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 pic

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
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

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