GUIDING PRINCIPLES TO HELP ESTABLISH SUSTAINABILITY WITH THE INTANGIBLE CULTURAL HERITAGE ENTREPRENEURIAL SECTOR WITHIN THE FRAMEWORK OF THE ATLANTIC CULTURE SCAPE PROJECT

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1.- Sustainability, tourism and good practices in intangible cultural heritage

Sustainability has been present internationally since 1969. The theme of sustainability was central to the United Nations Conference on the Human Environment, in Stockholm (Sweden) in 1972. Since then, concern for sustainability has been gaining momentum. In 1987, the Brundtland Report defined, with an economic emphasis, sustainable development as that which guarantees the present needs without compromising the competence of future generations to face their needs. Since then, international organisations have continued developing the importance of sustainability in different forums and also at UNESCO's Conferences in Rio de Janeiro (1992), Johannesburg (2002) (Pereira Roders & Van Oers, 2011). In this sense, a significant milestone was reached in 2015, when the 70th General Assembly of the United Nations adopted the Sustainable Development Goals (SDGs), which are the foundations for public policies for a better future. The SDGs currently set the 2030 agenda and they are the backbone of the EU's policies. With these objectives, sustainability has shifted from an economic concept to a requirement in several fields of government and public management. It has three action areas: environment, socio-cultural context and economy.

In the middle of the last century, the tourism industry was growing exponentially, shifting from an elite activity towards mass tourism (Vallejo, 2002). This evolution led the public sphere to manage the majority of actions in the tourism industry. The expansion of tourism involves a greater impact on natural and social ecosystems, which means sustainability is a prioritised element in tourism supply and demand.

Sustainable tourism implies taking into account the impact of the tourism actions on the environment and in local communities. Consequently, objectives regarding sustainability should be defined with a special focus on the local community in the aforementioned fields: environment, society and economy (Terzić; Jovičić & Simeunović-Bajić, 2014).

Following this philosophy, the World Tourism Organization (UWNTO) points out three principles that should be observed by sustainable tourism:

- Using environmental resources in an efficient way, helping to conserve natural heritage and biodiversity.
- Promoting inter-cultural understanding and tolerance, as well as preventing the degradation of living beings, cultural heritage and traditional values.
- Adopting a long-term point of view in relation to the economic management of tourism. Opportunities and employment should be supported in the destinations by encouraging inclusiveness and respect for diversity.

Those three points by the UWNTO (2020) show that cultural heritage can serve to support sustainable tourism. In addition, modern tourism is essential to promote peace and social development: sustainable from the environmental and economic points of view (UNESCO, 2014, p132).

Management of cultural heritage must respect the local environment and, in particular, its climate. The environment includes inland and maritime spaces and the night sky. By taking them into account, deeper experiences can be achieved by tourists and local inhabitants, who obtain an increase in their standard of living (Lovrentjev, 2015). This proximity must facilitate suitable tourism management and the sustainability of tourism resources (Carta de Turismo Sostenible, 2015).

In relation to the tourism management that is related to intangible cultural heritage (ICH), sustainability involves the promotion of quality, the development of the standard of living of the inhabitants, the prevention of environmental over-exploitation — extracting either energy or raw materials or land use. In this regard, sustainability plays a vital role, as it supports personal and community development. Apart from generating non-intrusive tourism, sustainability also aims to prevent the massive migration from rural areas to urban areas, through sustainable employment. On this basis, tourist satisfaction should not prevail over the preservation of cultural heritage.

Safeguard measures on ICH must be planned from a broad point of view. The different facets of ICH evolve over time, and some time is needed by the aforementioned ecosystems to adapt to those changes and undergo an equivalent evolution. A series of social transformations should be supported.

The basic criteria for a code of ethics are also essential in the work with ICH. UNESCO (2015) elaborated a code of ethics containing 12 mandates, which can be summarised as follows:

1. Safeguard policy focused on the communities, groups and, if applicable, on individuals.

2. Those stakeholders will have the right to continue with any activity that they were doing that guarantees the viability of ICH.

3. Respect among groups, communities and agents must prevail.

4. Safeguard measures must be planned transparently. Collaboration with the communities must be subordinated to their authorisation, and they must be continuously informed.

5. Access to ICH and respect for customary uses must be guaranteed for the communities.

6. The ICH elements must not be subjected to external judgement about their value.

7. The communities must benefit from the safeguard measures and from the exploitation of their ICH.

8. The dynamic nature of the ICH must be respected.

9. The impact on the ICH or on the local communities must be expeditiously evaluated.

10. The communities and groups must identify, if applicable, the factors that put their ICH at risk.

11. Cultural diversity and the diversity of identities must be respected. Special attention must be paid to gender equality, the commitment of youth and respect for ethnic identities.

12. The safeguard of ICH is matter of general interest.

The Atlantic CultureScape (ACS) project deals with ICH, which comprises cultural elements that include values and cultural logics and patterns (Timón Tiemblo and Domingo Fominaya, 2009; Carrera Díaz, 2009). ICH is, in fact, a cultural reference and factor for social cohesion and for rooting in the territory (CUDC, 2013, p.12). Therefore, it is convenient that tourism initiatives be complemented with safeguard measures for

the ICH included in the Project. This document provides a series of suggestions that could be taken into account to fulfil the sustainable criteria for developing an economic initiative on ICH elements.

The ICH elements that are under study in the Project, as well as the actions taken for commercialising the elements, must be part of global human values. Each Partner observes their applicable law and the precepts of their communities. In summary, the general principles of sustainability (environment, society and economy) in the ACS project are complemented with the safeguarding of human values involved in the ICH.

2.- Elements of Atlantic CultureScape

In this section, the information provided through the Inventory Forms and the Report on Atlantic Significance are analysed. The objective is to establish a guide of good practices in future Project actions.

The Project activities 4.1, 4.2 and 4.3 have contributed with essential information for working on a sustainable tourism proposal. The actions of the Project were designed to take into account the social and ecological environment of the ICH elements. In particular, the Inventory Forms include an open field (5.3 – Sustainability) that was used to report any factor that could affect the environment or the local economy. After analysing this field across all of the Inventory Forms, two highlights are deduced. The first one corresponds to extractive resources, especially in traditional craftsmanship. The second one is the fragility of the ICH. Visitor flow can have a negative impact at a social, environmental, or economic level. The ICH proposal should support visitor flow while maintaining the preservation of the local community in those three aspects.

Continuing with the sustainability criterion, the next sections present the data analysis from a practical point of view. The objective is to provide additional tools for the Project to manage complex elements—collected in activity 4.3—that are difficult to quantify.

The selected sections in the Atlantic Significance report—involved persons and organisations: perception by the community or groups (v.4.2), Relationship with tourism (v.5.2.5), Safeguard measures (v.5.4), Acquisition and use of data: consent by the

community (v.6.1), allow us to know what elements are most feasible for unifying an international, sustainable, Atlantic tourist offer.

2.1.- Acceptance by the community

The community is the basis of ICH. Therefore, it is crucial to achieve a high level of consent from the Community. This would facilitate the work on the cultural heritage from the beginning, as stakeholders would recognise their interest in giving information. For this reason, we would focus on the item Consent of the community (v.6.1), which can have the following values:

a. Antagonistic opinions (for/against) have been found in relation to reporting certain ICH element, in the tourism field.

b. Certain reluctance has been detected, but no directly opposed opinions have been found.

c. The involved stakeholders and individuals agree on inventorying the cultural element, as well as its future relation with tourism.

In elements in which the answer (a) was reported, certain adverse opinions were found with regard to considering the cultural element as an ICH element. According to the Atlantic Significance report, only element 4008 – Scoraíocht (Ireland) yielded such an answer. If a commercial initiative were to include that element, monitoring the stakeholders' disparity of opinions could clarify whether any resistance could arise during the process. No precise suggestion can be made when no information is provided regarding the acceptance of the community, as is the case of element 6000 – Welsh textiles.

In Ireland, ICH elements 4012 – Traditional Music and Songs, 4009 – Gaelic Football, 4010 – Road Bowling, together with element 6002 – Mari Lwyd from Wales, report that certain reluctance was detected with regard to data management, i.e. answer (b). Identifying the agents that present such reluctance and their reasons, as well as describing the aspects of the element affected by this attitude, could support the success of future economic initiatives with those elements.

In all of the ICH elements, agreement was found on accepting to report the cultural interest of each corresponding item, i.e. answer (c). For all of the ICH elements, the corresponding Partner could reconsider including any element if clear resistance arose from a stakeholder.

2.2.-Integration of the ICH element in the community

The feeling that a community has about being represented by an ICH element is a key variable. For this reason, the documented elements are grouped below according to this feeling, while taking into account the aforementioned sustainability criteria.

This variable has been captured through Section 4.2 of the Inventory Forms – Perception of community or groups (Section 4.2 in the Atlantic Significance report). This field informs about any identity-related process, any perception of belonging to a group, any feeling that the ICH element belongs to the community, and any form of representation of the community through the element.

To gather and manage this information, the following answers were prepared: (i) High evidence – The element is considered as an identifier of the region or the community; (ii) Medium evidence – The element is valued and recognized by the community, either extensively or in specific guilds; (iii) Low evidence – The recognition by the community is scarce, and the element is supported above all by public bodies, without a community commitment.

Based on those possible answers, the Atlantic Significance report contains the percentage of ICH elements that have associated a high, medium or low value of perception of belonging and representativeness. In this document, we proceed to group the elements according to those levels of perception. Table 1 presents the 23 ICH elements in which a high evidence of belonging and recognition perception was found.

Table 1 High evidence: perception of individuals and organizations related to the community or groups

Domain	Subdomain	Element	Country - Partner
Oral traditions and expressions	Place names	Múscraí Gaeltacht place names and fieldname	Ireland
		Cabaqueiro´s language	Spain-Galicia
		Thalassonymy	
	Languages	Múscraí irish	Ireland
Performing arts	Dance	Irish Dancing	Ireland
	Music (vocal or instrumental)	Fiddlers Green Music Festival	Northern Ireland
		Traditional Welsh Music and Songs	Wales
		Sean Nos Singing[1]	Ireland
		Traditional Music and Songs[2]	
	Other	Road Bowling	Ireland
		Gaelic Football	
	Sung Poetry	Múscraí Poetry	
Social practices, rituals and festive events	Festivals	The Carnival of Cadiz	Spain-Andalucia
	Rites of worship	Pilgrimage of St Gobnait	Ireland
Traditional Craftmanship	Agricultural and farming jobs	Salt production in the Rio Maior salt pans	Portugal
		Salt "cheeses" in the Rio Maior salt pans	
		Salt Flower Production in the Rio Maior Salt Pans	
		Market Garden of Conil	Spain-Andalucia
		Dry wine making in Jerez de la Frontera	
	Hunting and Fishing	Traditional tuna fishing (almadraba)	
		Boat carpentry – (In Galiciann language: Carpintaría de Ribeira)	Spain-Galicia
		Job of making and mending fishing nets. In Galiciann language: Redería.	
	Techniques for the design of household goods	Wooden salt stores and locks	Portugal

According to Table 1, if we were to use a high value of perception as the only criterion to select elements for the ACS project, no elements from Spain-Cantabria would be included, and few elements from Northern Ireland and Wales would be included.

The 30 ICH elements with a medium level of perception are presented in Table 2. It yields a wider range of cultural fields and territories.

[1, 2] In the inventory forms that were set out in the document 4.3, the Community importance assigned to these two elements is not provided. However, this information has been supplemented, following direct communication from the partner Cork Institute Technology. Múscraí Traditional Music and Sean Nos Singing show a high evidence of belonging and recognition perception to the community of Múscraí Gaeltacht.

Table 2. Medium evidence: perception of individuals and organizations related to the community or groups.

Domain	Subdomain	Element	Country - Partner
Gastronomy and culinary arts	Form of processing	Killowen Distillery	Northern Ireland
		Technique of drying fish.	Spain-Galicia
Knowledge and practices concerning nature and the universe.	Stars	Astronomical Society	Wales
	Ethnobotany	Seaweed harvesting	Spain-Galicia
	Traditional Ecological Knowledge	Cantabrian Seed Network: crop and protection of autochthonous seeds	Spain-Cantabria
	Traditional Ecological Knowledge	José María Gaipo Prellezo -Sierra Tama	
Performing arts	Dance	Celtic Storm	Northern Ireland
	Dramatic Performances	Mari Lwyd	Wales
	Music (vocal or instrumental)	Tavern songs	Spain-Galicia
Social practices, rituals and festive events	Festivals	Mount festival, in Galician language: Festa do Monte	
	Social Practices	Scoraíocht	Ireland
		Kilclief Ben Dearg – Gaelic games	Northern Ireland
Traditional Craftmanship	Agricultural and farming jobs	Mourne Vintage Farming	
		Cork debarking	Spain-Andalucia
		Traditional salt extraction	
		Retinta cow stockbreeding	
	Decorative Arts	South Armagh Lace Collective Culloville	Northern Ireland
		Ring of Gullion Hand Craft and Arts	
		Technique and design of floral carpets	Spain-Galicia
	Forms of transport or protection against bad weather	Wooden Boat Builders	Northern Ireland
	Hunting and Fishing	Shellfish harvesting in fishing weirs	Spain-Andalucia
		Traditional woman spinner (in Spanish: Redera)	Spain-Cantabria
	Making of clothing	Weaving in Serra dos Candeeiros	Portugal
	Manufacture of musical instruments	Uileann Pipes	Northern Ireland
		Traditional rabel luthier (in Spanish: "Rabelista"	Spain-Cantabria
	Sumptuary Arts and Crafts	Mourne Textiles	Northern Ireland
		Palm weaving	Spain-Andalucia
		Cane basket weaving	
	Tool manufacturing	Traditional blacksmith (in Spanish: "Herrero")	Spain-Cantabria
	Other	Welsh textiles	Wales
		Weaving, spinning and dyeing of wool	

Finally, 7 elements were reported to have a low perception. They are shown in Table 3.

As mentioned, they were found in Spain-Cantabria and in Wales.

Table 3. Low evidence: perception of individuals and organizations related to the community or groups.

Domain	Subdomain	Element	Country - Partner
Knowledge and practices concerning nature and the universe.	Other	Lupicinio Martín	Spain-Cantabria
Oral traditions and expressions	Tales	Story Telling Pilgrimages in the Brecon Beacons	Wales
Social practices, rituals and festive events	Festivals	Cultural Association "Andruido en la Paré de Piasca"	Spain-Cantabria
Traditional Craftmanship	Decorative Arts	Traditional wooden-soled shoe maker	
		Traditional wool spinner	
		Traditional stonemasons	

In addition, Table 4 contains the elements for which no information was reported regarding the perception of the community. This has not been recorded in the inventory.

Table 4. Without evidence: perception of individuals and organizations related to the community or groups.

Domain	Subdomain	Element	Country - Partner
Traditional Craftmanship	Agricultural and farming jobs	Azenha do Olho d´Água (traditional water-mill)	Portugal
	Tool manufacturing	Fishing of the lamprey	Spain-Galicia

Before including elements with low evidence of perception or no information provided, it is recommended to gather more information about the corresponding elements, presented in Tables 3 and 4. The community is the agent who should decide what elements represent the community.

2.3.- Safeguard measures

This item corresponds to Section v.5.4 of the Atlantic Significance report. It comprises the measures aimed at ensuring the viability of the ICH. They consist of actions to face factors that jeopardise the continuity of the element. A lack of such measures could imply a fragility of such continuity, and therefore the exploitation of elements that had previously no safeguard measures should be supported by adding measures. The first essential measure has already been carried out: to elaborate an inventory of each ICH element by the Partners of the ACS.

Eight safeguard measures for heritage management were included on the Inventory Forms. They are based on the UNESCO list of ICH. These measures consist of: transmission (transfer and communication for any next generation); identification (when the element had been registered by any means as ICH); research (when deeper information than the one included in the Inventory Form is available); preservation (when certain measures were already taken to preserve the element); promotion (any kind of dissemination is already conducted); revitalisation (of the element, its use, presence and meaning for the community); improvement (a positive transformation was performed). In short, analysis of the safeguard measures will allow more careful work with the elements that have a poor safeguard policy.

In the Atlantic Significance report, a number of elements already had safeguard measures. That information is completed here by pointing out the elements that are most protected with safeguard measures, according to the Inventory Forms. This information is presented in Table 5.

Table 5. *Elements with a high percentage of safeguard measures: 100% (on white background) / 86% (on grey background).*

Domain	Subdomain	Element	Country - Partner
Gastronomy and culinary arts	Form of processing	Killowen Distillery	Northern Ireland
Knowledge and practices concerning nature and the universe.	Traditional Ecological Knowledge	Cantabrian Seed Network: crop and protection of autochthonous seeds	Spain-Cantabria
Performing arts	Dramatic Performances	Mari Lwyd	Wales
Social practices, rituals and festive events	Festivals	Cultural Association "Andruido en la Paré de Piasca"	Spain-Cantabria
Traditional Craftmanship	Agricultural and farming jobs	Salt "cheeses" in the Rio Maior salt pans	Portugal
	Agricultural and farming jobs	Salt Flower Production in the Rio Maior Salt Pans	
	Decorative Arts	Traditional wool spinner (in Spanish: Hilandera)	Spain-Cantabria
	Manufacture of musical instruments	Traditional rabel luthier (in Spanish: "Rabelista"	
	Techniques for the design of household goods	Wooden salt stores and locks	Portugal
Knowledge and practices concerning nature and the universe.	Traditional Ecological Knowledge	José María Gaipo Prellezo - Sierra Tama	Spain-Cantabria
	Place names	Cabaqueiro´s language	Spain-Galicia

Oral traditions and expressions		Thalassonymy	
Performing arts	Other	Gaelic Football	Ireland
Traditional Craftmanship	Decorative Arts	Ring of Gullion Hand Craft and Arts	Northern Ireland
		South Armagh Lace Collective Culloville	
	Hunting and Fishing	Job of making and mending fishing nets. In Galiciann language: Redería.	Spain-Galicia

Table 5 shows, on the one hand, that not all territories inventoried elements with a high percentage of safeguard measures. On the other hand, not all of those 16 elements highly supported by safeguard measures present a high level of evidence of the feeling of belonging in their respective communities. This correlation does not always occur due to the complexity of social processes configuring the environment of the ICH and the characteristics of each element in relation to its own social performance.

Most of the ICH elements have a medium percentage of safeguard measures, as shown in Table 6, which contains 28 elements.

Table 6. Elements with a medium percentage of safeguard measures: 71% (on white background), 57% (on grey background) and 43% (on blue blackground).

Domain	Subdomain	Element	Country - Partner
Knowledge and practices concerning nature and the universe.	Ethnobotany	Seaweed harvesting (Arghacería)	Spain-Galicia
Social practices, rituals and festive events	Festivals	Mount festival (Festa do Monte)	
Traditional Craftmanship	Hunting and Fishing	Boat carpentry – (Carpintaría de Ribeira)	
	Other	Weaving, spinning and dyeing of wool	Wales
		Welsh textiles	
	Tool manufacturing	Traditional blacksmith (Herrero)	Spain-Cantabria
Knowledge and practices concerning nature and the universe.	Other	Lupicinio Martín	
Oral traditions and expressions	Tales	Story Telling Pilgrimages in the Brecon Beacons	Wales
Performing arts	Dance	Celtic Storm	Northern Ireland
	Music (vocal or instrumental)	Traditional Music and Songs	Ireland
		Fiddlers Green Music Festival	Northern Ireland
		Traditional Welsh Music and Songs	Wales
	Sung Poetry	Múscraí Poetry	Ireland

Traditional Craftmanship	Agricultural and farming jobs	Retinta cow stockbreeding	Spain-Andalucia
	Decorative Arts	Traditional stonemasons (Cantero)	Spain-Cantabria
		Traditional wooden-soled shoe maker (albarquero)	
	Hunting and Fishing	Traditional tuna fishing (almadraba)	Spain-Andalucia
	Making of clothing	Weaving in Serra dos Candeeiros	Portugal
	Tool manufacturing	Fishing of the lamprey	Spain-Galicia
Oral traditions and expressions	Place names	Múscraí Gaeltacht place names and fieldname	Ireland
	Languages	Múscraí irish	
Performing arts	Dance	Irish Dancing	
Social practices, rituals and festive events	Festivals	The Carnival of Cadiz	Spain-Andalucia
	Rites of worship	Pilgrimage of St Gobnait	Ireland
	Social Practices	Kilclief Ben Dearg – Gaelic games	Northern Ireland
Traditional Craftmanship	Agricultural and farming jobs	Cork debarking	Spain-Andalucia
		Dry wine making in Jerez de la Frontera	
	Sumptuary Arts and Crafts	Palm weaving	

Finally, the elements with a low percentage of implemented safeguard measures are listed in Table 7.

Table 7. *Elements with a low percentage of safeguard measures: 29% (on white background) and 14% (on grey background).*

Domain	Subdomain	Element	Country - Partner
Knowledge and practices concerning nature and the universe	Stars	Astronomical Society	Wales
Traditional Craftmanship	Agricultural and farming jobs	Mourne Vintage Farming	Northern Ireland
		Salt production in the Rio Maior salt pans	Portugal
		Market Garden of Conil	Spain-Andalucia
		Traditional salt extraction	
	Hunting and Fishing	Traditional woman spinner (in Spanish: Redera)	Spain-Cantabria
	Sumptuary Arts and Crafts	Mourne Textiles	Northern Ireland
		Cane basket weaving	Spain-Andalucia
Gastronomy and culinary arts	Form of processing	Technique of drying fish. In Galician language: técnica do secado de peixe.	Spain- Galicia
Oral traditions and expressions	Tales	Story Telling Pilgrimages in the Brecon Beacons	Wales
		Sean Nos Singing	Ireland

Performing arts	Music (vocal or instrumental)	Tavern songs In Galician language: Cantos de taberna	Spain- Galicia
	Other	Road Bowling	Ireland
Social practices, rituals and festive events	Social Practices	Scoraíocht	Ireland
Traditional Craftmanship	Agricultural and farming jobs	Azenha do Olho d´Água (traditional water-mill)	Portugal
	Decorative Arts	Technique and design of floral carpets in Galician language: técnica e deseño de alfombras florais v	Spain- Galicia
	Forms of transport or protection against bad weather	Wooden Boat Builders	Northern Ireland
	Hunting and Fishing	Shellfish harvesting in fishing weirs	Spain- Andalucia
	Manufacture of musical instruments	Uileann Pipes	Northern Ireland

The continuity of the elements with a low percentage of safeguard measures should be guaranteed by extending those measures before commercialising a cultural element in the tourism sector. Some of the safeguard measures included in this item, such as promotion and revitalisation, can be carried out simultaneously.

Lastly, the Road Bowling of Ireland has no assigned safeguard measures. Thus, the recommendation is to verify the level of detail of the corresponding inventory and research this element in more detail. By doing so, the two basic measures mentioned would be addressed.

2.4.- Relationship with tourism

The relationship between each ICH element and the tourism in each territory has been analysed in the Atlantic Significance report (v.5.2.5). Based on those data, Table 8 presents the elements in which cooperation between stakeholders was detected. This means that heritage actions and tourism actions cooperate for mutual benefit through safeguard and dissemination measures.

Table 8. ICH elements in which stakeholders cooperate for the tourism industry.

Gastronomy and culinary arts	Form of processing	Killowen Distillery	Northern Ireland
Knowledge and practices concerning nature and the universe	Stars	Astronomical Society	Wales
	Traditional Ecological Knowledge	José María Gaipo Prellezo -Sierra Tama	Spain-Cantabria
Oral traditions and expressions	Tales	Story Telling Pilgrimages- Brecon Beacons	Wales
Performing arts	Dance	Celtic Storm	Northern Ireland
	Music (vocal or instrumental)	Fiddlers Green Music Festival	
Social practices, rituals and festive events	Rites of worship	Pilgrimage of St Gobnait	Ireland
	Social Practices	Kilclief Ben Dearg – Gaelic games	Northern Ireland
Traditional Craftmanship	Agricultural and farming jobs	Salt Flower Production in the Rio Maior Salt Pans	Portugal
		Salt "cheeses" in the Rio Maior salt pans	
		Salt production in the Rio Maior salt pans	
		Traditional salt extraction	Spain-Andalucia
		Retinta cow stockbreeding	
		Dry wine making in Jerez de la Frontera	
	Decorative Arts	Ring of Gullion Hand Craft and Arts	Northern Ireland
		Traditional stonemasons (Cantero)	Spain-Cantabria
	Hunting and Fishing	Shellfish harvesting in fishing weirs	Spain-Andalucia
	Techniques for the design of household goods	Wooden salt stores and locks	Portugal

The ICH elements shown in Table 9 are those in which the stakeholders and tourism and heritage activities recognise each other, but there is almost no communication between the two sectors.

Table 9. Elements in which recognition was found between the heritage field and the tourism industry.

Domain	Subdomain	Element	Country - Partner
Knowledge and practices concerning nature and the universe.	Ethnobotany	Seaweed harvesting (Arghacería)	Spain-Galicia
	Other	Lupicinio Martín	Spain-Cantabria
	Traditional Ecological Knowledge	Cantabrian Seed Network: crop and protection of autochthonous seeds	Spain-Cantabria
Oral traditions and expressions	Languages	Múscraí irish	Ireland
	Place names	Thalassonymy	Spain-Galicia
Performing arts	Dance	Irish Dancing	Ireland
	Dramatic Performances	Mari Lwyd	Wales
	Music (vocal or instrumental)	Traditional Music and Songs	Ireland
		Tavern songs (Cantos de taberna)	Spain-Galicia
		Traditional Welsh Music and Songs	Wales
	Other	Gaelic Football	Ireland
	Festivals	The Carnival of Cadiz	Spain-Andalucia

Social practices, rituals and festive events		Cultural Association "Andruido en la Paré de Piasca"	Spain-Cantabria
		Mount festival, in Galician language: Festa do Monte	Spain-Galicia
Traditional Craftmanship	Agricultural and farming jobs	Mourne Vintage Farming	Northern Ireland
		Azenha do Olho d´Água (traditional water-mill)	Portugal
		Cork debarking	Spain-Andalucia
	Decorative Arts	South Armagh Lace Collective Culloville	Northern Ireland
		Traditional wooden-soled shoe maker (albarquero)	Spain-Cantabria
		Traditional wool spinner (in Spanish: Hilandera)	
		Technique and design of floral carpets	Spain-Galicia
	Forms of transport or protection against bad weather	Wooden Boat Builders	Northern Ireland
	Hunting and Fishing	Traditional tuna fishing (almadraba)	Spain-Andalucia
		Traditional woman spinner (Redera)	Spain-Cantabria
		Boat carpentry – (Carpintaría de Ribeira)	Spain-Galicia
		Job of making and mending fishing nets.(Redería)	
	Manufacture of musical instruments	Uileann Pipes	Northern Ireland
		Traditional rabel luthier (Rabelista)	Spain-Cantabria
	Other	Weaving, spinning and dyeing of wool	Wales
		Welsh textiles	
	Sumptuary Arts and Crafts	Mourne Textiles	Northern Ireland
		Cane basket weaving	Spain-Andalucia
	Tool manufacturing	Traditional blacksmith (in Spanish: "Herrero")	Spain-Cantabria
		Fishing of the lamprey	Spain-Galicia

Neither cooperation nor recognition were found in the nine elements collected in Table 10. Those inventoried elements work outside the tourism industry. This presents a challenge when implementing tourism activities. However, it would be possible to establish a relationship between both areas as the project of tourism exploitation moves forward.

Table 10. Elements in which neither cooperation nor recognition were found between heritage field and tourism industry.

Domain	Subdomain	Element	Country - Partner
Gastronomy and culinary arts	Form of processing	Technique of drying fish. In Galician language: técnica do secado de peixe.	Spain-Galicia
Oral traditions and expressions	Place names	Múscraí Gaeltacht place names and fieldname	Ireland
		Cabaqueiro´s language	Spain-Galicia
Performing arts	Music (vocal or instrumental)	Sean Nos Singing	Ireland
	Other	Road Bowling	
	Sung Poetry	Múscraí Poetry	

Social practices, rituals and festive events	Social Practices	Scoraíocht	
Traditional Craftmanship	Agricultural and farming jobs	Market Garden of Conil	Spain-Andalucia
	Sumptuary Arts and Crafts	Palm weaving	

This comparison does not include element 3007 – Weaving in Serra dos Candeeiros (Portugal), since no data was reported in the analysed field.

3.- Good practices

Next, the good practices are described for developing sustainable tourism initiatives on ICH elements. The following ideas are supported by the good practices provided by UNESCO for ICH and take sustainability into account. This report is limited by the scope of the knowledge about the social context. However, based on the Ecosystem report (Working Package 4.1) and on the Inventory Forms, a series of conclusions are presented, which could support future actions in the frame of the ACS project. In a nutshell, in this Section the ICH elements are grouped according to their fields, and a series of general action lines is shown according to the three key sustainability points: social, economic and environmental.

3.1.- Traditions and oral expressions

The field of Traditions and oral expressions consists of an interesting resource in relation to integration and recognition, as those elements are based on communication processes. These cultural practices can lead to a mutual recognition between hosts and tourists.

From the economic point of view, Traditions and oral expressions can constitute a brand differentiation, which increases the value of local products. They can be also integrated in compiled products, such as riddles, sayings or, as shown in Table 11, books of traditional stories.

In the environmental sphere, Traditions and oral expressions can transmit empirical knowledge about the territory. This contributes to a better understanding of the region and a greater experience of sharing with foreigners, which increases the value of the

destination. In the ACS project, three forms of territory recognition have been inventoried through the toponymy.

Table 11. Oral traditions and expressions.

Subdomain	Element	Country - Partner
Languages	Múscraí irish	Ireland
Languages	Cabaqueiro´s language	Spain-Galicia
Place names	Múscraí Gaeltacht place names and fieldname	Ireland
	Thalassonymy	Spain-Galicia
Tales	Story Telling Pilgrimages in the Brecon Beacons	Wales

3.2.- Performing arts

Some tourists are attracted specifically by performing arts, for instance, dance, theatre, music and poetry, but also by traditional sports. This type of cultural elements can be the main objective of a tourist trip, or it can serve as a complement to other experiences. For this reason, they have been inventoried. Tourism activities are not in general directly linked to the volume of tourism flow. Therefore, it is expected that a significant part of the audience at performing arts is made up of locals. Tourists could join these audiences but could also participate in activities that are conceived specifically for visitors in activities related to dancing, traditional singing and workshops, among others. This form of tourist integration is a good basis for observing social, economic and environmental sustainability.

The social dimension of this line derives from the playful and cooperative aspects of the performing arts, and the competitive aspect of traditional games and sports. They are cross-generational leisure moments, where communication is established during the activity.

Many of these cultural assets take place outdoors. This could either be a risk for environment if the audience capacity were not clearly identified, or an advantage if tourists are provided with knowledge about natural areas in addition to being enrolled in those local activities.

Table 12. Performing arts.

Subdomain	Element	Country - Partner
Dance	Irish Dancing	Ireland
	Celtic Storm	Northern Ireland
Dramatic Performances	Mari Lwyd	Wales
Music (vocal or instrumental)	Traditional Music and Songs	Ireland
	Sean Nos Singing	
	Fiddlers Green Music Festival	Northern Ireland
	Tavern songs, in Galician language: Cantos de taberna	Spain-Galicia
	Traditional Welsh Music and Songs	Wales
Sung Poetry	Múscraí Poetry	Ireland
Other	Gaelic Football	
	Road Bowling	

3.3.- Social practices, rituals and festive events

Social practices, rituals and festive events serve as rituals for meeting and for updating personal relationships. During festivals, working duties are replaced by meeting and information exchanging. Special caution should be taken in developing new tourism activities from ICH elements in which no clear agreement is found in the community.

In relation to the environment, festivals, games and religious events involve the occupation of a natural area. As in the case of Performing arts, safeguard measures must be taken so as not to disturb wildlife and the landscape. In particular, pilgrimages and parades can aim at attracting visitors while the activity is also managed to respect the environment.

It should also be highlighted that, on several occasions, the natural environment or the landscape is the key variable of the festival, as in the case of the Mount festival in Spain-Galicia.

In the economic sphere, festivals are a direct touristic resource. They can attract visitors, but with the drawback of seasonality and proneness to over-exploitation. Cultural, sporting, festive and market activities can provide an economic resource.

Table 13. Social practices, rituals and festive events.

Subdomain	Element	Country - Partner
Festivals	The Carnival of Cadiz	Spain-Andalucia
	Cultural Association "Andruido en la Paré de Piasca"	Spain-Cantabria
	Mount festival (Festa do Monte)	Spain-Galicia
Rites of worship	Pilgrimage of St Gobnait	Ireland
Social Practices	Scoraíocht	
	Kilclief Ben Dearg – Gaelic games	Northern Ireland

3.4.- Knowledge and practices concerning nature and the universe

Knowledge and practices concerning nature and the universe are directly linked to the preservation of the territory. Part of this knowledge is related to the extraction of raw materials for craftsmanship, housing, food or transport. These cultural elements also prevent accidents, since they help the local population to know dangerous areas better, such as in the cases of sea sports and mountain sports.

This wisdom can be linked to oral expressions from which the names of some places are derived. This toponymy can have functions, such as orientation and transport, which could be used to develop services for tourism. Visitors could be involved both in valorisation and in dissemination of this culture.

This knowledge is usually transmitted either orally or through locally disseminated writings. This expertise consists of valued practices for environmental preservation, but also for offering high-quality tourism assets, fixed in time and in space.

Knowledge regarding the environment is useful for managing natural resources in a sustainable way, following traditional parameters that are not aligned to the quantitative and extractive approach that prevails in the farming and manufacturing industries.

Table 14. Knowledge and practices concerning nature and the universe.

Subdomain	Element	Country - Partner
Ethnobotany	Seaweed harvesting, in Galician language: Arghacería	Spain-Galicia
Traditional Ecological Knowledge	José María Gaipo Prellezo -Sierra Tama	Spain-Cantabria
	Cantabrian Seed Network: crop and protection of autochthonous seeds	
Stars	Astronomical Society	Wales
Other	Lupicinio Martín	Spain-Cantabria

3.4.- Traditional Craftsmanship

This branch of ICH elements is composed of 10 sub-domains, involving a great variety of elements across the territories of the ACS project.

Table 15. Traditional craftsmanship.

Subdomain	Element	Country - Partner
Agricultural and farming jobs	Mourne Vintage Farming	Northern Ireland
	Salt Flower Production in the Rio Maior Salt Pans	Portugal
	Salt "cheeses" in the Rio Maior salt pans	
	Salt production in the Rio Maior salt pans	
	Azenha do Olho d´Água (traditional water-mill)	
	Traditional salt extraction	Spain-Andalucia
	Retinta cow stockbreeding	
	Dry wine making in Jerez de la Frontera	
	Cork debarking	
	Market Garden of Conil	
Decorative Arts	Ring of Gullion Hand Craft and Arts	Northern Ireland
	South Armagh Lace Collective Culloville	
	Traditional stonemasons (in Spanish: "Cantero")	Spain-Cantabria
	Traditional wooden-soled shoe maker (in Spanish: albarquero)	
	Traditional wool spinner (in Spanish: Hilandera)	
	Technique and design of floral carpets	Spain-Galicia
Forms of transport or protection against bad weather	Wooden Boat Builders	Northern Ireland
Hunting and Fishing	Shellfish harvesting in fishing weirs	Spain-Andalucia
	Traditional tuna fishing (almadraba)	
	Traditional woman spinner (Redera)	Spain-Cantabria
	Boat carpentry – (Carpintaría de Ribeira)	Spain-Galicia
	Job of making and mending fishing nets. (Redería).	
Making of clothing	Weaving in Serra dos Candeeiros	Portugal
Manufacture of musical instruments	Uileann Pipes	Northern Ireland
	Traditional rabel luthier ("Rabelista")	Spain-Cantabria
Sumptuary Arts and Crafts	Mourne Textiles	Northern Ireland
	Cane basket weaving	Spain-Andalucia
	Palm weaving	
Techniques for the design of household goods	Wooden salt stores and locks	Portugal
Tool manufacturing	Traditional blacksmith (Herrero)	Spain-Cantabria
	Fishing of the lamprey	Spain-Galicia
Other	Weaving, spinning and dyeing of wool	Wales
	Welsh textiles	

Traditional craftsmanship incorporates the manufacturing of a product, usually from raw materials that are extracted in the proximity of the region. Nevertheless, globalisation allows new materials to be used in the traditional techniques, so that it is

not possible in some cases to find the previously used material (for example: net makers). In these cases, it is advisable to know to what extent local materials and/or elements that are less aggressive on the environment are used. It is also interesting to recover the use of local materials, at least for producing replicas (for instance, small-sized fishing nets, with which people can play along the seashore) in order to increase the added value and the quality of the products. This approach would assign a sense of exclusivity to the local products, while minimising any impact on the environment.

The resulting goods and the traditional techniques are not always suitable for consideration as souvenirs. However, it could be feasible to convert certain techniques to produce small objects that could be commercialised as mementos of a trip.

The same work process can be included in the local craft schools. Visitors can join those works and try to participate in the manufacturing process, rather than being limited to watching and learning from an expert. In addition, this cultural field is related to the extraction and processing of food in local economies, associated to the local gastronomic offer.

A recommendation that should be given is to complement the traditional craftsmanship activities in tourism with a clear explanation about where the traditional essence lies, which elements are innovative, and where the raw materials come from. Apart from what has previously been indicated from the economic point of view, these techniques can promote employment in the involved regions.

In the social sphere, these techniques allow a cross-generational relationship, since learning is characterised by its empirical nature, through the master/apprentice or family-based structures. Human relationships are also fostered in these activities from the exchange of goods.

Hunting and fishing, farming production, extraction of raw materials for basketry and carpentry are activities with a direct impact on the environment. However, while producing on a small scale, raw materials extraction can contribute to environmental balance. For example, it would be the case of silviculture with high-quality species for sea carpentry or for woodwork in construction. This kind of information is highly-valued,

and it should be transmitted to tourists that are interested in marine carpentry or woodwork for construction.

3.6.- Gastronomy

Following the UWNTO recommendations, gastronomy has been added in the set of ICH elements due to its relevance in the tourism industry. Gastronomy is composed of the selection of raw materials, their transformation, presentation and, finally, their consumption as food. This last activity can be experienced as an expression of sociality, as when French and Mediterranean cuisines are declared ICH.

The processing methodologies for local raw materials are interesting, since they usually have a short distance range, and thus local farming and fishing covers the regional demand. Traditional food production combines a territory with the local community, which can convert it into a powerful motivator for tourism.

The dissemination of the value and the knowledge that are intrinsic to these transformation processes will facilitate increased clientele in the restaurant industry. With regard to the environment, local gastronomy usually presents low-tech and environmentally friendly processes, which minimise energy use for transport and preservation of resources when gathering local species for human consumption.

Table 16. Gastronomy

Subdomain	Element	Country - Partner
Form of processing	Killowen Distillery	Northern Ireland
	Technique of drying fish. In Galician language: técnica do secado de peixe.	Spain-Galicia

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