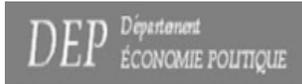


# CSEND DIALOGUE FORUM



Monday, the 6<sup>th</sup> of October 2008 from 6.30 to 8.00 pm

## Implementing Sustainable Heritage Tourism in the Caribbean



Heritage tourism is a branch of tourism oriented towards the cultural heritage of the location where tourism is occurring. In recent years 'culture' has been rediscovered as an important marketing tool to attract travellers with special interests in heritage and the arts.

Heritage tourists are also one of the highest yield tourism groups. They spend 38% more per day than traditional tourists and stay 34% longer than the latter. In addition, Dr Nurse emphasizes the role that heritage tourism might play in the economy of a country since it is seen as a pro-poor and eco-friendly sort of tourism.

Many other opportunities and benefits can be highlighted when speaking of heritage tourism, however, there are also many challenges and drawbacks to be overcome in order to implement efficient heritage tourism policies and infrastructure at a regional level.

In this sense, Dr Nurse has studied meticulously the question of optimising the income of heritage tourism. This presentation's main objective is to address the principal critical success factors and key tactics for branding heritage tourism successfully in the Caribbean and elsewhere.

Dr Nurse will draw on lessons learnt from the Caribbean region and give examples of how sustainable heritage tourism generates important revenue for the local communities but also provides opportunities for creative expression and social integration of culturally and ethnically diverse communities of Caribbean countries.

**Dr. Keith Nurse** is Director of the Centre Shridath Ramphal from the University of the West Indies (UWI), in Barbados. He was previously a member of the academic staff at the Institute of International Relations and academic coordinator of the post-graduate diploma in Arts and Cultural Enterprise Management programme at the UWI in Trinidad. Dr. Nurse has published numerous scholarly articles on the trade policy and global political economy of the clothing, banana, tourism, copyright and cultural/creative industries, but also on the impact of global restructuring on migration and diaspora, HIV/AIDS and security, and youth, gender and poverty

## CSEND DIALOGUE FORUM

### **Dialogue Partner/Discussant: Implications to Social Systems and Change**

**Professor Raymond Saner** is the Professor for Organisation and International Management at Basle University. He has recently conducted a study comparing carnival art of Trinidad and Basle, Switzerland and analysed strategic options for sustainable tourism in Algeria and Northern Africa for the World Tourism Organisation in Madrid.

Subsequent to Dr Nurse's presentation, Professor Saner will dialogue with Dr Nurse on the creative industry and sustainable tourism. They will explore together the transferability of sustainable heritage tourism concepts to other countries.

### **Organisers:**

Prof. Lichia Yiu, the Centre for Socio-Eco-Nomic Development (CSEND)

Prof. Beat Bürgenmeier, Political Economy Department, the University of Geneva

Nicolas Velebit, MA in I.R., HEI and associate researcher at CSEND

**Free of Charge**

**Uni-Mail, Room MR 160**

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