



## Harbor Heritage Story Telling



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## LEARNING PATH



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Module 1 - Participatory identification of Harbour Heritage

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Module 2 – Development of new discovery tours

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Module 3 - Heritage interpretation

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Module 4 -Promoting and marketing of a new tour

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Module 5 – Transversal competences

# Module 1 - Participatory identification of Harbour Heritage

New ability to set up and lead a Heritage Participatory Workshop and to facilitate the co-creation of new discovery tours

## Unit 1.1: Developing a Heritage Participatory Workshop

The objective is to set up a series of Workshops aiming at facilitating exchanges between stakeholders in order to define the most important elements of the tangible and intangible hidden (or not well known) heritage of the port to be highlighted and promoted.

## Unit 1.2: Facilitate local dialogue between different people from relevant sectors

In this unit, the coordinators and facilitators of the Heritage Participatory Workshops will learn to create a link between all the stakeholders in the project so that they can exchange ideas and build synergy around the tourism project.

## Unit 1.3: Inventory and diagnostic of the 'hidden' Cultural Heritage

Here, HHST provides solutions for additional participatory methods that can complete the work made during the Heritage Participatory Workshops

# Module 2 – Development of new Discovery Tours

Ability to manage and implement the tourism offer tours, based on sustainable tourism principles

## Unit 2.1: Build a tourism offer based on discovery tours

This unit will provide you with tools to better identify the strengths and weaknesses of your harbor to develop a viable Discovery tour project.

## Unit 2.2 Promote sustainable tourism

The Discovery tour developed should target sustainability. This unit will help you understand what sustainable tourism is and how to check the sustainability of your Discovery tour.

## Unit 2.3 Management and coordination strategy

When you are confident that the Discovery tour is viable and can attract visitors, you may develop your strategy to make your Discovery tour a real and successful tourism product.

# Module 3 - Heritage interpretation & Heritage Ambassadors

New capacity to guide the HHST tours, offering a new experience to visitors and engaging the local community

## Unit 3.1: Using Heritage interpretation techniques

In this Unit on Heritage interpretation, we will see how to enrich visitors' experience by provoking curiosity and proposing interactive presentation, and how to raise their consciousness, appreciation, and support for cultural harbour heritage.

## Unit 3.2: Guide & escort a new discovery tour in a port

This unit will help you going through different features to improve the way visitors are introduced and guided throughout the Discovery tour. These are elements that may promote positive relations with the local community and encourage future visits and/or new visitors.

## Unit 3.3: Mentoring a group of 'resource persons'

During this unit, you will get different information on how to become a 'mentor' of local resource persons to sensitize, encourage and guide them on how to take part to the promotion of their port's cultural heritage

# Module 4 - Promoting and marketing of a new tour

Get ready to better promote and put on the market the new cultural discovery tour

## Unit 4.1: Define your priority

This unit will lead you through the never-ending quest for knowledge and “catchy” stories hidden in your heritage. You will then be able to turn these stories into small and interesting gems attractive to different audiences.

## Unit 4.2: Create a visual identity

You will then address visual identity, a necessary element of communication to publicize a project or an approach.

What are the different elements consisting of the visual identity?

How to implement it ?

How is it applied in the different communication tools?

## Unit 4.3: Identify and develop channel of promotion

This unit will present the different types of social networks, their characteristics as well as elements to develop your own communication.

# Module 5 - Transversal competences

Get a positive mindset, improve team working and communication skills

## Unit 5.1 5.1: Intra-personal skills

"By learning, training and directing intrapersonal skills, a vast amount of inner potential will open up, ultimately advancing our human capacity leading us towards better mental wellness." (dr. Helena Lass)

## Unit 5.2 Inter-personal skills: teamwork and conflict management

One of the added values provided by the HHST approach is that it involves and serves different local actors, at different levels, all working towards cultural sustainable tourism. The method requests, of course, a positive mindset and team working skills.



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