The International Seminar on Tourism and Culture

Cultural Tourism as a tool for competitiveness and economic growth: job creation and benefits for the communities involved

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CULTURAL TOURISM DEFINED

UNWTO – Two definitions:

• ‘Narrow definition’ – technical, product-based approach:
Movement of persons for essentially cultural motivations such as study tours, performing arts and cultural tours, travel to festivals and other cultural events, visits to sites and monuments, travel to study nature, folklore or art, and pilgrimages.

• ‘Wide definition’ – Conceptual, process-based approach:
All movements of persons...because they satisfy the human need for diversity, tending to raise the cultural level of the individual and giving rise to new knowledge, experience and encounters.

International Council on Monuments and Sites (ICOMOS)

• (The ICOMOS Charter on Cultural Tourism of 1976):
That form of tourism whose object is, among other aims, the discovery of monuments and sites. It exerts on these a very positive effect insofar as it contributes – to satisfy its own ends – to their maintenance and protection.
A WARNING FOR DESTINATIONS

“There is a fine line between cultural tourism and a touristic culture.”

Prof. Rex Nettleford, UWI, Mona.
The Caribbean – home to some of the world’s most unique cultural attractions and icons
UNESCO WORLD HERITAGE SITES

- The Caribbean is proud to possess 25 UNESCO World Heritage Sites

- Located in 14 countries

- Some were inscribed on the list as early as 1982, placing the Caribbean on the list before prominent countries like China, India, Spain and the UK
Cuba’s sites include Old Havana and its Fortification System
Measuring the economic contribution of cultural tourism

Destinations would do well to learn from this model:

Interconnection and comparison of outputs of the Tourism Satellite Account (TSA) and the Satellite Account on Culture (SAC)

• The Satellite Account on Culture (SAC) measures the contributions of the culture sector, including providing data on the total number of visitors to various cultural sites
• For example, in the Czech Republic, the SAC is developed by the National Information and Consulting Centre for Culture (NICCC), with the cooperation of the Czech Statistical Office.
• Tourism is impacted in six of the nine sub-sectors of the culture industry. This overlap results in a positive contribution of culture to the tourism sector: Heritage; Visual arts and crafts; Performing arts; Architecture; Design; Audiovisual and multimedia
• Number of employed persons in tourism in the cultural services: 4.6% (2014)
Caribbean beyond the beach

Cultural attractions of a region steeped in history and born out of the bonds of African, English, French, Dutch, Spanish and Asian cultures.

The Caribbean’s natural and built-heritage, its food, visual and performing arts, history and infectious hospitality are all attractive magnets for foreigners seeking a new narrative.

Stunning colonial architecture and pockets of indigenous peoples also provide rich experiences waiting to captivate curious discoverers.
For more information on the Caribbean Tourism Organization visit

www.OneCaribbean.org

To plan a vacation via the CTDC managed website visit

www.CaribbeanTravel.com