UNESCO Opportunities for Cultural Heritage Tourism Development in the Caribbean

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UNESCO’s Mission

UNESCO’s mission is to contribute to the building of peace, the eradication of poverty, sustainable development and intercultural dialogue through education, sciences, culture, communication and information.
UNESCO’s Mandate in Culture

UNESCO is the only United Nations agency with a specific mandate in the domain of culture.

UNESCO is in the vanguard of international efforts in fostering cultural diversity, intercultural dialogue and a culture of peace throughout the world.
Culture Programme
Strategic Objectives

- Strengthening the contribution of culture to sustainable development.
- Demonstrating the importance of exchange and dialogue among cultures to social cohesion and reconciliation in order to develop a culture of peace.
- Sustainably protecting and enhancing cultural heritage.
Cultural Tourism

➢ Tourism is one of the largest industries and heritage tourism is its most rapidly growing international sector.

➢ With millions of tourists visiting the 890 World Heritage sites each year, heritage tourism has become an important cross cutting issue and management concern at most World Heritage sites.

➢ Tourism can be used as a tool to contribute to biodiversity and cultural diversity conservation.

➢ However tourism at World Heritage, can be an opportunity and if poorly managed become a threat.
Cultural Tourism

Thus recognizing this risk, UNESCO has developed the World Heritage Sustainable Tourism Programme. The programme consists of seven components.
WH Sustainable Tourism Programme

✓ Building the capacity of World Heritage site management to deal with tourism.

✓ Training local community members in environment and culture preservation and tourism related activities to receive tourism's benefits.

✓ Aiding communities around the sites to market their products and use the World Heritage sites as a lever for local economic, social and cultural development.

✓ Raising public awareness of World Heritage Outstanding Universal Values and building pride and intercultural dialogue with local communities and visitors through conservation education.
WH Sustainable Tourism Programme

- Using tourism generated funds to supplement site conservation and protection costs.
- Spreading the lessons learned to other sites and protected areas.
- Building increased awareness of the objectives of the 1972 World Heritage Convention and other UNESCO conventions among policy makers, local and national public tourism authorities, tourism industry officials and tourists.
UNESCO’s Cultural Tourism

- These seven components can also be applied to other non-World Heritage sites.
- The UNESCO World Heritage Centre encourages its partners, in particular the UNESCO member states, UN Agencies as well as those in the tourism industry to support these components of the framework.

- UNESCO promotes cultural tourism development model that includes the preservation of cultural and natural heritage.

- This is achieved principally through international standard-setting instruments or international conventions adopted by the UNESCO General Conference.
UNESCO’s Conventions in Culture

1. Convention concerning the Protection of the World Cultural and Natural Heritage (1972)


The Convention was adopted in October 2005 and entered into force on 18 March 2007.

A total of 110 States Parties have ratified the Convention.

www.unesco.org/culture/en/diversity/convention

The Convention aims to:

• Reaffirm the sovereign right of States to draw up cultural policies;

• Recognize the specific nature of cultural goods and services as vehicles of identity, value and meaning;

• Strengthen international cooperation and solidarity so as to favour the cultural expressions of all countries.

The Convention was adopted in 2003 and entered into force in 2006.

A total of 123 States Parties have ratified the Convention (as of October 2009).

www.unesco.org/culture/ich

The main objectives of the Convention are:

• Safeguard intangible cultural heritage;
• Ensure respect for the intangible cultural heritage of the communities, groups and individuals concerned;
• Raise awareness at the local, national and international levels of the importance of the intangible cultural heritage and of ensuring mutual appreciation thereof;
• Provide for international cooperation and assistance.
Convention on the Protection of the Underwater Cultural Heritage (2001)

The Convention was adopted in November 2001 and entered into force on 02 January 2009.

A total of 31 States Parties have ratified the Convention.

www.unesco.org/culture/en/underwater
Convention on the Protection of the Underwater Cultural Heritage (2001)

The Convention:

• Sets out basic principles for the protection of underwater cultural heritage;

• Provides a detailed State cooperation system; and

• Provides widely recognized practical Rules for the treatment and research of underwater cultural heritage.
Convention Concerning the Protection of the World Cultural and Natural Heritage (1972)

The Convention also known as the “World Heritage Convention”, was adopted by the UNESCO General Conference in Paris, France on 16 November 1972.

The major objective of the World Heritage Convention is the identification, protection and preservation of cultural and natural heritage around the world considered to be of ‘Outstanding Universal Value’ to humanity.
Convention Concerning the Protection of the World Cultural and Natural Heritage (1972)

186 countries have ratified the World Heritage Convention.

At present 890 properties are inscribed on the World Heritage List.

These include 689 cultural, 176 natural and 25 mixed (a combination of the two).
World Heritage Sites in the Caribbean

- Belize Barrier Reef Reserve System, Belize (1996)
- Morne Trois Pitons National Park, Dominica (1997)
- Brimstone Hill Fortress National Park, St. Kitts and Nevis (1999)
- Pitons Management Area, St. Lucia (2004)
- Historic Inner City of Paramaribo, Suriname (2002)
- Historical Area of Willemstad, Netherlands Antilles (2007)
World Heritage Sites in the Caribbean

UNESCO

World Heritage Sites in the Dutch & English Speaking Caribbean

7. Netherlands Antilles: Historic Area of Willemstad, Inner City and Harbour
World Heritage Sites in the Caribbean

- Brimstone Hill Fortress National Park, Saint Kitts and Nevis
- Morne Trois Pitons National Park, Dominica
- Barrier Reef Reserve System, Belize
- Historic Inner City of Paramaribo, Suriname
Promoting Cultural Tourism in the Caribbean

- Capacity building on heritage (tangible and intangible) conservation and management through trainings/workshops.

- Development of training packages (Caribbean Capacity Building Programme) on World Heritage.

- Implementation of pilot projects on cultural heritage (tangible and intangible) Some examples:
  - Safeguarding the Maroon Heritage of Moore Town, Jamaica
  - UNESCO Youth PATH Project in the Caribbean
Safeguarding the Maroon Heritage of Moore Town, Jamaica

Project activities included:
- Documentation and research;
- Transmission of Maroon heritage to younger generation;
- Establishment of a community museum;
- Dissemination of information on Maroon culture.
Safeguarding the Maroon Heritage of Moore Town, Jamaica

Traditional drum-making

Recording Oral History

Traditional dance
Primary Objective:
Enable young men and women in the Caribbean (ages 15-25) to acquire skills for sustainable employment in community heritage tourism and preservation of heritage sites.

Participating Countries:
The Bahamas, Barbados, Belize, The British Virgin Islands, Dominica, Grenada, Guyana, Jamaica, The Netherlands Antilles, St. Kitts and Nevis, St. Lucia, St. Vincent and the Grenadines, Suriname, and Trinidad and Tobago.
YOUTH PATH Activities

Community Mobilization through:
- Participatory approach
- Involvement of tradition bearers/heritage custodians

Training and capacity-building on:
- Life-skills, leadership, teambuilding, management skills
- HIV/AIDS awareness and prevention
- Heritage tourism business, branding and marketing,
- Development of tourism products,
- Heritage conservation and site management
- Introduction to museum planning
- Transmission of traditional culture
- Festival tourism development
YOUTH PATH Activities

Mechanisms for Sustainable employment:
Establishment of mechanisms for sustainable employment opportunities.

Some examples:
(i) Dominica-enhancement of the Kalinago heritage village, herbal garden, production of herbal teas.

(ii) Jamaica-Cafeteria in the Blue and John Crow Mountains, Jamaica

(iii) St. Vincent and the Grenadines-Old mini-van converted into heritage cafeteria
More than 420 young people trained in cultural and natural heritage conservation and management.

Technical assistance provided to some 25 young people to initiate small businesses
For example:
Herbal garden and herbal tea packaging Dominica;
T-shirt printing in Barbados;
Coconut craft production in Guyana;
Heritage cafeteria in Jamaica.
Achievements

- At least 150 young people employed full time and operating as entrepreneurs in heritage tourism industry. Some examples:
  - Tour guides (Dominica, Barbados, St. Kitts and Nevis, Jamaica, Guyana)
  - Boatsmen and dive guides (Belize World Heritage site)
  - Park rangers (Blue and John Crow Mountain, Jamaica)
THANK YOU VERY MUCH