

PATH TO WORLD HERITAGE DESIGNATION: THE BARBADOS CASE STUDY

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The Convention for the Protection of the World's Natural and Cultural Heritage

The *World Heritage Convention*, adopted by the UNESCO General Conference in 1972, is a major international instrument for the identification, protection, conservation, presentation and transmission to future generations of the cultural and natural heritage of the world.

Under the *Convention*, States Parties commit themselves to take the necessary measures for the protection of their heritage and to participate in international co-operation activities.

The *Convention* concerns the cultural and the natural heritage in general, as well as specific properties that the World Heritage Committee deems to be of Outstanding Universal Value and that are therefore inscribed on the World Heritage List.

World Heritage Convention: The International Context

A Successful Convention

Often considered the *most successful* of UNESCO's instruments and programmes for conservation, attributed to factors such as:

- the nearing milestone of the Convention's 40th anniversary
- virtually universal - countries have ratified the Convention and actively participate in its implementation
- the number of properties inscribed on the World Heritage List, which will soon reach 1000 (amounting in total to thousands of individual sites)
- the seemingly unwavering global enthusiasm to continue to build the World Heritage List, even in parts of the world which are already amply well represented in its inscriptions
- the visibility and recognition of the World Heritage 'brand' throughout the world as a marker of excellence, and of the desirability of destinations within the international tourism market.

The International Context: World Heritage Global Strategy

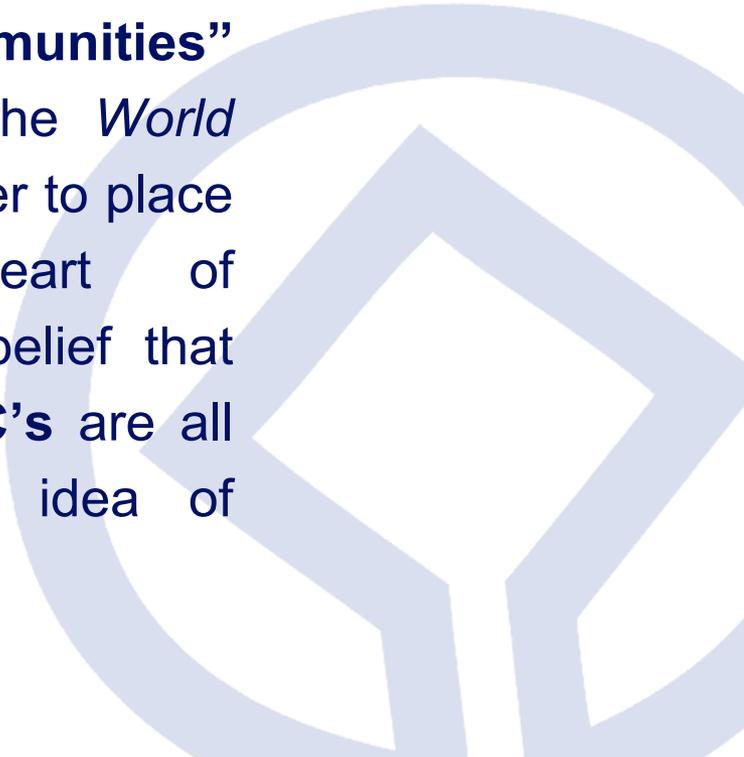
Under the Global Strategy for a “*Balanced, Representative and Credible World Heritage List*”, adopted by the World Heritage Committee in 1994, the Caribbean Region was identified as being under-represented as regards the wealth and diversity of its natural and cultural heritage.

In 2002, the World Heritage Committee requested that regional programmes to strengthen the implementation of the *Convention*, be developed on the basis of Periodic Reports, with the aim of contributing to the four Strategic Objectives (the ‘Four Cs’) adopted in Budapest to:

- strengthen the **Credibility** of the World Heritage List
- ensure the effective **Conservation** of the World Heritage properties
- promote the development of effective **Capacity Building** in States Parties
- increase public awareness, involvement and support for World Heritage through **Communication**

The International Context: World Heritage Strategic Objectives

A fifth 'C' of Community was later added in 2007 which proposed to “enhance the role of **Communities**” in the implementation of the *World Heritage Convention*, in order to place “humanity at the heart of conservation” and in the belief that each of the original **four 'C's** are all intrinsically linked to the idea of community.



The Regional Context: World Heritage Caribbean Action Plan

In response, the World Heritage Centre designed an Action Plan to assist Caribbean States Parties in the identification, protection and conservation of their heritage and to provide financial and technical support to build capacity.

For the implementation of this activity a co-operation programme was established with CARIMOS, a regional non-profit organization based in the Dominican Republic.

Four categories of cultural heritage were identified as of particular significance for the Caribbean: fortifications, plantation systems, wooden heritage, and archaeological sites.

The marine heritage is regarded as of particular significance for the Caribbean

The Regional Context: World Heritage in the Caribbean

Regional World Heritage thematic Experts Meetings have been organized on:

- Fortifications (Cartagena, Colombia, 1996)
- Cultural Heritage (Martinique, France, 1998)
- Natural Heritage (Paramaribo, Suriname, 2000)
- Plantation Systems (Paramaribo, Suriname, 2001)
- Wooden Urban Heritage (Georgetown, Guyana, 2003)
- Archaeological Sites (Dominican Republic, 2003)
- Archaeological Sites (Martinique, 2004)

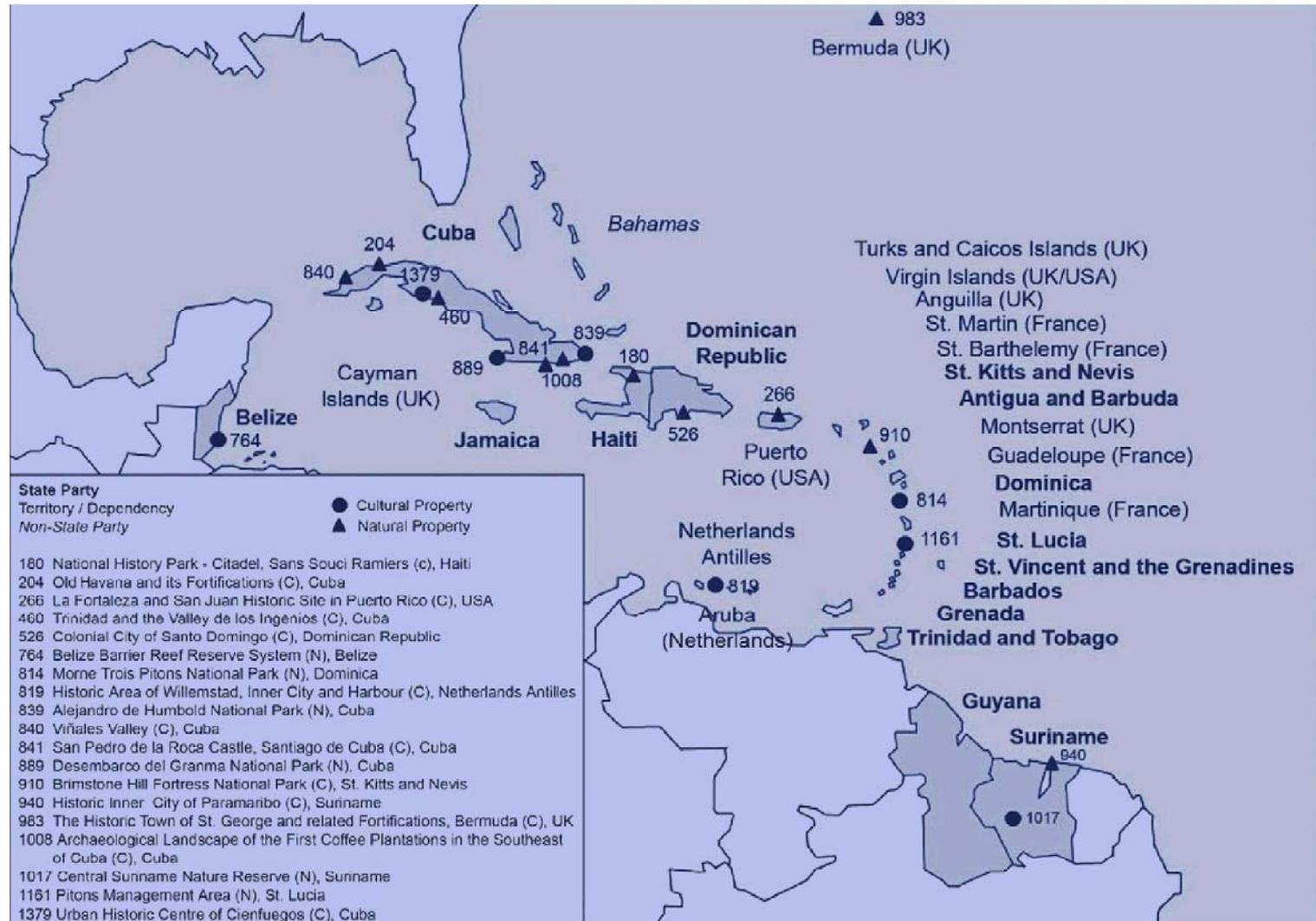


The Regional Context: World Heritage in the Caribbean

Additionally associated meetings:

- International Conference on Cultural Tourism in Latin America & the Caribbean (Cuba, 1996)
- Cultural Tourism - Tourism of Memory (St.Croix, U.S.V.I., 1999)
- 2nd Meeting on UNESCO-WTO, Cultural Tourism Programme on the Slave Route in the Caribbean (Barbados, 2000)
- Application of the World Heritage Convention and its Role in Sustainable Development and Tourism in the Caribbean (Dominica, 2001)
- Places of Memory for the Slave Route in the Caribbean (2006)
- 4th International African Diaspora Heritage Trail (ADHT), (Bermuda, 2008)

The Caribbean Region and the World Heritage Convention



The National Context:

Barbados and the World Heritage Convention

- 1998 - Barbados Delegation attends at Inscription of Morne Trois Pitons Site, Dominica and submits a report with recommendations to Cabinet to ratify World Heritage Convention
- 2000 - Barbados World Heritage Committee established as part of Barbados National Commission for UNESCO
- 2000 - National Commission undertakes comprehensive analysis of the requirements, implications, and expected benefits of 5 International conventions for protection of cultural property.
- 2001 - Report on legal analysis of conventions submitted to Minister.
- 2001 - National consultations with UNESCO Heritage expert, and UNESCO regional director.
- 2001 - Cabinet approved ratification of International conventions including World Heritage Convention (site list with potential for nomination)

The National Context: Barbados and the World Heritage Convention

- 2002 - Barbados ratifies the *Convention*, along with 2 other UNESCO conventions, published Pathway to a Heritage Strategy
- 2003 - World Heritage Task Force established by Cabinet, Periodic report submitted
- 2003 - Participation - Harmonization of Tentative Lists in Kingstown (Saint Vincent & the Grenadines)
- 2004 - Participation - Caribbean action plan in favour of World Heritage in Castries (Saint Lucia)
- 2006 - Hosted Conference on : Outstanding Universal Value, Authenticity and Integrity in a Caribbean Context (Barbados)
- 2007 - Barbados Elected to the World Heritage Committee for 4 years.

The National Context: Site Surveys

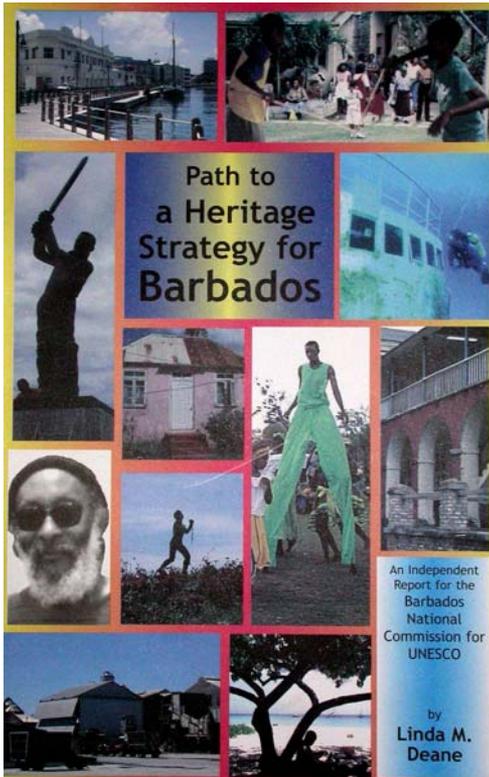
Two comprehensive site surveys have led to the identification of sites of national significance:

1. Barbados Tourism Development Programme, 1998:

Sub-programme C – Heritage, Nature and Community Tourism – Ministry of Tourism

2. Environmental Management and Land Use Planning for Sustainable Development, 1998:

Ministry of Physical Development and the Environment



The National Context: Policies Adopted

The Government of Barbados has adopted and implemented relevant policies including:

- Poverty Alleviation Strategies, with the establishment of the Ministry of Social Transformation, 1999;
- Enhancement of community participation in the implementation of national development strategies, through the creation of the Community Development division, 1994;
- Enhancement of capacities and awareness amongst youth, through the establishment of the Youth Affairs division, 1994;
- Involvement of Community in the elaboration of community-based heritage and eco-tourism, through the establishment of a community tourism committee in the Ministry of Tourism, 1998
- Tax and loan incentives for community members undertaking authentic restoration of listed buildings
- Tax incentives for individuals proposing to develop authentic heritage tourism properties or facilities
- 5 Year Development Plan of Ministry of Environment & Planning

All policies are fully articulated within the National Development Plan 2000-2010.

The National Context: Heritage Tourism in Barbados

Government has also within the last five years invested significantly , particularly through Barbados Tourism Investment Inc, in the development of or support for new museums to enhance the cultural heritage offerings available. These include:

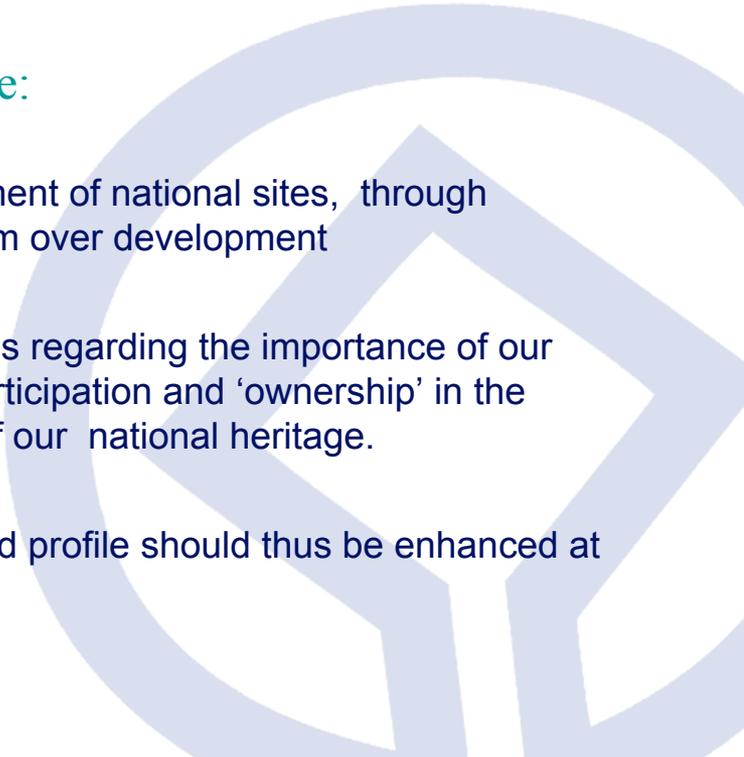
- George Washington House and Museum, 2005
- The Concorde Experience, 2007
- The Museum of Parliament and National Heroes Gallery, 2007
- The Nidhe Israel Museum, 2008
- Arlington House, 2008
- Barbados Olympic Museum, 2008



Motivation for entering into the World Heritage nomination process:

- Ensure the improvement of conservation and management of national sites at the governmental and community level
- Raise awareness amongst local communities regarding the importance of our natural and cultural heritage. Encourage community participation and ownership in the identification, interpretation and management of the national heritage.
- Enhance Barbados' tourism product, its diversification and profile at the national, regional and international levels.

Perceived benefits of World Heritage listing include:

- The improvement of conservation and management of national sites, through enhanced management skills and protection from over development
 - Increased awareness amongst local communities regarding the importance of our natural and cultural heritage, and their active participation and 'ownership' in the identification, interpretation and management of our national heritage.
 - Barbados' tourism product , its diversification and profile should thus be enhanced at the national, regional and international levels.
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Sites Selected for Tentative List:

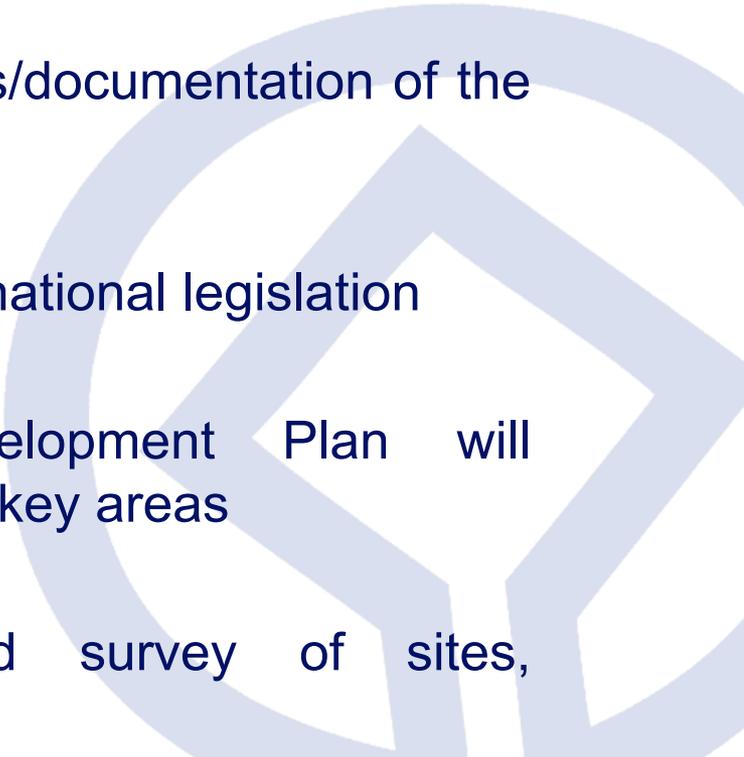
Barbados has selected 3 Sites with potential OUV from the national inventory for initial Tentative List. These include:

- two (2) cultural sites
 - Historic Bridgetown and its Garrison (nominated)
 - The Industrial Heritage of Barbados: The Story of Sugar
 - Newton Slave Burial Ground, Codrington College, Morgan Lewis Mill, St. Nicholas Abbey
- one (1) natural site
 - The Scotland District of Barbados (proposed East Coast National Park)

Main Guard Clock Tower (top), St. Nicholas Abbey and the Slave burial ground, Newton Plantation, Christ Church



Challenges :

- Strengthening of the World Heritage Committee
 - Training needed for heritage workers, planners, site managers
 - Building public awareness of World Heritage concepts and convention
 - Need for detailed inventories/documentation of the heritage
 - Development/Adherence to national legislation
 - Greater Bridgetown Development Plan will contextualize the heritage in key areas
 - Creation of a measured survey of sites, monuments & landscapes
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Private sector involvement in protection of heritage sites through:

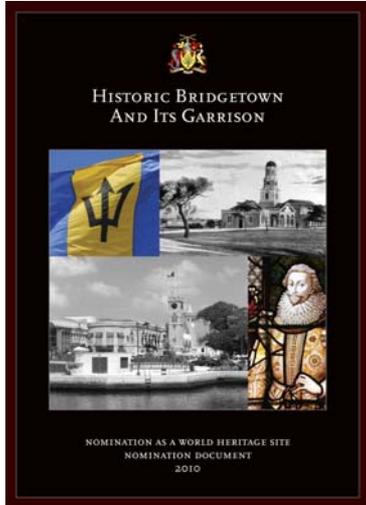
- Tax incentives to develop sites/buildings as heritage tourism resources
 - Inclusion on national advisory committees or commissions
 - Strategic partnerships between public and private sectors
 - Waiver of customs and duties on importation of construction materials, supplies
 - Reduction of custom duties on importation of antique furniture and furnishings
 - National honours for contributions to restoration and historic preservation
 - Incentives for investment in development and promotion of authentic heritage resources
 - Incentives for training of staff in management and interpretation of sites
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NGO's involvement in protection of heritage sites:

- Support given for the professional development /training of NGO employees
 - Inclusion of NGO representatives on advisory committees
 - Government subventions to support heritage NGOs
 - Capital works funding for building or site restoration and /or interpretation
 - Promotion of NGO heritage programmes through Government Information Service
 - Waiver of customs and duties on importation of construction materials/supplies
 - Tax exemptions for the NGOs involved in recognised public conservation programmes
 - Intersectoral programmes & initiatives towards adaptive re-use
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Public awareness :

- Local television and radio programmes highlighting heritage sites and need to protect them through community involvement.
- Commissioning and printing of publications on Bridgetown
- Signposting of Slave Route sites and historic Bridgetown sites - Ministry of Tourism
- Programming for youth under Barbados/YouthPath and ASP projects
- Educational videos and publications developed for schools AVA dept.
- Publication of Pathway to a Heritage Strategy – National Commission
- Public Lectures/Series (Geology, Bridgetown etc)
- Creation of community heritage corps aimed at local management and interpretation of sites
- Creation of Barbados World Heritage Web site



Cover of the
Barbados World
Heritage
Nomination Dossier

Strategy for Caricom in World Heritage

Barbados' representatives to the World Heritage Committee have proposed a plan of action to achieve strategic goals beneficial to SIDS within the World Heritage Committee. The three main objectives within this strategy are :

- The establishment of A CARICOM World Heritage Mechanism
- The creation of A CARICOM World Heritage Fund
- A CARICOM/SIDS World Heritage Programme

Additionally need to:

- Identify and support successor to membership of World Heritage Committee in October 2011



Recommendations: Regional Strategic Planning

- CTO / CARICOM – Ensure appropriate representation and Participation at the annual World Heritage Committee meeting (July 25 – Aug 3, Brasilia)
- CTO/CARICOM – Build knowledge and capacity within the regional bodies to best advise and coordinate regional action with respect to World Heritage
- CDB/CARICOM – evaluate success of African World Heritage Fund in addressing regional underrepresentation on the World Heritage List and sustaining the required planning, promotion and capacity building needed within the region
- CARICOM/CDB – plan and develop the Caribbean World Heritage Fund to sustain regional World Heritage activities
- CARICOM – Employ strategic succession planning – identify and instigate transfer of knowledge from present incumbent on World Heritage Committee to new candidate, selected early in 2011
- UWI – Develop regional capacity building programmes and services to meet the needs of States Parties and ensure high participation in the World Heritage Caribbean Capacity Building Programme

Barbados Statement on World Heritage

Barbados assures of its unwavering commitment to the WH Committee Strategic Objectives through “cooperation and promotion” in relation to:

- Strengthening the **Credibility** of the World Heritage List – fostering understanding of the concepts of OUV, authenticity and integrity within the Caribbean and beyond. Supporting the development of valid transboundary, transnational serial nominations where these best represent and illustrate the transformation of the human and natural condition over time;
- Ensuring the effective **Conservation** of World Heritage properties - embedding awareness of conservation needs for SIDS within their communities and advocating the development of Caribbean World Heritage Fund to support all of these initiatives.

Barbados Statement on World Heritage

- Promote the development of effective measures to ensure **Capacity building** in States Parties – Fostering the establishment of heritage resource management programmes within the University of the West Indies and promoting increased cooperation with the regional training initiatives;
- Develop **Communication** to increase public awareness and encourage participation and support for World Heritage – Raising awareness about World Heritage through development of media personnel and advocating ongoing public education within the scope of the planned Barbados Public Broadcasting system, also proposed to serve the wider Caribbean.



Barbados Statement on World Heritage

Barbados therefore saw membership on the World Heritage Committee as part of its commitment to bring to the attention of the world the rich diversity of the heritage of the **Caribbean** Region.

Barbados as the only CARICOM member of the 21 member World Heritage Committee has committed to addressing the needs of two specific communities during its term in office – CARICOM and SIDS

January 2011 - Barbados will host a regional meeting on World Heritage and SIDS



Barbados National Commission for UNESCO



Recommendations: National Level

- Encourage the active participation of the communities, museums and heritage associations to serve as educator and cultural mediator to an increasing number of visitors
 - Both NGOs and private sector should play a key role in the efforts to stop the degradation of cultural and natural resources, according to principles, standards, and objectives of national and international measures for the protection and appreciation of cultural heritage;
 - Governments should ensure that the financial resources derived from policies or economic relationships do not compromise the principles, standards or objectives of heritage conservation.
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Recommendations: National Strategies for Stakeholder Engagement

- Promote local participation in World Heritage by bringing together heritage resources and their neighbouring communities, stimulating community based development through heritage tourism that contributes to poverty alleviation without compromising the integrity of heritage resources
- Conduct community and wider stakeholder benefit analysis so that the implementation of programmes and projects ensures economic and social benefits to the primary stakeholders
- Convey the multiplicity of perspectives and the significance of local voices through accredited programs for quality interpretation of cultural resources, communicating heritage values to visitors and ensuring the building of capacity amongst local people enabling them to participate in development activities without exploitation

Recommendations: National Strategies - Cultural Mapping

Cultural Mapping

- Promote cultural mapping as a process of the stakeholder communities identifying and documenting local heritage resources, within the context of integrated local area planning that enables effective people centred development
- Promote cultural planning based on demonstration projects of cultural mapping informing employment strategies and tourism development, through quality cultural experiences and products, developing museums as cultural centres and facilitators of special tours and special events
- Recognise cultural mapping as crucial for integrated planning and sustainable economic and cultural development providing a meaningful vehicle for local community economic empowerment, and as an important tool for redressing cultural inequities in post-colonial societies

Recommendations: Regional Policy and Development Initiatives

- Facilitate the maximisation of benefits and minimisation of negative impacts on stakeholder communities from the accelerated pace of globalisation in all its forms
 - Locate heritage at the core of development and ensure responsible heritage tourism in the region, endorsed as a priority by the member countries
 - Develop appropriate methodologies for systematic cultural mapping of heritage resources: tangible and intangible, movable and immovable, natural and cultural, creativity and communities, with an emphasis on the rich cultural diversity of humanity
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Recommendations: Regional Initiatives in Heritage Tourism

CTO should undertake to promote within its member states:

- Promote productive partnerships between museums, heritage institutions and the private sector for the responsible use of heritage resources in tourism, maximising on the use of local expertise, resources and opportunities
- Ensure that the economic benefits derived from tourism are also used for heritage conservation, development, maintenance, interpretation and community capacity building through funds established from tourism income
- Prioritise capacity building for interpreters, educational personnel and volunteers through appropriate accreditation and certification as a way of protecting and promoting the cultural diversity of the region in the face of the rapid growth of tourism