



# The Errol Barrow Centre for Creative Imagination



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



The Ministry of  
Tourism,  
Barbados

# BMHS as Tourism product

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# Front Façade BMHS



# Barbados Museum & Historical Society Mandate

- **The Barbados Museum & Historical Society is a non-profit institution. Its mandate is to collect, document and conserve evidence of Barbados' cultural, historical and environmental heritage; and to interpret and present the evidence for all sectors of society.**

# What is the product?

- Building and Galleries
- MICE Venue - Meetings, Incentives, Conferences and Exhibitions
  - Event venue - film & TV shoots, weddings & incentive group activities (the latter are overseas corporate groups/non-profit organisations offering a trip as a motivational incentive to staff/members)
- Heritage research (including use of our library & other collections - research or reproductions)

# Collections



FROG BOWL  
Lands End, Barbados



# Newton Slave Burial Ground



# WTO projection

- By 2020 international arrivals are expected to surpass 1.5 billion people.
- In 2007 **+6% growth rate** , **898 million international tourist arrivals**, 19.3 mill Caribbean.
- **Prospects for 2008 overall positive.**
- **Growth for both Europe and the Americas currently stands at +4% – one percentage point down on 2006's level in the case of Europe, but twice the rate of growth of last year for the Americas.**

# Barbados Tourism figures 2007

- November 2007, visitor arrivals from the UK were up just over 6%, from Canada by nearly 8% and from the US by close to 3%.

# UNESCO 1972 Convention on Cultural heritage

## ■ DEFINITION OF THE CULTURAL AND NATURAL HERITAGE

### – Article 1

- For the purpose of this Convention, the following shall be considered as "cultural heritage":
- monuments: architectural works, works of monumental sculpture and painting, elements or structures of an archaeological nature, inscriptions, cave dwellings and combinations of features, which are of outstanding universal value from the point of view of history, art or science;
- groups of buildings: groups of separate or connected buildings which, because of their architecture, their homogeneity or their place in the landscape, are of outstanding universal value from the point of view of history, art or science;
- sites: works of man or the combined works of nature and man, and areas including archaeological sites which are of outstanding universal value from the historical, aesthetic, ethnological or anthropological point of view.

# UNESCO 1972 Convention on Cultural heritage

## – Article 2

- For the purposes of this Convention, the following shall be considered as "natural heritage":
- natural features consisting of physical and biological formations or groups of such formations, which are of outstanding universal value from the aesthetic or scientific point of view;
- geological and physiographical formations and precisely delineated areas which constitute the habitat of threatened species of animals and plants of outstanding universal value from the point of view of science or conservation;
- natural sites or precisely delineated natural areas of outstanding universal value from the point of view of science, conservation or natural beauty.

# ICOMOS Charter of Cultural Heritage

- ICOMOS aims to encourage the safeguard and to ensure the conservation and promotion of monuments and sites - that privileged part of the human heritage.
- In this capacity, it feels directly concerned by the effects - both positive and negative - on said heritage due to the extremely strong development of tourist activities in the world.
- Cultural tourism is that form of tourism whose object is, among other aims, the discovery of monuments and sites. It exerts on these last a very positive effect insofar as it contributes - to satisfy its own ends - to their maintenance and protection. This form of tourism justifies in fact the efforts which said maintenance and protection demand of the human community because of the socio-cultural and economic benefits which they bestow on all the populations concerned.
- They solemnly declare that their action is to respect and protect the authenticity and diversity of the cultural values in developing regions and countries as in industrialized nations since the fate of Mankind's cultural heritage is of the very same nature everywhere in the face of tourism's likely expansion.

# Problems in developing product

- Barbados not marketed as a heritage destination.
- Lack of tax incentives for business either to become involved or fund heritage products.
- Lack of legislation and enforcement to preserve areas, buildings or sites and monuments which add to the tourism offer.

- Competition from other sea & sun destinations like the Mediterranean & Pacific and from Caribbean neighbors, especially those further north like Cuba & Jamaica.
- Most tourists do not come to Barbados looking for heritage, therefore cultural attractions, in terms of visitor numbers, lag far behind the "fun" beach-based activities e.g. catamaran cruises & Atlantis Submarines.

# Way Forward

- Product enhancement at Local and national level
- The Provision of Tax incentives for potential funders to cultural institutions.
- Passage of and enforcement of legislation that protects all aspects of cultural heritage both tangible and intangible.
- Tax incentives for volunteers similar to what pertains in the USA.

# Museums moving forward

- Museums need to become not just places exhibiting aspects of culture but evolve into spaces where discussion of the multiple voices in society can take place. In so doing, developing programming that is informative and enhances the museum as a space which enhances the tourism product offering of the island.

- History explores and explains pasts grown even more opaque over time; heritage clarifies pasts so as to infuse them with present purposes....But heritage, no less than history, is essential to knowing and acting. Its many faults are inseparable from heritage's essential role in husbanding community, identity, continuity, indeed history itself. David Lowenthal 1996

Possessed by the Past: the Heritage Crusade and the Spoils of History, London & New York