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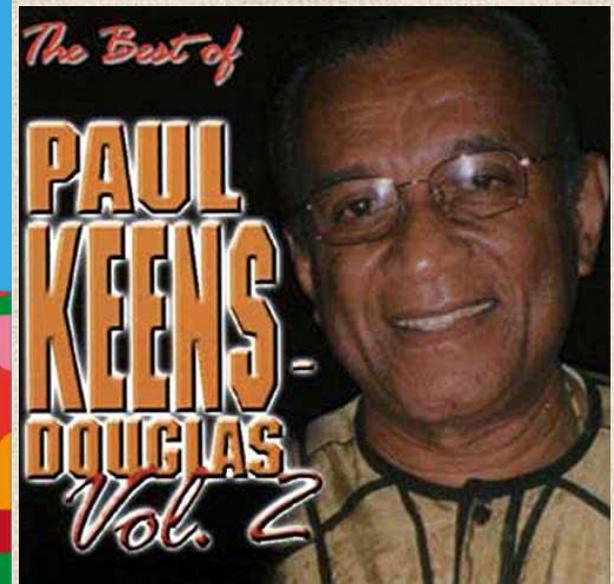
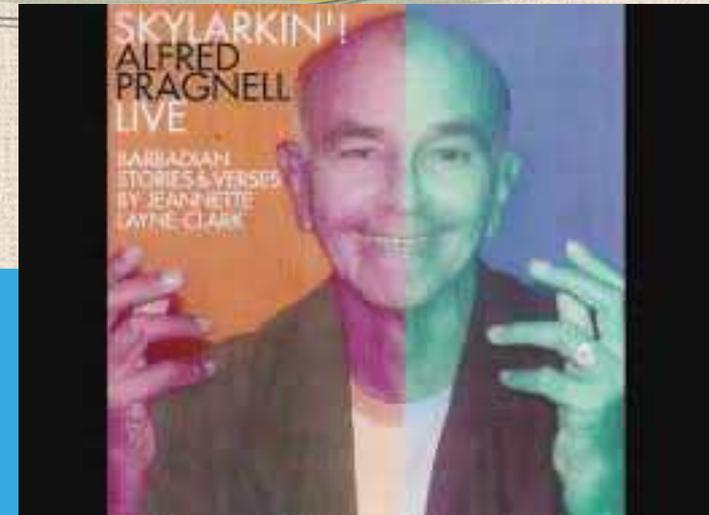
Heritage Interpretation and Storytelling in the Tourism Context

Caribbean Tourism Organisation (CTO)

Caribbean Heritage Trails: Routes of Roots Webinar Series

**Dr. Tara Inniss, Department of
History and Philosophy, Cave Hill
Campus, The UWI**

Storytellers



“Done well, heritage interpretation can enhance the visitor experience. It may also strengthen the relationship between the site and those who live around it. Furthermore, by improving the attractiveness of a site, interpretation can lead to economic benefits for the wider area. Done badly, it can inaccurately communicate the meanings of the site and alienate those who visit. It can also physically damage the historic material if poorly specified and installed.” (Bored of Boards, Irish Walled Towns Networks)

Cultural Institution Building: You Can't Do This Alone



Heritage Conservation



Heritage Lost



**“National Hero Prescod’s home demolished”
Nation News [Barbados] 15 Jun 2019**

**“Jean Rhys House in Roseau has been
demolished” [Dominica News Online] 8 May
2020**

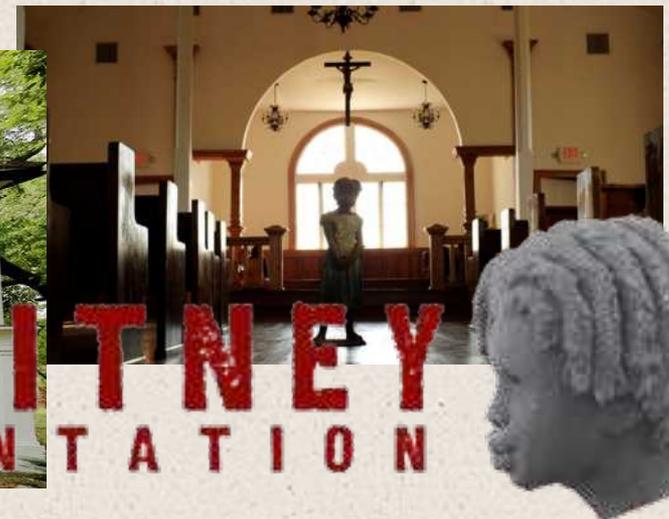
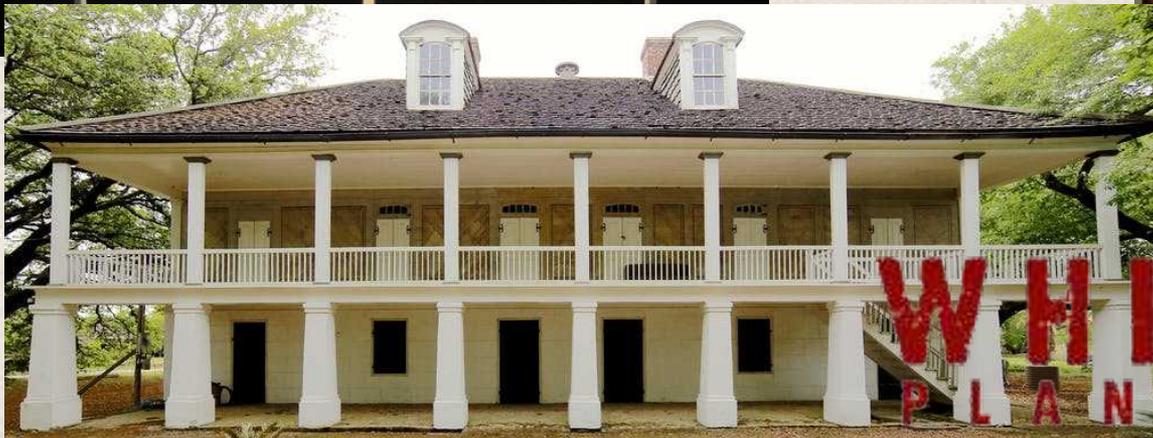
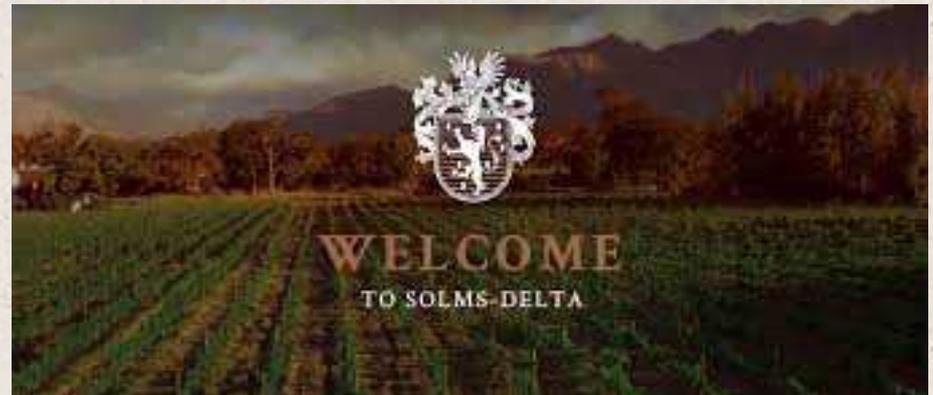


Truth Time: “What is So Great About a Great House?”

- *The [] restaurant is reflective of the grand houses which once stood at the center of each plantation. Traditionally, in those great houses workers may have met governors or congregated to gather and celebrate with each other. Today our great house has the same intention, as it is home to our all-day dining venue.*

Interpreting "Difficult" History

le slave	Unknown male slave	Alida van de Kaap Born circa 1816 Died 30.1.1818	Philid Born Kn
le slave	OWNED BY JAN STEPHAN DE VILLIERS (1803 - 1814)	Floris van de Kaap Born circa 1792 Labourer	Philid Mam val Born Died
le slave		Adriaan van Bougies Born circa 1790 Labourer	Philid Lena van Born



Sugar and Rum Culture



Takeaways

1. Work with Culture. Invest in culture and cultural institutions.
2. Show your Heritage.
3. Invest in history and heritage education for your people first (visitors after).
4. Local people are visitors too!
5. Your message must be conveyed in many places – not just in heritage contexts.
6. Make every receptionist and taxi driver a trained tour guide.
7. We are made **more uncomfortable** by our absence from the narrative, than our presence in it.

Join the Caribbean Heritage Network (CHN)

www.caribheritage.org

