

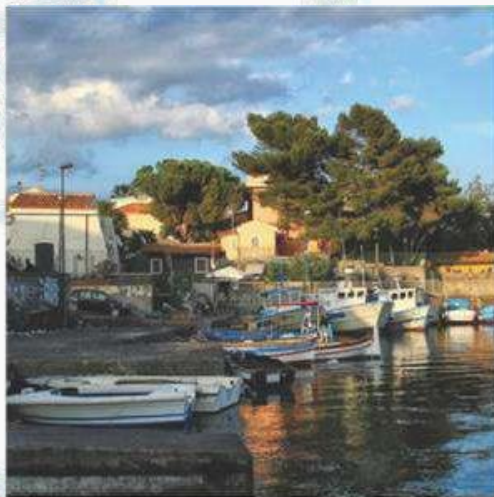


Harbor Heritage Story Telling



Co-funded by the
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THE CATALOGUE



INDEX

- INTRODUCTION
- THE PARTNERS' PATHS
- THE FOUR DISCOVERY TOURS
- APPENDIX: SMALL GUIDE FOR A
"GO TO MARKET" STRATEGY

INTRODUCTION

Harbor Heritage Story Telling targets European port cities, rich in tangible and intangible heritage and still too rarely considered as tourist destinations.

Harbor Heritage Story Telling aims at:

- identifying and enhancing the hidden heritage of harbor, with and for the local residents and professionals
- creating local networks of professionals and volunteers contributing to the port activity: the “Ambassadors of Harbor Heritage”
- strengthening their social and heritage skills to develop and manage multi-thematic discovery paths that will contribute to sustainable cultural tourism

To reach these goals HHST has developed:

- a **methodological guide** for the appropriation and tourism development of the still "hidden" heritage by a participatory method
- an **online learning platform** to strengthen heritage knowledge, capacity to develop, promote and guide new sustainable discovery Tours
- the creation of **four pilot cultural tourism tours** aimed at discovering port heritage in the partner cities and developed according to the HHST methodology

Harbor Heritage Story Telling was carried out by **6 European partners**
- tourism organizations, cultural associations, educational organizations - in the **4 European cities**:

- **Tourism office of Bastia** and **Petra Patrimonia** - Port of **Bastia**, Corsica-France
- **MEDORO** - Port of **Catania**, Sicilia-Italy
- **PROKULTURA** - Port of **Split**, Dalmatia-Croatia
- **IMTIIE** and **Mediterranean Center of Environment** - Port of **Piraeus**, Attic-Greece

This catalog presents 4 tourist offers to discover the heritage of the ports of Bastia, Catania, Split and Piraeus. These offers are experimental products resulting from the implementation in the 4 cities of the method proposed by HHST.

The preparation of these Tours was based on the Heritage Participatory Workshops organized according to the method proposed by the HHST Methodological Guide and on the skills acquired by the participants in the HHST training seminar organized in 2022 in Split, Croatia.

These Tours illustrate the proposed approach and method, in port cities with a very different character, economy and heritage, thus demonstrating the adaptability of the project tools.

In this Catalog, you will find:

- a brief description of the methodology developed in each port, by each partner
- the Discovery tours developed by the partners for their respective port cities
- a brief guide to the construction of a "go to market" strategy for the promotion of tours

To learn more about HHST learning program: www.harbor-heritage.eu



THE PARTNERS' PATHS



Harbor Heritage Story Telling



THE FOUR STEPS TO BUILD A DISCOVERY TOUR *Bastia*

STAKEHOLDERS IDENTIFICATION

1

From :

Office of Tourism Of Bastia and Petra Patrimonia Corsica

In collaboration with:

- Association des guides du Musées de Bastia
- Association A Madunetta

And participation :

- La chambre de commerce et d'Industrie de Bastia - service des ports
- Le comité des Pêches et des Elevages Marins de Corse
- La prud'homie de Pêche de Bastia
- Les patrons pêcheurs du Port de Bastia

DISCOVERY TOUR CO-CREATION

2

Participatory Workshop for Heritage Interpretive Planning

- Theme
- Target

A participatory approach in 3 steps :

1. Sharing of objectives and commitment of stakeholders
2. Collection of heritage elements with the participation of stakeholders
3. Implementation of the tour: definition of the theme, contents, stages, relay persons

Theme of the tour : Heritage of artisanal fishing in the port area of Bastia

Target of tourists

- Origin : visitors coming from different destinations (regional, national, continental, international)
- Age : all age ranges (young, adult, older people),
- Cultural references: culturally curious, even if not familiar with the tour's theme
- Time available: 2 - 3 hours
- Distance: about 2 km

DISCOVERY TOUR DEVELOPMENT

3

- Chosen strategy: to enhance the heritage of small-scale fishing through the history of the socio-economic development of the port in order to highlight the importance of this primary activity in the face of current challenges
- Ambassadors & Stakeholders involvement: Fishermen, local residents, shopkeepers...
- Other important point for the implementation : the visit of an old fishing net dyeing room located in the heart of the alleys of the port of Bastia

4

GO-TO-MARKET STRATEGY

- Target (s): grand public
- Message: Bastia, treasures of today and vestige of artisanal fishing,
- Promotion Channels: Website and social networks of the tourist office of Bastia and, networks of relay points of the tourist office of Bastia





Harbor Heritage Story Telling

THE FOUR STEPS TO BUILD A DISCOVERY TOUR Catania

STAKEHOLDERS IDENTIFICATION

1

FROM representative groups definition TO list of entities compilation

Representative groups

- Tourism professionals
- Fishermen
- Researchers
- Cultural promoters

Involved entities

- Provincial Tourist Guides Association of Catania
- COGEPA (Fishermen association)
- Cooperativa del Golfo (Fishermen association)
- MARECAMP (Cultural association)
- University of Catania

DISCOVERY TOUR CO-CREATION

2

A participatory approach in 3 steps:

1. Sharing of objectives and commitment of stakeholders
2. Collection of heritage elements with the participation of stakeholders
3. Implementation of the tour: definition of the theme, contents, stages, relay persons.

Theme of the tour :

Heritage of history, traditions , arts and economic activities that characterize the small ports of Catania coast

Target of tourists

- Origin : local but mostly national and international
- Age : Adult, better if young
- Cultural references : culturally curious, even if not familiar with the tour's theme
- Time available : few hours, better if 1 day (to better deep some elements)

DISCOVERY TOUR DEVELOPMENT

3

Chosen strategy: to enhance the material and mainly immaterial heritage of the small ports that embellish, like pearls in a necklace, the coastal area of the city of Catania, so as to extend its tourist use well beyond the local population

Ambassadors & Stakeholders involvement:

Tourist guides, fishermen, craftsmen, restaurateurs , shopkeepers, representatives of the local parish, local residents

Education and training about the tools that can help with the implementation

GO-TO-MARKET STRATEGY

4

- Target (s): grand public
- Message: Melior de Cinere Surgo: Catania the city between fire and water, between art and legends
- Promotion Channels: Website / social networks of MEDORO and Local Tourist Guide Association Digital and other channels of promotion provided by stakeholders, ambassadors and all others included





Harbor Heritage Story Telling

THE FOUR STEPS TO BUILD A DISCOVERY TOUR *Split*

STAKEHOLDERS IDENTIFICATION

1

FROM representative groups definition TO list of entities compilation
The stakeholders were identified among the biggest and most active participants in cultural, touristic and economic life of the Split harbour. The goal was to cover all fields of the city's life and to cover the variety of possible future ambassadors and include them in the project.



Significant stakeholders:

- Chamber of Commerce Split
- Split City Museum
- Spit Maritime Museum
- Split Tourist Office
- Guides Association Split
- Calvados Club agency
- Studio Pervan
- Group of experts

2

DISCOVERY TOUR CO-CREATION

- Through the workshops (2), interviews and other ways of communication, we discovered that the tools provided by the project could be widely used, especially with the purpose of awakening awareness about the hidden heritage and its implementation.
- Theme: Split Port – The Golden Ring between East and West

Target: Includes visitors coming from different destinations (regional, national, continental, international) , all age ranges (young, adult, older people), different social characteristics and cultural references (regardless of the previous familiarity with the theme). The duration of the tour is 2,5 - 3 hours.



3

DISCOVERY TOUR DEVELOPMENT

- Implementation of this tour brings the focus on the port heritage, which is connected to each phase of the development of the city. Bringing attention to this theme, the character of the port city is connected to all other aspects (tourism, culture, everyday life, sustainability...).
- Ambassadors and stakeholders involvement: everyone in the port, especially guides, local residents, Chamber of Commerce, tourist offices, general public and visitors.
- Education and training about the tools that can help with the implementation.



4

GO-TO-MARKET STRATEGY

- Target: general public and all visitors
- Message: Split, the city of amazing port history





Harbor Heritage Story Telling

THE FOUR STEPS TO BUILD A DISCOVERY TOUR

Piraeus

STAKEHOLDERS IDENTIFICATION

1 FROM representative groups definition

56 stakeholders, from different sectors, took part to the process, which was considered as a good representativity of the local actors.

TO list of entities compilation

Were represented:

- the public sector: Municipality of Piraeus
- the cultural sector: Archaeological Museum of Piraeus, cultural associations
- the tourism sector: Hellenic Tourism Organization, travel agency, guides
- the economic sector: Commercial Association, Shops, local companies, Piraeus Chamber of Handcrafts
- the educational sector (school, university, VET center)

2 DISCOVERY TOUR CO-CREATION

Participatory Workshops for Heritage Interpretative Planning

- theme
- target (s)

4 main steps:

1. Engaging local stakeholders through an online presentation of the issue and an open discussion
2. Participatory inventory of the port heritage, through questionnaire and face-to-face discussion
3. Development of a first Discovery tour based on the selected cultural heritage
4. Validation through Pilot visit and consultation of stakeholders

Theme of the tour:

“Piraeus, a continuous human melting pot”

The tour provides an introduction to various important historical and human facets of the city – Duration: 2 hours, 2 kms.

Public target

General public, locals and international





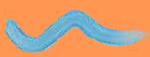
Harbor Heritage Story Telling



THE FOUR STEPS TO BUILD A DISCOVERY TOUR

Piraeus

3



DISCOVERY TOUR MANAGEMENT PLAN PRESENTATION

Chosen strategy:

- Promotion of the Tour by the city and the chamber of commerce, by local TO and other tourism organizations.
- Training of Tourist guides and escorts.
- Improvement: two options of the Tour are proposed, a short one in the city center, and an extended one for those who would like to stay longer in Piraeus.

Ambassadors & Stakeholders involvement:

- Tourist Guides and Escorts trained.
- Local actors for the promotion.
- Local cultural associations.

The Tour is located close to the market area, so that local shops and restaurants can benefit from new visitors.

4



GO-TO-MARKET STRATEGY

- Target (s):

Tourists (local and international) who like visiting a city by foot.

- Message:

“Discover the touching stories and moving history of the port of Piraeus

- Promotion Channels:

Mainly digital: Websites of the project and of the organizations, Social media of the main stakeholders Through tour operators and tourist guides and escorts working with the Mediterranean Centre of Environment



The background of the slide features a faint, light blue map pattern with various lines and shapes, suggesting a geographical or urban layout. This pattern is enclosed within a thin orange border that has a dashed line along its inner edge.

THE FOUR DISCOVERY TOURS



Harbor Heritage Story Telling



BASTIA, TREASURES OF TODAY AND VESTIGES OF ARTISANAL FISHING



*"The real voyage of
discovery does not
consist in seeking new
lands, but in having new
eyes" Marcel Proust*

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LET'S GO!

Plan of the tour

Lenght: Approximately 2 km

Nr. of steps: 7

Point of departure: Place Saint Nicolas

Point of arrival: Place du Marché aux poissons

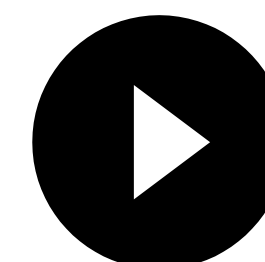
Contact: Office de Tourisme de Bastia

04 95 54 20 40

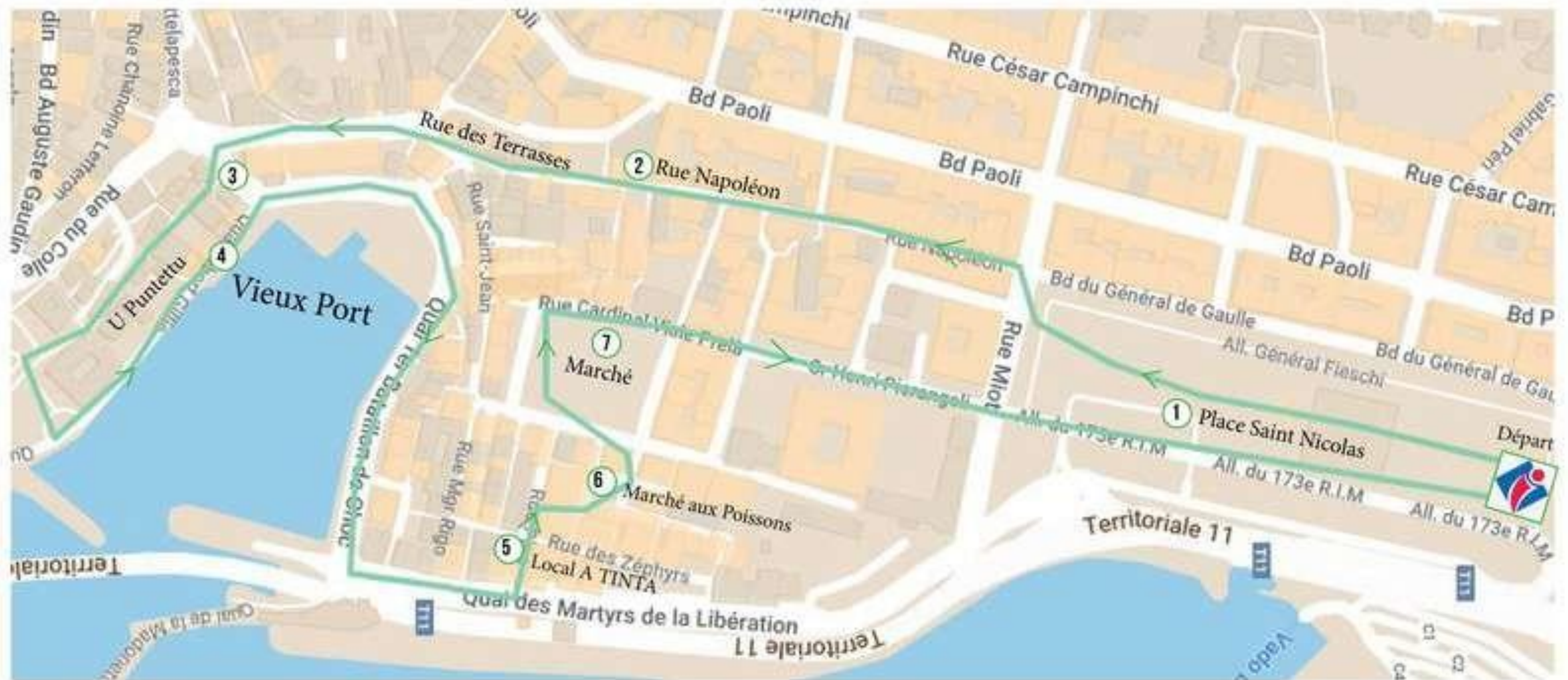
Parisa Paolantonio

+33 6 81 37 70 41

Video



Plan of the tour



First step

Theme:History of the socio-economic evolution of the port of Bastia

Location:Place Saint Nicolas

Points of interest: The Place Saint Nicolas is one of the largest squares in France and bears witness to the socio-economic evolution of the city through the development of the port and certain monuments and buildings:

- The statue of Napoleon
- The « Palais des Armateurs »
- Its restaurants, brasseries, cafés

Supporting elements : Archival images (aerial photos) from the 18th and 19th centuries showing its evolution over time



Copyright Xavier Grimaldi



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Second step

Theme: The historic centre (17th century) of Bastia: shops, buildings, traces of the past

Location: Rue Napoleon

Points of interest: la rue Napoléon is the busiest (pedestrian) street. It connects the Saint Nicolas square to the Old Port of Bastia with the following heritage values:

- Terravecchia district
- Oratory of the Immaculate Conception
- Old oratory of the brotherhoods constituted by the peach trees
- Rue du Nouveau Port : old tanners' district

Supporting elements: The coats of arms above the entrance porches of the famous families who once owned the buildings



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Third step

Theme: Port Heritage

Location: Vieux Port - Rive Sud (Quai Albert Gilli)

Points of interest: The old port of Bastia has retained its authenticity over the years as the city's port has developed. You will find:

- The Puntetto district
- The local culture, Christ Noir -Rocher au lion- the history of the liner Louis
- The Bastia fishing boats, the Saint Elisabeth, the "cantines and "magazzini" of the fishermen

Supporting elements: The testimony of a local resident who owns a « cantina » or a « magazinu ».



Fourth step

Theme: Port Heritage

Location: Vieux port - Rive Sud (Quai 1er bataillon de choc)

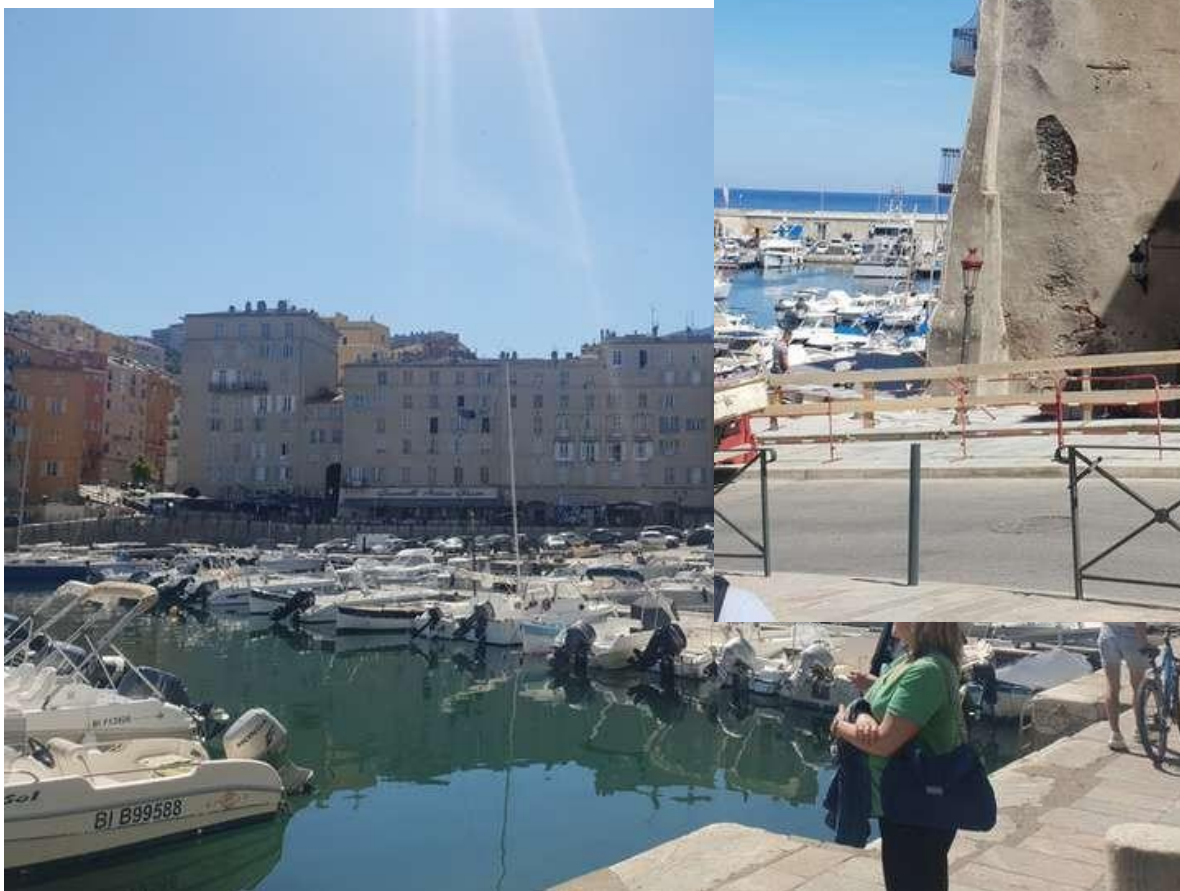
Points of interest: On this quay is the former careening site and construction site of the Galeotta ship. You can also find:

- Professional fishing boats with their fishing gear and seafood
- the harbour master's office

Supporting elements: Testimony of a local fisherman to provide additional information on small-scale fishing in Corsica



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Fifth step

Theme: Heritage of the professional artisanal fisheries of the Mediterranean

Location: Local A Tinta, 2 rue des Zephirs

Points of interest: The Local a tinta was the place where the professional fishermen dyed their fishing nets.

The prud'homie of fishing of Bastia entrusted to the association A Madunetta the restoration of this place which can be visited especially on the occasion of this patrimonial circuit

Supporting material: Video material specially created to tell the story of the lake, including interviews with retired professional fishermen



Sixth step

Theme: Heritage of the professional artisanal fisheries of the Mediterranean

Location: Place du marché au poisson

Points of interest:

- History of the place where in the past you could buy fish from the professionals
- History of professional fishing, the trades and their traditions and forms of organisation (prud'homie de pêche)

Supporting elements: Possibility of visiting the premises of the Bastia Fishing Board



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Seventh step

Theme: History of the city of Bastia and local products

Location: Place du marché

Points of interest:

Between Place Saint Nicolas and the Old Port, this square was once called "u mercà" by the Bastiese. This last stage will show:

- The history of the square
- The visit of the market (if you walk on market days)
- the Church of Saint Jean Batiste

Supporting elements: Meeting of market traders





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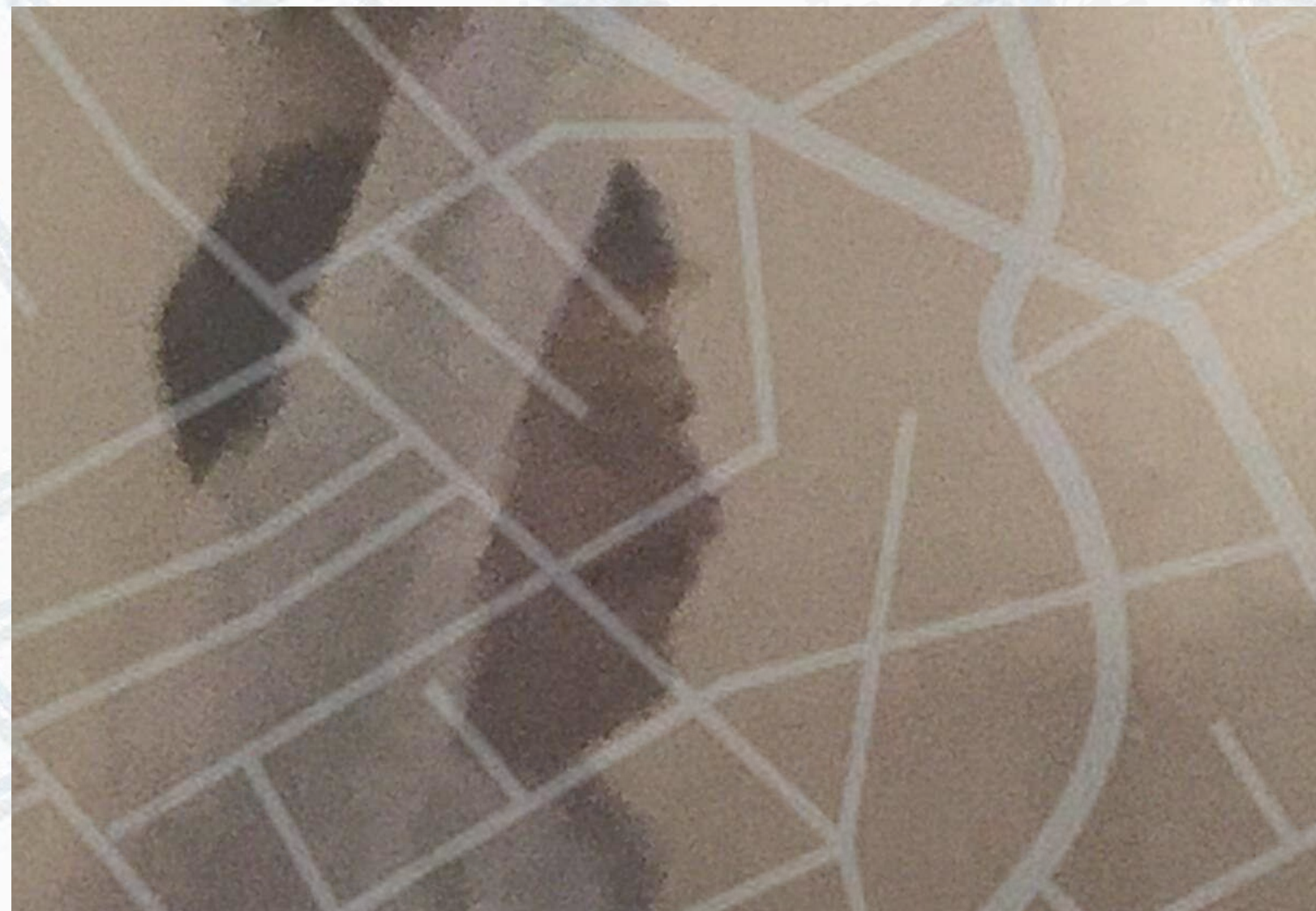


MELIOR DE CINERE SURGO: CATANIA, THE CITY BETWEEN FIRE AND WATER, BETWEEN ART AND LEGENDS



Harbor Heritage Story Telling

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*"The real voyage of
discovery does not
consist in seeking new
lands, but in having new
eyes" Marcel Proust*



LET'S GO!

Plan of the tour

Duration: 2,5 hours

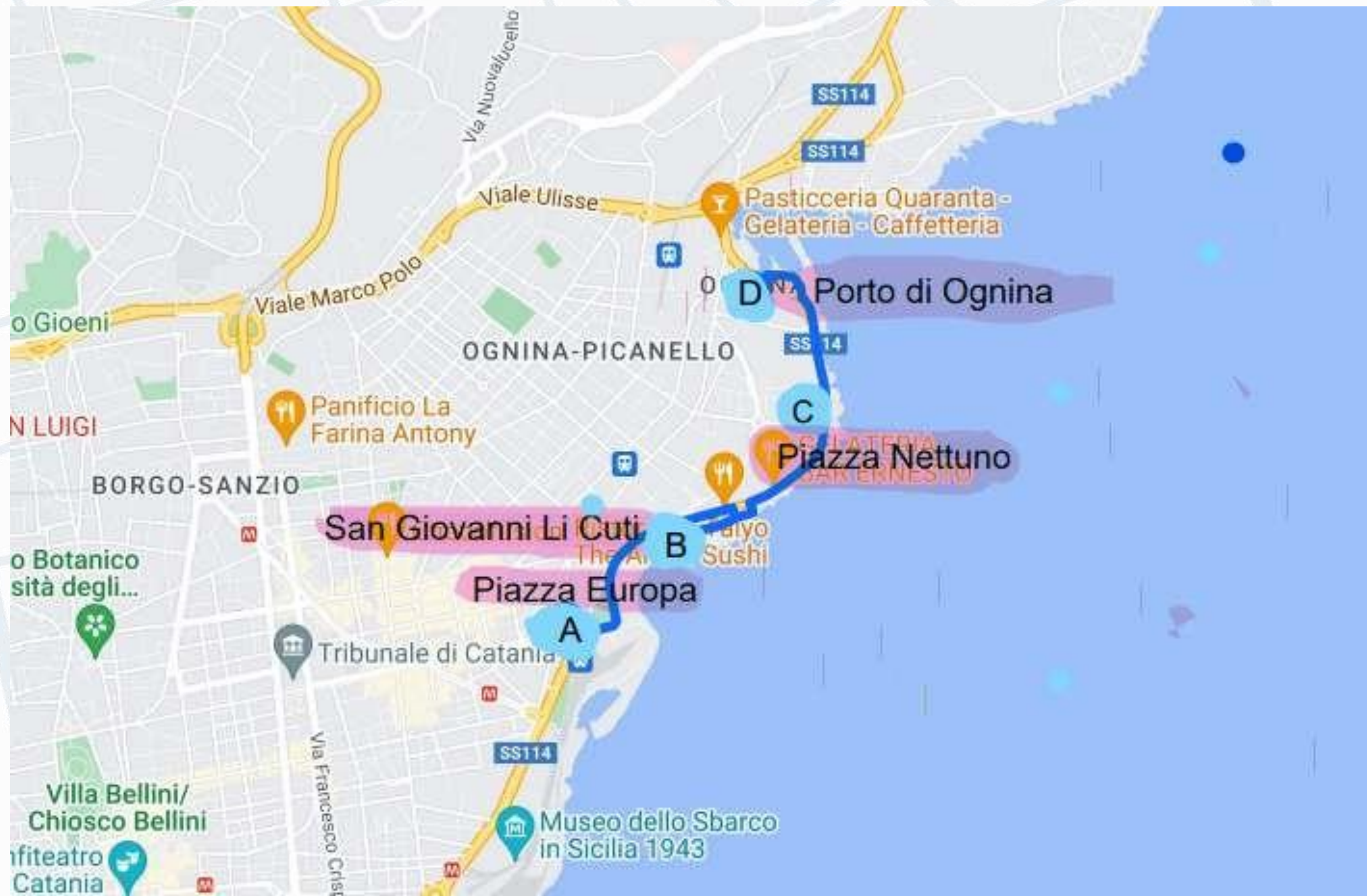
Number of steps: 6

Departure point: Piazza Europa

Arrival point: Porto di Ognina

Contacts: MEDORO scarl
info@medoroscarl.eu







First step

Theme: The evolution of Piazza Europa through the development and changes of the interested area

Location: Piazza Europa

Points of interest :

- History of the place
- Porto di Caito
- The geologicals changes

Support elements: a current overview photo of the piazza and an archival image of the piazza and the port in the 19th or 20th century showing the changes in the place.



Location: Piazza Europa

- The urban development

A large, colorful mural of a classical statue holding a torch, set against a backdrop of modern and traditional buildings. The statue is depicted in a dynamic pose, with its right arm extended forward, holding a long torch. The statue's body is rendered in a mix of colors, including shades of purple, blue, and green. The background features a mix of modern and traditional architecture, with a prominent building having a red-tiled roof and a tower. The scene is set outdoors, with a clear blue sky and some trees visible in the distance.

Supports elements: a current overview photo of the piazza and an archival image of the piazza and the port in the 19th or 20th century showing the changes in the place.





Third step

Theme: Myths and Legends, historical events and urban development

Location: San Giovanni Li Cuti

Points of interest :

- The little port
- The urban development
- The street art

Support elements: Presentation to the visitors of a village within a city



Fourth step

Theme: Geological history, urban and economic development

Location: San Giovanni Li Cuti

Points of interest :

- Movida street with many typical restaurant bar wine bar street food etc..
- The lava flows
- The little black beach

Support elements: Presentation to the visitors of a village within a city



Fifth step

Theme: Geological history, urban development and regeneration

Location: Piazza Nettuno

Points of interest:

- The geological changes
- The urban development
- The street art

Support elements: installation of technological and social innovation tools to create an "intelligent" square, improving the supply of furniture for recreational and sporting activities to re-develop the spaces



Sixth step

Theme: Geological history, Myths and Legends, historical events , economic and urban development

Location: Porticciolo di Ognina

Points of interests :

- Spanish Garritta
- Saracen Tower
- S. Maria di Ognina
- The little Harbour
- The Street art
- The lava flows
- Ognina's Museum

Support elements :

- Testimony of a local fisherman
- The Ulysse's Mith





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THE PORT OF SPLIT, THE GOLDEN RING BETWEEN THE EAST AND WEST

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*"The real voyage of
discovery does not
consist in seeking new
lands, but in having new
eyes" Marcel Proust*



LET'S GO!



Plan of the tour

Duration: 2,5 h

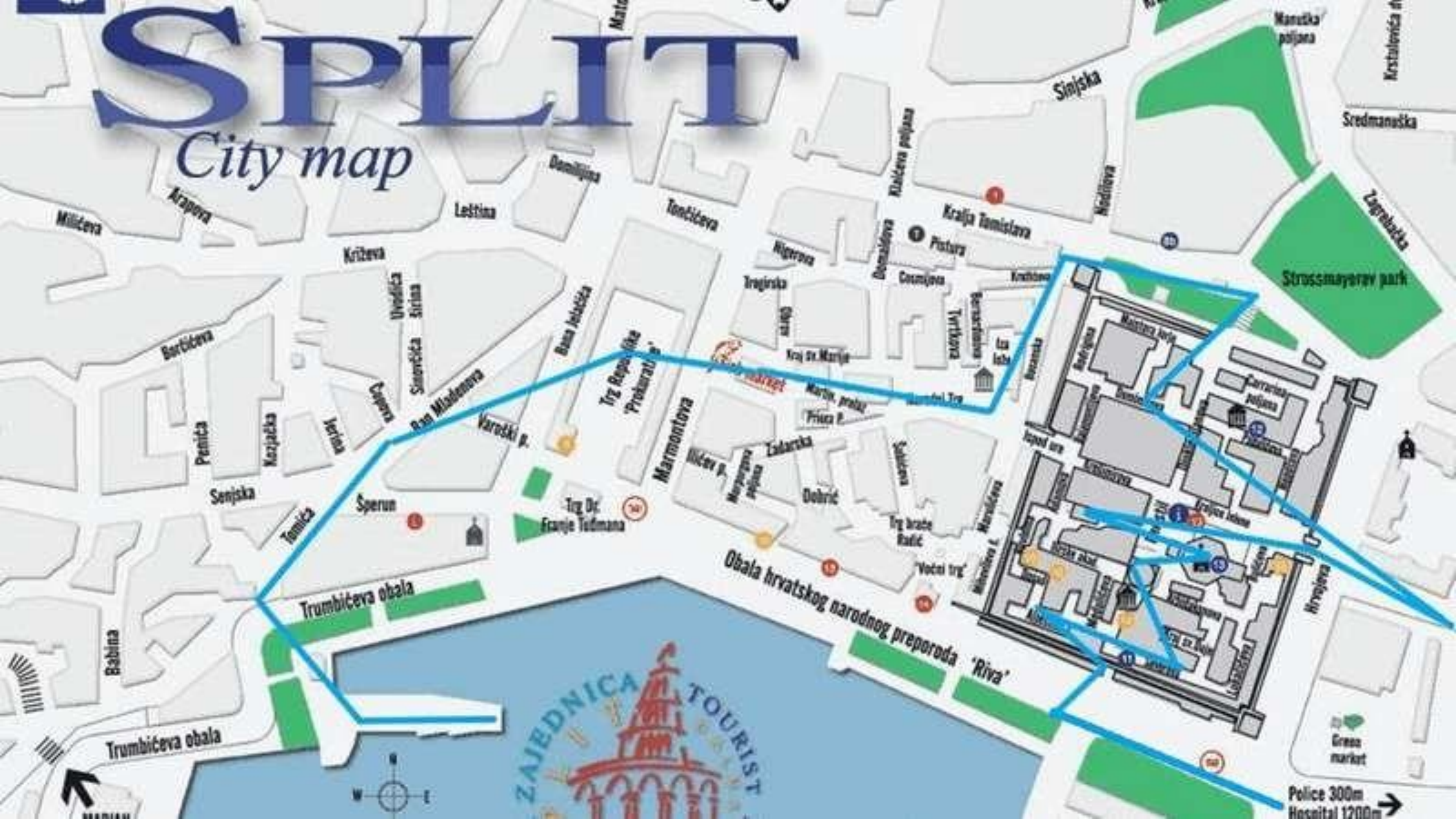
Point of departure: The entrance to the passenger port of Split - Obala Lazareta

Contact: Prokultura Split
prokultura.split@gmail.com

VIDEO



City map



Step 1

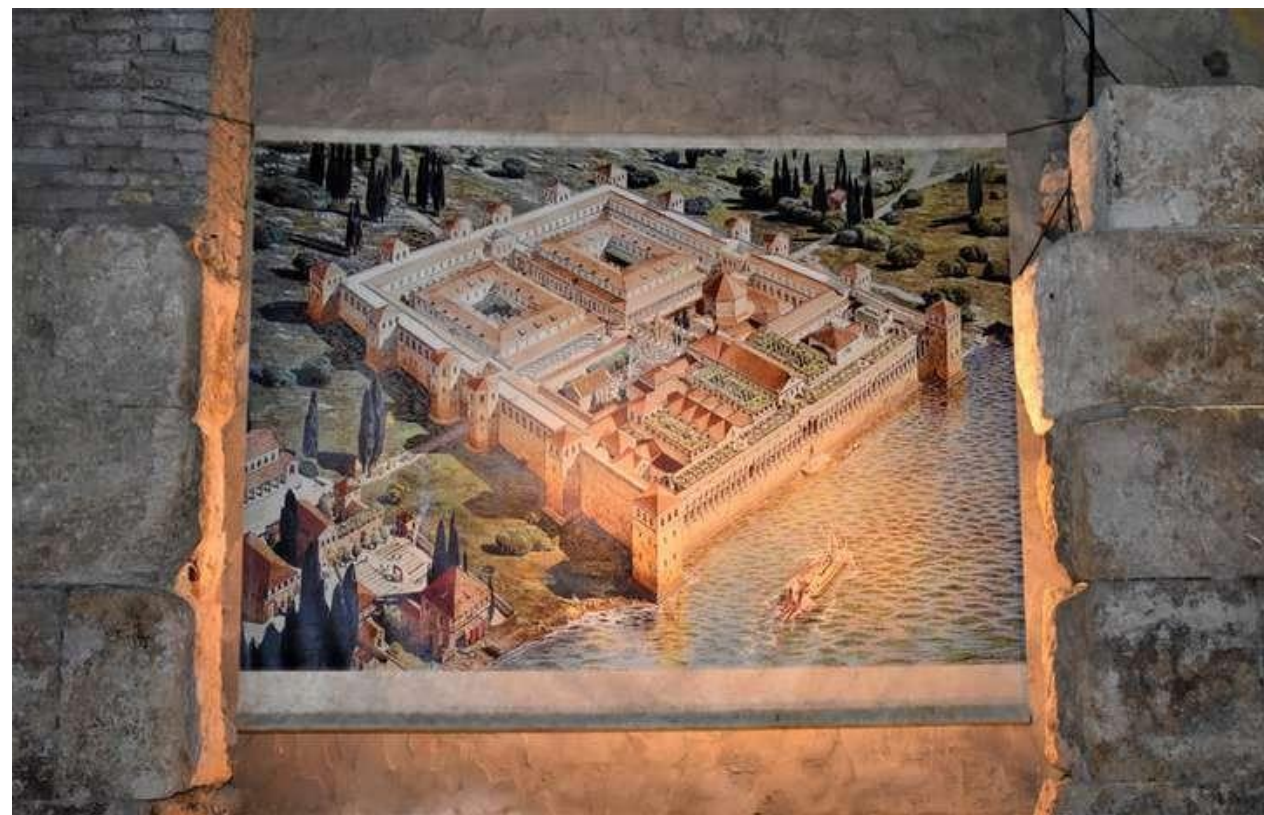
Theme: The historical development of the city of Split
- from the Greek settlements to the Roman palace that became a medieval city - Harbor Heritage

Location: Obala Lazareta

Points of interest: The evolution of the “natural port” city - presentation of a timeline that will enable the understanding of the city and port development.

- History of the first settlements
- Layers of foundations under the Riva promenade
- The position of the today passengers port
- The history of the “lazareti” - Split port quarantine

Support elements: An ideal reconstruction of the Palace of Diocletian (a sketch)



Step 2

Theme: The history of the Diocletian's Palace - pre-urban phase

Location: In front of the southern entrance to the Palace - the Porta Aenea (the Bronze Gate)

Points of interest:

- the emperor Diocletian's decision to build the palace in this specific place
- natural protected port
- connection with the older port and the city of Salona (the roman capital of the province of Dalmata)
- the substructions and the organization of the palace
- the sea access into the basements (substructures) of the palace

Support elements: Presentation of the organization of today city using the brass maquete in front of the southern entrance to the palace



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Step 3

Theme: Substructures (basements) of the Diocletian's palace - the origin of Diocletian, connection with Salona

Location: In side of the subterranean rooms of the Palace

Points of interest:

- The beginnings of the Palace
- Architecture
- The historical moment when refugees from Salona came to the Palace - the beginning of the development of the city
- The remains of Salona inside the basements
- The importance of the port of Salona (older, Illyrian port)
- The water supply system
- The traces of the Jewish community; medieval oil production

Support elements: Original archaeological artefacts in the basements, maps...

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Step 4

Theme: The Peristyle - the heart of the Palace and city

Location: Peristyle

Points of interest:

- The central point of the Palace and the medieval city - the cathedral
- Diocletian's reforms that influenced the medieval economy and law
- The development of the city in the medieval and renaissance times - from 15th to 18th century - the development of the port
- Life of the locals in the medieval and renaissance periods

Support elements: Architecture and artefacts

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Step 5

Theme: Transformation from a residence into the golden ring between the East and West

Location: The Emperor's apartment - Mausoleum/Cathedral - the Temple of Jupiter - the Eastern Gate (Porta Argentea)

Points of interest: Visit of the locations, the presentation of their historical relevance and establishing connection between the artefacts and their role in the development of one of the most important port cities on the Eastern coast of Adriatic

Support elements: Visit to the cathedral interpretation centre



Step 6



Theme: Visit to the market

Location: Exit through the Silver Gates (Porta Argentea) and walk to the neighbouring market (green market, flower market, other goods)

Points of interest:

- Visit of the location and presentation of its traditional and social significance

Support elements: Talk to the local people, sellers who come to the market for years and testify to customs, traditions, contemporary changes and local development.



Step 7

Theme: Back within the walls of the Palace - Harbor Heritage (beginning of the harbor as we know it today)

Location: The North-East and North-West quadrants of the Palace, Jewish Ghetto

Points of interest:

- Former Roman military chambers
- Today the area of Renaissance and later periods palaces of wealthy citizens
- Development of the city in the Renaissance times (influential persons, trade, Turkish danger and invasions, the development of the Jewish community - initiative of the Portuguese Jew Daniel Rodriguez for the development of the port and building of Split platform, quarantine and customs in 1580 - development of the port and trade.

Support elements: The Daniel Rodriguez street



Step 8



Theme: Leaving the walls of the Palace and following the development of the city outside the walls - Varoš, where fishermen have lived

Location: Outside of the Golden Gate (Porta Aurea) and towards the Eastern part of the city - Varoš

Points of interest:

- The growth of the city outside the walls once the Palace became too small
- In between the outer walls of the Palace and the Venetian walls that were safeguarding the city from the Turkish peril
- Following the growth - medieval city that expanded toward the slopes of the Marjan hill
- Varoš - fisherman area (small houses, gardens) just above the small port

Support elements: Visit to the fishermen part of the town that even today kept the charm of this modest place once inhabited by local farmers and fishermen. Discovering modest but charming architecture and the way of life in this picturesque part of the city



Step 9

Theme: Matejuška - the tiny fishermen port

Location: Matejuška - The End of the Tour

Points of interest:

- the small fishermen port situated on the opposite side of the modern passengers port
- port that witnesses to the incredible historical and cultural heritage of fishermen who lived in this city
- port is used and active today
- not only a port but also a place where people gather to sit, chat and spend time together
- a place of traditional way of life, a place to research the history of “real” people in this city

Support elements: Locals that come there daily and are open to conversation





Harbor Heritage Story Telling

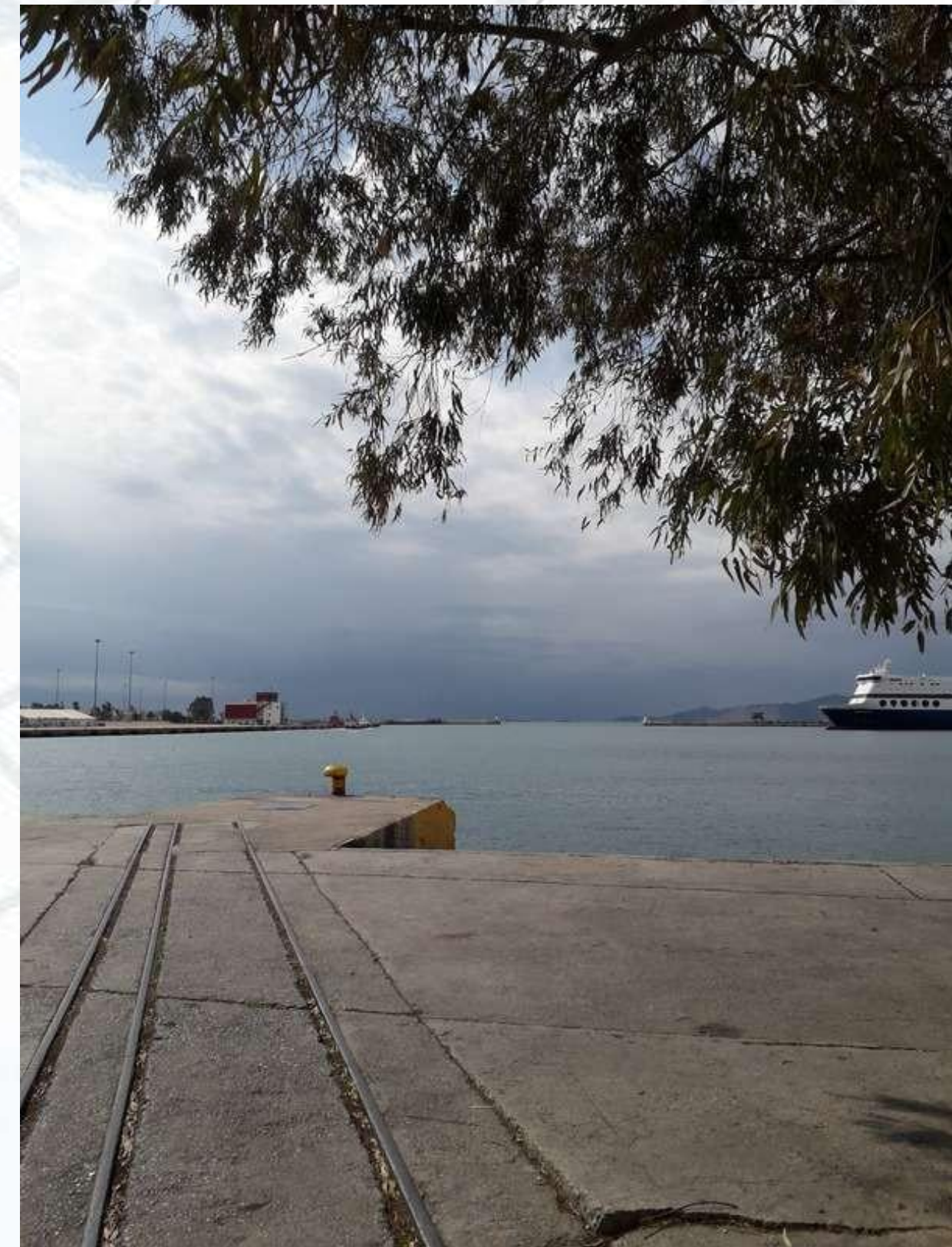


Harbor Heritage Story Telling



A LONG WALK ACROSS PIRAEUS URBAN LANDSCAPE VARIATIONS

Co-funded by the
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of the European Union



"The real voyage of discovery does not consist in seeking new lands, but in having new eyes" Marcel Proust

LET'S GO!



The Tour in short

Lenght: 6 km

Nr. of steps: 12

Point of departure: The port of «
tourkolimano »

Point of arrival: The Museum Hellas
Liberty

Contact:

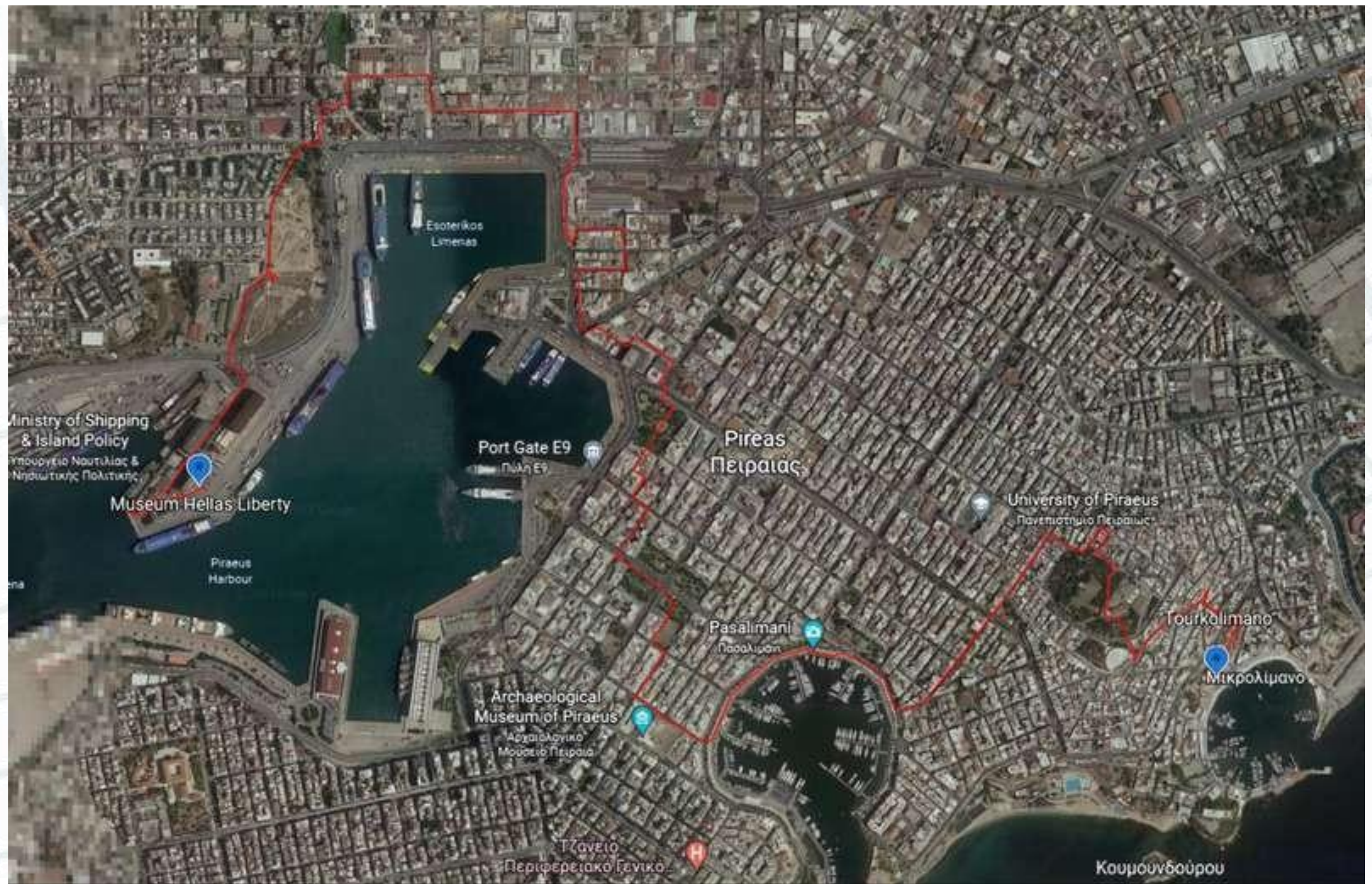
Mediterranean Center of Environment

+30 213 0243159

info@medcenv.org

Video





1st Step



Theme: The old fishing port in the shade of the hill

Location: Tourkolimano

Points of interest:

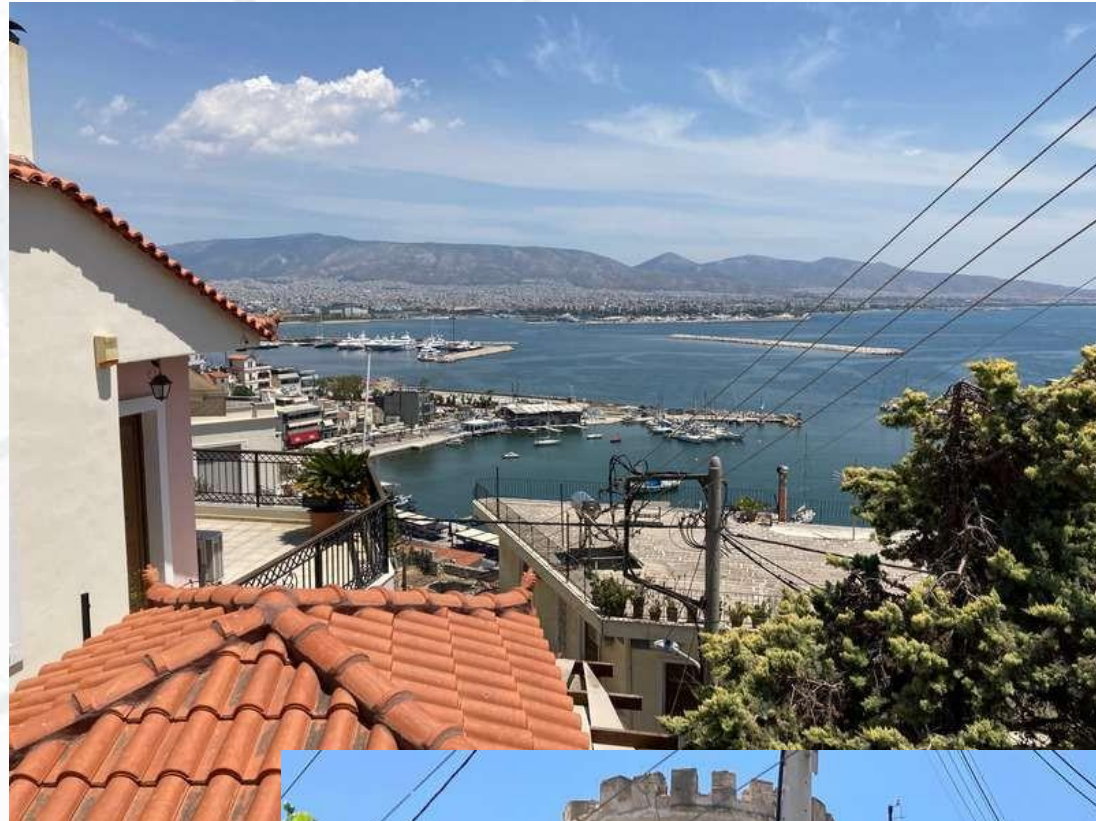
- The old fishing port, although it became touristic in the 70s, retains a strongly Piraeus character.
- A piece of the Themistocles' wall, at the end of the small street.

Tips:

The sailing and fishing associations, south of the port, have a local, almost family character in contradiction with the metropolitan scale of the city.



2d Step



Theme: The belvedere at the top of the hill

Points of interest:

- The location of the hill in the center of the Athenian plain makes this intimate place the emblem of Piraeus.
- Walking in this quiet area with beautiful 19th century houses.
- The view on the Acropolis, Mount Hymettus which marks the Athens city limits, and the Saronic golf.

Tips: It is also a meeting point for young “real Pireotes” who, in couple or group of boys, park there at night, facing the view...



3d Step



Theme: The neighborhood on the edge of the center

Location: North side of Kastella

Points of interest:

The intimate character and tranquility of the neighborhood and the multitude of types of houses.

Towards the end of the area, before the last staircase, at the end of a vacant lot on its left, you can see one of the rare examples of typical Athenian houses of the 19th century, characterized by the passageways covered with glass roofs.



4th Step

Theme: The different types of housing in modern Greece

Location: An ordinary street, the “Skevothikis” str.

Points of interest: A simple look at this perpendicular street helps you to compare three types of housing, representative of the urban history of Greece. The modern building from the 60s and 70s, the low house from the 50s and the neo-classical house from the beginning of the 20th century.

Tips: Try to identify these types of housing in the other streets along the walk. Going to the more central part of Piraeus, you will notice that modern buildings almost monopolize the landscape.



5th Step



Theme: The marina, a privileged place for evening walks

Location: Pasalimani

Points of interest:

The perfectly circular shape of this natural port gives it the character of a square. The buildings there look ordinary but are actually very privileged, with the wealthy Pireots preferring this place of residence with an ordinary landscape to other, much more visibly chic areas of Athens.

Tips:

In the evening, people enjoying the place is very heterogeneous



6th Step

Theme: The traces of the "classical" Piraeus

Location: At the back of the archaeological museum

Points of interest:

The theater, relatively well preserved and the various statues, placed everywhere. If you have time, visit to the Archaeological Museum, with entrance on the other side, for a complete discovery of its collections

Tips:

A second islet of excavations is three streets upper.



7th Step

Theme: The hidden side of the commercial port...

Location: Continue the descent towards the port

Points of interest:

- crossing the famous district of "Troumba", the 'red light district' of the early 20th century.
- The church of Agios Spyridon, patron saint of Piraeus, is an all-marble church, built on the site of a small 12th century monastery. The church symbolizes the birth of the new active city, created and developed by migrants coming from all over Greece. It was the entry of the city for people arriving in the port. From here, they could see a symbol of Orthodoxy and, in line, the Acropolis on the horizon...

Tips: The small ordinary square, crossed on your way to the market, is nevertheless full of history: it was designed and built by French army in 1854.



8th Step

Theme: The market

Location: the Tower of Piraeus

Points of interest: The market still have its popular character and its typical taverns where one can here "rembetiko music" on weekends. This is in complete contradiction with the modernist project of the tower built in the 1970s, with the aim of creating a business center, the "city" of the Piraeus maritime transport companies.

Tips: Here started the "rembetiko", a music from the "lower class" of the city at the early 20th century, that you can still listen to in some taverns.



9th Step

Theme: The district of maritime transport craftsmen

Location: The streets behind the northern quay of the port (Akti kondyli)

Points of interest:

This city is perhaps the only one to have preserved a real urban fabric of craft workshops and ship repairs near the center: one can find there foundries, machinery and even small scratches, inserted in a Urban fabric. A large ferry can quickly repair a piston in its engine or a faulty pump in a few hours! You will also see repairers or merchants of stainless steel cables. In most cases these are family businesses.

Tips: Chic wine bars are new option for an evening out!



10th Step

Theme: The old city of Drapersona

Location: The gateway facing the church of Agios Dionysios

Points of interest:

The footbridge which crosses the railway gives some aspects of the old town of Drapersona, one of the largest and poorest areas of refugees from Asia Minor in the interwar period. It is mentioned in one of the Rebetiko songs of M. Vamvakaris: crossing this bridge was without return, towards the world of drugs and smoking rooms...

Tips: The streets behind the church of Agios Dionysios were formerly occupied by brothels, they are now squatted by minorities or the homeless.



11th Step



Theme: The small set of social housing

Location: Filonos Street from Saint Spyridonas Str. to Defteras Merarchias Str.

Points of interest:

Although these buildings don't look of special interest, they carry the story of the legendary slum that replaced it, the famous "Kremydarou". In the 2d part of the area, some houses in rows, made by the inhabitants are the result of their struggle against living in apartments and their claim for the right for land and self-construction. After many negotiations, even the colonels' regime had to answer the demands, reserving the right to individual house with small garden to the "first generation" of Greek refugees.



12th Step

Theme: The museum ship and a view of all port traffic

Location: The passengers port, near gate E2

Points of interest:

After crossing some preserved silos and sheds that show what the commercial port on the west bank was like, we find at the end of the wharf the "Liberty", an old boat transformed into a naval museum. It is one of the many boats of this type, offered by the U.S. to the Greek shipowners, at the end of the WWII within the framework of the Marshall plan, to thank them for having broken the German embargo, taking enormous risks and suffering losses.

Tips: The "Eetionian Gate", the defense tower, extremely well preserved, testifying the importance of the Piraeus ancient walls of Themistocles.





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PIRAEUS, A CONTINUOUS HUMAN MELTING POT

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*“The real voyage of discovery
Does not consist in seeking new
lands, but in having new eyes”*

Marcel Proust

LET'S GO!



The Tour in short

Length: 2 km

Nr. of steps: 6

Point of departure: The open market at the Piraeus Tour

Point of arrival: The port of 'Pasalimani'

Contact:

Mediterranean Center of Environment

+30 213 0243159

info@medcenv.org





First step

Theme: The creation of the “City” of Piraeus

Location: the Tower of Piraeus

Points of interest:

- The Tower of Piraeus was built on the site of the old market of the city to create infrastructure for shipping companies to the standards of the City of London.
- The market operates right next to the Tower with products from all around the world.

Support elements: Next to the Tower of Piraeus are the Central Market of the city and traditional taverns.



Second step

Theme: The British and French occupation between 1854-1857

Location: Tinanios garden

Points of interest:

- This garden was made by French soldiers during the occupation of Piraeus by the French during the period 1854-1857 and was named “Tinan Garden” in honor of Admiral Barbier de Tinan.
- A tree in the garden still has trace of the bombing of an English ship by the German army in the port in 1941: a piece of metal was, until recently, incorporated into the hull.

Support elements: Near the Tinanios Garden was the financial centre of the city, witnessed by the large neoclassical buildings of the area. In addition, at the entrance of the garden is located the statue of Themistocles



Third step



Theme: Birth of a multicultural city in the 19th c.

Location: Church of Agios Spyridon

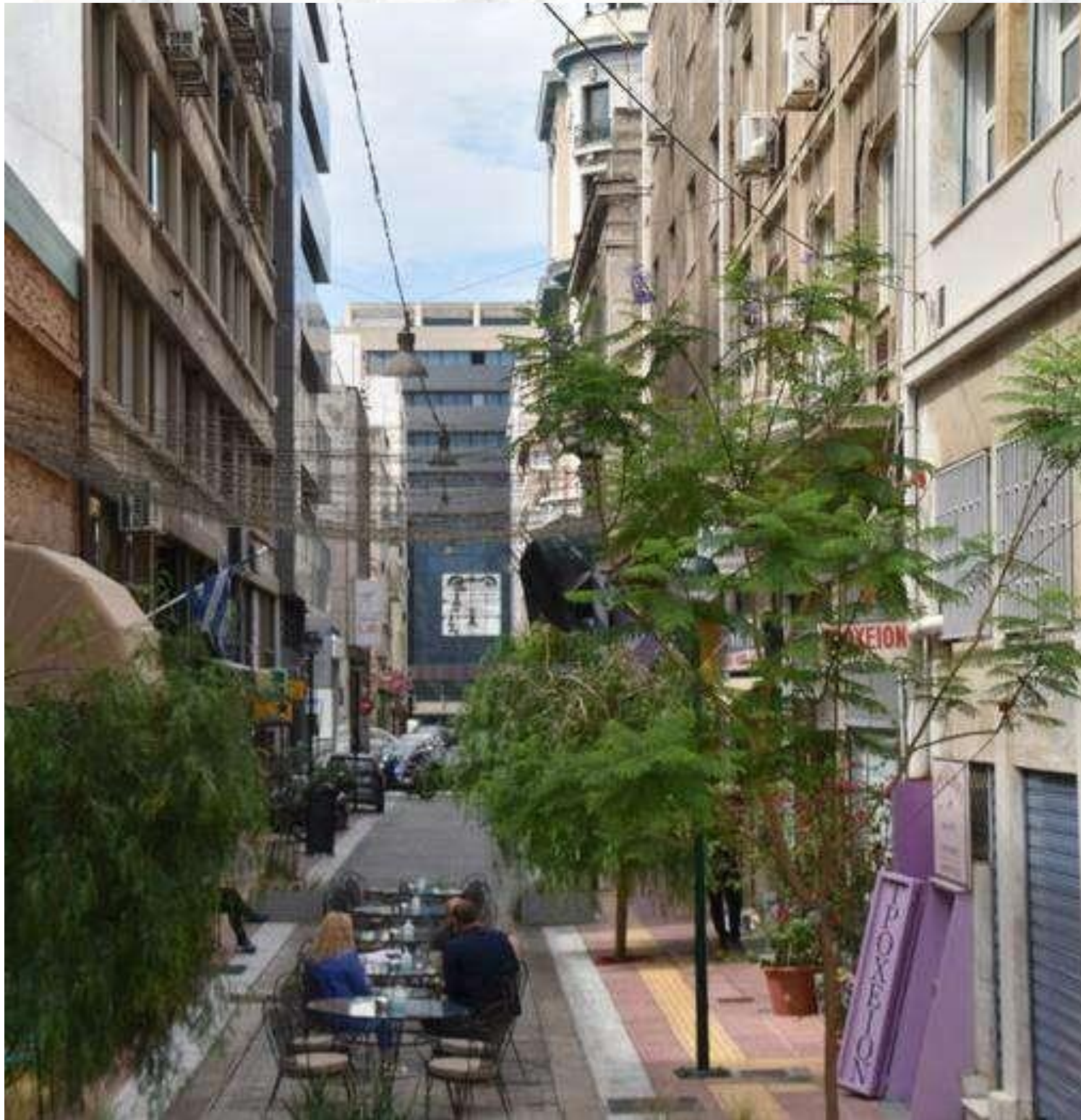
Points of interest:

The church of Agios Spyridon is the first public building constructed in the new city of Piraeus on the site of the old Monastery which was built in the 11th or 12th cent. It symbolizes the birth of the new active city, created and developed by migrants coming from all over Greece. It was the entry of the city for people arriving in the port. From here, they could see a symbol of Orthodoxy and, in line, the Acropolis on the horizon...

Support elements: Near the church of Agios Spyridon is located a shop which is specified in selling sailor costumes



Fourth step



Theme: The hidden side of the commercial port...

Location: Agiou Spyridonos Street, Yachni Str.

Points of interest: In these small streets, port and industry workers, immigrants from all over Greece, refugees and artists were sharing their sorrows and their joys. Here were the taverns where the refugees from Asia Minor meet, after the catastrophe of 1922. This street, although the taverns disappeared, has remained unchanged over time.

Support elements: Here started the “rebetiko”, a music from the “lower class” of the city at the early 20th century, that you can still listen to in some taverns.



Fifth step



Theme: The “Troumba” neighborhood, the ‘red light district’ of the early 20th century

Location: Filonos Street from Saint Spyridonas Str. to Defterias Merarchias Str.

Points of interest:

This was the area of brothels, cabarets and bars. Prostitutes from all over Greece and abroad lived and worked on these roads. Here was the night-life of local visitors and sailors arriving from all over the world. Now the area lives a revival, with a lot of bar and restaurants, especially with ethnic cuisine.

Support elements: The Notara Street and the shop of marine flags



Sixth step

Theme: The old port of Pasalimani

Location: Marina Zea

Points of interest:

Marina Zea was the main shipbuilding area in antiquity. Nowadays, it is a nice place for a walk and a coffee in front of the marina. It also brings together the last few fishermen of the city.

Support elements: The Archaeological Museum of Piraeus close to the marina to learn more about the ancient port and the naval base during the antiquity.





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The background of the slide features a faint, light blue map pattern with various lines and shapes, suggesting a geographical or network theme. The entire slide is framed by a thin orange border.

APPENDIX

SMALL GUIDE FOR A "GO-TO-MARKET" STRATEGY

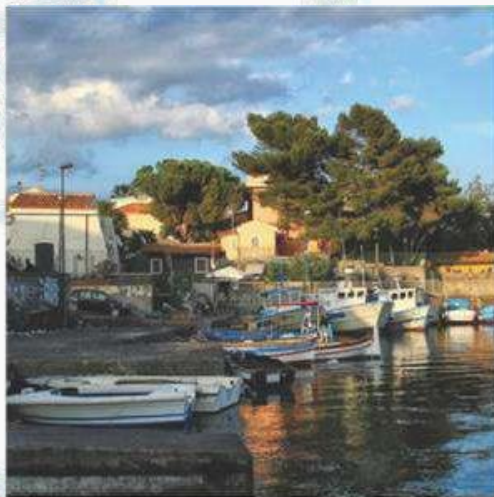


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PROMOTION AND MARKETING OF A NEW TOUR



Contents

1. About marketing
2. Defining a target
3. Creation of a visual identity
4. Identification and development of the channels of promotion

To complete the information delivered in this document, visit the <http://harbor-heritage.eu/en/e-learning-platform/>

Definition of Marketing

Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.

(American Marketing Association, definition approved 2017)

Definition of Marketing Research

Marketing research is the function that links the consumer, customer, and public to the marketer through information—information used to identify and define marketing opportunities and problems; generate, refine, and evaluate marketing actions; monitor marketing performance; and improve understanding of marketing as a process. Marketing research specifies the information required to address these issues, designs the method for collecting information, manages and implements the data collection process, analyzes the results, and communicates the findings and their implications.

(American Marketing Association, definition approved 2017)

Defining a target (priority theme)

Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large. (American Marketing Association, definition approved 2017)

What are the offerings that have value in heritage marketing?

- Physical artefacts (art, buildings, monuments, other tangible products of human creativity...)
- Practices, expressions, knowledge, skills
- Customs, traditions, way of life

Defining a target/priority theme



Stavropoleos Monastery Church Cloister, Bucharest



The Citadel of Corte, Corsica



The Cathedral of Split



The Palace of Knossos, Crete



Ancient Pharos ceramics, Stari Grad, Hvar

Defining a target/priority theme



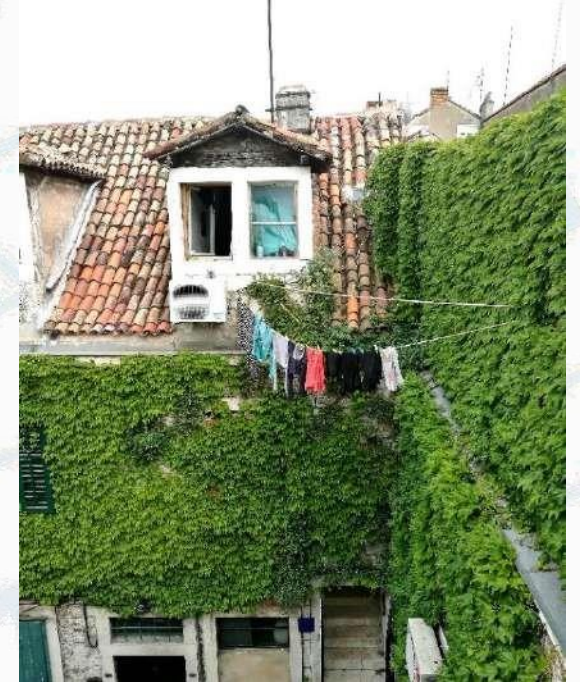
Dish from Bastia, Corsica



Preparation of "soparnik", Dalmatian dish



Dalmatian stone walls



Life in the old town of Split

Defining a target/priority theme

Treasure seeker

A person with a developed/trained ability to recognize interesting elements and turn them into building stones of marketing campaigns and initiatives.

Marketing actions need „feed“ – relevant and interesting information and different details that will be a part of the promotional action (catchy story for a leaflet, social network post, slogan, photos/info for a commercial...)

Defining a target/priority theme

How to become a treasure seeker?

- Materials (books, stories, articles, music...)
- Identification of segments which could be used as a separate theme (e.g. there was a famous guest at a local hotel at some historical moment – possibly interesting Facebook post + the hotel photo)
- Confidence and creativity to produce interesting content

Defining a target/priority theme



E.g., The Diocletian's Palace in Split was built as a retirement residence for the emperor who abdicated and retired to spend his old age near his birthplace. Subsequently the palace grew into a city.

- Interesting detail
- Potential to develop further
- Can be transformed into posts and a variety of thematic contents

Defining a target/priority theme



Theme: The fishermen from the old Split

- The time period
- Sources (archives, libraries, museums, photos, oral tradition)
- Selection of the most significant, interesting, characteristic details
- Make a social network posts, blog post, campaign, series of lectures

Defining a target/priority theme

Defining a target/priority theme = creating an identity/message

E.g., The life of fishermen in Split, Bastia...

- Tradition
- Memory
- Culture keeping
- Customs
- Human destinies
- Universal messages
- Story telling that keeps the traditions alive
- Added value

Creation of the visual identity

What is visual identity?

Visual identity is all of the imagery and graphical information that expresses who a brand is and differentiates it from all the others. In other words, it describes everything customers can physically see, from the logo to the interior design of a store.

The purpose of visual identity is:

- to create an emotional impression on viewers
- to inform viewers about the nature of the brand and services/products offered
- to unify the many different aspects of a business through consistent visuals

Creation of the visual identity

Visual identity vs. brand identity?

Brand identity is a holistic expression of everything that makes the brand what it is. It includes visual identity along with non-visual elements such as a brand voice, copy editing guides, a mission statement, core values, etc.

Brand identity is overseen by marketers, and visual identity involves designers and creative directors.

Creation of the visual identity

N1 – related to tourism map and harbor



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N2. The wave reminding sea and communication (story telling)



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N.3 Urchin 'skeleton', testimony of the seashore, and add to the project title as a "speech balloon" (story telling)



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N.4 The rope: symbol of harbor, design as links and roads ("tours")



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Creation of the visual identity

Each of the proposed logos had its own message:

- Tourism map and harbor
- Wave – sea and communication (story telling)
- Urchin skeleton – testimony of the seashore (speech balloon = story telling)
- Rope – symbol of harbor, links and roads (tours)

Message of the logos connected with the main project aims:

Harbor Heritage Story Telling is a European project supported by the programme Erasmus+ of the EU, aiming at the development of cultural discovery tours in Mediterranean ports, with the support of the local communities.

Creation of the visual identity

Visual identity development:

- Clear articulation of the mission statement
- Understanding of the project aims
- Identification of symbols and visuals which are connected to the statement/aims – e.g., urchin skeleton connected both to the testimony of the seashore and the speech balloon (=story telling); rope as a symbol of harbor, links and roads (=tours)
- Successful creation of an identity requires: simplicity and clearconnection between the aim and the symbol

Creation of the visual identity

Visual identity development:

- Mission statement/aim definition
- Identification of the distinctive elements of the project or product to be implemented into the visuals
- Defining shapes, fonts and color palette
- Cooperation with a graphic designer
- Development of a logo and visual identity for different media
- Creating the content with following the visual identity premises

Identification and development of the online channels of promotion

All marketing efforts and content creation make sense only if they are directed through the right channels of promotion:

- Pay-per-click advertising (PPC)
- Search engine optimization (SEO)
- Social media marketing (SMM)
- Website
- Interactive screens
- Billboards
- Print advertising
- Radio/TV
- Speaking events
- Blogging

Identification and development of the channels of promotion

Each channel of promotion has its own characteristics and rules:

- Billboards – minimalist design, photo + basic info, huge font, visibility
- Website – variety of content (video, photo, text, audio)
- Blogging – organised and thematic, different content (text, photo)

Identification and development of the channels of promotion

Facebook – To reach almost any kind of general consumer, you can search specific groups and pages that your ideal clients may frequent

Twitter – If you are developing a new business and want to reach out to early adopters because this platform generates fast brand awareness.

LinkedIn – To reach professionals, business owners and Business-to-Business (B2B) leads and targeted customers - this may be a good platform for career-centric coaches (career coaches, business coaches, entrepreneurship coaches, executive coaches)

Google+ – To reach early adopters of new businesses as well as B2B and general social media users.

Pinterest – Focuses on visuals for promoting your brands and products. A majority of users on Pinterest are women so if your ideal client is a woman, this may be a good fit for your coaching business.

Instagram - Like Pinterest, Instagram is focused on visuals and has become a popular option for many small businesses and entrepreneurs as its popularity grows.

Source: <https://www.noomii.com/coach-blog/digital-marketing-in-business-8-channels-of-promotion-and-their-advantages>

Identification and development of the channels of promotion

- Making the content suitable for different channels with the intention of getting the best possible results out of each channel
- E.g., Facebook post can have a longer text accompanied by photos or video while Instagram post can have photos with a short text
- Facebook can bear different topics while LinkedIn is reserved for business themes

Identification and development of the channels of promotion

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Objavljuje Marina Petrap · 17. veljače u 18:38 · 🌐

Thanks [Europeana.eu](#) to share this nice resource: A #MOOC to empower #educators to use digital technology and bring #cultural #heritage into their lessons and practices, whether in a classroom, museum, or library:
<https://pro.europeana.eu/.../introducing-the-europeana...> ✓
#digitaleducationMOOC Europeanschoolnetacademy



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Objavljuje Jean-Jacques Ristorcelli · 19. veljače u 11:03 · 🌐

Festa di San Ghjuvà 🇲🇨

On June 23rd the "Fugare", the great traditional fire of St John, is lighted on the old port at the base of the citadel. The next day, a religious festival takes place in the heart of the Cathedral of Saint John the Baptist (the church of the fishermen) with a procession. 🔥

The feast of Saint John is associated with the summer solstice celebrated by a bonfire that witnesses our pagan origins. In Bastia, on the evening of June 23rd, a huge blaze is lit un... [Prikaži više](#)



Harbor Heritage Story Telling
Objavljuje Jean-Jacques Ristorcelli · 17. veljače u 11:59 · 🌐

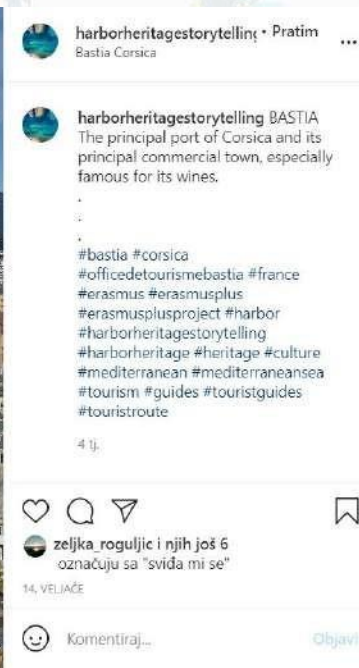
Celebration of the Black Christ in Bastia 🇲🇨

Every 3rd May, the Bastians honour the Black Christ of Miracles, "U Cristu Negru", during a mass in Corsican language and a blessing at sea, followed by a procession. This crucifix found at sea in 1428 is located in the Oratory of the Holy Cross, in the citadel of Bastia.

Legend has it that on the night of 2nd to 3rd May 1428, anchovy fishermen brought back in their nets a black wooden crucifix which glittered on the surface of the... [Prikaži više](#)



Identification and development of the channels of promotion



Identification and development of other channels of promotion

To reach your public, you have also to develop a network of tourism actors. This can be done through different ways:

- “Famtrip”: create an event in your port and invite journalists (tourism press and magazines) and Tour operators to discover your new offer
- Take part to Tourism exhibition, specialized in cultural tourism, sustainable tourism or alternative tourism and meet Tour operators and Tourism offices that could be interested by your offer
- Propose to Cruise companies and specialized TO your Discovery tour that could be part of the activities they propose (e.g. optional half day activity in the port)
- Get in touch with cultural associations, ‘sister’ cities, embassies and other institutions that could disseminate your Discovery tour supports of communication (flyer, video, etc.)



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