

THE FISHERMAN'S ROUTE PROJECT: AN INTERINSTITUTIONAL COLLABORATION INITIATIVE

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Abstract

The School of Management and Industrial Studies (ESEIG-Vila do Conde) of the Polytechnic of Porto (IPP), through the bachelor degree in Information and Documentation Sciences and Technologies (CTDI) was approached in 2015 by the parish of Vila do Conde to develop a joint project with the intention of preserving the identity and the cultural connection of Vila do Conde with the fishing activity and its fishermen - that have in Caxinas and Poça da Barca one of the biggest communities of fishermen in the country - through the creation of a cultural and touristic project called "A Rota do Pescador" (The Fisherman's route). In the school year of 2016/2017 the bachelor degree in CTDI has started to be taught in the Porto Accounting and Business School (ISCAP), also from the Polytechnic of Porto, and the project has continued in the same lines that had been established. The increasing importance of the informational heritage as an agent that generates value and as a distinct identity is, nowadays, a key element to create, distinguish and enrich tourism activities based on the realities of the local heritage. As a matter of fact, the tourism is now seen as strategic for the local development. This intends to be a multifaceted project that was born from the collaboration between a local government body and a higher education institution, that aims to collect, recover and recreate information, traditions, as well as inventory resources covering several forms of heritage.

Actually this project assumes that the information is more than ever something that must be preserved, and therefore we have gathered the information about the fishing and gastronomic traditions of these communities, as well as about their own use of language and we have carried out the mapping of a touristic pedestrian route – All this work was developed by some students, within the scope of the curricular unit of internship, in the third year of the degree and always under the supervision and guidance of the teacher responsible for these internships. So far, it was possible, through this project, to infer the importance of the collection and retrieval of information skills that the information professional holds, and its implementation in alternative scenarios and working realities, in this specific case, in collaboration with a local government body and in the development of a project of cultural and touristic nature.

Another aspect considered, is the acceptance given by the communities under consideration to the efforts developed in order to promote and preserve this traditional knowledge that at the end represents the information that has been conveyed from generation to generation.

This project is still in progress, we intend to develop more work in the scope of this institutional collaboration, creating, for example, a family tree of these communities, an electronic catalogue, a glossary with a visual navigation system and a website for the project.

Keywords: Interinstitutional collaboration, The Fisherman's Route project, Local development, Informational heritage.

1 INTRODUCTION

The growing importance of informational heritage as a value-creating agent and as a creator of a distinct identity is nowadays an essential element in creating, distinguishing and enriching tourism activities based on the realities of the local heritage. In fact, tourism is seen as strategic for local development. The reality of the fishing communities of Caxinas and Poça da Barca, one of the largest fishing communities in the country, which over the centuries produced habits and customs very own, led the Town Council of Vila do Conde to begin a joint project with the objective of preserving the identity and cultural connection of these communities with their city. The cultural and tourist project "The Fisherman's Route" emerges as a multifaceted project that aims to collect, recover and recreate information, traditions and inventory of goods, covering various forms of heritage.

The cultural heritage consists of everything that history has transmitted, culture in its immaterial dimension: language and customs, folklore, musical and artistic traditions, dances, homemade products, culinary specialties, without forgetting artistries, crafts and the old know how to do. In effect, the concept of heritage refers to the legacy we inherited from the past and which we pass on to future generations. Although this definition has not lost its validity, we cannot understand heritage only as the tangible vestiges of the historical process [11]. All material manifestations of culture created by man have a physical existence in a place and in a certain temporal period. Some of the manifestations are eventually destroyed and disappear, exhausted in their functionality and meaning, victims of non-preservation. Others end up surviving creators, accumulating other material expressions.

However, we must consider that heritage is not only the legacy that is inherited, but the legacy that, through a conscious selection, a significant group of the population wishes to bequeath to the future. That is, there is a cultural choice that underlies the will to transfer cultural heritage to future generations. And there is also a notion of ownership by a particular group of the legacy that is collectively inherited. The notion of patrimony arises when an individual or a group of individuals identifies as their own an object or a set of objects [3].

In Portugal, the professional term of information is associated with the figure of the librarian, although it is a generic nomenclature for every professional, who in some way has the information as a work object. These professionals then gather several skills and competences that enable them to manage information as a resource [12]. Over the last two decades, the needs and expectations of different users of different information centres, such as libraries, museums and archives have become increasingly sophisticated, and the information professionals working in these centres are increasingly concerned with the availability resources for all, within and outside the organization where they work [13]. The information professional can, in this context, have a preponderant role in this type of projects since the proximity between Tourism and Information Science is intensified by the characteristic of the process of disciplinary integration, often around the same object. In this process, pluridisciplinarity would be the minimum pole of disciplinary integration, transdisciplinarity the maximum pole and interdisciplinarity, the multiple variations between the two extremes [7]. Information professionals should take advantage of the tremendous interest in the cultural heritage that already exists and use as an advantage for the positioning of libraries, archives and museums in order to encourage social and cultural heritage and offer a unique opportunity for these centres to work and lead together in the century XXI [8].

This project focuses on the unifying idea that informational heritage is, more than ever, something that must be preserved because in its essence this type of heritage is, on one hand, a potentiator of the preservation of this patrimony but, on the other hand, it enables the development of unique services and resources of a touristic nature, capable of promoting and stimulating local development. Thus, this is a multifaceted project that intends to value and disseminate informational assets directly and indirectly associated with fishing, making it important to make known to the country and the world the sea people of these communities, through the creation of the cultural and tourism project "A Fisherman's Route ", with the intention of conceiving a tourism approach to this heritage, allowing the sustainable development of these same communities and the city itself. This communication is based on a project associated with the Fisherman's Route whose main objective was to collect information associated with the typical language used within these communities, promoting the creation of a glossary.

2 METHODOLOGY

We consider that the project goes through three distinct phases: 1) collection and retrieval of information; 2) analysis of the information collected; 3) structuring information. The main results to be achieved are:

- 1 Collect and retrieve information about typical words related to Fishing and the Daily Life of the Caxinas and Poça da Barca communities;
- 2 To treat and analyze the information collected through content analysis and the organization of information;
- 3 Structure the information so that the final product can be reached, the *Linguarejar Caxineiro Glossary*.

In order to achieve the objectives identified above, there was a need to structure the different stages and the tasks to be developed (Figure 1):

- a) Work Plan:
 - Define methodologies;
 - Define resources and tools.
- b) Collection of Information:
 - Documentary research in the Municipal Library and in the Municipal Archives;
 - Structure of the Interview Guide;
 - Conducting Interviews.
- c) Analysis of Information:
 - Treatment of Information collected at the Municipal Library and at the Municipal Archives;
 - Selection of Information to create the Glossary;
 - Transcript and analysis of interviews;
 - Selection of Information to create the Glossary.
- d) Elaboration of the Internship Report

The Work Breakdown Structure created and visible below served as a guideline for stage planning, by dividing project tasks and establishing interim dates for project delivery. This decomposition strategy allowed us to divide the work into smaller components and make better time management.

The tree structure is built in the form of a hierarchical structure, considering the structuring of the general to the specific and as exhaustive as possible, oriented to the deliveries, life cycle phases or subprojects that had to be completed until the project finalization.

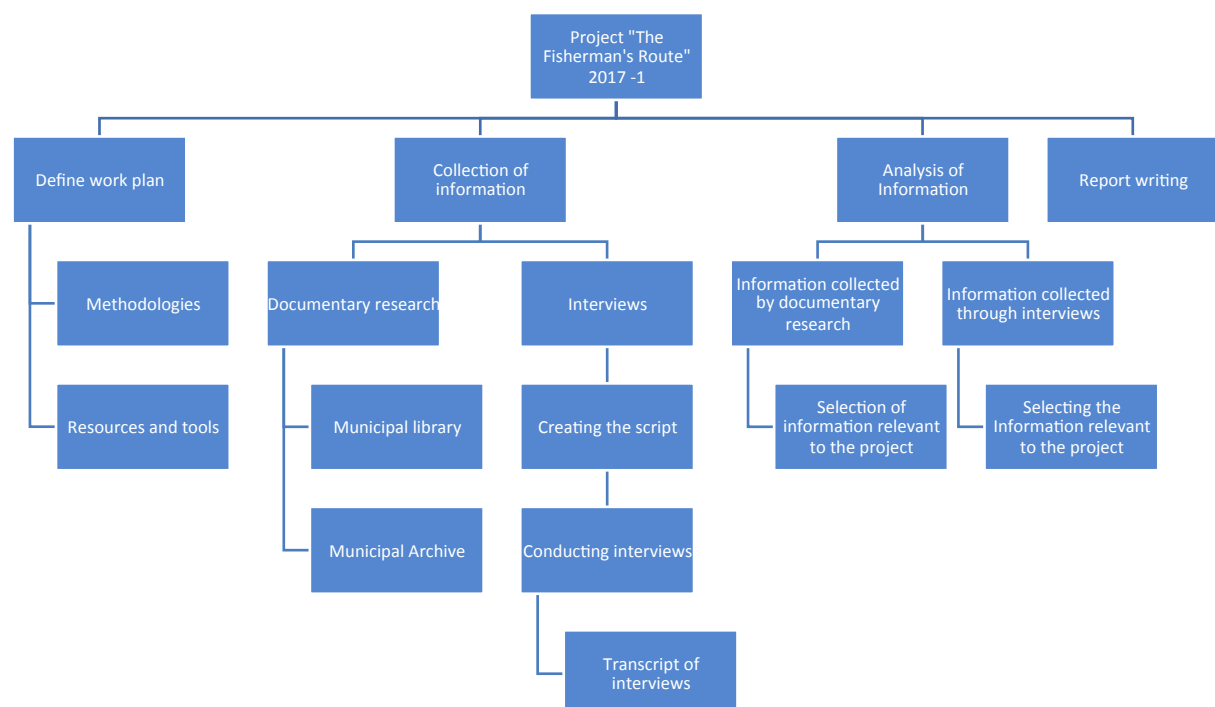


Figure 1. Work Breakdown Structure of the Linguarejar Caxineiro Glossary project.

Below is the proposed schedule to comply with the Internship Project (Table 1).

Table 1. Project Schedule

Tasks	Duration (Start Date and End Date)
Work Planning: a) Define Methodologies; b) Define Resources;	From 20th February to 27th February 2017
Information Research: a) Documentary survey in the Municipal Library and in the Municipal Archives; b) Structure of the Interview Guide: Conducting Interviews	From 06 March to 24 April 2017
Analysis of Information: a) Treatment of information collected in the Municipal Library and in the Municipal Archives: Selection of Information to be included in the glossary b) Treatment of information collected during interviews: Transcript of Interviews Interview Analysis Selection of Information to be included in the Glossary	28 March to 29 May 2017
Report writing	From 30 May to 13 June 2017

Concerning the interviews, it was necessary to have some care regarding the interaction with the interviewees because they were reserved for the interviewers. The interviews were composed of direct questions and in the course of the interviews a cordial, pleasant tone was used as well as a positive communicative posture. The interviews had recourse to sound recording, and the interviewees were asked to consent to participate in the study. In all, 13 interviews were conducted, searching for information in the most diversified areas, from fishermen, former fishermen recognized in cod fishing, inhabitants of Caxinas and Poça da Barca and fishermen's wives.

These interviews aimed to collect live accounts of what were and are the typical words of the region and the proverbs mostly used in the communities Caxinas and Poça da Barca.

Thus, two interview scripts were created, one for the fishermen and the other for the wives of the fishermen. Both were based on a small contextualization of the Project, the fishermen interview script contained 10 questions and the fishermen's wives contained 7 questions. The topics covered were mainly about fishing and what it implied, about typical expressions of Caxinas and Poça da Barca and also about proverbs.

Semi-structured interviews were conducted for the collection of information. Interviews in the semi-structured format consist of a middle ground between the structured and the unstructured.

The great advantage of this type of interview is the versatility. At the same time that the researcher can obtain more in-depth results on the opinions of the interviewees, he can also direct the questions so that the research does not become a rambling, and it can serve as a basis for more targeted research in the structured format.

In this work it was also necessary to obtain and retrieve information about the fishing activities carried out in the communities of Caxinas and Poça da Barca, so that the José Régio Municipal Library (books of the local collection) was also used, the ones concerning fishing activities and the language of these communities. The bibliographical survey also took place in the Municipal Archive of Vila do Conde.

3 RESULTS

The main results are related to the acquisition of cultural information, identity of the communities of Caxinas and Poça da Barca, Vila do Conde, Portugal. It was effectively collected and analyzed information that made possible the creation of a glossary where the Linguarejar Caxineiro of these fishing communities was present, with its own characteristics such as the open pronunciation of the vowels, especially the "a", the dragging of the penultimate and last syllables of the last word of the sentence [6]. The document has been created, structured and sent to a graphic to be printed and made available to the community.

The glossary created is structured in different sections:

- a) Typical expressions of these communities;
- b) Words used in everyday life;
- c) Words used in Fishing;
- d) Proverbs.

In the course of the project, some difficulties and limitations were identified, and certain options were consequently taken. In fact, throughout this project a great difficulty was identified that consisted in the low adhesion of the population of the Caxinas and Poça da Barca to the participation in the interviews. The attempt to solve this problem could be the constant presence of a recognized and respected personality in the community, as happened last year, but this year it was not possible. Thus, the major limitation identified is the little information of interest to the project that was collected through the interviews.

4 CONCLUSIONS

Information is more than ever something that must be preserved, in this sense this project has proved to be of great importance not only for "The Fisherman's Route" but also for the preservation of the intangible heritage of the communities of Caxinas and Poça da Barca, in particular the Linguarejar Caxineiro. This project also demonstrated that the information retrieval and retrieval skills that the information professional holds are pertinent in alternative scenarios, in this case, in a cultural and tourism project.

Another aspect that should not be overlooked is the importance that the communities give to the efforts made to promote the preservation of these traditional knowledge, which in essence represent the information that has been transmitted from generation to generation. It is important to emphasize the importance that this project will have for this community of Caxinas and Poça da Barca, because there are centuries of history that have never been portrayed at this level.

The objectives were achieved with the first steps taken in an area that is not very well explored but are of great importance for the community and for its development. This project faced some difficulties that were overcome by using different strategies, in particular by documentary analysis.

Past work has already been developed, namely the creation of a project logo, the identification of fishing techniques and utensils used by these communities as well as their clothing and gastronomic traditions, a pedestrian route was associated with places and built heritage of importance for these communities and created merchandising linked to the fishing tradition.

This project did not end with this stage because more work is intended to be developed over time. The next project is expected to be linked to the creation of a family tree of the Community of Caxinas and Poça da Barca, an online catalog, a visual navigation glossary and a project website.

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