

Promoting Tourism through Cultural Heritage

SIDS Global Business Network Forum

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Introduction

- ▶ Small Island Developing States (SIDS) face special disadvantages associated with the following:
 - ❖ Small size
 - ❖ Insularity
 - ❖ Remoteness
 - ❖ Proneness to natural disasters

Tourism in SIDS

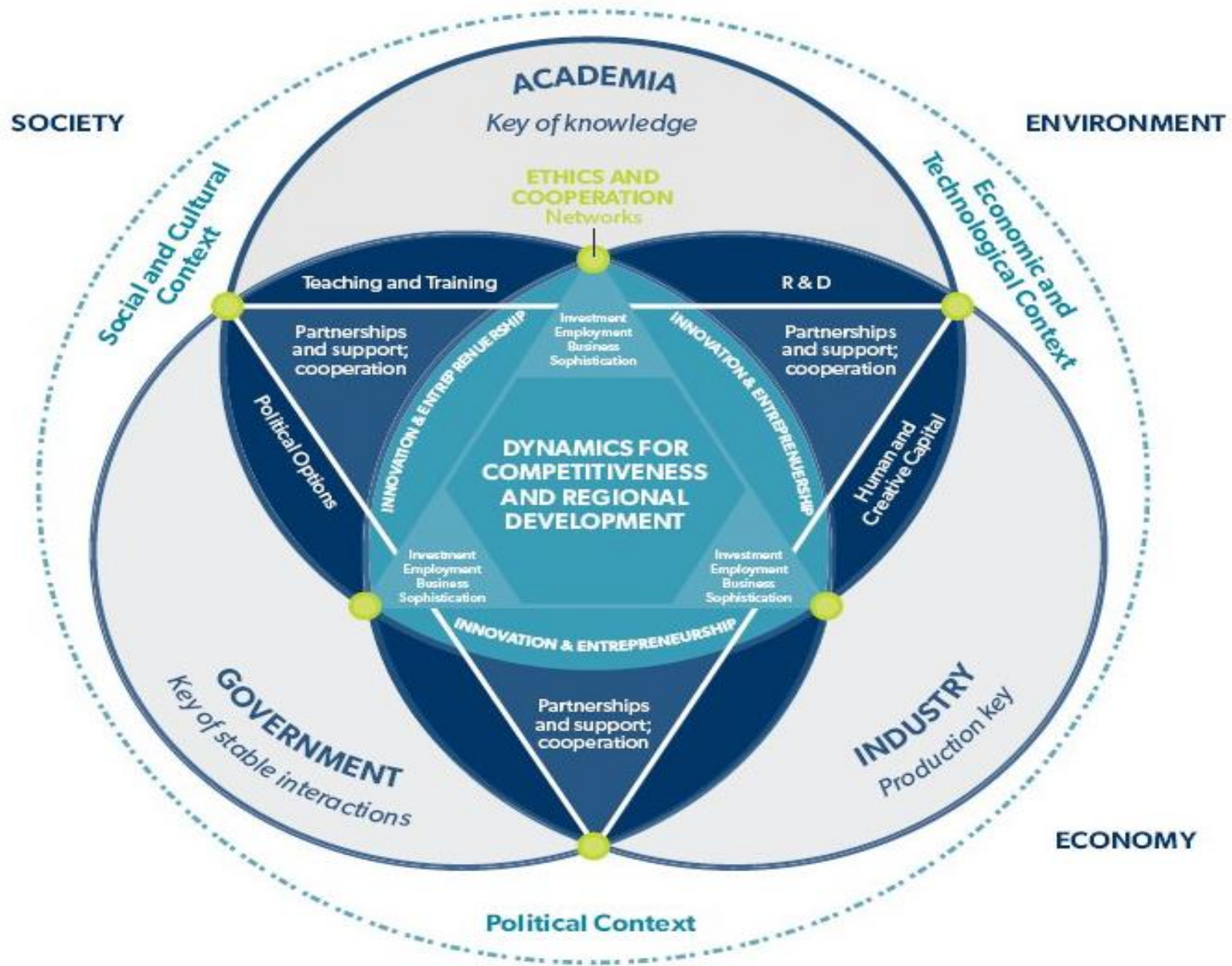
- ▶ Tourism has become critical for the economy and quality of life of small island destinations (Brau, Lanza, & Pigliaru, 2003; Hernandez-Martin, 2008).
- ▶ By enlarging their domestic markets, tourism development has shown its potential in overcoming the economies of scale challenges facing these destinations.
- ▶ Small island destinations are searching for ways to reinvent themselves in their quest to enhance their competitiveness through tourism specialization, thereby ensuring increasing returns (Croes, 2011).

Tourism in SIDS

- ▶ Small island search for distinctiveness resulting from demand predicaments and the rediscovering of cultural identities (Cole & Razak, 2009).
- ▶ The outcome of this paradox appears to be the prominence of cultural tourism on the agenda of scholarly work and policy makers.
- ▶ Until recently, small have propagated their tourism efforts via a beach paradise image: 3s model
- ▶ The pitfalls of this model together with the discovery of culture as a resource for tourism are propelling a broadening of the production base and the appeal of these destinations to yet untapped markets by way of increasing the product offerings.

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- ▶ As competition among destinations becomes more global and knowledge-based, it is important for Mauritius to pursue initiatives in research and development in tourism.
- ▶ Policy efforts aim at promoting sustainable tourism and destination competitiveness often entwines government, universities, and industry, aiming to stimulate socially optimal levels of innovation and economic growth (Warshaw & Hearn, 2014).
- ▶ Missing link between research production and its utilization by the industry (Cooper, Prideaux, Ruhanen, Mules, & Carson, 2002; Cooper, 2006; Frechtling, 2004; Xiao & Smith, 2007).



The triple-helix model for sustainable tourism (After Etzkowitz, 1993)

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- ▶ The triple-helix model informs the mandate of ICSTH
- ▶ Collaboration between industry and government
- ▶ Very recently, ICSTH signed an MoU with Sun Limited

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- ▶ Co-partner with Mauritius Tourism Authority in the Switch Africa Green Project funded by the European Union (Project value: > 1 million Euro).
- ▶ The overall objective of SUS-ISLAND is to promote sustainable tourism in Mauritius by demonstrating and scaling up a self-sustaining mechanism for improving sustainability impacts along the value chain, and improving awareness and market of sustainable tourism products.

