



# The Errol Barrow Centre for Creative Imagination



## *“Towards National Strategies for Sustainable Heritage Tourism Development in the Caribbean”*



The Ministry of  
Tourism,  
Barbados

**Towards National Strategies  
for  
Sustainable Heritage Tourism Development in the  
Caribbean**

**Perspectives and Challenges of  
Heritage Tourism Development**

**A Presentation  
at**

**The Errol Barrow Centre for Creative Imagination at UWI's Cave Hill Campus**

**Feb. 18-19, 2008**

Conducted by

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# Agenda

- Perspective and Challenges of Heritage Tourism Development
- Our working session

# We agree that...

Heritage tourism involves travel to sites that in some way represent or celebrate an area, community, or people's history, identity or inheritance. Heritage attractions are typically divided into three categories:

- Natural
- Cultural (way of life including events and festivals)
- Built

(Source: Nicholls, Vogt and Hyun Jun, 2004, 38)

# Attractions Are Important!

“Attractions are arguably the most important component in the tourism system. They are the *main motivators* for tourist trips and are the *core of the tourism product*. Without attractions there would be no need for other tourism services. Indeed tourism as such would cease to exist if it were not for attractions” (Swarbrooke, 1995, 3).

# Heritage Tourism's is Increasing in Importance

- Approximately 80% of US travelers considered as being 'historic/cultural' tourists
- Increased by approximately 10% over 6 years
- Spend more money per trip than the US average
- Stay longer than the US average
- Approximately 40% of all travelers studied consider cultural or historic activities a vital part of any trip

(Sources: Nicholls, Vogt and Hyun Jun, (2004, 38) and Travel Industry Association, 2003 and Smithsonian Magazine 2003 Study)

# For the Caribbean

- The existing reality
  - Our natural heritage is still a major motivate for travel
  - Research has indicated that the percentage of guests motivated by our rich heritage and culture varies.
- Changing patterns in the marketplace:
  - Increased interest and research into heritage of destinations - visitors demand quality experiences
  - Greater concerns about health and the sun
  - Increasing costs of travel
- More than visitor spending

# Community Engagement



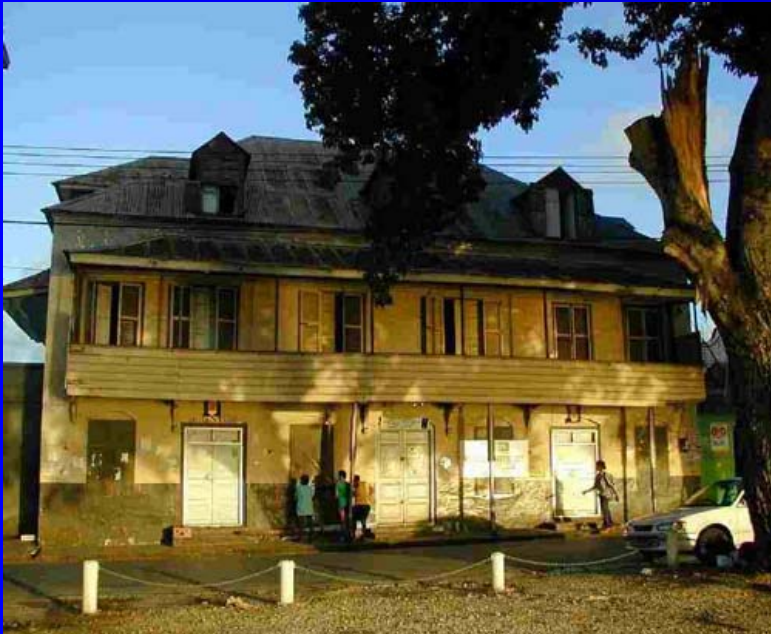
# The African Diaspora



# Aruba



# Opportunity



“Strict Guardians of our Heritage,  
Firm Craftsmen of our fate” (Barbados National Anthem)

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# Strategy and Agenda for our Working Session

# The Objectives are Simple

- To start the dialogue
- To identify, understand and document the challenges facing heritage tourism
- To examine strategies to overcome these challenges and identify resources that can be mobilized to overcome the challenges

# The Structure of the Session

- We want to hear from you!
- There are 3 segments as indicated by the task sheet
- The task sheet is designed to guide the discussions

# Rules for the Road

- We are all entitled to our opinion
- We will all have an opportunity to share our opinion
- The only silly or foolish idea is the one that is not shared
- No single person is as great as all of us
- We will treat each other as we would like to be treated
  - We will respect the opinions of our colleagues
  - Personal attacks are **NOT** acceptable

# In Conclusion

- We thank you for your attendance and participation
- We look forward to a very positive session of sharing and discussion