Think Global
Act Local
Who Am I?
LIVING IN PORTUGAL WITH BRITISH ROOTS
Africa

• How many countries in Africa?

• What is the total population of Africa?

• What % of Africa is under the age of 30?

• How many African countries are landlocked?
Africa

• How many countries in Africa? 54

• What is the total population of Africa? 1,414,952,837 (16.72% world)

• What % of Africa is under the age of 30? 70%

• How many African countries are landlocked? 16 countries are landlocked in Africa:
  
What is Heritage Tourism?
What is Heritage Tourism?

Travelling to experience the story of our human past
It is a story composed of:

VISITS TO SITES & EXPERIENTIAL EMOTIONS
A story composed of:

Places where things happened & still happen which connect us to the past
A story composed of:

Details of every day life
The Story incorporates:

Portable artefacts
The Story incorporates:

Present day culture
The Story must be told:

a) by someone who understands it

b) by someone who understands their audience
The story is only interesting to us in as much as we too are humans, and we need to be able to relate to our own story, no matter where in the world we are.
What it is NOT!

a series of visits to ancient sites, divorced from their role in the larger story
Heritage Tourism

1. Market & Opportunity
2. Visitor Expectations
3. Economic opportunity
1. The Heritage Tourism Market
The Heritage Tourism Market

1. Population over 50 increasing
The Heritage Tourism Market

1. Population over 50 increasing
2. Growth in specialist travel
The Heritage Tourism Market

1. Population over 50 increasing
2. Growth in specialist travel
3. Projecting 21% growth
Everyone with an enquiring mind
What are the stimuli to travel to experience the past?
The stimuli to travel to experience the past

1. The Celebrity sites...
   “Things to see before you die”
The stimuli to travel to experience the past

1. The Celebrity sites…
   “Things to see before you die”

2. The places where important things happened
The stimuli to travel to experience the past

1. The Celebrity sites...
   "Things to see before you die"

2. The places where important things happened

3. General curiosity
Where do you fit?

- Authenticity
- Uniqueness
- Cultural immersion
- Experiential
- Special interest
- Self-improvement
- Education
2. Visitors’ expectations — what they enjoy
Visitors’ expectations – what they enjoy

1. A ceremonial approach
Visitors’ expectations — what they enjoy

1. A ceremonial approach
2. The ambience of the destination
Visitors’ expectations – what they enjoy

1. A ceremonial approach
2. The ambience of the destination
3. Unobtrusive convenience
Visitors’ expectations – what they enjoy

1. A ceremonial approach
2. The ambience of the destination
3. Unobtrusive convenience
4. Formal introduction
THE STORY OF A LANDSCAPE

The Anglo-Saxon cemetery in front of you is just an incident in a 6,000 year history. Hidden under the grass and mounds are the remains of field-banks, houses and campfires.

These are memorials to three hundred generations of Suffolk farmers. They show us how people have struggled to make a living from this poor, dry soil.

Regularly over the centuries the soil became exhausted, fields and houses were abandoned, and the land used for sheep grazing.

By the 20th century, heathland stretched to the horizon. Today all that is left is this little patch. Beyond, irrigation and chemical fertiliser keep crops growing.
Visitors’ expectations — what they enjoy

1. A ceremonial approach
2. The ambience of the destination
3. Unobtrusive convenience
4. Formal introduction
5. Somewhere to sit and wonder
Visitors’ expectations — what they enjoy

1. A ceremonial approach
2. The ambience of the destination
3. Unobtrusive convenience
4. Formal introduction
5. Somewhere to sit and wonder
6. Somewhere to refuel
Visitors’ expectations — what they enjoy

7. To be allowed to imagine
Visitors’ expectations — what they enjoy

7. To be allowed to imagine
8. To be able to buy things
Visitors’ expectations — what they enjoy

7. To be allowed to imagine
8. To be able to buy things
9. To be able to take photographs
Visitors’ expectations — what they enjoy

7. To be allowed to imagine
8. To be able to buy things
9. To be able to take photographs
10. Special or privileged access
In summary

1. There is a growing market
2. A sustainable product
3. Brings jobs and creates wealth
4. Identify and expose the ambience of places
5. Provide high quality, clear information
6. By someone who understands
7. Presented subtly and in a variety of ways
8. Ask for payment for experience and explain why
9. Make every visit special & interactive
The Power of the Tradition

We are all archaeological and historical constructs, collections of stories which make up our collective memories and identities.

These stories therefore possess immense power.

Power to unify, instruct and inform the future….to create jobs and generate wealth.
This has been a Networking Moment...

I wish you all great personal & professional success!

Go out and network... effectively!!

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