



The Importance of Story in Heritage Tourism

Heritage

- The collective values, beliefs, traditions, experiences and accomplishments of a group of people.
- Expressed through communal activities, social patterns, institutions, work, writings, arts and inventions.

Heritage

- The way people relate to their environment.
- The way they design their surroundings

Heritage Through The Arts

- Heritage is multidimensional,
- It is interdisciplinary
- One approach - Heritage as social science
- Our focus is on using the arts and humanities in heritage tourism

Our Challenge

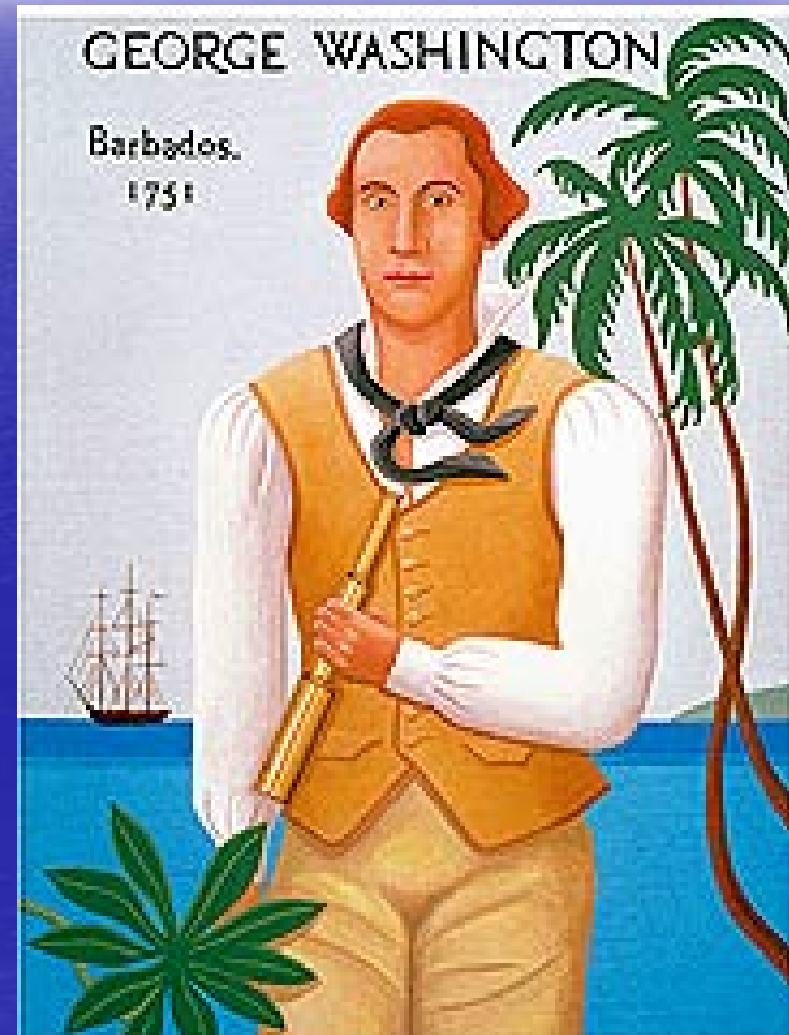
- To find the best way to bring a heritage tourism site to the public

QuickTime™ and a TIFF (Uncompressed) decoder are needed to see this picture.

George Washington House

Our Historical Tendency

- We tend to over-value things European over things African



The Choices We Make

- We preserve fine examples of colonial military architecture
 - Fortresses, naval stations, and garrisons
- Yet there is no museum or centre that provides a comprehensive picture of slavery



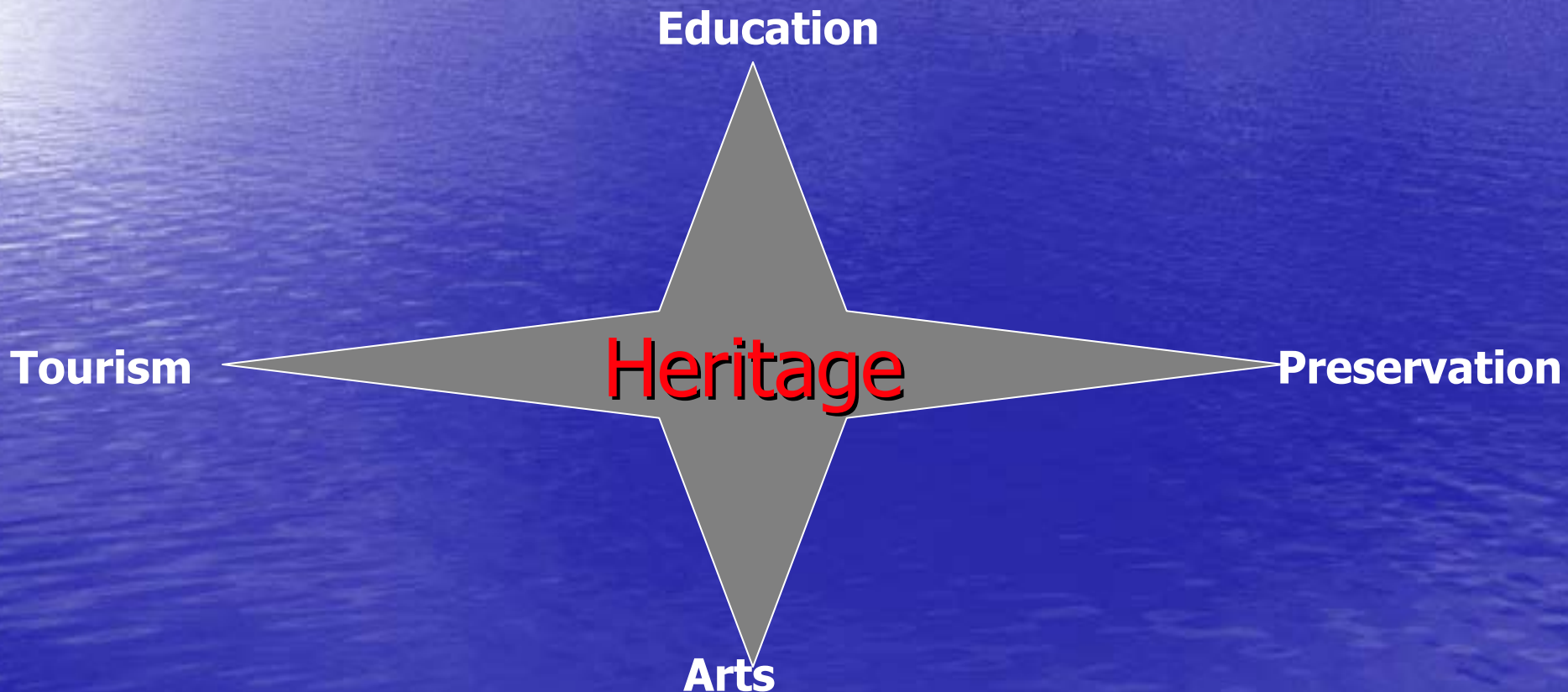
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NONE BUT OURSELVES CAN FREE US
1981 MALDEN MARKET

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We Need To Build Bridges

- Between the arts, heritage preservation, heritage education and heritage tourism



Living Heritage



- Heritage not only refers to the past
- Our emphasis is on living heritage
 - Folk life
 - Traditional knowledge
 - Religion
 - Culture

Heritage Is a Story

- Story is interpretation
- Interpretation is critical in presenting historic sites
- Giving information is not interpretation
- Interpretation reveals and frames factual information

Good Interpretation

- Captures the essence of a place, person or idea
- It comes from our creative imagination
- Using the skills of filmmakers, visual artists, poets, singers, dancers and dramatists.

Heritage Tourism

- Adds value
- Complements vertical integration
- Augments and supplements the primary tourism product
- Generates operating efficiencies
- Increases productivity yields

Telling Your Story

- Begin with identifying unique characteristics of your heritage,
- Which function as the motivating premise of the story
- Identify the core elements of your community

Telling Your Story

- Heritage is what defines our communities
- It is where community interaction takes place
- It is what makes heritage attractive to visitors

Heritage

- Is a democratic concept
- It is a collective experience
- It should benefit and uplift the entire community
- It is OUR heritage

Heritage Tourism

- Provides opportunities
 - To heal
 - To re-present the past in a holistic way
 - To reap economic benefits

Tyrol Cot Heritage Village



Tyrol Cot: Cultural Disconnect

- Community feels no sense of ownership
- Little or no community involvement
- Very little sense of story
- One does not experience the lives of people involved.

Heritage Tourism is Community-Based

- An engaged community participates in living heritage and in telling its own story
- Creates local interest and involvement

What Travellers Want?

- Added value to the basic tour
- Interest in the history and traditions of local communities
- Authenticity and human contact
- Items produced by the hands of artisans

Successful Heritage Tourism

- Respects local culture
- Integrates local sourcing of inputs
- Views community as a central stakeholder
- Feeds sustainability by returning some profits to the community

Pelican Village

- Pelican Craft Market
 - Before



- After redesign

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The Power of Story

- Storytelling is a cultural process
- It plays a fundamental role in our lives and in how society functions
- It is how we make meaning of our lives
- Every human needs a story
- Every community has a story

The Story

- More than an exhibit, artifact or a built structure
- Always has a storyteller
- Involves a community, personality, event or a place
- Authenticity is critical in storytelling
- Vital to the success of heritage tourism

Oistins



- Another story !!!