

Enhancement of Underwater Archaeology as an innovative tool for development sustainable and creative tourism



Project overview

U-MAR - Promotion of underwater archeology as an innovative tool for the development of sustainable and creative tourism is an EU project funded under the Erasmus Plus Program. It brings together 7 partners from 5 EU countries with the aim of promoting knowledge and valuing heritage related to underwater archaeology, training experts with specific skills on underwater archaeology, developing sustainable and environmentally friendly tourism that includes underwater archaeology, providing guidelines to institutions to further improve strategies for the mentioned area, by strengthening knowledge about this heritage within the tourist and local communities.

PARTNERSHIPS

- La Rotta dei Fenici (IT)
- Regione Sicilia (IT)
- International Centre for Underwater Archaeology in Zadar (HR)
- Fundación CEIMAR (SP)
- Pafos Regional Board of Tourism (CY)
- Associação Comercial e Industrial do Funchal - Câmara de Comércio e Indústria da Madeira (PT)
- ARGO S.R.L. (IT)

Results of the first year of implementation:

INITIAL KICK OFF MEETING IN SELINUNTE (IT)

On March 30, the project partners took part in the first transnational meeting of the **U-Mar** project, which was held in Selinunte (IT).

During the meeting, the Coordinator gave an overview of the project and the organizational management structure, and also presented the results of the project to be achieved. The partners discussed all the activities to be carried out and the next steps to be taken, with special emphasis on the organization of the upcoming Transnational Training for Trainers.

TPM IN ZADAR (HR)

The second TPM will be held in Zadar (HR) on September 23: the partners will discuss/analyze the work done during the Training for Trainers (May-June '22), the results and materials produced to define the new training Course (R1), the next steps and inquiries. ICUA Zadar (host partner) will present a draft proposal for the content of the Training Course, and the final version will be defined

with all partners. Initial activities related to the Platform will be launched and discussed. The most part of the U-MAR project consists of providing new skills and knowledge to cultural workers working in the field of sustainable tourism and heritage conservation.

To this end, the Transnational Training for Trainers was conducted in Selinunte (IT) from May 30 to June 4, 2022, in coordination with the Phoenicians' Route and ICUA Zadar, examining various topics related to the improvement and management of underwater archaeology:

1. Underwater archaeology, documentation techniques and the importance of its preservation;
2. Communicative interpretation, improvement and expansion of underwater archaeological heritage;
3. Common management strategies;
4. Assessment of the impact of tourist activity on the marine environment;
5. Creation of underwater archaeological cultural itineraries;
6. Digital transition of cultural activities;
7. Legal regulation of protection, musealization, tourism and recreational diving.

Expected results

(1) New underwater archeology course for cultural workers

One transnational training for trainers will be held, which will include employees of the institutions working together, and will result in the development of a new innovative course on underwater archeology for cultural workers by including creative subjects for the improvement and management of underwater archaeological sites. The project also envisages the implementation of 5 on-site test trainings in partner countries to test the new training course and refine/adjust it based on the feedback received from the testing.

(2) E-learning platform

The partners will conduct an initial assessment and research phase, followed by the technical design of the Platform and the collection of information and materials that will be available in the various sections of the Platform. The partners will then upload the content and launch the platform with the aim of providing training opportunities on underwater archeology to interested stakeholders, as well as information on existing sites and their activities.

(3) Underwater Archeology Interpretive/Learning Centers

Interpretation centers will be established along the Phoenician route to enhance and promote underwater archeology and generally educate tourists and European citizens about this important cultural heritage. Their implementation will begin with research on the state of the art of this topic, followed by the collection of input data and materials, the definition of learning and storytelling paths, and finally the establishment of the interpretation centers themselves.