Panel 8: Managing cultural tourism as a driver for cities

POWERPOINT PRESENTATIONS

Moderator: Christian Ost (Belgium), Economist and General Manager of the Institut Catholique des Hautes Etudes Commerciales (ICHEC)

Speakers:
- Jordi Tresserras Juan (Spain), Academic Coordinator of the post-graduate programmes “International Management and Cultural Cooperation” and “Cultural Tourism”, University of Barcelona
- Sue Millar (United Kingdom), President of the International Scientific Committee on Cultural Tourism, International Council on Monuments and Sites (ICOMOS)
- Zhang Min (China), Project manager, PhD candidate, University of Rovira I Virgili
- Webber Ndoro (South Africa), Director, African World Heritage Fund
#OrangeTourism: Cultural and Creative Tourism as a driving force for cities identity and sustainable development, a transversal and overall vision of UNESCO cultural conventions

Dr. Jordi TRESSERRAS JUAN                  jjuan@ub.edu

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Member of the UNESCO Chair Culture, Tourism, Development and its UNITWIN Network coordinated by IREST – Université Paris 1 Panthéon-Sorbonne
What’s Orange Tourism?

A short background
Our approach

A juice created by mixing some economic theoretical approaches:

- Economy of identity (ies)
- Cultural economy
- Creative Economy
- Experience Economy

Orange Economy

(Ivan Duque + Felipe Buitrago – IADB/BID)
October 2013

Authors: Buitrago Restrepo, Pedro Felipe; Duque Márquez, Iván


http://www.youtube.com/watch?v=3kMIZZqOlag
creativity, entrepreneurship and innovation in communities and territories with identity

Cultural Heritage + Arts + Cultural and Creative Industries

= Cultural and Creative Economy

#OrangeEconomy
If Cultural and Creative Economy is #OrangeEconomy

Cultural and Creative Tourism is #OrangeTourism
Orange Tourism is part of sustainable tourism, generating cultural, economic and social development through the responsible tourism management of cultural heritage, arts and cultural and creative industries.

Orange tourism is a driving force for the Orange Economy, the cultural and creative economy, contributing to generate opportunities to local communities through own identity and the promotion of Orange Destinations, territories or tourism clusters with cultural and creative identity.

Our guidelines to generate policies, strategies and operational plans
195 member states

7 Cultural Conventions

- **Convention for the Protection of Cultural Property in the Event of Armed Conflict** (1954)
- **Convention concerning the Protection of the World Cultural and Natural Heritage** (1972)
- **Convention on the Protection of the Underwater Cultural Heritage** (2001)
- **Convention on the Protection and Promotion of the Diversity of Cultural Expressions** (2005)
UNESCO lists are not only labels for tourism branding … Are more that this from a cultural tourism perspective! are the tools to create sustainable development with identity, creativity, inclusion and equity through cultural and creative tourism (#OrangeTourism)

• **World Heritage List**
With associated programmes carried out by World Heritage Centre as the World Heritage Cities Programme and the World Heritage and Sustainable Tourism Programme, and networks as Organization of World Heritage Cities with a cultural tourism strategy

• **Immaterial Cultural Heritage Safeguarding List**
With several expressions of ICT in cities and urban areas

• **Creative Cities Network**
With thematic networks (crafts and popular art, cinema, design, gastronomy, digital art, literature and music) and cultural and creative tourism as a joint strategy
The role of culture in Sustainable Development in view of the United Nations Post 2015 Development Agenda

Hangzhou Declaration. Placing Culture at the Heart of Sustainable Development Policies (March 2013)

http://unesdoc.unesco.org/images/0022/002212/221238m.pdf
Siem Reap Declaration on Tourism and Culture – Building a New Partnership Model
Siem Reap, Cambodia - February 2015

Key objectives:

1. Build new models of partnership between tourism and culture
   - Improve governance and public, public-private and community organizations partnerships
   - Develop cultural tourism policies
   - Promote capacity building in cultural tourism
   - Ensure that the incomes from tourism management of cultural sites reverse in cultural sector.
   - Promote entrepreneurship and business opportunities in cultural and creative tourism

2. To promote and protect cultural heritage
   - Promote the World Heritage and Sustainable Tourism Programme

3. Linking people and promote sustainable development through cultural routes

4. Promote stronger links between tourism, living cultures and creative industries

5. Promote the contribution of cultural tourism in urban development
   - Culture-led redevelopmepent of urban areas: i.e. cultural and creative districts with a cultural and creative tourism experiences
Global Sustainable Tourism Charter

Basque Country, Spain – November 2015 (renovation of the former Charter of Lanzarote 1995)

http://sustainableturismcharter2015.com

Key-elements for cultural and creative tourism:

*Cultural and Creative Tourism as a driving force for a sustainable tourism development through a responsible management of cultural heritage –material and immaterial- , arts and cultural and creatives industries, from a transversal and overall vision of UNESCO cultural conventions.*
Experiences and best practices
Mexico

Networking... creating synergies between World Heritage cities

Coopetence vs competence
Campeche, Ciudad de México and Xochimilco, Guanajuato, Morelia, Oaxaca, Puebla, Querétaro, San Miguel de Allende, Tlacotalpan & Zacatecas
Cartagena de Indias (Colombia)
Creativity and orange tourism entrepreneurship in a World Heritage City: Emprende Cultura project
Street art in Getsemani neighbour. “First the citizens, tourist after”
Exhibition of Ruby Rumie. People are the citizens of the Getsemaní neighbour in Cartagena de Indias. Galeria NH - Cartagena
Fundación para el Nuevo Periodismo Iberoamericano (FNPI) – 1995-2015 Cartagena 20 años
Buenos Aires (Argentina)
Identity and Creativity
Buenos Aires
Ciudad de Diseño

Buenos Aires es la primera Ciudad Creativa de Diseño de la UNESCO, una distinción otorgada por el fuerte impulso de una actividad que nos hace diferentes y prestigiosos.

Hoy, esta nominación es compartida con Montreal, Berlín, Kobe, Nagoya, Shanghai, Shenzhen, Seúl y, recientemente, Saint-Etienne.
City brand key elements for tourism development

- Leader city in MICE tourism sector (meetings, incentives, congress and events)
- Tango and “Filete” (traditional design) – UNESCO Immaterial Heritage List
- Buenos Aires Creativa - UNESCO Creative City for Design
- Book World Capital
- Preferred best destination for LGTB segment
- Neighborhoods with identity and new creative districts
Dublin (Ireland)
UNESCO Creative City for Literature
Bloomsday: citizens and tourist participation live the Ulysses world created by James Joyce
Corporate Cultural Responsibility (CCR) is the active and voluntary contribution to the cultural sector by firms, that generally aimed to improve competitive advantages and an added value.

It is complementary to the Corporate Social Responsibility (CSR) because sometimes culture can be included within the framework of the social purposes. It should also be noted that cultural enterprises and institutions can also promote CSR.

Now we are working in a study on the CCR in companies related to tourism sector, with special attention to the cultural and creatives hotels.
Hotels with character and soul

Silk Road Hotel Management Co Ltd aims to offer culture lovers a memorable stay at our hotels that have character and soul, the hotels capture the cultural spirit of the destination by combining conventional hotel services with elements from our cultural heritage. The flagship hotel of the group Silk Road Dunhuang Hotel, in spectacular Han and Tang architectural style, is a showcase property built against the backdrop of the rolling sand dunes in Dunhuang, China. Other hotels include: the artistic Lusongyuan Hotel arrayed in a traditional quadrangle compound inside a "Hutong" in Beijing; Pingjiang Lodge, Suzhou, which preserves the indigenous architecture of the Ming Dynasty; Baicao Hermitage, Shaoxing, is oozed with Jiangnan cultural ambience; In Huangshan, Xidi Travel Lodge is transformed from residential houses dating back to the Ming and Qing dynasties for the experience of southern Anhui culture, while Tunxi Lodge is set at the ancient commercial street of Song, Ming, and Qing dynasties.
Cultural and creative hotels

Cultural heritage and modern art at Shanghai Bund.

Originally built between 1906 and 1908, with restorations complete in 2011. The Swatch Art Peace Hotel was born as a unique creative project, mixing fine dining, haute horology, and the excitement of artists-in-residence living, working, and exhibiting under one roof.

The artist residency of the second and third floor consists of 18 workshops and apartments that host known and unknown artists from around the world who are invited to stay, work, and play in the creative environment for a period of up to six months.
- Cultural centres with an annual agenda
- Art and heritage urban trails
- Tasting traditional and creative culinary and beverages
- Conferences and talks about local culture

_Cultural Concierges_
People specialized in to create cultural and gastronomy experiences for hosts
Granada (Andalucia, Spain)
International Festival of Music and Dance, the oldest festival in Spain
UNESCO Creative City for the Literature
One study-case for Corporative Cultural Responsibility in the tourism sector
Festival Internacional de Música y Danza de Granada
Festival Internacional de Música y Danza de Granada
CREATIVE STRATEGIC PLANNING FOR MANAGING THE CONFLICTING DYNAMICS OF CULTURAL TOURISM IN DEVELOPING VIBRANT CITIES

Sue Millar - President
ICOMOS International Scientific Committee on Cultural Tourism

www.icomos.org  •  suemillar212@gmail.com
The Significance of Creative Strategic Planning

CREATIVITY – A NEW PARADIGM FOR SUSTAINABLE CULTURAL TOURISM DEVELOPMENT

INNOVATIVE DEVELOPMENT – A PARTNERSHIP BETWEEN RESIDENTS & VISITORS

‘INSIDER’ & ‘OUTSIDER’ VALUES – PLURAL PERCEPTIONS & EXPERIENCES ARE EMBRACED IN THE SUSTAINABLE DEVELOPMENT OF THE INTERCONNECTED CITY
Cultural tourism and the visitor economy are integral and not peripheral to the creative and cultural economies & creative life of vibrant cities in 21st century.

Culture as discourse for development flourishes through cultural exchange – a continuous and imaginative interaction between external influences, internal governance and existing way of life.

Cultural heritage & tourism strengthen the resilience of a city – culture remains important for societies during times of war, conflict and economic struggle. Tourism is quick to return post conflict. Paradoxically destruction creates employment for conservationists and cultural renewal.

Cultural expression and a ‘culture of encounters’ are drivers of synergistic relationship between local communities and visitors often leading to a revival, reinterpretation and renewed recognition of the values associated with traditional crafts, cuisine and hospitality.
Brussels Tourist Office’s witty promotional video response to ‘lock down’ 2015 - referencing Belgian artist Magritte & picking up on images of ‘cats’ - the centre of city’s alternative social media messages during the terrorist threat

……. creativity …can enlarge people’s capacities to lead the lives they have reason to value through access to cultural assets and resources in all their diversity. It can free individuals from tensions and conflicts, exclusion and discrimination, ultimately contributing to stability, peace and security…

Third UNESCO World Forum on Culture and Cultural Industries “Culture, creativity and sustainable development. Research, innovation, opportunities” Florence Declaration 8, 4 October 2014
A HOLISTIC CULTURAL TOURISM EXPERIENCE OF HISTORIC CITIES

ICONS

PUBLIC SPACE

MARKETS
Cultural Tourism a phenomenal success story

CULTURAL HERITAGE CONSERVATION AND CULTURAL TOURISM A GLOBAL INDUSTRY - CATALYSTS FOR MANAGED CHANGE
‘One billion is an extraordinary number.

Let us for a minute look back to 1950, when traveling outside of one’s country was restricted to a small elite of wealthy people and a number of adventurers. When there were just 25 million international tourists discovering the world. When the majority of the people of the world would spend their entire life never going beyond a 100 km radius.

Today, just one generation later, one billion people are on the move. By the end of 2012, one seventh of the world’s population will have crossed international borders in a single year. Four billion more would have been on domestic trips within their national borders.’

Taleb Rifai, Secretary-General, World Tourism Organization (UNWTO)
World: 810 million international tourist arrivals January to August 2015, 33 million more than in the same period of 2014

Europe: growth continued well above the long-term trend in 2015

“Europe, the most visited region in the world, posted 5% growth in international tourist arrivals through August, with strong results in Northern Europe (+6%) Central and Eastern Europe (+7%) and Southern Mediterranean Europe (+5%).”

“Asia and the Pacific: recorded a 4% increase in international arrivals through August, Oceania (+7%), South-East Asia (+6%), 4% in South Asia and by 3% in North-East Asia. Where Japan continues to show extraordinary growth.”

Source: UNWTO World Tourism Barometer October 2015
CHARTERS & DECLARATIONS

ICOMOS International Cultural Tourism Charter (1976) & 1999

Dynamic Interaction between Tourism and Cultural Heritage

Domestic and international tourism continues to be among the foremost vehicles for cultural exchange, providing a personal experience, not only of that which has survived from the past, but of the contemporary life and society of others.

UNESCO/UNWTO Siem Reap Declaration on Tourism & Culture 2015

• Sustainable Tourism can be a key driver in the preservation & promotion of cultural heritage while nurturing a sense of pride and self-esteem within communities & destinations around the world...

• Tourism development and activities associated with cultural heritage can achieve sustainability through building responsible governance structures, ensuring protection and conservation, promoting investment, fostering poverty reduction, facilitating linkages between tourism sectors and local suppliers of goods and services, showcasing local cultures and supporting human resource development.

• There is need to reinforce and expand the contribution of living cultures and creative industries ... towards the achievement of sustainable tourism, because these have an increasing role in creating the distinctive and unique visitor experience of each destination.

• Cultural Tourism has the potential to contribute to the cultural development, growth and rejuvenation of urban areas and historic cities.
Conflicting Dynamics
Who decides? Who pays? Who benefits?

HISTORIC CENTRES REIMAGINED – LOCAL CULTURE OR CULTURE OF TOURISM DOMINANT?

CITY CENTRE WORLD HERITAGE SITES – ENHANCED OR COMPROMISED BY ENCROACHING ‘TALL BUILDINGS’ & ACCLAMATION OF DENSITY FOR SUSTAINABLE DEVELOPMENT

PUBLIC SPACES & MUSEUMS – SENSE OF PLACE – OVERWHELMED DEGRADED OR ENLIVENED BY CROWDS?

ON-GOING SEARCH FOR AFFORDABLE PLACES & SPACES BY CULTURAL & CREATIVE ENTREPRENEURS – NEW OPPORTUNITIES MADE POSSIBLE OR BRAKE ON DEVELOPMENT?
Denmark - mainstay of trans-Atlantic cruise ships
Tourists should blend in with the Danish way of life - 'quiet zones'

France population 65 millions
International Tourists 85 millions

Paris uses noise and zoning laws

Eiffel Tower
7 million visitors each year
The world's most heavily visited paid attraction

Louvren Museum
35 000 visitors a day

Loitering is forbidden; street vendors are strictly regulated. "Paris is, first of all, for Parisians"

Cultural heritage & tourism feed each other. France invented the first Ministry of Culture and then spread festivals around the country to send visitors far from Paris.
Louvre Museum & Eiffel Tower Paris France
Tower of London WHS & Shard London UK
Crowds watching performance artists Trafalgar Square London UK
Visitors pay for private tours. Public/private sectors provides security.

Tourists crowd together on pedestrian thoroughfares. Local people find the back streets.
Creative & Cultural Entrepreneurs
Maritime Greenwich World Heritage Site - UK
The Case Study London – the Visitor Experience

CONNECTING ICONS, HOSTING THE OLYMPICS, DESIGNING SPACES & LICENSING STREET ARTISTS
“To move forward, people need to be inspired: they need buildings that enhance their creativity and push them to take their future into their own hands.”

Diébédo Francis Kéré
River Thames & City of London UK
St Paul’s Cathedral & Millennium Bridge
London UK

Tate Gallery of Modern Art – formerly Bankside Power Station London UK
Equestrian events  London  Olympics 2012
Remarkable post-Olympics tourist boom

Records broken

17.4 million foreign visitors in 2014
£11.8 billion  - up 2.8 per cent on 2013 - spent in the capital’s shops, hotels, restaurants and bars

London Mayor Boris Johnson

“Our status as the number one destination in the world is surely beyond any doubt, and with incredible attractions like the Rugby World Cup heading our way we look forward to welcoming many thousands more visitors to London.”
Cultural and creative entrepreneurs

MAKING SPACES & PLACES
CREATING JOBS
PROMOTING LOCAL CULTURE AND PRODUCTS
Goal 8. Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all includes

Target 8.9

By 2030, devise and implement policies to promote sustainable tourism that creates jobs and promotes local culture and products".
CASE STUDY - GREENWICH MARKET

Sophia & Matt
Moving inside ‘Lush Designs’ & ‘Sophia & Matt’ – market to shop
Maritime Greenwich World Heritage Site
Creative Strategic Planning for Cultural Tourism Development

- Facilitates the flourishing of the living cultural heritage
- Enables both top down & bottom up sustainable development
- Supports up-scaling and growth of small cultural and creative businesses
- Embraces cultural tourism as a designed experience & culture of encounters
Public/Private investment - international/national/regional profile

Cultural & creative entrepreneurship – inclusive communities

Balance

Sense of Place

Cultural Encounters

International Artists

Enabling Participation

Personal Experience

Plural Identities

Cultural Diversity

Work for All

Cultural & creative entrepreneurship – inclusive communities
Informal Cultural Encounters - Authenticity & Integrity of Experience
Creative Strategic Planning

1. Considers visitors as a key driver of the economic, social and cultural prosperity & well being of a city – essential not peripheral.

2. Recognises cultural tourism as a strength in building the resilience of a city and its inhabitants.

3. Examines the nature of the relations and needs of street markets, physically based cultural & creative networks and notion of ‘messy planning’ to avoid gentrification & to enable new comers – migrants - to become entrepreneurs integrating the multicultural city into the range of innovative bespoke products & services for cultural tourism.

4. Supports cross cutting cultural, social and economic exchange through the planning process for cultural tourism & sustainable cities.

5. Embraces visitors (tourists) as partners with local people within the conceptual thinking for holistic sustainable city development.

6. Designs new spatial frameworks for managing the interrelated development of cohesive societies & cultural tourism for sustainable cities in the 21st century.

7. Undertakes planning as a process that invokes & involves significant attention to the cultural heritage conservation, interpretation & cultural tourism development of the city as part of the master planning & implementation processes linked to the quality of life and way of life of its citizens and visitors as citizens of the world.
More of 30 enterprises have created this group of sponsors of this Festival, including tourism sector.
7th floor is a thematic area focused on music and literature.

Granada is a UNESCO creative city for the Literature.

Hotel Abades Recogidas **** - Grupo Abades – Granada – Octubre 2012
Barcelona (Catalonia, Spain)

Casa Milà – La Pedrera, one of the works of Antoni Gaudi at the World Heritage List, managed by Fundació Catalunya La Pedrera.

A example of co-responsibility
Casa Milà - La Pedrera, Güell Palace and Park Güell were the first elements of modern heritage to included in the World Heritage List in 1984.

Casa Milà is the first 20th Century site and the firts apartment building.
Casa Milà – La Pedrera is the 3rd in the incomes top list in cultural attractions of Catalonia (Spain)

Source: Departament de Cultura. Generalitat de Catalunya 2014
Casa Milà – La Pedrera incomes by visits and activities can contribute to maintenance of other cultural and natural infrastructures managed by the Fundació Catalunya La Pedrera as:

• **MónNatura Delta de l’Ebre**, located in the old salt works of La Tancada, at the EbreBiosfera - Terres de l’Ebre, UNESCO Biosphere Reserve from 2013.

• **Món Sant Benet**, medieval monastery located in the Parc Geològic i Miner de la Catalunya Central, at the Geopark World Network from 2012, initiative under the auspices of UNESCO.

• **MónNatura Pirineus**, located at Les Planes de Son, in the municipality of Àneu with one of the manifestations in Isil of the Summer Solstice Fire Festivities at the Pyrenees (les festes del foc del solstici d’estiu als Pirineus) included this year 2015 in the UNESCO List for Safeguarding Immaterial Cultural Heritage.

Social services as aged people assistance, grants for students without resources are also financed.
Quito (Ecuador)
Identity, social inclusion and networking with the neighbours
Plan de Gestión
conjunto conventual
San Francisco de Quito

nuestro patrimonio, nuestra responsabilidad

Ministerio de Cultura y Patrimonio
INPC
Municipio del Distrito Metropolitano de Quito
Recovering the oldest existing craft beer in America

- Site-museum
- Modern craft beer
- Gastrobar to drink and taste monastic cuisine
Del 1ro de Octubre al 3 de Noviembre
nos invitamos a degustar la tradicional
Colada Morada acompañada con
deliciosas Guaguas de Pan durante
la hora del Café Guateño (4 a 6pm)

Precio: $18 incluido impuestos por persona

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contáctenos al 400-8000 o al correo
info@casangangotena.com
Collaborative tourism is here

Creating an important offer of cultural and creative experiences for citizens and tourists
Vive experiencias únicas guiadas por gente local.
Descubre una nueva manera de viajar.

ENCUENTRA experiencias

SUBE experiencias
Barcelona Baila Salsa

Valoración de los usuarios
★★★★★

25€ /pers
(Los precios de Trip4real incluyen todos los cargos e impuestos)

Barcelona | 5 horas

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The Best Boutiques with a Fashion Designer
2 reviews
★★★★★
40€

Barcelona’s most Trendy Shops with a Fashion Stylist
1 review
★★★★★
40€

Secret Shopping Route with a Stylist
1 review
★★★★★
60€

Discover the Unknown Shops and Savor the Best Tapas
1 review
★★★★★
140€

Step into a local Fashion Designer’s Showroom
1 review
★★★★★
50€

The best vintage furniture shops in Barcelona
2 reviews
★★★★★
35€

Meet Barcelona and the Alternative Fashion
1 review
★★★★★
100€

Shopping tour of Children’s Stores
1 review
★★★★★
30€
La crisis y el elevado IVA cultural han acabado con muchas salas, galerías y establecimientos culturales, por eso Cultura a Casa, imitando las iniciativas de otras ciudades ha trasladado este tipo de eventos a casas particulares, donde puede verse un concierto, exposición de arte, obra de teatro, clases de cocina, cuentacuentos. Tan solo hay que entrar en la web (www.culturaacasa.org) reservar y quedar en un lugar para ir al domicilio indicado.
TURISMO COLABORATIVO
TALENTO QUE PAGA A CONTA

#CONECTADO
A HOSPEDAGEM PODE SAIR QUASE DE GRAÇA PARA VIAJANTES QUE OFERECEM GERENCIAMENTO DE MÍDIAS SOCIAIS PARA O ESTABELECIMENTO

TOCA RAUL
VIAJANTES MÚSICOS PODEM TER DESCONTOS REALIZANDO APRESENTAÇÕES NOS MEIOS DE HOSPEDAGEM

MESTRE CUCA
O TALENTO NO PREPARO DE PRATOS TAMBÉM PODE RENDER EXPERIÊNCIAS E ISENAÇÃO DE DIÁRIAS EM HOTEIS E HOSTELS
Thanks a lot
Muchas gracias
Moltes gràcies
Creativity in Cultural Itinerary: Tourism for Sustainable Development

International Conference on Culture for Sustainable Cities
Min ZHANG (Lucy)
10-12 Dec 2015 Hangzhou
CONTENTS

Key words
urbanization; role of cities in a region; creativity; trade mark; IP; local development

Background
Poverty & Rich cultural assets

Project scheme
Poverty reduction & Sustainable tourism

Conclusion
The right pace of sustainable development
Key words

Cultural Itinerary

A. Urbanization: blurry boundaries between cities and countrysides

B. Role of cities & world heritage

C. Pump of tourist site

D. Collective trademark & IP:
   - local community
   - local development

Creativity:
- added value
- high quality

systematic approach
Background

Cons
• Economic context
• Social context

Pros
• Cultural context
• Environmental context
Economic Context

» 70m in 592 counties under national poverty line in total (2015)

- Western regions: 37%
- Central regions: 63%

- Minority regions: 39%
- Non-minority regions: 61%

Map showing distribution of poverty across different regions.
Economic Context

» Yunnan province: No. 1 (73 counties)
Social Context

Younger generation have no better choice but go to cities to work for higher income; seniors and kids remain in countryside and keep their cultural roots-
Cultural Context
Festivals

屏边

重要活动
Torch Festival of Yi People
Water Splash Festival of Dai People
Street Banquet-Hani People
宜良烤鸭
弥勒卤鸡
个旧蘸水米线
个旧小肉串
蒙自过桥米线
蒙自甜石榴
蒙自枇杷
屏边凉拌草果芽
屏边花米饭
河口越南小卷粉
Environmental Context
Roots and Routes

- Place
- Cultural Experience Center
- Community
- Traditional Culture (Intangible)
- Heritage (Tangible)
- Food
- Arts
- Handicrafts
Food Tourism 2016

-most direct cultural expression

-“must do” for all tourists, easy entry to local culture

-high percentage of overlapping between cultural tourists and culinary tourists (WTO 2015)
producers: all service providers

consumers: tourists

authenticity

high quality

cultural experience center

Hani

Yi

Yao

Miao
VALUE CHAIN

cultural capital (food ingredients/tradition/festivals) → food culture-based tourism products → tourism market (domestic/international)

Design → Production → Marketing
According to value chain analysis, we try to set up three scenarios based on statistics of average level of tourism sector in Honghe prefecture (2014) in order to estimate the economic impact of food tourism on local development:

1. Honghe tourism income -average level (2014) as baseline
2. “catching-up” model-project economic contribution 1
3. “overtaking” model-project economic contribution 2
Conclusion

The Right Pace of Sustainable Development

“欲速则不达”

“Haste makes waste”

creativity
cultural heritage
high quality
local development
THANK YOU

Email: minzhanglucy@126.com  
Mob: 0086 186 1407 3022
CULTURAL HERITAGE AND TOURISM ECONOMIC DRIVERS – Webber Ndoro

... Patient because history is on their side, these masses do not despair because today the weather is bad. Nor do they turn triumphalist when, tomorrow, the sun shines...
LAMU
ZANZIBAR
SOWETO- PROPOSED WORLD HERITAGE PLACE- TOWNSHIP TOURISM

UNIQUELY AFRICA
Varied layers of SOWETOS heritage

1. Response to the mining on the Rand—therefore related to the beginnings of labour demands

2. Rural-to urban movement—Africans in a large settlement—fusion of cultures

3. Urban History and demography in an African setting

4. Responses to Apartheid and colonization

5. Post Apartheid and Urban renewal—success story—images of Soweto

6. From dormitory town to a modern township—
TOWNSHIP TOURISM

- SOWETO is a well known Brand in the World- Mandela-SOWETO
- One of the Oldest African Townships
- Already attracting visitors to the places particularly historical places
- Nobel laureates
- Images of SOWETO as typical life in an African Township.
- Unique contribution to the liberation –symbol freedom
- Provincial Authority planning around it
CULTURAL TOURISM

- Organized by tour operators from outside Soweto
- Main focus is historical areas Villakazi and Hector Peterson Museum
- Soweto tours not the target but as part of other visits
- Large visitors – domestic – not included.
Opportunities

- Build on the existing to increase visitor ship
- Create entrepreneurial environment- for investment and job creation
- Systematic and regulated way of managing a common legacy
- Developing an urban area which cares about its heritage and historical environment
- A pro-poor policy which insures local participation
Investing... in Africa's heritage

AFRICAN WORLD HERITAGE FUND

Patient because history is on their side, these masses do not despair because today the weather is bad. Nor do they turn triumphant when, tomorrow, the sun shines...