

GUIDANCE NOTE
SIDS GLOBAL BUSINESS NETWORK (SIDS-GBN) PRIVATE SECTOR
PARTNERSHIP FORUM
21-22 MAY 2018, MAURITIUS

SESSION 2: PROMOTING TOURISM THROUGH CULTURAL HERITAGE

Background

The SAMOA Pathway recognises the need to develop cultural and creative industries, including tourism, that capitalise on their rich heritage of and have a role to play in sustainable and inclusive growth in SIDS. Tourism presents a significant opportunity to involve willing traditional communities to benefit from the increase in demand from travellers looking for cultural experiences as part of their travel package.

This session will highlight modelling tourism incorporating culture and heritage as part of destination marketing in SIDS. The session will also focus on conservation of the valuable underwater heritage of SIDS. Discussants will also look at partnership models to generate income for local communities and maintain and respect local cultures, traditions, and heritage. The use of innovative approaches to niche tourism products in this regard will also be discussed.

Key objectives:

1. Highlight how strengthening cooperation between tourism and culture sectors can drive progress towards the SDGs.
2. Showcase models for sustainable tourism to safeguard and foster the appreciation for tangible and intangible heritage as well as encouraging the development of arts, crafts and other creative activities.¹
3. Underscore the strong interlinks between tourism and culture, and identify partnership models, including public-private sector partnerships which, are mutually beneficial to tourism development and promotion of cultural heritage.
4. Share success stories multi-stakeholder engagement among culture and tourism stakeholders at all levels to address cross-cutting issues such as poverty eradication; job creation; reducing inequality including through economic empowerment of women and local communities.
5. Announcement of new partnerships that can help unlock the potential of sustainable tourism and promotion of cultural heritage in SIDS and support the achievement of the SDGs.

¹ http://cf.cdn.unwto.org/sites/all/files/pdf/unwto_unesco_siem_reap_declaration_en.pdf

Structure of the session

The session will be subdivided into two segments:

- First Segment: Expert Panel Discussion (11:00 – 12:00)
- Second Segment: Interactive Dialogue (12:00 – 12:30)

Guidance for Speakers

General progression of session:

- All speakers will be introduced by the Moderator at the beginning of the session.
- Speakers are asked to make 10-minute presentations.
- Following the presentations, there will be an interactive dialogue with questions from the floor as directed by the Moderator.
- The use of PowerPoint is allowed.
- Please email a copy of the presentation/speaking notes to the session focal point (below) by 20 May 2018 at the latest.

Guiding Questions

The points are offered to stimulate your thinking in relation to the session's key objectives and to help your preparations.

1. Provide examples of how tourism and culture have been integrated to promote the SDGs.
2. What are the best practices at the national/regional level for tourism development focusing on cultural-heritage based intervention?
3. What are the common challenges encountered in building synergies between the tourism and culture sectors of SIDS?
4. What are the new and emerging models of partnerships for the conservation of the valuable underwater heritage of SIDS?
5. At the national level, how can better cooperation at the national, regional and local levels to develop, coordinate and implement tourism and culture policies and practices in a more integrated manner to benefit local communities?
6. What is the role of information technology in the sustainable management of tangible and intangible heritage? How can SIDS raise their competitiveness in the tourism market through technology and innovation and what is the role of development cooperation support SIDS in this regard?

Focal Point

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