

DEVELOPMENT OF INTANGIBLE CULTURAL HERITAGE EXPERIENCES
ALONG AN ATLANTIC ROUTE

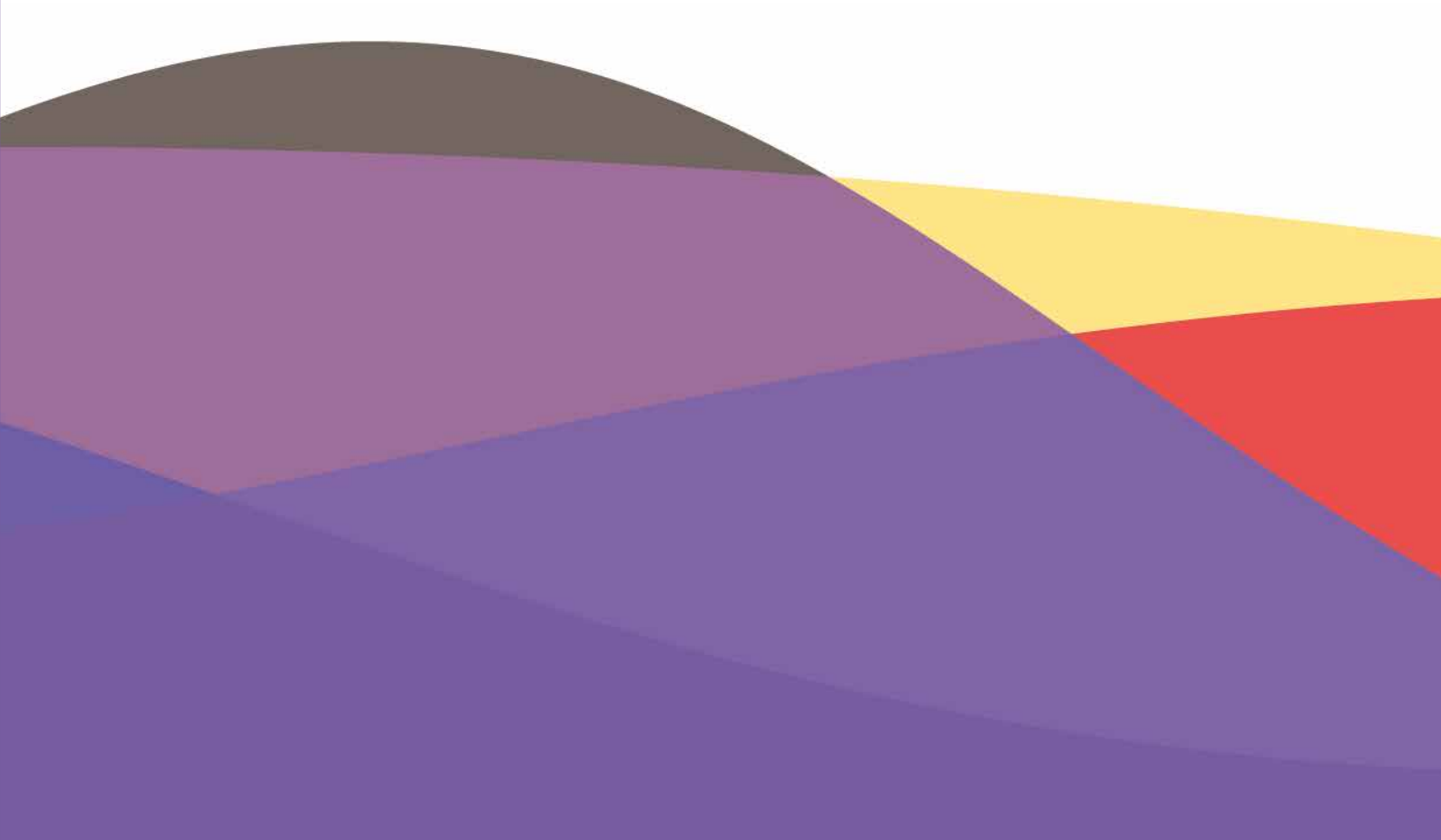


“Intangible Cultural Heritage experiences get under your skin. They awaken your emotions.”

Tourism Northern Ireland

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What is Intangible Cultural Heritage?

Intangible Cultural Heritage encompasses the practices, representations, expressions, knowledge and skills – as well as the associated instruments, objects, artefacts and cultural spaces – that communities recognize as part of their particular cultural heritage and identity. For example, both the act of playing the harp and the harp as an instrument are representative of Ireland’s Intangible Cultural Heritage.

In today’s world, Intangible Cultural Heritage represents a key driver for regenerative and sustainable tourism as it supports the natural and cultural sustainability of communities through the revitalisation of ancient traditions, skills and customs. Through the delivery of quality Intangible Cultural Heritage experiences, communities:

- continue the inherited traditions of the past;
- celebrate and showcase these traditions in the present;
- preserve these traditions for future generations.

Transmitted from generation to generation, Intangible Cultural Heritage is constantly changing and adapting in response to the current environment, history and interaction with nature. Intangible Cultural Heritage connects the past, the present and the future, giving communities a sense of identity and pride while promoting a deep-rooted respect for cultural diversity and human creativity. By safeguarding Intangible Cultural Heritage precious traditions and ways of living are preserved for future generations through education and revitalization.

Examples of Intangible Cultural Heritage are wide ranging as they express the unique identity of each country. They can range from the spoken words of poetry and storytelling to crafts that are practiced and passed down through generations and festivals that celebrate the dance and music of a country.

Via the Atlantic CultureScape Project, Intangible Cultural Heritage experiences are grouped according to the following categories:

- Oral traditions and expressions, including language as a vehicle of the Intangible Cultural Heritage
- Performing arts and visual arts
- Social practices: rituals and festive events
- Knowledge and practices concerning nature and the universe
- Traditional craftsmanship
- Gastronomy and culinary arts

Atlantic CultureScape Project

The Atlantic CultureScape project was launched in 2019 and is co-funded by the European Regional Development Fund (ERDF) under the INTERREG Atlantic Area programme.

This programme promotes transnational cooperation among 36 Atlantic regions within six European countries and co-finances projects in the fields of Innovation & Competitiveness, Resource Efficiency, Territorial Risks Management, Biodiversity and Natural & Cultural Assets.

The Atlantic CultureScape project brought together seven partners and 12 associate partners from six European countries with the objective of:

- identifying diverse Intangible Cultural Heritage experiences unique to Europe's Atlantic coast areas;
- supporting Intangible Cultural Heritage experience providers with the development of their experiences to boost the tourism offering across this area.

This map shows the seven partners in the Atlantic Area:



The twelve associate partners are:

The Ring of Gullion Handcrafts and Art, Tourism Northern Ireland, Fiddlers Green Partnership, Pembrokeshire Coast National Park Authority, Brecon Beacons Tourism Ltd, Grupo de Desarrollo Rural Litoral de la Janda, Instituto Andaluz de Patrimonio Histórico, Agência de Promoção da Cultura Atlântica, Comhairle Contae Mhaigh Eo, Cork County Council, Cluster de Turismo de Galicia, and Armorique Regional Park

- 1 Newry, Mourne and Down District Council
- 2 Brecon Beacons National Park Authority
- 3 Regional Government of Cantabria
- 4 The University of Vigo
- 5 Munster Technological University
- 6 The Andalusian Agency of Cultural Institutions
- 7 Rio Maior Municipality

Atlantic CultureScape Project Partners

Below is a summary for each of the seven partners that engaged in the Atlantic CultureScape project:



Northern Ireland, United Kingdom
Newry Mourne and Down District Council

Located in the southeast of Northern Ireland, this area (including counties Down and Armagh) is home to an Aspiring UNESCO Global Geopark with three designated Areas of Outstanding Natural Beauty: Ring of Gullion, Mourne Mountains, Strangford Lough and Lecale.



Ireland
Munster Technological University

Located in county Cork, Ireland MTU have focused on the development of Irish-language based experiences centred around Gaeltacht Mhúscraí which is an area of distinctive Irish language and culture in the south west of Ireland.



Wales, United Kingdom
Brecon Beacons National Park Authority

This authority looks after the 520 square miles of Welsh landscape that makes up the Brecon Beacons National Park. The authority works to protect the parks natural beauty and care for the wellbeing of visitors and local people.



Spain
Regional Government of Cantabria

Cantabria is a mountainous and coastal region in northern Spain with a rich intangible cultural heritage. The Northern Way of Saint James and the Lebaniego Way are pilgrimage routes recognised as UNESCO World Heritage sites.



Spain
The University of Vigo

Located in the Galician city of Vigo, on the northwest of the Iberian Peninsula, the university focuses on the territory of A Guarda, an area rich in culture connected to the Atlantic.



Spain
The Andalusian Agency of Cultural Institutions

Andalusia has been a crossing point for different cultures that have left a legacy of diverse and rich intangible cultural heritage. Experiences are focused on the ancient trades and knowledge that allow visitors to discover nature and the universe in a sustainable environment.



Portugal
Rio Maior Municipality

An inland area north of Lisbon, Rio Maior offers a variety of cultural, gastronomic and nature based experiences. A must see are the Sallins de Rio Maior, where salt has been produced for over 900 years.

Atlantic CultureScape Project Summary

This Atlantic CultureScape project (led by Newry, Mourne and Down Council) represents the first of its kind in the world. As a direct result of this project 60 Intangible Cultural Heritage tourism experiences have been created across the Atlantic Area. These experiences are spread across Northern Ireland, Republic of Ireland, Wales, Portugal and Spain.

Widely deemed a resounding success, the outcome of this project has enabled a European route that integrates distinct Intangible Cultural Heritage experiences that are unique to each of these countries.

This route represents the first steps in a process to protect Intangible Cultural Heritage for future generations. It is significant as the lack of cultural transference in the modern world has contributed toward a decline of the world's Intangible Cultural Heritage. This project serves to ensure that valuable Intangible Cultural Heritage that has been handed down over centuries from generation to generation is celebrated and thereby contributes to their continued evolution and existence.

Through the Atlantic CultureScape project, a process was created to identify and develop Intangible Cultural Heritage experiences by carefully selecting expert providers equipped with the necessary insight, expertise and skillsets to develop tourism experiences. Over a three-year period from 2019 to 2022, these providers (the majority of whom have never worked in tourism before) have participated in training and mentoring programmes to:

- fully appreciate the contribution they can make to their community and the world via Intangible Cultural Heritage experiences;
- learn how to develop quality Intangible Cultural Heritage experiences that share their story and that of their ancestors (in a way that can support their livelihoods and the local economy).

These training and mentoring programmes included a variety of modules such as how to:

- Craft and price experiences for market entry
- Deliver a quality live experience for customers
- Price and contract for diverse customers and markets
- Create a commercial strategy for revenue generation

The programme included extensive market testing whereby (to ensure the highest standards) the quality of each experience was professionally assessed with constructive feedback given to each provider.

For those involved in this project, it has been an incredible journey to see these experiences evolve from concept stage to fully rounded, compelling tourism experiences that will yield benefits for the providers, their communities and visitors.

Atlantic CultureScape Project Goals

Working collaboratively, the seven partners that engaged in this Atlantic CultureScape project identified the following shared goals that informed all steps of the project plan.

1 Transnational cooperation between all seven partners across five countries in order to develop guiding principles in sustainability using cultural assets for economic benefit and to develop guiding principles to help protect, promote and grow cultural assets.

2 Use the cultural assets that the Atlantic Areas European designated sites inspire to attract new visitors to the regions.

3 Develop tools for the sustainable use of cultural assets to create wealth and increase the economic return of culturally based activities.

4 Create new local jobs in our cultural industries.

5 Develop measures to improve the social well-being of the people who live, work and visit the Atlantic Areas European designated sites.

6 Create a communications model in order to build upon the pride the community has for their region and create a sense of identity.

7 Contribute to the Intangible Cultural Heritage activities of the aspiring UNESCO Global Geopark or other UNESCO or EU Designation.

Objectives and Benefits of the Atlantic CultureScape Project

The clear objective of this project was to develop saleable experiences that are rooted in the Atlantic Area's Intangible Cultural Heritage. Saleable means that the experiences have been developed with the goal of ensuring they are a social, economic and commercial success, i.e., the experiences are crafted to the highest standards so that they:

- are available for purchase by customers (both from the local community and external visitors);
- can generate unforgettable memories and engaging moments for customers;
- can generate positive word of mouth and repeat visits via customers;
- can connect communities by raising a collective sense of pride and identity;
- can support the livelihoods of the experience providers;
- can contribute to their local economies

Supported by a transnational marketing programme across all participating regions, the benefits of Intangible Cultural Heritage experiences are far reaching. These experiences have the power to:

- celebrate inherited culture and heritage in the present;
- preserve centuries-old culture and heritage for future generations;
- express the unique identities of people and their homeplace/countries;
- support livelihoods and local economies;
- create special memories for communities and visitors;
- connect the traditions of the past with the present;
- connect people within communities through a shared sense of pride for the past;
- connect people within communities through a shared sense of identity in the present;
- promote a deep-rooted respect and admiration for cultural diversity and human creativity;
- be a key driver for regenerative and sustainable tourism by supporting the natural and cultural sustainability of communities through the revitalisation of ancient culture and heritage.

An analysis of Intangible Cultural Heritage tourism in the Atlantic area provided guiding principles for sustainable economic growth which were used as a basis for this project. Through the project, a significant opportunity was identified to develop place-based Intangible Cultural Heritage experiences.

Atlantic CultureScape Project Steps


In order to achieve the objectives and benefits, all seven partners were fully involved in the management of the project. This inclusive approach was achieved through the creation of seven work packages, with one package assigned to each partner.

Collaboration was key to the success of the project and a steering committee comprising one member from each region was established with Newry, Mourne and Down Council leading as project co-ordinators. Each work package represented a key step in the project as summarised below:



1

Project Coordination:
Newry, Mourne and Down District Council



2

Project Communication:
Brecon Beacons National Park Authority



3

Capitalisation:
Regional Government of Cantabria



4

Identify the Common Intangible Cultural Heritage Suitable for Sustainable Economic Exploitation Across the Atlantic Area:
The University of Vigo



5

Stimulate the Economic Development through Intangible Cultural Heritage Industry Capacity Building:
Munster Technological University



6

Develop Intangible Cultural Heritage Products, Services and Experiences:
The Andalusian Agency of Cultural Institutions



7

Transnational Marketing – European Intangible Cultural Heritage Experiences:
Rio Maior Municipality

Atlantic CultureScape Project Steps

1 Project Coordination: Newry, Mourne and Down District Council

Newry Mourne and Down Council were the lead partner, with responsibility for the co-ordination of the project with the cooperation of the six other partners. Key aspects of this role included:

- Establishment of a steering committee comprising one representative from each region
- Coordination of two annual meetings to share updates on progress reports and financial results for each region
- The development of a Partnership Agreement to assist in the project management and delivery
- Management of all internal communications including the creation of internal project reports and maintaining regular communication between partners to ensure a collaborative approach
- Creation of an interim and final evaluation report
- Management of quality assurances processes

2 Project Communication: Brecon Beacons National Park Authority

Co-ordinated by Brecon Beacons National Park Authority, the Communications and Strategy Plan ensured a consistency of brand and messaging for the project for promotion across all project partners via local, regional, national and transnational media. Key aspects of the communications plan included:

- Coordination and documentation of the communications, strategy and action plan
- Creation of project branding and marketing collateral
- Management of the project website and associated social media channels
- Coordination and documentation of the public relations action plan
- Coordination and documentation of event management requirements for the project

3 Capitalisation: Regional Government of Cantabria

Following lessons learned from previous Interreg projects, the development of a Capitalisation and Sustainability Plan was established. The aim was to define the developed methodologies of the Atlantic CultureScape Project so that they could be applied to other Atlantic areas. The purpose was to raise awareness and promote the expansion of Intangible Cultural Heritage experiences through the provision of guidelines and suggested actions for tourism development and the safeguarding of Intangible Cultural Heritage. Key outputs include:

- Completion of Project Report: *Atlantic CultureScape. Intangible Cultural Heritage as an economic driver: insights from existing projects*
- Coordination and documentation of the Capitalisation and Sustainability Plan
- Internal research report on Intangible Cultural Heritage as an economic driver
- Direct, vertical and horizontal sustainability guidelines to ensure that the project outputs will be used post the lifetime of the project

4 Identify the Common Intangible Cultural Heritage Suitable for Sustainable Economic Exploitation Across the Atlantic Area: The University of Vigo

The objective was to create an inventory in order to allow the tourism industry to sustainably use Intangible Cultural Heritage for economic benefit. The output was a common Intangible Cultural Heritage inventory for Atlantic CultureScape areas. Key outputs include:

- Coordination and documentation of the Intangible Cultural Heritage Eco System Report
- Methodology for the collection of data – including interviews – for Intangible Cultural Heritage inventory for Atlantic CultureScape areas
- Creation of a report: *Guiding principles to help establish sustainability with the Intangible Cultural Heritage entrepreneurial sector within the framework of Atlantic CultureScape project*

5 Stimulate the Economic Development through Intangible Cultural Heritage Industry Capacity Building: Munster Technological University

A joint action plan was created for the development of Intangible Cultural Heritage in each of the seven regions and included collaborative actions for Intangible Cultural Heritage tourism experience development across the Atlantic Area. Key outputs include:

- Cluster development programme methodology and implementation plan
- Regional Intangible Cultural Heritage and networking event
- Creation of a report: *Joint Action Plan for Intangible Cultural Heritage Tourism Development in the Atlantic Area*

6 Develop Intangible Cultural Heritage Products, Services and Experiences: The Andalusian Agency of Cultural Institutions

Through the selection and training of tour guides and small business owners on how to use Intangible Cultural Heritage in tourism, a cluster was formed including tour guides and Atlantic CultureScape Ambassadors. A set of guidelines was produced for the training of the selected individuals to understand how to sustainably use Intangible Cultural Heritage for economic gain. This work package included:

- The provision of training for opportunities for local guides and small businesses
- Guidelines for the training of tour guides and small businesses in the use of Intangible Cultural Heritage in tourism
- The delivery and management of a pilot, specialist, market-ready visitor experiences programme
- The creation of an international network of Atlantic arts and crafts businesses
- Guidelines on how to build local or regional Intangible Cultural Heritage festivals and events into international tourism festivals and events
- Creation of an Events Management Toolkit for Intangible Cultural Heritage events and festivals
- A series of study visits hosted by each partner

7 Transnational Marketing – European Intangible Cultural Heritage Experiences: Rio Maior Municipality

A European Atlantic Intangible Cultural Heritage Route was created which will subsequently be further developed following the lifetime of this project. Collaboration between the partners resulted in the creation of Intangible Cultural Heritage itineraries across the Atlantic Route to encourage exploration of Intangible Cultural Heritage experiences across the Atlantic Area. This part of the project focused on the brand development and marketing for the route as well as the creation of a marketing strategy for both cluster and individual businesses. Key outputs included:

- Co-ordination of Intangible Cultural Heritage marketing plan
- Co-ordination of high-quality immersive media content for the Atlantic CultureScape experiences and products
- Transnational marketing of the Intangible Cultural Heritage route
- Co-ordination of the collection of Atlantic CultureScape experiences into a promotable Intangible Cultural Heritage Route
- Intangible Cultural Heritage marketing strategy and training plan for cluster and individual businesses – Creation of handbook template: *Marketing Strategies and Actions for Cultural Businesses and Organisations*
- The development of promotional material; digital content and industry merchandise
- The promotion of Atlantic CultureScape experiences at tourism and cultural events
- Atlantic CultureScape Intangible Cultural Heritage Experiences route – a template was devised for delivering itineraries across the Atlantic area

Intangible Cultural Heritage Experiences

Northern Ireland Newry, Mourne and Down



Stone Wall Building
Mark & Jenny Hanna



Lace Making
Rosie Bell



Wood Turning
Padraig Carragher



Irish Hedge Schools
Joe Kearney



The Legacy of Saint Brigid
Brigid Watson



Poitín and Herring
Brendan Carty &
Paul Cunningham



Céili and Craic
Sinéad Rice



Ulster Breadmaking
Tracey Jeffery at Denvir's Inn



Glass with a Past
Tracey McVerry



Patrick & The Pagan Hills
Duane Fitzsimons



Stone Masons of Mourne
Peter Rafferty

Intangible Cultural Heritage Experiences



Booley and Butter
Brian Hoey



Sing for your Supper
Colleen Savage



Dancing at the Crossroads
Josephine Brennan King



The Ancient Sounds of Ireland
Maria Boyle



Gaelic Games and Craic
Ross Carr & DJ Kane



Wales
Brecon Beacons
National Park
Authority



Ffolkyffelt Handmade Felting
Emma Bevan



Sheepdog Experience –
Good Day Out
Julia Blazer



Welsh Cultural Walks
Trigpoint Adventure



Intangible Cultural Heritage Experiences

Spain Regional Government of Cantabria



Mushroom Hunting in Liébana
Miguel Ángel Cañestro



Living Traditions in Beatus Ille
Amaranta Ariño & María Ruesga



A Trip Back in Time at Casa de las Doñas
Francisco Gutiérrez



Beekeeping in Colmenares de Vendejo
Rubén Varona Aramburu



Having Fun at a Cheese Farm
Carolina Entrecanales



Eco-Farming in Las Cortes
Marcos Castro



Crafting Tudanca Leather at HOSCA
María Isabel Álvarez



Discover Cheese World in Tresviso
Javier Campo



"From the Sheep to the Skein" Textile Workshop
María Bulnes



Guided Visit in Winery-Distillery Picos De Cabariezo
José Antonio Parra



The Taste of Cheese in Quesería Pendes
Pedro Velarde

Intangible Cultural Heritage Experiences



Herding in Bejes
Raúl Roiz



Connect with Nature by Senda Viajes
Beatriz Tomás & Laura Ruipérez



Carved in Stone at Vicente Diestro's
Vicente Diestro



Carving Wood in Liébana
Vicente Bedoya



Spinning Nature in Cari Callejo Textile Workshop
Cari Callejo



Distilling in Orulisa
Isabel García



Visit to Cades Ironworks
Mariana Gámez & Rebeca Tuero



Fishing Nets Sewing Workshop
Silvia González



Photowalks in Liébana
José Ramón Fernández

Spain
The University
of Vigo



A Guarda, River Port Tour
Buguina Turismo Cultural &
Amodo Turismo & Ruta 552



A Guarda, Sea Port Tour
Buguina Turismo Cultural &
Amodo Turismo & Ruta 552

Intangible Cultural Heritage Experiences

Portugal Rio Maior Municipality



Trails and Caves
Cooperativa Terra Chã



Explore Chãos
Cooperativa Terra Chã



The Gourmet Tour
Salinas Experience



Travel to the Past Jeep Tour
Salinas Experience



The Salt Experience
Salinas Experience



A Morning with a Shepherd
Cooperativa Terra Chã

Ireland Munster Technological University



Tour & Taste Macroom
Buffalo Mozzarella Farm
Ó Tuama Tours



Coolavokig
Handcrafted & Woodfired
Pottery
Robb Bradstock



Tour of Gougane Barra
Neil Lucey



Trad Music Night
Don O'Leary

Intangible Cultural Heritage Experiences

Spain The Andalusian Agency of Cultural Institutions



Organic Cheese Production & Goat Breeding
Quesería artesanal El Cabrero de Bolonia



Cadiz Fishing Heritage & Gastronomy
Cadiz Atlántica



Traditional Salt Pans
Salinas de Chiclana



The Inland Roman Salt Pans of Iptuci
Salinas Romanas de Iptuci



History and Taste of a Traditional Wine Cellar
Bodegas Manuel Aragón



Olive Oil Exhibition Centre
Mareoleum, Centro de Interpretación del Olivar



A Fishing Trip with Local Fishermen
Pesca Turismo Tarifa



Ecological Wine and Olive Oil Producer
Almazara y Bodega ecológica Sancha Pérez



Bull & Livestock Watching Tours
Aprende de Toros

Summary List of Project Outcomes

In addition to the 60 Intangible Cultural Heritage experiences that have emerged via the Atlantic CultureScape project, the following has also been achieved:

Technical Outputs:

- A set of Guiding Principles to help establish sustainability within the Intangible Cultural Heritage entrepreneurial sector
- An inventory of Intangible Cultural Heritage entrepreneurs across the Atlantic Area
- Networks of Intangible Cultural Heritage entrepreneurs signed up to the guidance within each partner area (integrated into destination management and governance)
- 60 Intangible Cultural Heritage experiences developed via a collaboration of seven partners that have served as a pilot for the Guiding Principles
- A series of training and networking events and development of clusters
- Study visits to different Intangible Cultural Heritage areas
- Learning from pilots to be assessed by partnership and where appropriate integrated into the next version of principles
- Collection of experiences into a promotable Intangible Cultural Heritage Route across the Atlantic Area
- A dedicated website and social media channels plus project template presentations
- Collaboratively produced Intangible Cultural Heritage Marketing Plan to identify key target markets and plan actions
- Collection of promotional materials including video and merchandising
- Transnational Marketing Plan for the Intangible Cultural Heritage Route

Cultural Outputs:

- Enhanced recognition of Intangible Cultural Heritage as an economic asset worthy of protection by key policymakers at local, national and Atlantic Area levels
- Enhanced vibrancy in Intangible Cultural Heritage entrepreneurs
- Greater profile/viability of Intangible Cultural Heritage events and processes

Community Benefits:

- Enhanced valuing and understanding by local community of cultural assets
- Enhanced vibrancy at community level
- Enhanced community spirit and a sense of pride and place

Tourism Benefits and Opportunities:

- Enhanced enjoyment of authentic cultural experiences leading to return visits
- Enhanced integration of the Intangible Cultural Heritage sector into the destination and its management
- Enhanced confidence in Intangible Cultural Heritage entrepreneurs

If you would like to learn more about the Atlantic CultureScape Project, please contact:

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