PACKAGING HERITAGE ASSETS AS A TOURISM PRODUCT

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TOURISM PRODUCT DEVELOPMENT COMPANY LIMITED

› Central agency mandated by the Government of Jamaica to facilitate the maintenance, development and enhancement of the tourism product.

› Supports government and quasi-government agencies in the development of the tourism industry, particularly by coordinating and facilitating prompt action between public and private sector interests.

"A concerted effort to preserve our heritage is a vital link to our cultural, educational, aesthetic, inspirational and economic legacies – all of the things that quite literally make us who we are."

Steve Berry

Product Development

**Guided by a number of International and National Mandates including:**

› Tourism Master Plan (2003)
› The Growth Plan of the Ministry 5x5x5
› Vision 2030 National Plan
› Sustainable Development Goals
› Principles of Destination Assurance: safety, security and seamlessness
› The TPDCo assures long- term sustainable tourism development through the implementation of a number of strategies that bring into focus the generic vision to:
- **Develop Jamaica's competitiveness;**
- **Enhance the visitor experience;**
- **Build an inclusive industry by fostering closer integration of our people and;**
- **Develop and sustain the environment.**

The Tourism Product Defined

The aggregate of all experiences that one engages during a visit to our country which includes:

- Cultural heritage

- Sun, sea and sand

- Interactions with tour operators, immigration etc.

- Everything marine and terrestrial

- Activities

- The environment is the product

- The people are the product

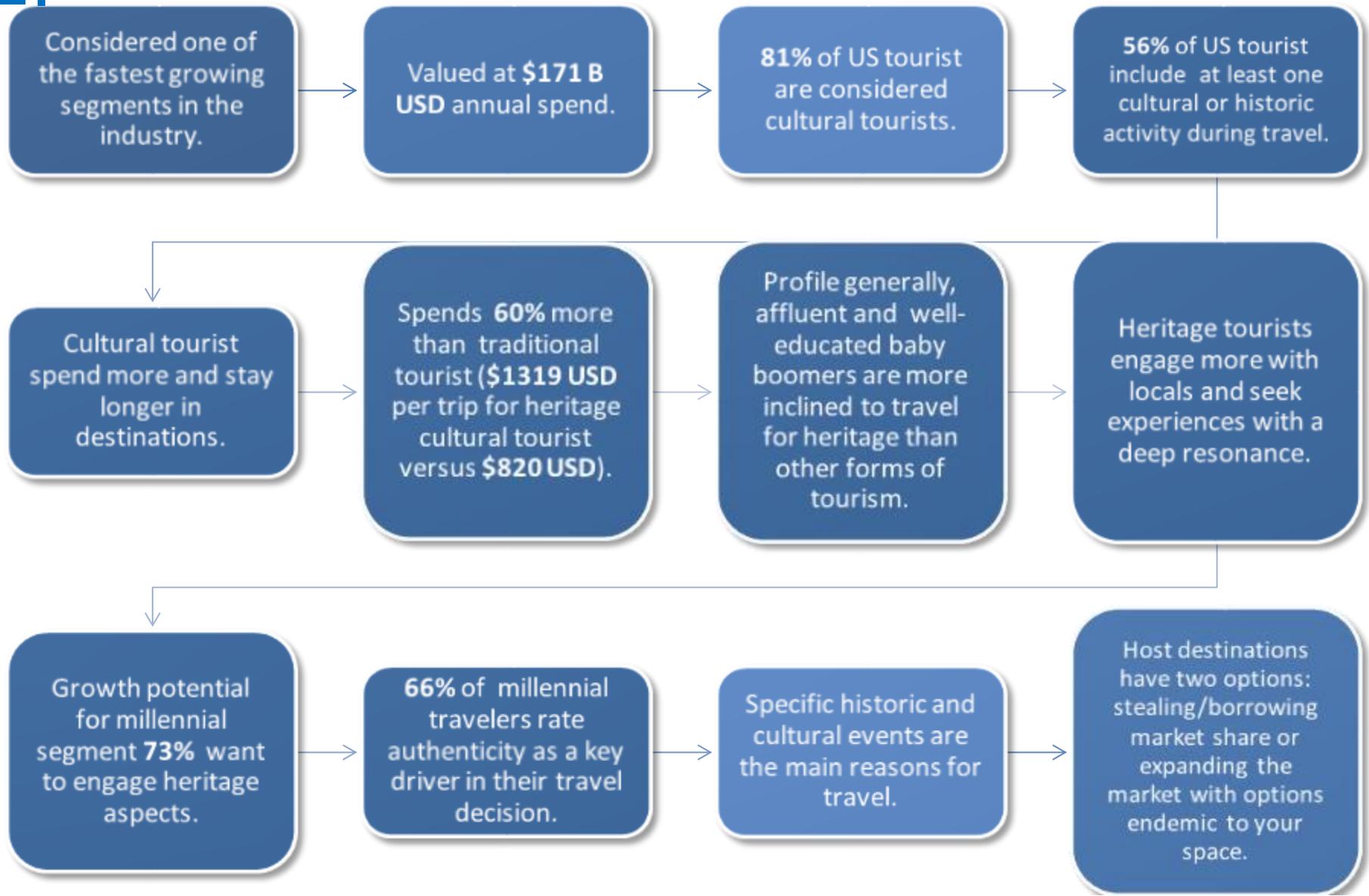8/6/2020
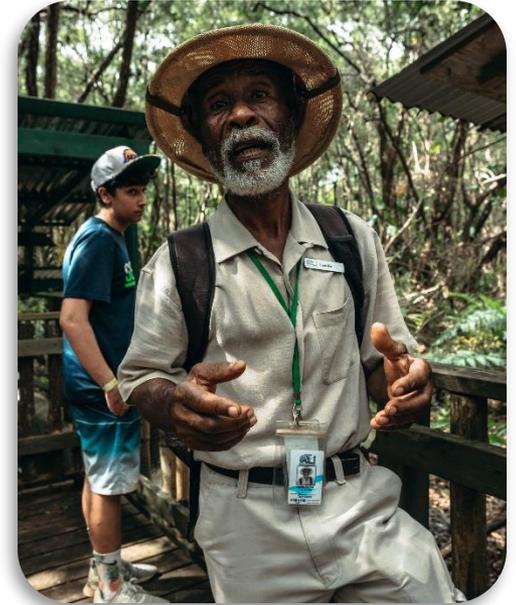
Heritage Defined

- **Heritage,** in the TPDCo context, refers to the amalgam of natural, built, intangible and tangible components, which we have inherited from the various groups that have contributed to the story of our nation. Our motto "Out of many, one people "captures this theme beautifully (TPDCo, 2020).

- So for Jamaica, this amalgam comprise layers including the following:

  - African
  - Taino
  - Jewish
  - English
  - Spanish

  - German
  - Scottish
  - Chinese
  - Indian

"Out of Many One People"

The Heritage Market

Considered one of the fastest growing segments in the industry.

Valued at **$171 B USD** annual spend.

81% of US tourist are considered cultural tourists.

56% of US tourist include at least one cultural or historic activity during travel.

Cultural tourist spend more and stay longer in destinations.

Spends **60%** more than traditional tourist (**$1319 USD** per trip for heritage cultural tourist versus **$820 USD**).

Profile generally, affluent and well-educated baby boomers are more inclined to travel for heritage than other forms of tourism.

Heritage tourists engage more with locals and seek experiences with a deep resonance.

Growth potential for millennial segment **73%** want to engage heritage aspects.

66% of millennial travelers rate authenticity as a key driver in their travel decision.

Specific historic and cultural events are the main reasons for travel.

Host destinations have two options: stealing/borrowing market share or expanding the market with options endemic to your space.

How Attractions Support Heritage Tourism

- Attractions as pull factor.
- Attraction connectivity and proximity.
- Transportation as attraction.

Heritage as a Tourism Product

- Traditionally underutilized and sub-optimized within the Caribbean industry and perspective.

- Heritage provides the most unique and compelling asset class within a nation's tourism portfolio.

- Provides a unique and diverse value proposition to the allocentric traveller.

  - Optimal Arousal

Heritage as a Tourism Product

- High degree of difficulty in replication. Authenticity and credibility are key. e.g The Pyramids.

- Provides a basis for reduction in leakage rates.
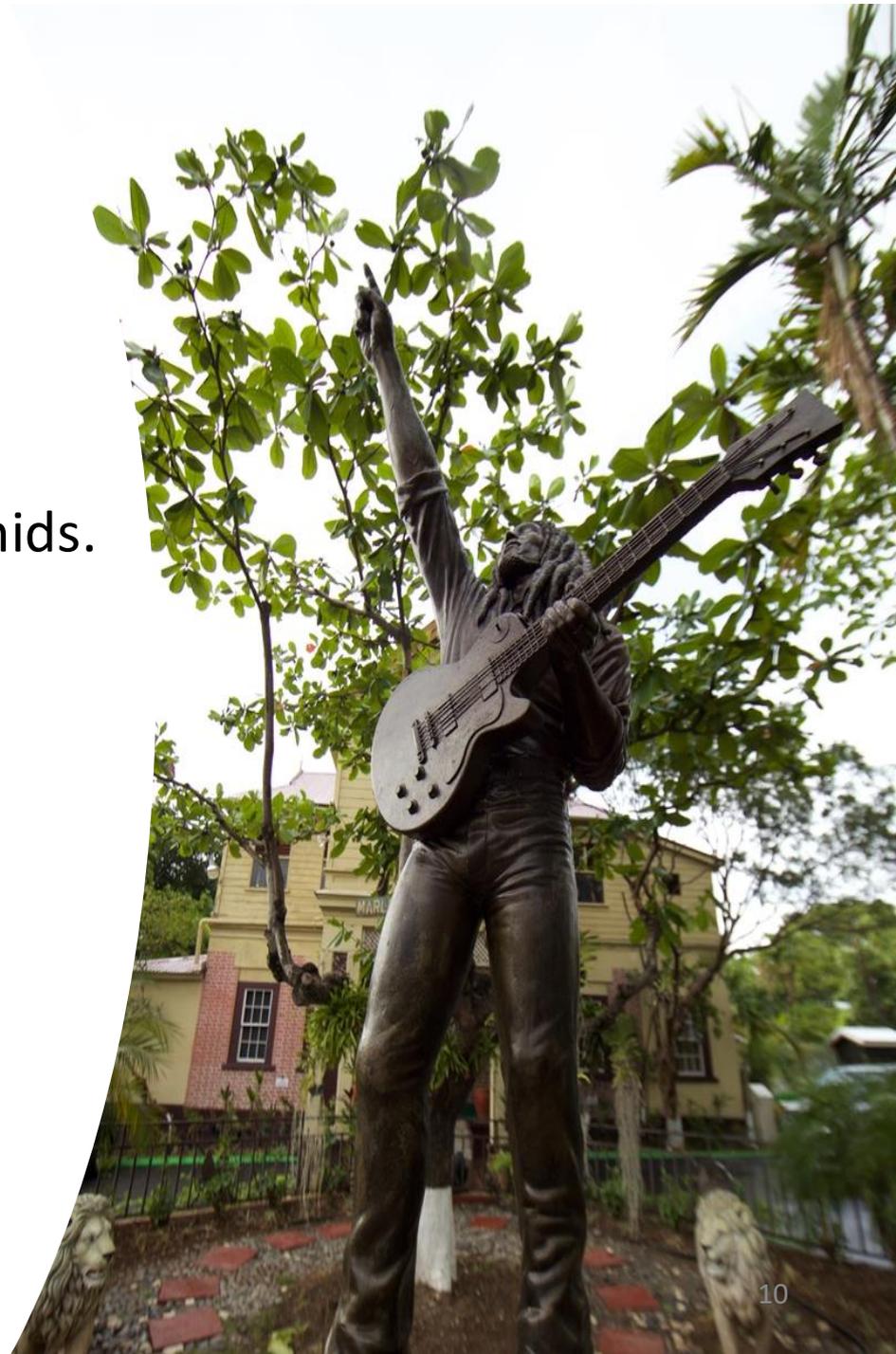
Heritage as a Tourism Product

- **Retention of knowledge in a heavily trafficked destination, a buffer against overtourism and subsumption of identity as in the case of Venice.**

- It reduces irritation **(Doxey Irridex)** through inclusion of community members.

- It enables the interweaving of tourism and social inclusion i.e. disparate groups , inter generational families and disabled persons. **Social Exclusion Theory- Anxiety, Mitigates Zoo Effect.**

- It induces knowledge – based growth, tour guide, curators etc.

- Raises national pride and collective awareness. – **Brimstone Hill Fortress – St Kitts and Nevis.**

- A potential basis for regional connection of products or nodes within a Caribbean bubble or product – Think of West Indies Cricket.
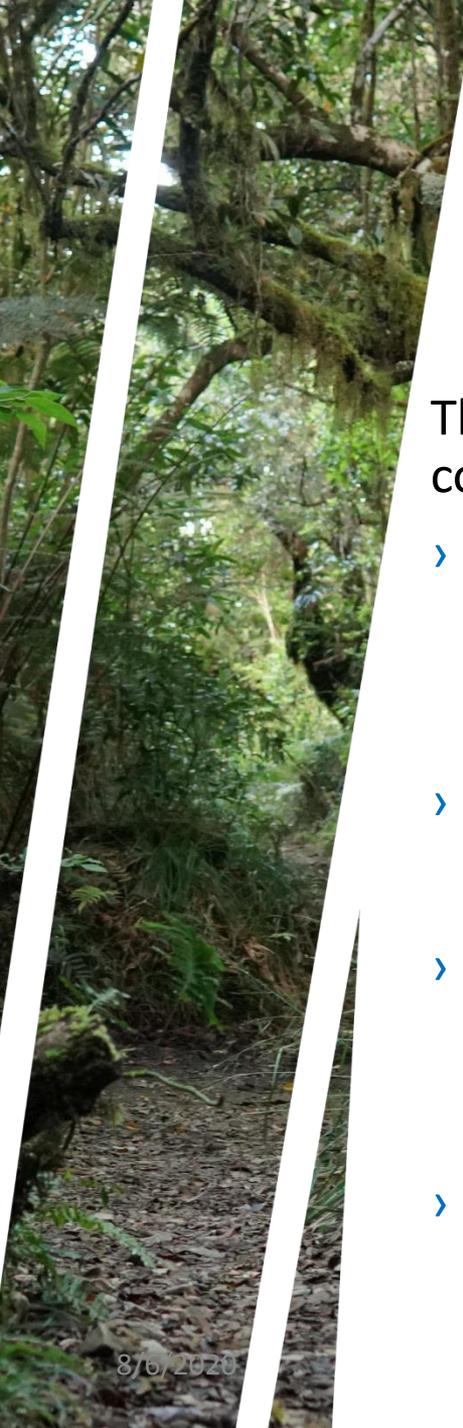
Heritage Thematic Diversification: Caribbean

There are number of possible thematic permutations that can coalesce heritage sites:

› **Natural Wonders: Waterfalls, Caves and Gardens**

   Dunn's River Falls, Green Grotto- **Jamaica**

   Harrison's Cave - **Barbados**

› **Colonization, Resistance and Self-determination**

   Sunbury Plantation, Rock Hall Free Village – **Barbados**

› **Aboriginal, Indigenous and Distinct Groups**

   Maroons in **Jamaica**, Mayans in **Belize**, Tainos in **Puerto Rico**.

› **Forts and Fortification**

   Brimstone Hill Fortress; Fort Charles – **Port Royal, Jamaica**

Heritage Thematic Diversification: Caribbean

› **Literature and film –** James Bond

› **Churches –** Old Cathedral of St. Joseph, The Trinity Cathedral – **Trinidad & Tobago**

› **Great Houses –** Rose Hall, Seville Great House – **Jamaica**

› **Industrial Heritage –** Drax Hall Estate, Morgan Lewis Windmill – **Barbados**

› **Intangible Cultural Heritage –** Religious and Spiritual Practices/Beliefs, Gastronomy, Music, Dance, Folklore, Festivals, Traditions, Language etc.

Trail Development

› A **Heritage Route** or **Trail** is an authentic indigenous experience with a defined start and end point that connects different cultural and natural sites and creates direct, induced and sustained beneficial impact for stakeholders.- TPDCo

› **Considerations for creating heritage routes/trails:**

- Create catalogue of declared heritage sites.
- Identify possible sites for inclusion in a trail from the catalogue of declared sites.
- Identify compelling stories and put identified sites into themes.
- Develop authentic stories around themes using heritage interpretive techniques.
- Determine what type of trail will be created: basic, interpreted or full service trail.
- Using geo-mapping technology, connect the identified sites to create the trail.
- Develop and utilize best practices and standards in heritage interpretation to determine how the authentic stories of the sites will be told.

Trail Development

Technical Considerations:

- Assess supporting infrastructure
- Technological integrity
- **Human capacity**
- Access / Ingress/ egress
- Safety requirements
- Mobility requirements
- Access to emergency services
- Carrying capacity
- Validity of narratives
- Sewage and sanitation

Business Development Considerations:

- Business case assessment
- Income generation
- Induced impact to communities
- Community inclusion and management
- **Inclusion of groups in line with international protocols (women)** – General requirement for multi lateral funding agencies e.g WB/ IDB REDI program
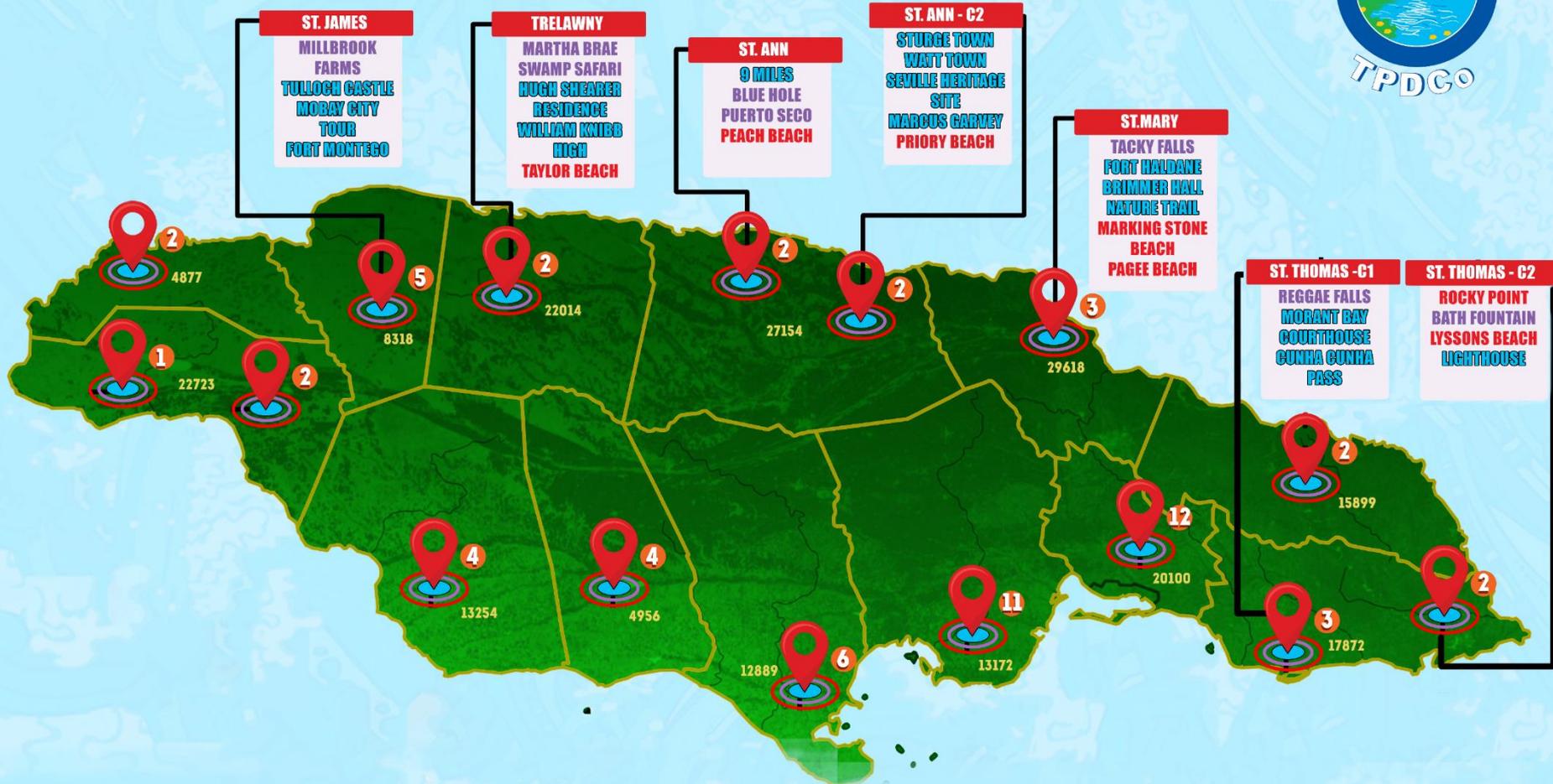- Access to international grants/ funding

TPDCo Approach

› The TPDCo has developed a **cluster model concept** which identifies and maps heritage elements existing within a specified geographical area which may also contain:

- Natural Attractions
- Restaurants
- Accommodations
- Sufficient small businesses / services to support the ecosystem
- Other small and medium tourism enterprises (SMTEs)

› The cluster model facilitates the development of ecosystems of heritage induced assets. Assets may comprise:

- One main place of interest that acts as an anchor that pulls tourists.
- Several secondary places of interest that support the main.

TPDCO CLUSTER AND ECOSYSTEM

Tourism Product Development Co. Ltd — **TPDCO**

ST. JAMES
MILLBROOK FARMS
TULLOCH CASTLE
MOBAY CITY TOUR
FORT MONTEGO

TRELAWNY
MARTHA BRAE SWAMP SAFARI
HUGH SHEARER RESIDENCE
WILLIAM KNIBB HIGH
TAYLOR BEACH

ST. ANN
9 MILES
BLUE HOLE
PUERTO SECO
PEACH BEACH

ST. ANN - C2
STURGE TOWN
WATT TOWN
SEVILLE HERITAGE SITE
MARCUS GARVEY
PRIORY BEACH

ST. MARY
TACKY FALLS
FORT HALDANE
BRIMMER HALL NATURE TRAIL
MARKING STONE BEACH
PAGEE BEACH

ST. THOMAS - C1
REGGAE FALLS
MORANT BAY COURTHOUSE
CUNHA CUNHA PASS

ST. THOMAS - C2
ROCKY POINT
BATH FOUNTAIN
LYSSONS BEACH
LIGHTHOUSE

Map markers (number / population):
- 2 — 4877
- 1 — 22723
- 5 — 8318
- 2 — 22014
- 2 — 27154
- 2 — (St. Ann C2)
- 3 — 29618
- 2 — 15899
- 2 — 17872
- 4 — 13254
- 4 — 4956
- 6 — 12889
- 11 — 13172
- 12 — 20100
- 3 — 17872 / 3 — (St. Thomas C1)

Legend

BEACH OR ATTRACTIONS

HERITAGE SITE

SPRUCE UP PROGRAMME

TOURISM ENHANCEMENT FUND (TEF) PROJECTS

This represents a focus or pull element to which we can anchor to support existing and potential community initiatives

This represents a heritage asset in keeping with the Master Plan for Sustainable Tourism Development, whereby heritage assets are used as a strategic pivot for tourism

This is an initiative of the Ministry of Tourism executed by the TPDCO, whereby roughly US$2.5M is distributed across 63 constituencies to be used for tourism-related projects

This represents projects related to tourism infrastructure development, such as Roads to Atraction

ASSUMPTIONS
- Expected impact population equals 212,846 individuals across the life of the project
- Socio-economic multiplier rate of 1.4 x total investment/input
- All clusters include robust agricultural linkages

DEFINITIONS

CLUSTER - A cluster is comprised of one or more communities that have one or more existing or potential CTEs, attractions, heritage sites and craft markets.

TYPOLOGY - Each community tourism sub-project should consist of:
- Ecological sight tours (hiking, caving, bird watching), security improvement and marketing
- Art and craft quality and marketing
- Cultural heritage tourism enhancement (*per PAD*)

XXX POPULATION - The population figure denotes the total number of persons within the communities

St. Thomas, Jamaica Cluster: Micro View

BEACH OR ATTRACTION

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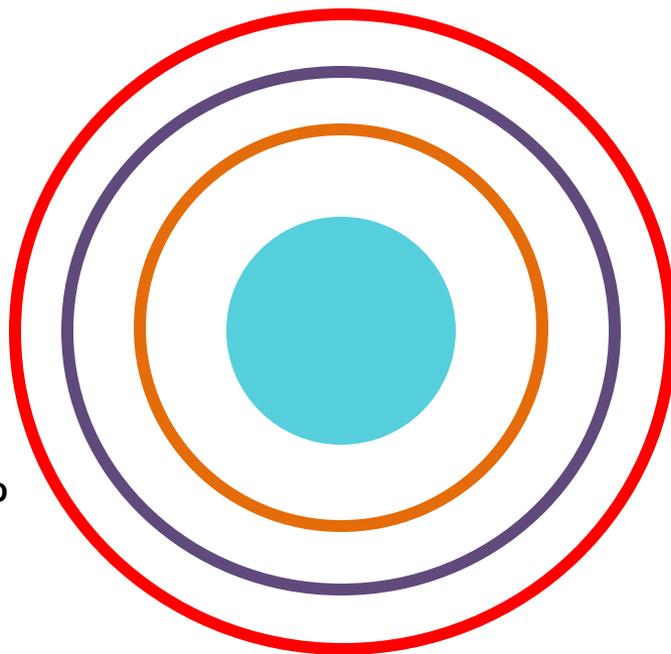
Bath Mineral Spa

World Wars Monument Morant Bay Cenotaph

St. Thomas Parish Church

Morant Bay Courthouse

Lyssons Beach

Thematic Example

- **Faith Based Tourism**

  Jewish Cemetery Trail

  - Unique aspect of Jamaica and the region's history and heritage.

  - Shows diversity in our heritage assets.

  - Collection of cemeteries dating back to the 15th century and festivals and holydays

  - Jewish synagogue with authentic scrolls and other tangible Jewish heritage.

Hunts Bay Jewish Cemetery, Jamaica

Orange Street Jewish Cemetery, Jamaica

Nidhe Israel Jewish Cemetery, Barbados

Thematic Example

- **Literary and Film Tourism**

[James Bond Trail](#)

- 13 original James Bond novel written in Jamaica by Ian Fleming.
- 3 James Bond movies filmed in Jamaica.

Sites associated with the novels and films in Jamaica include:

- *Green Grotto Caves*
- *King's House*

- *Kingston Wharf*
- *James Bond Beach*

Green Grotto Caves, Jamaica

WATCH NOW

Utilize QR codes to give visitors access to more info

Use of interpretive signage

Thematic Example

- **Sites of Conscience and Memory**

Zong Monument

- *Black River has a deep history which involves the Zong Incident.*

Zong Monument
as is Today

Zong Monument Proposed
Design for Rehabilitation

Packaging a Tour: Elements to Consider

› Pricing

› Souvenirs, books, art mementos

› Emotional resonance, poignancy, deep meaning

› Posterity - how does technology enable us to store memories (taking a picture beside a monument)

› Identifying target audience.

› Heritage Interpretation (Presentation)

- Guided tours executed by trained/specialized tour guides.
- Self-guided tours assisted by virtual maps, brochures and directional signage.
- Interpretive signage (storyboards)
- QR Code technology with virtual back end.
- Augmented reality/virtual reality.
- Re-enactments
- Audio-visual technology

Conclusion

- Heritage Development provides an opportunity for Caribbean countries to enable competitive advantage sustained across the long term. These elements will also provide the basis for true destination resilience and diversification irrespective of external forces.

- We must package accordingly and integrate intra-regional tours, utilizing technological and other modalities particularly in a post covidian paradigm essentially making the whole greater than the sum of its parts.
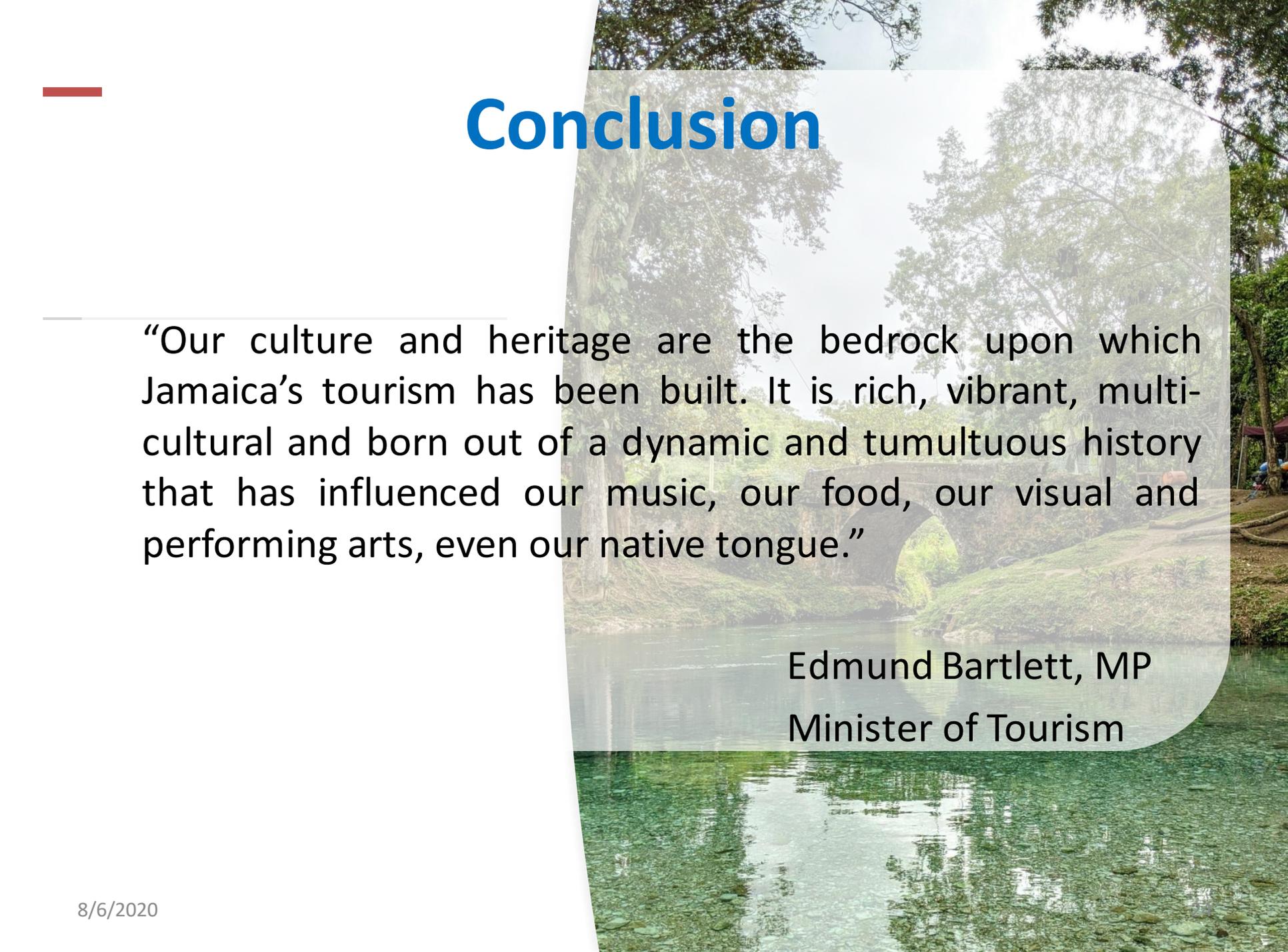
Conclusion

"Our culture and heritage are the bedrock upon which Jamaica's tourism has been built. It is rich, vibrant, multi-cultural and born out of a dynamic and tumultuous history that has influenced our music, our food, our visual and performing arts, even our native tongue."

Edmund Bartlett, MP

Minister of Tourism