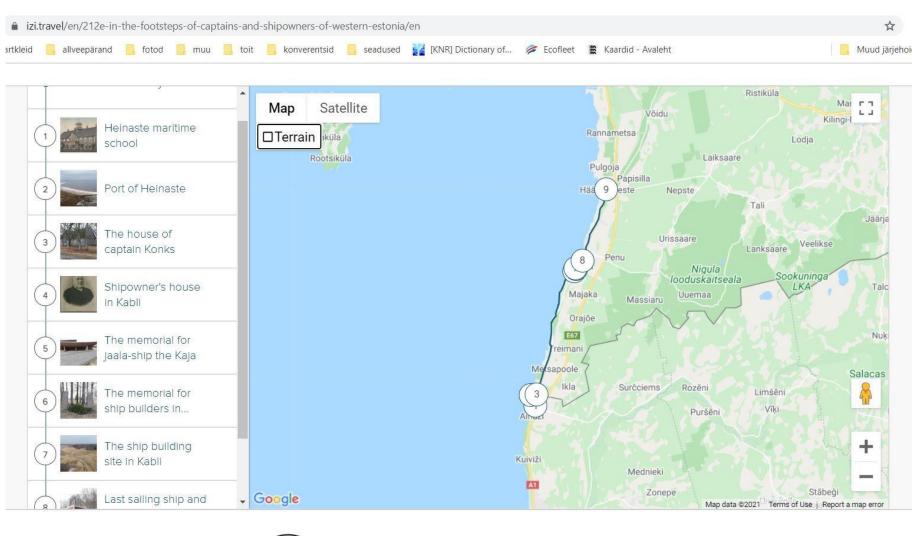
Portugal





Estonia

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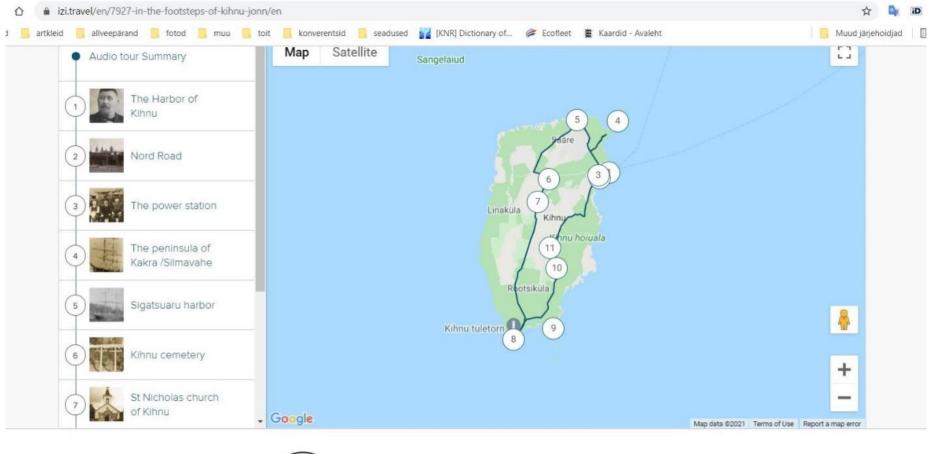




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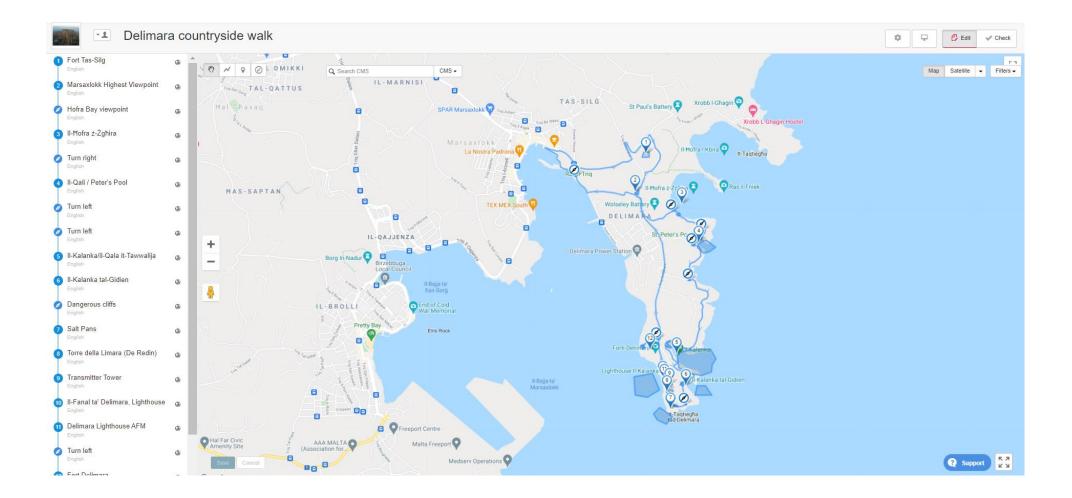
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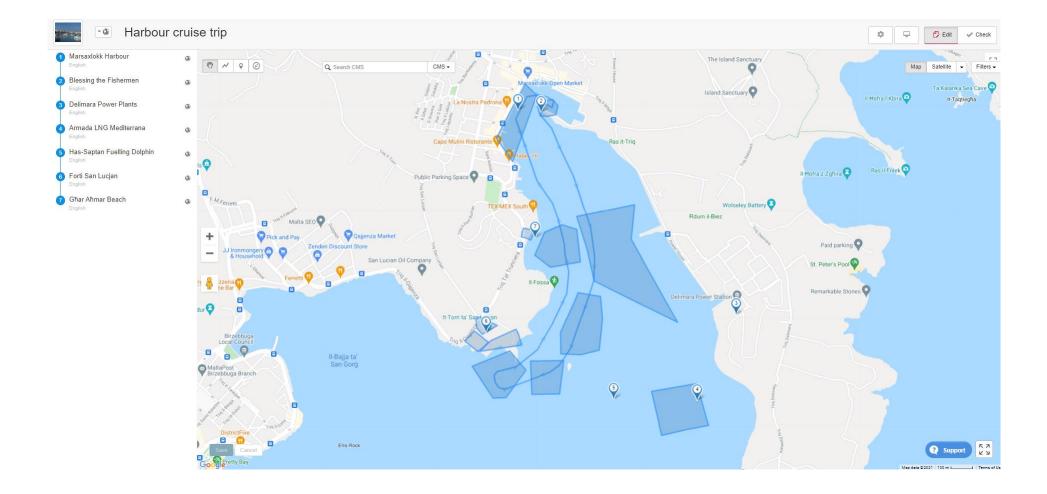


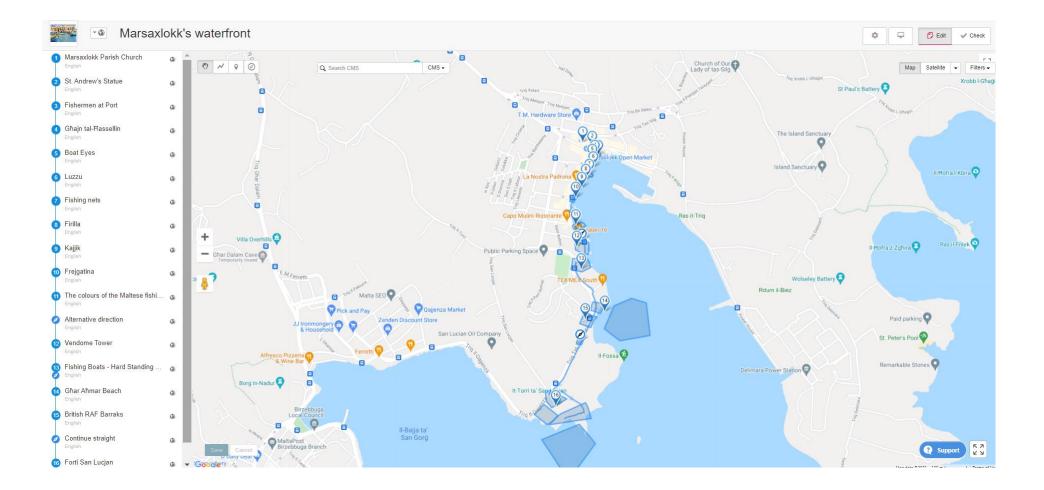
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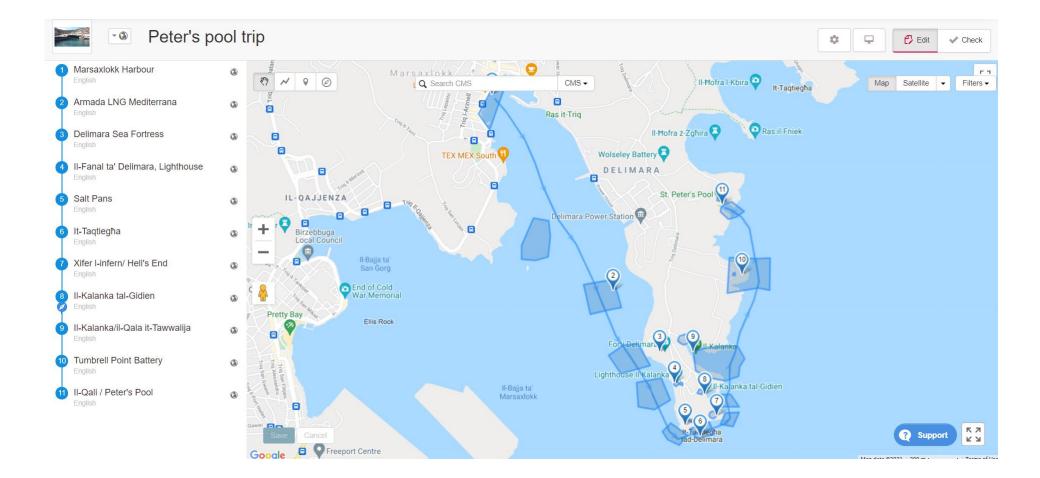
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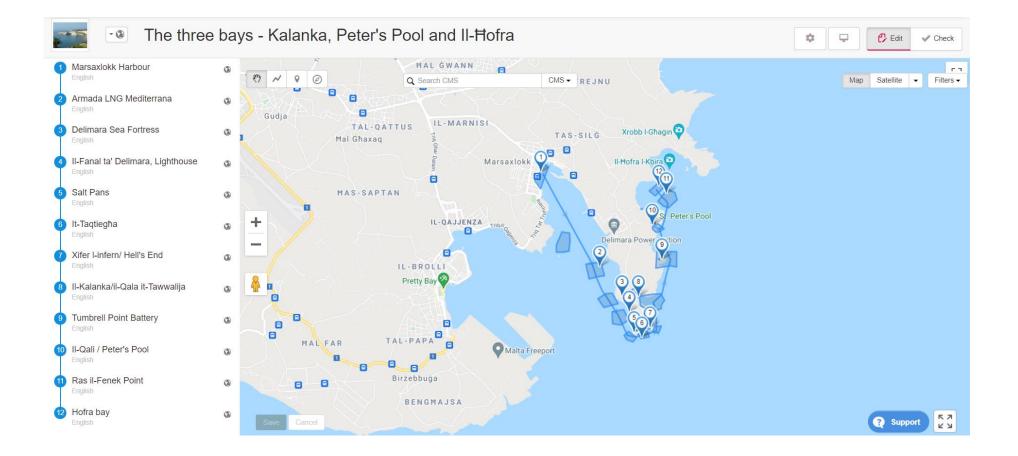
Malta



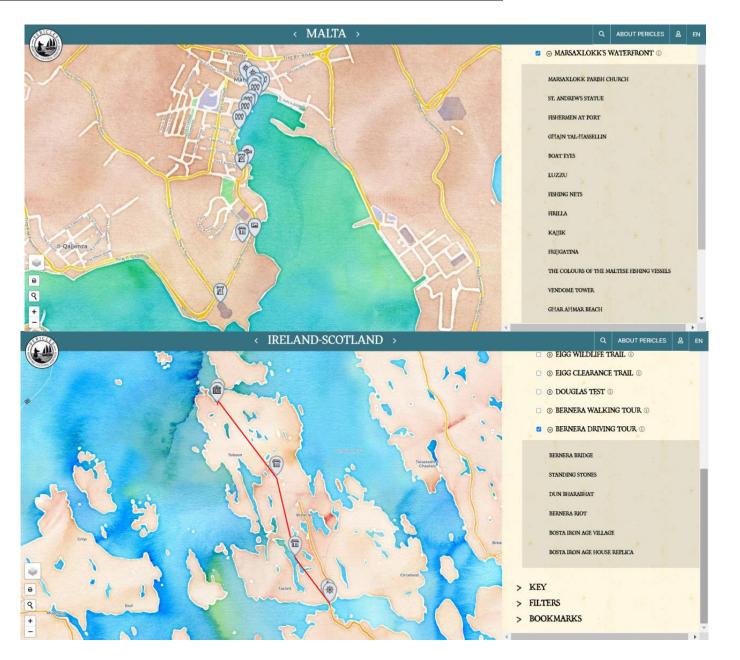


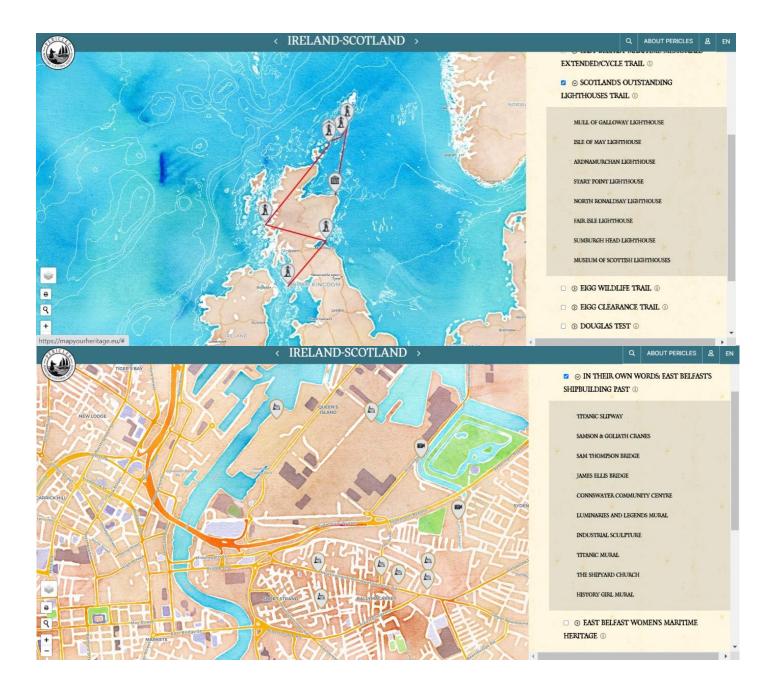




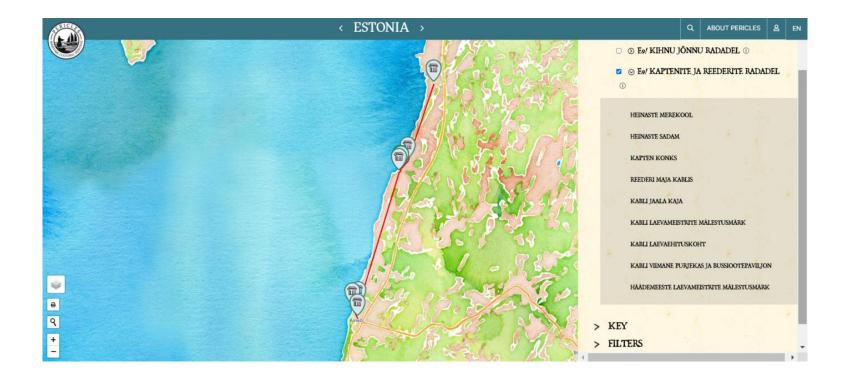


Map Your Heritage Portal





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