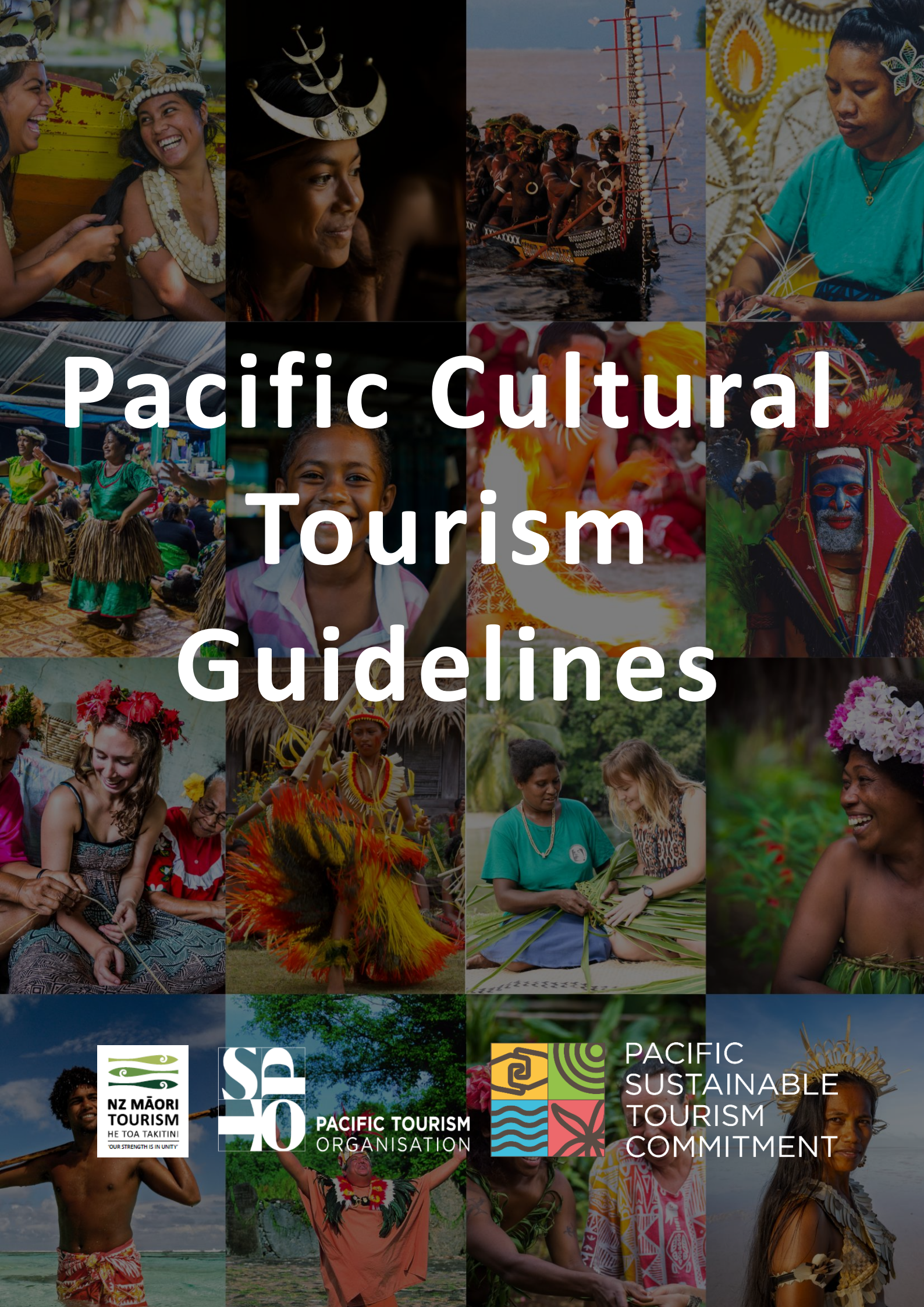




Pacific Cultural Tourism Guidelines



PACIFIC TOURISM
ORGANISATION



PACIFIC
SUSTAINABLE
TOURISM
COMMITMENT

The Pacific Cultural Tourism Guidelines were prepared by TRC Tourism on behalf of the Pacific Tourism Organisation, with the support of NZ Māori Tourism. Published in December 2023.

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We acknowledge the Indigenous peoples of the lands, waters and communities we work together with. We pay our respects to their cultures; and to their Elders – past, present and emerging.

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TERMINOLOGY

Throughout this document, reference is made to Indigenous peoples and local communities. These terms recognise communities that have a long association with the lands and waters that they have lived on or used over time. Indigenous communities, peoples and nations are those which have a historical continuity with pre-colonial societies that developed on their territories and consider themselves distinct from other sectors and settler communities of their contemporary societies. The United Nations Permanent Forum on Indigenous Issues acknowledges that because of their long association and reliance on local resources, local communities also have accumulated knowledge, innovations and practices regarding sustainable management and development, including useful environmental knowledge.

Indigenous communities are sometimes called First Nation peoples or First peoples of the land. Pacific Indigenous communities often choose to be recognised by specific place-based references or in their own language terms. For example, iTaukei (Fiji), Kanak (New Caledonia), and Ta'ata Mā'ohi (Tahiti). Local communities throughout the region also include Pacific diaspora communities.¹

A list of definitions for terms used in the document are available in Appendix D.

IMAGE SOURCE

Supplied by SPTO.

ACCRONYMS

CROP	Council of Regional Organisations in the Pacific
PIMA	Pacific Islands Museums Association
PIANGO	Pacific Islands Association of Non-Governmental Organizations
ICOM	International Council of Museums
SPTO	Pacific Tourism Organisation
UNWTO	United Nations World Tourism Organization
ICOMOS	International Council on Monuments and Sites
WIPO	World Intellectual Property Organization
ICCROM	International Centre for the Study of the Preservation and Restoration of Cultural Property

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¹ Pacific Regional Culture Strategy 2022–2032: the Pacific culture decade - towards sustainable cultural development

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Introduction

Pacific culture is rich, diverse, and vibrant, and an important part of the identity of Pacific Islanders. Culture is integrated into almost every aspect of daily life, from the way people greet each other and interact with one another, to the food they eat, the clothes they wear, and the stories they tell. It is also reflected in art, music, dance, and religious practices. Each Pacific Island has its own unique and continuously evolving expressions of culture. A wealth of traditional knowledge and skills provide valuable resources for developing more sustainable communities.

Cultural tourism has the potential to be a strong driver of economic activity in Pacific nations. It plays an important role in the safeguarding of cultural resources and can help to ensure that tourism is conducted in a respectful and sustainable manner.

The *Pacific Regional Cultural Strategy* refers to cultural heritage as both intangible cultural heritage (ICH) and tangible cultural heritage, which are passed on over time, across generations.

Intangible cultural heritage is the living traditions and expressions passed down from generation to generation within a community or group. It includes oral traditions, performing arts, social practices, rituals, festive events, knowledge and practices concerning nature and the universe, and traditional craftsmanship. UNESCO's *Convention for the Safeguarding of the Intangible Cultural Heritage*, adopted in 2003, provides a framework for international cooperation in safeguarding intangible cultural heritage.

Tangible cultural heritage covers:

- movable cultural heritage (heritage arts/traditional crafts, paintings, sculptures/carvings, coins, manuscripts, etc.)
- immovable cultural heritage (ancestral cultural landscapes, archaeological sites, etc.).
- underwater cultural heritage (including oceans, rivers, lakes, etc., as well as shipwrecks, underwater ruins, and cities).
- Both tangible and intangible cultural heritages are essential as they offer insights into the histories, philosophies, and values of societies. They provide a sense of identity and continuity in a fast-changing world.

In the Pacific context, heritage is understood holistically to include both elements of cultural heritage and natural heritage. This close interconnectedness often requires integrated heritage programmes and efforts. An example of this is heritage sites which contain elements of both natural and cultural significance.



Purpose of these guidelines

The *Pacific Cultural Tourism Guidelines* (the guidelines) have been developed to:

1. Provide direction and guidance for the development of national cultural tourism initiatives, policies and strategies.
2. Encourage the growth of cultural tourism in Pacific nations by providing strategies that national tourism organisations can utilise to:
 - Improve destination positioning.
 - Guide and support efforts for highlighting a destination's unique point of difference.
 - Forge and foster relationships needed to support development of cultural tourism.
 - Drive community awareness about the value of culture as a resource for tourism and sustainable community development.
 - Support existing cultural and creative industries.
 - Promote and further invest in the development of cultural tourism activities and experiences that deliver greater benefits for the wider community through awareness, education, and protection.
 - Enhance the integration of cultural elements into the existing range of tourism products and services within the destination.

The guidelines seek to protect and safeguard traditional knowledge, whilst harnessing the invaluable contribution of tangible and intangible cultural heritage to sustainable tourism development.

These guidelines align with the aims of:

- The Pacific Regional Culture Strategy 2022-2032, and its vision that “Pacific cultures are vibrant, visible, and valued for the empowerment, wellbeing, and prosperity of our people”.
- The Sustainable Tourism vision and associated goals and policies for the Pacific as outlined in the *Pacific Sustainable Tourism Policy Framework* and the Pacific Sustainable Tourism Destination Standard.

The guidelines have been developed through a partnership between New Zealand Māori Tourism, the Pacific Tourism Organisation and its Member Countries in support of advancing its cultural tourism priorities.



Chapter 1

SETTING THE SCENE FOR CULTURAL TOURISM

1 What is Culture?

Humanity's curiosity about cultural heritage is the element that truly differentiates one destination from another.²

Culture is who we are. It is a powerful force that shapes societies, influences individuals, enriches our lives, provides a sense of belonging, and contributes to the overall well-being and progress of humanity.

Culture is of immense importance to society for several reasons, as it plays a vital role in shaping individuals, communities, and nations. It is the means to foster respect and tolerance among people.

Culture is woven through all aspects of a country's society, shaping its unique character, identity, history, traditions, beliefs, and values. Understanding and appreciating these cultural reflections help individuals connect with and respect the diversity and richness of different nations and communities.

Recognising and valuing cultural diversity are crucial for creating inclusive and harmonious societies that can embrace the shared values and common humanity of all people.

Culture is reflected through both tangible and intangible elements including:

- **Language:** The language spoken by most of the population is a significant reflection of a country's culture. Language shapes communication, literature, and expressions of identity.
- **Customs and Traditions:** Cultural customs, rituals, and traditions, such as festivals, religious practices, ceremonies, and social events, play a pivotal role in defining a country's cultural identity.
- **Cuisine:** The traditional food and culinary practices of a country reflect its cultural diversity, agricultural practices, and regional specialties.
- **Arts and Crafts:** Artistic expressions, such as visual arts, performing arts, traditional crafts and heritage arts, highlight a country's creativity and artistic heritage.
- **Architecture:** The architecture of buildings, monuments, and historical structures often reflects a country's historical influences, local materials, and design aesthetics.

- **Clothing and Attire:** Traditional clothing and attire worn by the locals represent cultural norms, historical significance, and regional identities.
- **Music and Dance:** The music and dance forms prevalent in a country reflect cultural values, storytelling, and entertainment.
- **Literature and Folklore:** Written literature, oral traditions, folktales, myths, and legends provide insights into a country's history, beliefs, and social values.
- **Religion and Beliefs:** Religious practices and beliefs are essential aspects of cultural identity and often influence daily life and societal norms.
- **Social Etiquette:** Cultural norms and social etiquette, including greetings, gestures, and behaviour reflect a country's cultural values and respect for others.
- **Education and Knowledge Systems:** The education system, including the subjects taught and knowledge transmission methods, can reflect a country's cultural emphasis and priorities.
- **National Symbols:** Flags, national anthems, and other symbols serve as representations of a country's cultural identity and pride.
- **Sports and Games:** Traditional sports and games showcase cultural interests, recreational activities, and competitive spirit.
- **Political Systems:** Political institutions and governance structures can be influenced by cultural norms and historical traditions.
- **Media and Communication:** The media, including newspapers, television, and online content, can reflect cultural narratives and influences.

A detailed list of the expressions of culture with potential relevance for integration into tourism experiences and product offerings is provided in Appendix A.

² Taleb Rifai Secretary-General, World Tourism Organization (UNWTO) 2015

1.1 Pacific Culture

Historically divided into three main geo-cultural sub-regions, along linguistic and geographical lines – Melanesia, Polynesia and Micronesia, Pacific peoples have a rich and diverse history. Because indigenous peoples and practices have predominated across this region for hundreds – and, in some places, thousands – of years, culture is lived and directly influences the values, decisions and hopes of Pacific communities.

As large oceanic countries and territories, Pacific peoples are the custodians of nearly 20 percent of the earth's surface. Significant cultural and spiritual value is placed on the ocean and land. The region has a unique heritage of sea voyaging and navigation. Human civilisation flourished throughout the Pacific due to the exceptional skills of different peoples to navigate the high seas and live sustainably on small islands. The different civilisations that established themselves in the Pacific led to tremendous linguistic diversity while maintaining a shared heritage of the ocean and inter-island communications, trade and belief systems³. There are close and continuing genealogical connections between peoples across vast tracts of ocean throughout the Pacific and a sense of shared regional identity.

Most Pacific communities retain strong traditional social, economic and cultural associations with the landscape. Oral traditions remain authoritative sources of information about place, the history, development and traditional use of the landscape. Intergenerational transfer of traditional stories associated with the origin of the land and sea and landscape features continues and the evolving cultural landscapes are continuing landscapes.

A unique variety of languages and art including storytelling, chants, poetry, songs, dances, attires, traditional crafts and heritage arts highlight the diversity of culture in each country, province and village. There are many composers, singers, musicians, dancers, choreographers, artists and craftspeople in the region.

Custom is an integral part of Pacific culture. Customary law, land tenure and land-use systems were used in pre-colonial Pacific societies as the principal means of governance with many aspects of these remaining in use today.

Pacific culture is living and constantly being recreated by communities, groups and individuals. Passed on from generation to generation, it has been modified through contact with the outside world, most notably by the adoption of Christianity, through colonisation and by the progressive integration into a cash economy. Influences such as the effects of globalisation and exposure to and use of technology continue to evolve expressions of Pacific cultures.

There is a high level of participation in cultural practice and cultural expression, particularly in terms of cultural ceremonies and community events. All generations and both genders participate in cultural practices, however, some cultural practices are reserved for specific elements of the community. Cultural practices are woven into the lives of Pacific Islanders on a daily basis through dress, customs and everyday interactions.

In the region, culture is primarily understood to reference the people or customs 'of the land' but in the 21st century many other ideas, beliefs and practices have now taken root. Pacific populations are increasingly mobile and have settled beyond their indigenous homelands. Similarly, the Islands have welcomed new migrants from other countries. Culture therefore involves old, new and continuously developing modes of thinking, being and creating.⁴

Culture is the lifeblood of our communities, and it provides us with core values that guide and uplift us as we navigate our daily lives. In the Pacific region, culture is at the core of who we are. It speaks to both our connection to place and our ocean identities.⁵

⁴ Pacific cultural mapping, planning and policy toolkit, Secretariat of the Pacific Community

⁵ Pacific Regional Culture Strategy 2022–2032: the Pacific culture decade - towards sustainable cultural development

Traditional Land Tenure Systems

The Pacific has one of the highest proportions of Indigenous peoples within national populations in any region of the world. It also has amongst the highest proportion of people living within traditional governance systems and amongst the highest proportion of land and sea remaining under traditional management of any region of the world. This is a unique and defining element of the region.

Land tenure systems are intimately tied to traditional systems of governance and social structures which in turn are reflected in the ways in which people organise themselves in the landscape. From a cultural heritage perspective, traditional land tenure and governance systems are an inseparable component of many Pacific Island cultures and their traditional knowledge, customs and language.

Land tenure systems have created the patterning of features – structures, fences, roadways, gardens, burial places – within the cultural landscape. Consideration of the local land tenure and governance systems is fundamental to developing an understanding of the region's ancient, naturally evolved cultural landscapes. This has meant a continuation of traditional systems of authority has continued in many areas alongside Western style democratic governments established during the decolonisation period.



1.1.1 The Protection and Promotion of Culture

Cultural governance is a complex and dynamic process involving a combination of legal frameworks, institutional structures, public policies, community involvement, and international cooperation. The goal is to ensure the protection, and promotion of cultural heritage while allowing cultural expressions to evolve and adapt to changing times and contexts.

- Culture is managed through a combination of formal and informal mechanisms that involve various stakeholders, including governments, institutions, communities, and individuals. Traditional and Indigenous Governance systems play a central role in safeguarding/protecting and transmitting cultural knowledge, practices, and customs. Other mechanisms include:
- National government policies and legislation. Ministries and Departments responsible for culture.
- Regional and National cultural institutions and organisations.
- Education – through the inclusion of cultural content in school curricula, teaching history, arts, and literature, and fostering cultural understanding among the younger generation.
- Cultural Diplomacy - governments engage in cultural diplomacy to promote their culture internationally and strengthen diplomatic relations through cultural exchange programs, artistic performances, and cultural exhibitions.
- Community Engagement - engaging with local communities to understand their cultural needs and aspirations. Community involvement in decision-making can ensure more inclusive and relevant cultural policies.
- Media and Communication - shaping cultural narratives, representations, and public perceptions of cultural issues.
- Funding and Sponsorship - public and private funding sources, such as grants, subsidies, and corporate sponsorships, contribute to the promotion and sustainability of cultural activities and events.
- Civil Society and Advocacy - civil society organisations and cultural advocacy groups work to raise awareness, protect cultural rights, and advocate for cultural diversity.

1.1.2 Culture and the 2030 Agenda

The 2030 Agenda for Sustainable Development is the first international development agenda to explicitly link culture and development. It contains specific targets for safeguarding the world's cultural and natural heritage, for ensuring that respect for and appreciation of our cultural diversity is ingrained in our education systems, and for protecting fundamental freedoms, such as participation in cultural life and artistic freedom.

Culture is fundamental to achieving the SDGs, because truly sustainable, human-centred development is impossible without culture. Culture provides a sense of identity and meaning, makes communities more resilient and cities more sustainable. At the same time, cultural heritage and creativity play a critical role in reducing poverty by creating jobs and nurturing well-being.

Realising the full potential of culture for development requires greater engagement on the part of governments and international organisations worldwide. It requires significant commitment on the part of national governments to fully integrate culture into national and sectoral development policies.⁶ Like tourism, culture cuts across a broad spectrum of public policies, and a cross-sectoral approach is needed to integrate culture and mainstream it as a priority for effective and impactful national and regional development interventions.



1.1.3 International Governance

Several international organisations are actively involved in safeguarding and promoting cultural heritage and diversity worldwide. These organisations work to protect cultural sites, traditions, languages, and practices, as well as promote intercultural dialogue and understanding.

Key international organisations in this field include:

- **UNESCO** (United Nations Educational, Scientific and Cultural Organization): UNESCO is a specialised agency of the United Nations that plays a leading role in the protection and promotion of cultural heritage and diversity. It administers the World Heritage Convention, the Convention for the Safeguarding of Intangible Cultural Heritage, and other key cultural conventions. At the UNESCO World Conference on Cultural Policies and Sustainable Development – MONDIACULT 2022, the Ministers of Culture of the Member States of UNESCO adopted a Final Declaration of which the Pacific nations are party to.⁷ The Declaration integrates common priorities and outlines a forward-looking agenda that fully harnesses the transformative impact of culture for sustainable development: it reaffirms the Member States' commitment to tackle the urgent and complex contemporary challenges in our multicultural societies; and recognises culture as a global public good with an intrinsic value. In line with this, it also highlights the need to include a culture objective in the post-2030 Agenda for Sustainable Development and urges UNESCO to launch a World Forum on Cultural Policies every four years.
- **ICCROM** (International Centre for the Study of the Preservation and Restoration of Cultural Property): ICCROM is an intergovernmental organisation dedicated to the conservation of cultural heritage worldwide. It offers training, research, and technical assistance to professionals involved in heritage protection.
- **ICOMOS** (International Council on Monuments and Sites): ICOMOS is a global network of experts in the conservation of cultural heritage, particularly monuments and sites. It provides expertise and advice on heritage protection.
- **ICOM** (International Council of Museums): ICOM is an international organisation of museums and museum professionals. It supports the role of museums in preserving and presenting cultural heritage and fostering cultural exchange.
- **UNWTO** (United Nations World Tourism Organization): UNWTO recognises the importance of cultural tourism as a key element of sustainable tourism development and promotes responsible tourism practices that support cultural heritage and traditions.
- **WIPO** (World Intellectual Property Organization): WIPO deals with intellectual property rights, including those related to cultural expressions, traditional knowledge, and folklore.

⁶ UNESCO Fact Sheet - Culture and the 2030 Agenda

⁷ <https://www.interarts.net/news/mondiacult-2022-final-declaration/>

1.1.4 Regional Governance

1.1.4.1 Regional Frameworks

- The *2050 Strategy for the Blue Pacific* sets out the region's approach to collectively work together to achieve the long-term vision and aspirations, through seven key thematic areas. Two of the thematic areas refer to culture and cultural tourism. The first is the People Centered Development Thematic Area of the 2050 Strategy that refers to "People-centered development includes youth and cultural development, cultural wellbeing, and participation in sport and physical education. Adaptation and protection of our indigenous knowledge, social inclusion and social protection are important elements for a people-centered approach to development, and in positioning our region at the global level."⁸ The Resources and Economic Development Thematic Area, includes the link to tourism and states "Diversifying our investment portfolios, increasing the role of the private sector in important areas such as fisheries, agriculture, forestry, mining and tourism, and cultural industries and creating employment and entrepreneurial activity in the micro, small and medium-sized enterprises (MSMEs) are vital for improving and expanding wellbeing opportunities for Pacific peoples."⁹
- The *Pacific Regional Culture Strategy (PRCS) 2022-2023* recognises culture as the fourth sustainable development pillar alongside and cutting across economy, environment and society. It takes a holistic approach and aims to capture both sustainable development aspirations as well as safeguarding and protective interests. It also purposefully emphasises the multiple roles that culture plays as a vector, enabler, driver and catalyst of sustainable development in achieving social, economic and environmental sustainability. The PRCS reflects the unique and diverse cultural context in the Pacific region. It recognises the inherent relationship between Pacific Indigenous peoples and emphasises the importance of sustained cultural development and support. At the same time, it acknowledges the local cultural communities that have made the Pacific their home and the many Pacific diaspora communities within the region.

- The *Pacific Sustainable Tourism Policy Framework and Pacific Sustainable Tourism Standard* (Destinations and Industry) set the scene and outline the objectives for development of the cultural tourism sector throughout the region.¹⁰ Supporting the PSTPF is the Pacific Tourism Statistics Strategy aims to develop and strengthen the statistical basis for tourism information. It specifically refers to potential performance indicators for measuring the cultural tourism sector.¹¹

1.1.4.2 Ministerial Convenings

- The **Conference of Ministers of Culture** is held every two years. This high-level forum allows for discussion on regional progress with regards to the culture sector and progress relating to the PRCS and the Festival of Pacific Arts and Culture (FestPAC).
- The **Council of Ministers of Tourism** meet annually. The Council's main responsibilities include monitoring and reviewing SPTO policies, strategies, work programme activities and budgets, and providing comments, recommendations and guidance on regional tourism matters.

1.1.4.3 Regional Organisations of the Pacific

Several regional organisations in the Pacific are actively involved in safeguarding and promoting cultural heritage and diversity, including:

- **Council of Regional Organisations of the Pacific (CROP):** CROP functions as a coordination mechanism between the heads of the regional organisations in the Pacific, and as a high-level advisory body, to provide policy advice and may assist in facilitating policy formulation at national, regional and international level. CROP provides a forum to enable CROP heads to collectively review progress with their respective organisations' contributions on the Framework for Pacific Regionalism.
- **Pacific Islands Museums Association (PIMA):** PIMA facilitates cooperation and networking among museums in the Pacific region, supporting cultural heritage protection and the role of museums in society.
- The **Council of Pacific Arts and Culture** ensures the continuity of the Festival of Pacific Arts on a 4-yearly basis and sets the mandate for cultural development in the Pacific Islands and territories.

⁸ <https://www.forumsec.org/2050strategy> (page 19)

⁹ <https://www.forumsec.org/2050strategy/> (page 23)

¹⁰ <https://southpacificislands.travel/sustainable-tourism/>

¹¹ <https://southpacificislands.travel/wp-content/uploads/2022/08/Pacific-Tourism-Statistics-Strategy.pdf>

- **Pacific Islands Association of Non-Governmental Organizations (PIANGO):** PIANGO represents various NGOs in the Pacific and advocates for sustainable development, including the protection of cultural heritage.
- The **Pacific Arts Association (PAA)** an international organisation devoted to the study of all the arts of Oceania. PAA provides a forum for dialogue and awareness about Pacific art and culture.

1.1.5 National Governance

The importance of culture to development has been recognised at the highest levels of government in the Pacific. The role of the public sector in cultural policy development is essential to ensure the regulation, support and planning of the sector, in order to give the actions undertaken greater breadth, visibility and critical mass.

Several Pacific Island Countries and Territories (PICTs) have ratified the UNESCO Convention for the safeguarding of the Intangible Cultural Heritage, 2003 while others are working towards ratification.¹² Several also have in place their own National Cultural Policies and ICH Plans and Policies which should be the first starting point through the designated National Cultural Agency, which is usually a Culture department or line Ministry.

To manage culture at a national level, countries in the Pacific region have, to varying degrees, set up both public and private institutions dedicated to culture, built up their technical, human and financial capacities, created official cultural policy documents, ratified international cultural conventions and in some cases, developed legislation to guide the management, protection, promotion and development of cultural assets.

Cultural heritage protection and management must be placed at the centre of cultural tourism policies and planning. Well-managed cultural heritage tourism enables communities to participate, while maintaining their heritage, social cohesion and cultural practices.

1.1.6 Integration of Culture and Tourism

Despite the immense synergies between tourism and culture, the two sectors often operate within government and administrative structures that are disconnected or poorly coordinated, resulting in less than optimal outcomes for national and regional development policies, planning and development. There is a shared responsibility among culture and tourism stakeholders, especially within government and public administrations at all levels, as well as immense opportunities for both culture and tourism to develop new partnership models. A proactive approach to activating opportunities is required.

Successful outcomes require engaging culture and tourism stakeholders at all levels to address cross-cutting responsibilities in areas such as governance, community engagement, innovation and corporate social responsibility. For tourism to achieve social, economic, and environmental sustainability, the natural and cultural assets of any nation or community must be valued and protected by all.

There is a need to reinforce and expand the contribution of living cultures and creative industries, such as music, multimedia, crafts, cuisine, architecture and design, to the achievement of sustainable tourism, because these have an increasing role in creating the distinctive and unique visitor experience of each destination, and tourism investment can bring new consumers, foster innovation and the exchange of experiences that grow the creative industries with expanding markets.



¹² <https://ich.unesco.org/doc/src/01852-EN.pdf>

2 Cultural Tourism

Culture and tourism have always been inextricably linked because of their obvious synergies and their growth potential. Cultural sights, attractions and events provide an important motivation for travel.

Cultural tourism involves travellers seeking authentic and immersive cultural experiences that help them understand and appreciate the local culture and way of life. It encourages product diversification as it is a type of tourism activity in which the visitor's essential motivation is to learn, discover, experience and consume the tangible and intangible cultural attractions, products and experiences on offer in a tourism destination.¹³

Culture has become a key tourism asset, creating distinctive differences between destinations. Cultural tourism is one of the largest and fastest growing global tourism markets, accounting for about 39% of all tourism activities.¹⁴ The unprecedented development of cultural tourism in recent years represents an immense opportunity for destinations to foster inclusive economic growth, inclusive social development and environmental protection.

Culture is a driver and an enabler of sustainable tourism development. Sustainable tourism can be a considerable force in fostering appreciation and safeguarding of tangible and intangible heritage and dependent on encouraging the development of arts, crafts and other creative activities.

The cultural and creative industries are increasingly being used to promote destinations, with a growing range of cultural and creative elements being used to brand and market destinations, enabling differentiation between national and regional identities.¹⁵

The key aspects of cultural tourism include:

- **Cultural Heritage:** Exploring and appreciating the historical sites, monuments, museums, and archaeological wonders of a destination.
- **Intangible Cultural Heritage:** Experiencing and participating in the intangible aspects of culture, such as music, dance, storytelling, rituals, and traditional knowledge.
- **Traditional Crafts and Heritage Arts:** Engaging with local artists and craftsmen, learning about traditional crafts, heritage arts and purchasing authentic souvenirs.
- **Traditional Events and Festivals:** Participating in and observing traditional festivals, religious ceremonies, and cultural events.
- **Culinary Experiences:** Trying local dishes and traditional cuisine and learning about the culinary traditions of the destination.
- **Cultural Performances:** Attending traditional music and dance performances, theatre shows, and cultural demonstrations.
- **Community Immersion:** Interacting with the local community, understanding their way of life, and learning about their customs and traditions.



¹³ UNWTO

¹⁴ IBID

¹⁵ OECD, The Impact of Culture on Tourism, 2009

2.1 Sustainable Cultural Tourism

Sustainable cultural tourism is the integrated management of cultural heritage and tourism activities in conjunction with the local community, creating social, environmental and economic benefits for all stakeholders in order to achieve tangible and intangible cultural heritage conservation and sustainable tourism development.

Sustainable cultural tourism places cultural heritage and communities at the centre of the decision-making process regarding the management of intangible and tangible cultural heritage with tourism activity. It requires the involvement of government stakeholders and local communities to ensure that the benefits accrue to both the cultural heritage asset (in the case of a tangible site), and the people. The objective is to ensure good conservation practice along with delivery of quality visitor experiences that offer authentic opportunities for cultural immersion while at the same time supporting the local economy.

A comprehensive, integrated approach is needed to ensure sustainable development of cultural tourism is responding to the aspirations of visitors around the world who are seeking more inclusive and sustainable tourism that provides opportunities to engage with local communities and broaden their understanding of cultural diversity.

2.1.1 Benefits of Cultural Tourism

When managed responsibly and sustainably, cultural tourism can help to:

- Encourage cultural interaction and revitalisation and promote intercultural/international understanding.
- Reduce poverty, create jobs and stimulate and strengthen local economies and value chains.
- Retain people in rural areas.
- Empower women and young people.
- Promote diversification in product development and the experiences offered to tourists.
- Instil a sense of pride, belonging and self-actualisation within participating indigenous communities.
- Enhance local and external appreciation and support for cultural heritage.
- Encourage revival or maintenance of traditional crafts and heritage arts.
- Enhance external support for minority groups and protection of their culture.
- Provide funding for site preservation and management.

2.1.2 Challenges of Cultural Tourism

Negative aspects associated with cultural tourism can include:

- Commodification, appropriation and cheapening of culture and traditions.
- Alienation and loss of cultural identity.
- Undermining of local traditions and ways of life.
- Displacement of traditional residents.
- Restricting access to land and resources and leading to an increase in crime, sexual exploitation and threats to social and cultural traditions and values.
- Increased division between those who do and do not benefit from tourism.
- Conflict over (and at times loss of) land rights and access to resources (including the attractions themselves).
- Damage to attractions and facilities.
- Loss of authenticity and historical accuracy in interpretation.
- Selectivity in which heritage attractions are developed.
- Difficulties in promotion due to limitations on access to international trade distribution channels.
- Shortage of skilled and professional manpower.
- Limitations in government capacity to support cultural experience development.
- Uneven distribution of cultural benefits.
- Local communities interested in developing tourism possess a wealth of cultural knowledge but they usually need to learn more about their rights, domestically and internationally, the importance of their cultural capital and how it can most effectively, and advantageously for them, be shared with visitors.
- The cultural rights of local communities can be complex, especially in relation to elements such as the use of customary land, and there may be little consideration in tourism policies and business practices regarding these cultural complexities.

2.2 Developing the Pacific Cultural Tourism Guidelines

The guidelines outlined in **Part B** of this document provide a framework for a comprehensive approach to sustainable development of cultural tourism in Pacific destinations.

The development of the guidelines was driven by the following approach:

1. Extensive **background research** in the field of cultural tourism.
2. A **desktop assessment** of national development policies and strategies, cultural policies and strategies and tourism policies and strategies.
3. A **review of national tourism websites** to gain insights into the current approach to promotion of culture and cultural tourism opportunities throughout the region.
4. A series of **interviews with representatives** the Pacific Tourism Organisation's member countries, including NTOs and tourism and culture ministries, were conducted. These discussions provided insights into the current approach, barriers and opportunities throughout the region related to cultural tourism development. These interviews spanned a mix of mature and emerging tourism destinations, including Samoa, Fiji, Vanuatu, Cook Islands, New Caledonia, Niue, Nauru, French Polynesia, Federated States of Micronesia, Marshall Islands, Tuvalu, Kiribati and Palau.

2.2.1 Consultation Outcomes

Key findings:

- The definition of cultural tourism is very broad, and at the local level, there is limited understanding of what cultural tourism and cultural heritage is – there is a misconception within communities that it is only about tangible/built heritage. This translates into a lack of understanding about how the diversity of elements of cultural expression, particularly intangible cultural heritage, can be shared and used as resources for cultural tourism development.
- A community-based tourism development approach is necessary to help communities understand the opportunities associated with cultural tourism.
- Tourism development needs to be endorsed by community leaders - it needs to happen in a way that everybody is comfortable with. Communities must set the direction so that they can be empowered by the opportunity that tourism presents.
- Culture is our past, and our present – it is continuously changing. Some communities are reticent to share aspects of pre-colonisation culture because of the conflict with modern Christian beliefs.
- Few NTO's have resources allocated to supporting tourism product development, and specifically to cultural tourism development, however, some destinations, such as Samoa, have actively prioritised it. They have formed regional committees to work with local communities to identify opportunities and also educate them about the benefits of tourism. This investment is paying off as some of those communities that were unsure are now actively seeking support to develop tourism products.
- In many cases national/regional Chambers of Commerce are key partners who provide support by working with businesses to meet quality service standards.
- The majority of NTO's are not actively collaborating with their national cultural ministry colleagues – this is a missed opportunity. In some instances where there is collaboration, a fee for service is applied by the culture ministry.
- When promoting local culture, all cultures within the destination need to be considered.
- Authenticity in the way that culture is shared is very important. Communities are concerned about the commodification of culture, and over 'folklorisation' of culture.
- Culture needs to be shared in a way that is sensitive and authentic, not just a show that is put on for visitors that is tailored to what you "think" visitors might want – this does not genuinely connect visitors to opportunities to learn about the local way of life.
- Cultural tourism development needs to be considered in the context of the unique place-based aspects that will influence the potential success of the opportunities being explored. Many things need to be considered – community leader's approvals, willingness of the local community to host visitors, ease of access and availability of other supporting products and services are just a few examples.
- Not every community or site is suitable for tourism. It is important to prioritise those areas that have the greatest potential and work with them.
- Culture needs to be integrated into destination branding and marketing activity to promote diversity in the experience offering and to provide visitors with accurate information about various aspects of local culture and ways in which they can immerse themselves within it.
- Quality interpretation is key to educating visitors and delivering rewarding and rich experiences and developing a sense of pride amongst local communities in their cultural heritage.
- Capacity building is needed in a range of areas related to all aspects of business development and operations – this process takes a while but it is worth the investment.

2.2.2 Structure of the Pacific Cultural Tourism Guidelines

The guidelines outlined in the next section (Part B) can be used as a tool to help ensure that the tourism offer developed at national level is both sustainable and resilient and meets both local and visitor needs. They are designed to help decision makers openly assess their current approach to cultural tourism and to develop a clear plan of action relevant to local circumstances.

The guidelines are relevant to all Pacific nations, including those with emerging or small tourism industries as well as those with more mature, tourism reliant destinations.

They provide a framework for destination managers to use as a catalyst to stimulate a focussed effort to review existing practices in the development, management and promotion of national culture and cultural tourism experiences at the national level, or, to support the development of a new strategic direction incorporating a focus on cultural tourism development where none exists.

The guidelines are organised around four integrated focus areas:

Focus Area 1 outlines the considerations for **governance and strategic management** of cultural tourism.

Focus Area 2 outlines the necessary considerations for **collaborating for success** between a diverse range of stakeholders to support the development of cultural tourism.

Focus Area 3 outlines the considerations for cultural tourism **product development**.

Focus Area 4 outlines the considerations for **effective marketing and promotion** of the value of arts and cultural tourism within destinations.

2.2.3 Resources Used for Guideline Development

Given the global importance of and the rise of cultural tourism, there are multiple resources dedicated to the development of this field. A number of key resources have influenced the cultural tourism narrative in recent decades, elements of which were drawn upon to support development of these Pacific Cultural Tourism Guidelines.

Appendix B provides further details.

Principles For Cultural Heritage Tourism (ICOMOS)

Principle 1: Place cultural heritage protection and conservation at the centre of responsible cultural tourism planning and management.

Principle 2: Manage tourism at cultural heritage places through management plans informed by monitoring, carrying capacity and other planning instruments.

Principle 3: Enhance public awareness and visitor experience through sensitive interpretation and presentation of cultural heritage.

Principle 4: Recognise and reinforce the rights of communities, Indigenous Peoples and traditional owners by including access and engagement in participatory governance of the cultural and natural heritage commons used in tourism.

Principle 5: Raise awareness and reinforce cooperation for cultural heritage conservation among all stakeholders involved in tourism.

Principle 6: Increase the resilience of communities and cultural heritage through capacity development, risk assessment, strategic planning and adaptive management.

Principle 7: Integrate climate action and sustainability measures in the management of cultural tourism and cultural heritage.

Global Code of Ethics for Tourism¹⁶

Article 1 - Contribution to mutual understanding and respect among peoples and societies:

- Tourism should act as a vehicle for individual and collective fulfillment, fostering knowledge, understanding, and respect between cultures.
- Tourism activities should be conducted with respect for the ethical, social, and cultural values of host communities and countries.

Article 2 - Tourism as a vehicle for individual and collective fulfillment:

- Tourism policies and activities should respect the individual rights of both locals and visitors, particularly their right to privacy, freedom, and safety.

Article 3 - Tourism, a factor of sustainable development:

- Tourism should ensure sustainable growth, respect the environment, and conserve natural and cultural resources.
- Tourism stakeholders should strive for an equitable distribution of the economic, sociocultural, and environmental benefits of tourism.

Article 4 - Tourism, a user of the cultural heritage of mankind and a contributor to its enhancement:

- Access to cultural, artistic, and archaeological heritage should be widely available, but with respect to preserving the integrity and authenticity of such resources.
- Tourism professionals and tourists alike should show respect for the socio-cultural authenticity of host communities.

Article 5 - Tourism, a beneficial activity for host countries and communities:

- Tourism activities should be rooted in respect for host communities and should involve them in operations, ensuring that tourism benefits them directly.
- Tourism professionals should oppose and combat exploitation in any form, especially regarding children.

Article 6 - Obligations of stakeholders in tourism development:

- Tourism professionals must ensure the inclusion of local communities in planning and decision-making processes related to tourism.
- Investments, job creation, and business opportunities in the tourism sector should benefit local communities and their economies.

Article 7 - Right to tourism:

- The prospect of direct access to leisure activities, particularly tourism, is a fundamental right.
- Workers in the tourism industry have the right to adequate training and capacity building to ensure fair career prospects.

Article 8 - Liberty of tourist movements:

- Tourists should have the liberty to move within their countries and from one state to another in line with the laws and regulations of both the sending and receiving countries.
- Tourists should have access to accurate information before and during their travels.

Article 9 - Rights of the workers and entrepreneurs in the tourism industry:

- Employees and self-employed workers in the tourism sector have the right to exercise their professions with dignity.
- Entrepreneurial initiatives should be encouraged to facilitate sustainable tourism businesses and cooperatives.

Article 10 - Implementation of the principles of the Global Code of Ethics for Tourism:

- Stakeholders in tourism should adopt the principles of the Code and ensure their effective application.

Chapter 2

CULTURAL TOURISM GUIDELINES



FOCUS AREA 1

GOVERNANCE & STRATEGIC MANAGEMENT



Governance

Cultural tourism governance is the process of managing and regulating cultural tourism activities in a way that ensures the sustainable development of the destination and benefits to the local community. It involves a wide range of stakeholders, including government agencies, local communities, the private sector, and non-government organisations. By working together, stakeholders can create destinations that are both attractive to visitors and beneficial to local communities. The main goals of cultural tourism governance are to:

- Protect and safeguard cultural heritage.
- Ensure that local communities benefit from tourism.
- Promote sustainable tourism practices.
- Provide visitors with high-quality, authentic cultural experiences.

Cultural tourism governance can be implemented at the destination level through a variety of mechanisms, such as:

- **Legislation and regulations:** Governments can enact legislation and regulations to protect cultural heritage, promote sustainable tourism practices, and ensure that local communities benefit from tourism. For example, governments can enact laws to protect cultural sites, promote the use of local products and services in the tourism industry, and require tourism businesses to pay a portion of their profits to or employ people from within local communities.
- **Planning and development:** Governments and local communities can work together to develop plans and strategies for managing and regulating cultural tourism. These plans should identify the destination's cultural assets, assess their tourism potential, and develop strategies for sustainable tourism development.
- **Public-private partnerships:** Governments can partner with the private sector to develop and operate cultural tourism products and services. Public-private partnerships can help to ensure that cultural tourism products and services are high quality and sustainable.
- **Community engagement:** Governments and other stakeholders can engage local communities in the planning and development of cultural tourism initiatives. This engagement is essential for ensuring that cultural tourism benefits local communities and that cultural heritage is protected.

Principles for Effective Cultural Tourism Governance

Cultural tourism governance should be:

- ☑ **Inclusive:** all relevant stakeholders, including government agencies, local communities, the private sector, and non-government organisations should be involved in the management and regulation of cultural tourism.
- ☑ **Transparent:** all relevant stakeholders should have access to information about the planning and decision-making process.
- ☑ **Accountable:** stakeholders involved in the development, management and delivery of cultural tourism should be held accountable for their actions and their impact on the destination.
- ☑ **Flexible:** The approach to managing and regulating cultural tourism should be flexible, able to adapt to changing circumstances and new challenges.
- ☑ **Sustainable:** sustainable development, ensuring that the benefits of tourism are shared widely and that cultural heritage resources are protected for future generations should be central to all aspects of cultural tourism regulation and management.



Strategic Management

A strategic approach can enhance the role of the tourism sector in safeguarding, promoting and revitalising the destination's cultural heritage.

A strategic approach requires:

- A situation analysis - Understand the current tourism trends, markets and drivers of demand and enabling conditions to support cultural tourism development.
- Establishing a vision, objectives and aims to guide development and promotion of cultural tourism in the destination.
- Identification of resources to support cultural tourism products and experiences.
- Integration of cultural heritage into existing tourism products and experiences.
- Development of new cultural heritage tourism products and experiences.
- Promotion of the destination's cultural heritage to potential visitors through:
 - A destination brand that focuses on the destination's unique cultural heritage and conveys the essence of the destination's culture.
 - Creation of marketing and promotional materials that highlight the destination's cultural heritage.
 - Interaction with trade and distribution partners to promote the destination's cultural heritage to potential visitors.
- A focus on building the capacity of local communities to support cultural tourism activities, such as training programs to equip them with skills in hospitality, tour guiding, and other relevant areas.
- Identification of stakeholders who can support the implementation of the cultural tourism strategy.
- Identification of current and future resource requirements to support the implementation of the destination's cultural tourism strategy.

Developing a cultural tourism strategy

The following approach outlines steps in the development of a cultural tourism strategy:

- ✓ **Identify and assess cultural assets*:** What cultural resources exist that are likely to be attractive to visitors? For example, historical sites, museums, art galleries, traditional villages, festivals, traditional crafts, heritage arts, performing arts, festivals, cuisine, music and dance and more. Conduct a SWOT Analysis to identify strengths, weaknesses,

opportunities, and threats related to cultural tourism development in the destination. Consider the following questions:

- What are the most important cultural assets in the destination?
- What is the condition and quality of those cultural assets?
- Are there any gaps in the destination's cultural tourism offerings?
- How can the destination's cultural assets be better leveraged to develop authentic, high-quality, and inclusive cultural tourism products and experiences?
- Is there an Indigenous Cultural Intellectual Property Protocol in place?
- Refer to Appendix C: Cultural Mapping Process for further details.

- ✓ **Understand the target market:** Different types of cultural tourists have different interests and needs. For example, some may be interested in learning about the destination's history, while others may be interested in experiencing its living culture. It is important to identify the target markets for the destination's cultural tourism products and experiences and to define their interests and expectations. Are the cultural assets within the destination promoted in a manner that is relevant and appealing to the target market/s?
- ✓ **Develop a product and experience inventory.** Using the information collected in this initial phase, develop an inventory that identifies and describes the cultural tourism products and experiences that the destination has to offer. Include information about the target market, the type of experience, the price, location, accessibility, proximity to other tourism-related services and experiences and the availability.
- ✓ **Review current promotion and marketing activity related to the cultural tourism offering within the destination.** Once the cultural tourism products and services inventory has been developed, review the extent to which these resources are being promoted and marketed to potential visitors.
- ✓ **Understand Indigenous Cultural Intellectual Property Protocols (ICIP) and relevant laws and policies associated with safeguarding and promoting cultural materials.** ICIPs are appropriate ways of engagement with Indigenous cultural material and interaction with Indigenous peoples and communities. They encourage ethical conduct and promote interaction based on good faith, mutual respect and cultural value. It is important to recognise the diversity and complexity of the many different Indigenous cultures in the Pacific. Ways of dealing with issues and cultural material may differ from community to community. There are also many

different protocols across the diversity of urban, rural and remote communities.

Other protective mechanisms include seeking permission from communities and working directly with them where there is inspiration or use of any aspect of cultural heritage whether it be using cultural designs, symbols, motifs, processes and/or actual heritage arts or practices and performances.

- ✓ **Identify ways in which local communities and related stakeholders will be involved.** Involving local communities and other stakeholders will help to ensure that the benefits of tourism are shared widely and that the local culture is protected. Identify the potential for partnerships: Collaborate with local businesses, inbound tour operators, NGOs, and government agencies to pool resources and expertise. The involvement of the local communities is an important factor for visitor satisfaction and a prerequisite for product development. Local communities are not just the hosts for tourism, but they are also participating directly in the tourism experience, helping to define the sense of place and atmosphere of the experience.
- ✓ **Develop a marketing plan.** This plan should outline how the destination will promote local culture to and experiences to the target markets. It should include information about the marketing channels that will be used, the key audiences the budget, and the evaluation methods.
- ✓ **Identify priorities for cultural tourism development and creation of new experiences.** Based on the cultural assets and target market and an assessment of gaps and potential opportunities, identify potential new tourism products and services and identify ways in which existing products and services in all segments of the sector could be enhanced to ensure their current offering better integrates expressions of local culture. Identify opportunities to develop themed packages, like culinary tours, craft trails, or historical journeys.
- ✓ **Identify resource requirements:** Identify training and capacity building and other product and market development-related resource requirements that will be needed to support cultural tourism development objectives. This includes human, financial, physical and network related resources. Consider infrastructure development requirements. What will be needed to enhance transportation, accommodation, and other facilities to cater to tourists without overwhelming local resources.

- ✓ **Marketing and Promotion:** Create a strong brand identity for the destination, emphasising its unique cultural elements. Establish a compelling online presence through a dedicated website, social media, and partnerships with online travel agencies. Work with travel agencies, tour operators, and influencers to promote the destination.
- ✓ **Focus on sustainability:** Economic: Ensure that the benefits of tourism are distributed equitably within the community. Environmental: Implement eco-friendly practices to minimise the ecological footprint of tourism activities. Sociocultural: Ensure that cultural tourism doesn't dilute or commodify local traditions, but rather fosters respect and understanding.
- ✓ **Identify measures for protection and conservation:** Establish measures to protect and maintain cultural and historical sites. This might include regulations, funding for maintenance, or educational programs. Protect non-physical cultural assets, such as oral traditions, rituals, and festivals. Ensure that they're showcased authentically and respectfully.
- ✓ **Monitor and evaluate the strategy:** It is important to monitor and evaluate the cultural tourism strategy on a regular basis. This will help to identify any areas that need improvement and to ensure that the strategy is meeting its objectives. Set up channels for visitors and locals to provide feedback. Periodically assess the impact of cultural tourism initiatives, analysing metrics like tourist numbers, economic impact, and local satisfaction aligned with the Pacific Tourism Statistics Strategy.¹⁷
- ✓ **Risk and crisis management:** Develop a comprehensive plan to address potential crises, from natural disasters to political unrest. This will ensure the safety of tourists and the protection of cultural assets.
- ✓ **Awareness and Education:** Educate tourists about local customs, traditions, and etiquette. Develop codes of conduct to promote responsible tourism principles, urging visitors to respect local culture and environment.
- ✓ **Training for tourism destination managers and staff:** Training for tourism staff working on destination development on cultural protocol, cultural competency and awareness about the respective cultural communities that they operate with and in.

¹⁷ <https://southpacificislands.travel/wp-content/uploads/2022/08/Pacific-Tourism-Statistics-Strategy.pdf>

Diversifying the Pacific Tourism Offering

Research commissioned by the SPTO in 2020¹⁸ indicated that the dominant motivation for travel to Pacific Island destinations is simple rest and relaxation. This appears to stem from a 'somewhat mono-dimensional view' of the Pacific Islands offering as tropical paradises where the principal 'products' or 'experiences' to be bought are holidays based on sun, white sandy beaches, clear warm waters, resorts, water-based activities, fresh seafood and friendly people – with not much else to do. Tourist activities throughout the majority of Pacific Island destinations revolve around these resources. The connection to culture in Pacific Island destinations of destinations is likely to be perceived as a bonus by the majority of visitors attracted based on the sun, sand, sea experience offering.

Cultural tourism provides an opportunity to support sustainable development and an opportunity to diversify the experience offering within a destination, which is a key tool to promote the distinctiveness of each Pacific Island country within the region and the rich diversity of cultural resources within them. The availability of these resources is not enough. The resources need to be supported with a plan and a strategic tourism development and management programme to support their activation as resources that can be used to attract visitors to the destination.

Not all potential 'sites' have the tourism management elements necessary to be considered as 'tourist attractions' which can lead to deterioration of the resource and loss of appeal. Limited resources within NTOs and Ministries need to be used wisely, and a strategic, long-term approach is fundamental to maximising the opportunities associated with cultural tourism.

Steps to Success in Cultural Tourism

- ✓ Identify the key stakeholders associated with governance, development and promotion of culture within the destination, including public sector and non-government organisations.
- ✓ Become familiar with and document the national context for cultural heritage management, including at the sub-national level. Include legislation, regulations, plans and strategies related to cultural heritage management within the destination.
- ✓ Identify the priorities and elements that have relevance for the tourism sector, including aspects that relate to tourism development, promotion of national culture and development of cultural experiences and offerings.
- ✓ Identify areas of alignment between the aspirations of the culture sector and the tourism sector to support development of a shared approach to catalysing opportunities and overcoming challenges.
- ✓ Engage with culture sector contacts and identify shared resources and approaches to engaging and communicating with local communities that may be of use.
- ✓ Develop a shared vision for cultural tourism, that takes account of the cultural diversity within the destination and amongst its visitors, and links tangible and intangible heritage and contemporary culture in a way that inspires respect and stimulates inter-cultural communication.
- ✓ Establish and formalise an ongoing approach to partnership development and collaboration at the various organisational levels.
- ✓ Develop a cultural tourism strategy for the destination.
- ✓ Work with a range of stakeholders to implement the cultural tourism strategy.

¹⁸ Pacific Destination Differentiation Research, Angus & Associates, September 2020

FOCUS AREA 2

COLLABORATING FOR SUCCESS



Partnerships for Development

Better integration of culture and tourism at national, regional and local levels will reduce barriers, facilitate effective partnership models and governance structures within government to support development, coordination and implementation of tourism and culture policies and practices. Developing cultural products for tourism requires the support of a diverse range of actors.

Leadership is required to provide the long-term vision, positioning, partnership arrangements and innovative products necessary to succeed in a highly competitive global market. A long-term view is also particularly important because changing the image of a destination or increasing its attractiveness is not something that happens overnight.

It is important to concentrate on building other partnerships, for example with other regions (e.g. in the development of cultural experience trails and routes), between the public and private sectors and between a region and its citizens. Working with the private sector and donor and development partners is essential for attracting investment and to support the quality improvements in the cultural tourism offer. Migrant groups among the resident population are also important partners, not only because cultural diversity adds to the attractiveness of regions, but also because their links with their home culture can also provide important motivations for visitation.

In many cases the need to involve many different actors in tourism and cultural development means that regions form partnerships or co-operation networks to involve all stakeholders in development processes.

Ingredients for Working Well Together

- ✓ Cultural Community Engagement through national cultural agencies, line ministries or cultural advisors within specific cultural communities to establish and strengthen direct lines of communication.
- ✓ Establish clear, shared objectives. What do stakeholders want to achieve through the cultural tourism experience? This should be articulated to ensure everyone is on the same page.
- ✓ Identify common interests.
- ✓ Engage stakeholders from the outset, ensuring they're part of the planning and decision-making process.
- ✓ Collaborate with local communities and cultural experts to ensure experiences and promotion of cultural elements are accurate and respectful and to ensure the experience doesn't deplete local resources or harm the environment.
- ✓ Use regular meetings, workshops, and digital platforms to ensure all stakeholders can voice their concerns and provide feedback.
- ✓ Encourage transparency and open dialogue to build trust among all parties. Recognise that there might be differing views, and finding a middle ground or compromise is essential.
- ✓ Clearly define the roles and responsibilities of each stakeholder, ensuring there's no overlap or conflict.
- ✓ Invest in training and capacity-building workshops for stakeholders, especially for local communities. This will enhance the quality and sustainability of the cultural tourism experience.
- ✓ Implement feedback mechanisms for tourists and stakeholders to evaluate the experience and use this feedback for continuous improvement. Adjust strategies based on outcomes of evaluations.
- ✓ Implement sustainable practices, such as limiting tourist numbers or promoting eco-friendly accommodations.
- ✓ Ensure that the benefits (financial and otherwise) of the cultural tourism experience are equitably distributed among all stakeholders, especially local communities.
- ✓ Make sure that all activities comply with local, national, and international laws and regulations.
- ✓ Understand and respect Indigenous Cultural Intellectual Property Protocols, especially concerning indigenous art, music, and traditions.
- ✓ Identify potential risks associated with the cultural tourism experience, from safety concerns to cultural misinterpretations and develop strategies to mitigate these risks.
- ✓ Continually assess the effectiveness of the collaboration. This should be a formal process undertaken at regular intervals.
- ✓ Strengthen the partnership by Recognising and celebrating milestones and achievements.
- ✓ Be adaptable - modify plans based on new insights or changing circumstances.

FOCUS AREA 3 CULTURAL

TOURISM PRODUCT DEVELOPMENT



Product Development

Today's travellers are often looking for high engagement, 'immersive' activities, such as taking cooking classes, learning to dance, making or building things. The challenge is to develop outstanding visitor experiences that will be truly memorable, stimulate repeat visits, generate recommendations and differentiate the destination from its competitors. In many cases, these experiences offer opportunities for visitors to engage in authentic local activities relating to the economy and social life of communities, involving a high level of engagement with local communities and entrepreneurs.

Developing quality experiences that match visitor expectations is a long-term objective, often taking many years and requiring the involvement of all partners in the destination – national tourism organisations (NTOs), chambers of commerce, inbound tour operators, guides, managers of cultural or natural sites, academic institutions and training service providers, accommodation providers, organisers of sporting activities, events and festivals, and many more.

Capacity Building

To stimulate new culturally immersive visitor experiences, destination managers and other partners will usually work with communities to educate them about tourism, market demand and opportunities to create experiences to share their culture and way of life with visitors. These experiences add to the distinctiveness and competitive offer of the destination.

Developing community-based tourism experiences requires careful consideration and planning to ensure that the community understands the potential impact of opening themselves up to tourism. Providing comprehensive information and involving the community in the planning and decision-making processes, can help ensure that community-based tourism initiatives are sustainable, mutually beneficial, and respectful of the community's values and way of life.

Capacity building is an ongoing process, and it should be tailored to the specific needs of the community in each destination. It not only enhances the quality of cultural tourism experiences but also contributes to the overall sustainability and success of cultural tourism initiatives.

Private sector partners will often work with communities to help design, invest in and operate new experiences, in partnership with local communities and public agencies who manage destination assets (e.g., national parks or world heritage site managers). The tour operator may bring visitors to the community and take care of customer communication and management, and then hand their

group over to the local community to participate in the experience they are offering.

The process often starts with carefully designed and moderated workshops, which are then followed up with additional support based on the unique needs of the community (for example, training and capacity building, study tours, access to finance schemes), that help to translate ideas into practical, sustainable operations.

Often, particularly in more remote areas, there will be a need for investment in new enabling infrastructure to support the development of accommodation, provision of food services, or to stimulate a suite of attractions and recreational activities that may be run by multiple communities to add value to the overall experience (e.g. clustering a few different experiences together to make up a full day itinerary with a variety of things to do). Investment may be needed to enhance access by air, road or water transport. This can represent a constraint on what can be achieved.

Planning for these factors and considering the overall opportunity in line with market based factors including pricing, the length of time needed to participate in the experience, and the ease of connectivity to other tourism hubs or nodes is integral to planning for community based tourism development.



Delivering Memorable Experiences

Aspects of local culture can be shared with visitors to create memorable experiences. Some ways to do this include:

- ✓ Encourage large or internationally owned tourism businesses (such as resorts) and brands to commission and engage cultural producers to differentiate their products and services.
- ✓ Involvement in or observation of traditional rites of passage, such as weddings, funerals, and coming-of-age ceremonies.
- ✓ Participation in local festivals, religious ceremonies, and cultural celebrations that showcase traditional rituals and customs.
- ✓ Guided tours that explore the historical and cultural landmarks of a destination, offering insights into the local heritage.
- ✓ Guided tours of farms and agricultural practices that highlight traditional farming methods, crop cultivation, and sustainable agriculture.
- ✓ Guided nature walks or tours that incorporate indigenous ecological knowledge and connections to the environment. Visits to temples, churches, mosques, or sacred sites, where visitors can learn about and participate in religious or spiritual rituals.
- ✓ Experiences related to traditional fishing techniques, boat rides, and aquatic heritage.
- ✓ Self-guided tours (with audio or written support).
- ✓ Storytelling about local legends, myths, and historical stories that convey the history and values of the community.
- ✓ Opportunities to dress in traditional clothing and costumes, or see how they are made, providing a deeper connection to the culture.
- ✓ Opportunities to play or listen to traditional musical instruments, such as drums, flutes, or stringed instruments.
- ✓ Audio/visual presentations.
- ✓ Lectures, such as language lessons and linguistic demonstrations that explore the local dialects, phrases, and linguistic diversity.
- ✓ Educational walks focusing on the identification and uses of local medicinal plants and herbs.
- ✓ Interpretive sessions and performances that recount local folklore, legends, and superstitions.
- ✓ Participation in or observation of traditional games and sports that are part of the local culture.
- ✓ Visits to workshops where artisans create traditional crafts and heritage arts, such as pottery, weaving, carving, or jewellery-making, allowing visitors to observe and even try their hand at crafting.
- ✓ Interactive opportunities with hosts (discussions/Q & A).
- ✓ Encounters with traditional healers and medicine practitioners, who share their knowledge of herbal remedies and healing practices.
- ✓ Cooking classes and food tastings featuring local cuisine and traditional recipes, showcasing the flavours and ingredients unique to the region.



Activating Opportunities

- ✓ **Dedicate resources to product development:** Employ cultural industry development advisors to build entrepreneurial capacity within the region.
- ✓ **Economic Benefits:** Communities should be informed about the potential economic benefits of tourism. This includes information on how tourism can generate income for local businesses and residents, create job opportunities, and stimulate the local economy. Providing concrete examples and case studies of similar communities that have benefited from tourism can be helpful.
- ✓ **Cultural and Social Impact:** Communities need to understand how tourism may impact their culture and way of life. They should be aware of potential changes in social dynamics, values, and traditions. Highlight both positive aspects like cultural exchange and protection, as well as potential challenges such as cultural commodification or erosion.
- ✓ **Environmental Impact:** Discuss the environmental implications of tourism. This includes information on how increased visitor numbers can affect natural resources, wildlife, and ecosystems. Communities should be informed about sustainable practices and how they can protect their environment while benefiting from tourism.
- ✓ **Infrastructure Development:** Explain the need for infrastructure development to support tourism, such as roads, accommodations, and utilities. Discuss the costs and potential benefits of these developments, ensuring that the community understands the long-term implications.
- ✓ **Community Involvement:** Emphasise the importance of community involvement in decision-making and planning for tourism. Communities should understand their role in shaping the tourism experience, setting rules, and managing resources to ensure their interests are protected.
- ✓ **Cultural Sensitivity and Respect:** Educate the community and potential tourists about the importance of cultural sensitivity and respect. Provide guidance on how to interact with visitors and share their culture without compromising their identity.
- ✓ **Regulatory and Legal Framework:** Inform the community about the regulatory and legal aspects of tourism, including permits, taxation, and compliance with national and local laws. This helps prevent conflicts and ensures that the community operates within legal boundaries.
- ✓ **Market Analysis:** Share insights into the tourism market, including target demographics, seasonal trends, and competitor destinations. Understanding the market can help communities tailor their offerings to attract the right type of visitors.
- ✓ **Risk Assessment:** Discuss potential risks associated with tourism, such as over-dependence on tourism income, environmental degradation, or the potential for negative impacts on local businesses. Communities should be aware of these risks and develop strategies to mitigate them.
- ✓ **Capacity Building:** Offer training and capacity-building programs to equip community members with the skills needed to participate in the tourism industry effectively. This can include hospitality training, language skills, and marketing knowledge.
- ✓ **Marketing and Promotion:** Help communities understand the importance of marketing and promotion in attracting tourists. Teach them how to market their unique cultural and natural assets effectively.
- ✓ **Monitoring and Evaluation:** Explain the importance of ongoing monitoring and evaluation to assess the impact of tourism on the community. Regular feedback and data collection can inform decision-making and ensure the sustainability of tourism initiatives.
- ✓ **Benefits Distribution:** Discuss how the benefits of tourism will be distributed within the community. Ensure that equitable systems are in place to share the income and opportunities generated by tourism.
- ✓ **Conflict Resolution:** Provide guidance on conflict resolution mechanisms to address potential disputes that may arise within the community or with tourists.



Training and Capacity Building Examples

Offer training programs and workshops for local guides, artisans, and community ambassadors. These programs should cover various aspects, including:

- ✓ **Cultural Knowledge:** Ensure that individuals have a deep understanding of the destination's culture, traditions, history, and significance of cultural sites.
- ✓ **Visitor Interaction Skills:** Train participants in effective communication with visitors, including storytelling, language skills, and cultural etiquette.
- ✓ **Sustainable Tourism Practices:** Teach sustainable tourism principles, emphasising responsible behaviour and the protection of cultural heritage and the environment.
- ✓ **Safety and Emergency Response:** Provide training in safety protocols, emergency response, and first aid to ensure the well-being of both visitors and cultural tourism providers.
- ✓ **Interpretation Techniques:** Teach interpretation techniques that enable cultural tourism providers to convey cultural insights effectively. This includes storytelling methods, engaging narratives, and the ability to answer visitors' questions accurately.
- ✓ **Cultural Competency:** Promote cultural competency by helping individuals understand and respect cultural diversity. This includes sensitivity training to ensure that cultural tourism providers are inclusive and welcoming to visitors from diverse backgrounds.
- ✓ **Marketing and Promotion:** Equip cultural tourism providers with marketing and promotion skills to effectively market their experiences to a wider audience. This may involve training on social media, website development, and digital marketing.
- ✓ **Quality Assurance:** Establish quality assurance standards and certification programs to recognize cultural tourism providers who have completed capacity-building programs successfully. This helps ensure consistent quality in visitor experiences.
- ✓ **Language Skills:** If the destination's cultural heritage relies on specific languages, offer language training programs to ensure that cultural tourism providers can communicate with visitors effectively. This is particularly important in destinations with indigenous languages.
- ✓ **Business and Financial Management:** Provide training in business and financial management to help cultural tourism providers effectively manage their operations, set pricing strategies, and reinvest in their businesses.
- ✓ **Community Engagement:** Train individuals in community engagement and collaboration to foster a sense of collective responsibility and mutual support among cultural tourism providers and local communities.
- ✓ **Adaptation to Visitor Preferences:** Equip providers with the skills to adapt their cultural offerings to meet changing visitor preferences and expectations.
- ✓ **Environmental Awareness:** Incorporate environmental education into capacity-building programs to ensure that providers are aware of the ecological impact of tourism and can promote sustainable practices.
- ✓ **Empowerment:** Encourage cultural tourism providers to take ownership of their roles and initiatives. Empower them to share their unique perspectives and insights with visitors, creating more authentic and enriching experiences.
- ✓ **Cultural Exchange Skills:** Train providers in facilitating cross-cultural interactions, promoting meaningful engagement, and fostering cultural understanding.
- ✓ **Cultural mapping toolkit:** Develop a cultural mapping toolkit to be used as a reference manual for local facilitators to guide them in the conduct of cultural mapping workshops with communities and support the creation of local community/village culture profiles.
- ✓ **Event management skills:** Event management requires a diverse set of skill sets to plan, execute, and oversee successful events. Festivals and events are a key opportunity to showcase local culture, however they require a specific set of skills to coordinate and run them. Involving and seeking advice from government agencies and ministries responsible for culture can also assist. Event management skills include:
 - **Organisational Skills:** The ability to effectively organise and coordinate various aspects of an event, from logistics to schedules.
 - **Communication Skills:** Clear communication with clients, vendors, and team members is essential for conveying ideas, expectations, and instructions.
 - **Problem-Solving:** Quick thinking and the ability to address unexpected issues or changes during an event.
 - **Budgeting and Financial Management:** Managing budgets, expenses, and financial resources efficiently to ensure profitability.
 - **Time Management:** Effective time management is crucial for meeting deadlines and keeping events on track.
 - **Negotiation:** Negotiating with vendors, sponsors, and clients to secure favourable terms and contracts.
 - **Creativity:** Innovative thinking to create unique and memorable event experiences.

- Flexibility: Adaptability to changing circumstances and the ability to work well under pressure.
- Attention to Detail: Precision in planning and execution to ensure that all elements of the event work well together.
- Leadership: Leading and motivating teams of staff and volunteers to work cohesively.
- Marketing and Promotion: Skills in promoting events, attracting attendees, and leveraging marketing strategies.
- Crisis Management: Ability to handle emergencies and crises calmly and effectively.
- Customer Service: Ensuring a high level of customer satisfaction by meeting client expectations and addressing attendee needs.
- Technical Proficiency: Familiarity with event management software, audiovisual equipment, and technical aspects of event production.
- Hospitality Knowledge: Understanding the hospitality industry, including catering, accommodation, and guest services.
- Project Management: Applying project management principles to oversee all stages of event planning and execution.
- Networking: Building and maintaining relationships with industry professionals, vendors, and potential clients.
- Legal and Compliance: Knowledge of relevant laws, regulations, and permits associated with events.
- Multitasking: Managing multiple tasks and responsibilities simultaneously.
- Stakeholder Management: Effective management of diverse stakeholders, including clients, sponsors, attendees, and staff.



Interpretation

The more connected and engaged visitors are with a destination and its cultural heritage, and the more memorable, unique, accessible and authentic their experiences are, the longer they are likely to stay and the more likely they are to return or share positive stories about their experience when they return home, encouraging further visitation.

Interpreting the attributes of a destination and the attractions and experiences available within it so that they are meaningful across diverse cultures in an engaging, vibrant way – is a vital tool for tourism destination management. Interpretation, or explaining a destination and or an attraction or community's story can be used to encourage respect and appropriate behaviour from visitors and can also promote feelings of pride and awareness within a community.

Engage Visitors in Your Story

- ✓ Ensure visitors leave with a higher level of knowledge and appreciation of local culture.
- ✓ Develop a suite of key messages about the destination to share with tourism operators and communities to guide how to communicate about local culture to visitors.
- ✓ Develop a code of conduct or guidelines for responsible tourism to help visitors to behave appropriately in line with community expectations.
- ✓ Involve a variety of stakeholders in the development of destination messaging.

Leave a Lasting Impression

Creating compelling cultural narratives and storytelling themes requires creativity, cultural sensitivity, and a deep understanding of the destination's heritage. When delivered effectively, they can enhance the experience and leave a lasting impression on visitors.

- ✓ Conduct thorough research on the destination's culture, history, traditions, and heritage. Understand the cultural nuances, beliefs, and values that shape the local identity.
- ✓ Determine the core cultural elements and stories that best represent the destination. These could include historical events, legendary figures, rituals, myths, or artistic traditions.
- ✓ Clearly define the purpose of the narrative or theme. Consider whether it aims to educate, entertain, inspire, or provoke thought. Establish specific objectives and goals for the storytelling.

- ✓ Identify the target audience and consider their interests, preferences, and expectations. Tailor the storytelling to resonate with the intended audience.
- ✓ Choose a central theme or message that encapsulates the essence of the cultural narrative. This theme should provide a unifying thread throughout the storytelling.
- ✓ Craft a compelling and coherent storyline that weaves together cultural elements, characters, and events. Ensure that the narrative has a clear beginning, middle, and end.
- ✓ Infuse emotion into the storytelling to engage the audience on a personal level. Use storytelling techniques that evoke empathy, curiosity, or a sense of wonder.
- ✓ Provide context and set the scene effectively. Describe the cultural landscape, historical context, and the significance of the locations or sites mentioned in the narrative.
- ✓ Interpret cultural elements in a way that educates and enlightens visitors. Explain the meanings, symbolism, and relevance of cultural practices, rituals, or artifacts.
- ✓ Utilise multimedia tools and technology to enhance the storytelling experience. Incorporate visuals, audio, videos, augmented reality, or virtual reality to immerse the audience.
- ✓ Pay attention to the flow and pacing of the narrative. Ensure that it maintains the audience's interest and builds anticipation.
- ✓ Approach the storytelling with authenticity, sensitivity, and respect for the culture being portrayed. Avoid stereotypes or misrepresentation.
- ✓ Consider involving local cultural ambassadors, storytellers, or experts who can convey the narrative authentically and passionately.
- ✓ Encourage visitor participation and engagement. Allow opportunities for questions, discussions, or hands-on experiences related to the narrative.
- ✓ Collect feedback from visitors to continuously improve the narrative and storytelling experience. Adapt based on visitor responses and changing cultural contexts.
- ✓ Ensure that the narrative is accessible to a wide range of visitors, including those with disabilities. Make translations and accessibility aids available as needed.
- ✓ Develop a marketing strategy to promote the cultural narrative or theme through various channels, such as websites, brochures, social media, and partnerships with travel agencies.
- ✓ Collaborate with local communities, cultural experts, and tourism stakeholders to gather insights and ensure cultural authenticity.

FOCUS AREA 4

EFFECTIVE MARKETING AND PROMOTION



Cultural tourism is a rapidly growing sector of the tourism industry, with travellers increasingly seeking out experiences that allow them to learn about and immerse themselves in the local culture of the destinations they visit. This trend is being driven by a number of factors, including the rise of experiential travel, the increasing demand for authentic experiences, and the growing popularity of social media, which has made it easier for travellers to discover and share their cultural experiences with others.

For destinations looking to capitalise on the growth of cultural tourism, it is important to have a well-defined marketing and promotion strategy specifically designed to raise awareness of the destination's cultural assets and experiences, and to position the destination as a desirable destination for cultural tourists.



Ways to Promote Culture

- ✓ Conduct research to understand what motivates people to choose your destination.
- ✓ Use a range of sources such as visitor exit surveys, and online reviews platforms and social media commentary as well as targeted investment in research to inform development of a strategic market profile for cultural tourism.
- ✓ Develop a marketing and promotion strategy focused on cultural tourism and attracting visitors motivated to learn about local culture. Include the following elements:
 - **Identify the target market:** Who are the destination's ideal cultural tourists? What are their interests and needs? Think broadly about potential market segments, for example international tertiary institutions with an education and research focus on the Pacific as a market for cultural products and services, and development of touring routes.
 - **Develop a unique selling proposition:** What makes the destination's cultural offerings unique and different from other destinations?
 - **Create a strong brand identity:** The destination's brand identity should be visually appealing and reflective of its cultural heritage.
- ✓ Identify a range of channels to promote destination culture. This may include digital marketing, social media marketing, public relations, and traditional marketing channels such as print and television advertising.
- ✓ Track the results of the marketing and promotion activity to ensure that it is effective and to identify areas where improvement is needed.
- ✓ Leverage regional festivals and events as commissioners and distributors of cultural products and services.
- ✓ Use existing trade relationships and events to promote cultural goods and services.
- ✓ Promote retail outlets for high quality arts and crafts in tourism related service providers (such as hotels and resorts) in order to:
 - provide a sustainable retail outlet for producers.
 - generate income and revenue streams for both producers and the business stocking their products.
 - facilitate commissions of cultural products and services to directly enhance education and public programmes.
- ✓ Develop strategies to engage the travel media and trade partners with an interest in cultural tourism or niche products based on a range of cultural expressions (gastronomy, elements of traditional knowledge etc). Organise tours of cultural product for travel agents, journalists and influencers.

The Importance of Authenticity

Authenticity in cultural tourism refers to the genuine, unaltered, and faithful representation of a destination's cultural heritage, traditions, and way of life. It involves providing visitors with experiences and interactions that accurately reflect the cultural identity and history of a place. Authentic cultural tourism experiences aim to convey the true essence of a destination while respecting and preserving its uniqueness.

Authenticity is vital for preserving cultural heritage, fostering respect for local communities, enriching visitor experiences, and promoting sustainable tourism practices. It contributes to the overall well-being of destinations by striking a balance between tourism development and the protection of cultural identity and traditions.

An authentic approach to cultural tourism can:

- Ensure the protecting of cultural heritage by maintaining the integrity of historical sites, artifacts, and traditions. It helps protect cultural assets from commercialisation, over-tourism, and misuse.
- Ensure that the tourism activity respects the dignity, values, and rights of local communities.
- Lead to higher visitor satisfaction.
- Encourage responsible tourism.
- Facilitate genuine cultural exchange between visitors and local communities, fostering mutual respect, appreciation, and intercultural understanding.
- Create economic opportunities for local communities through the sale of traditional crafts and heritage arts, local cuisine, guided tours, and other cultural activities.
- Reduce the risk of commodifying culture, where cultural elements are exploited for profit without regard for their significance or meaning.
- Contribute to long-term viability. Authentic cultural tourism is more likely to be sustainable in the long term, as it aligns with the values and aspirations of both local communities and responsible travellers.
- Authenticity extends to the protection of intangible heritage, such as traditional storytelling, music, dance, and rituals, ensuring their continuity and relevance.

Building Authenticity

To support creation of cultural tourism experiences that are genuine, respectful, and enriching for both visitors and the local community:

- ✓ Engage local communities from the planning stage to actively participate in and benefit from cultural tourism initiatives. Their input and involvement ensure authenticity.
- ✓ Understand and respect cultural protocols, traditions, and customs. This includes following guidelines for dress, behaviour, and photography at sacred or culturally significant sites.
- ✓ Provide cultural sensitivity training to all staff and guides involved in tourism activities. Ensure they understand and convey the significance of local culture accurately.
- ✓ Employ local guides and experts who have deep knowledge of the culture, history, and traditions. They can provide authentic insights and stories.
- ✓ Promote and sell authentic, locally made traditional crafts and heritage arts. Encourage visitors to support local artisans and purchase genuine souvenirs.
- ✓ Be cautious about adopting elements of a culture without proper understanding or permission. Avoid cultural appropriation and misrepresentation.
- ✓ Incorporate storytelling sessions led by local storytellers who share traditional narratives, legends, and oral history.
- ✓ Promote and encourage visitor participation in local cultural festivals and events, allowing them to experience authentic celebrations.
- ✓ Offer traditional cuisine prepared by local cooks, highlighting local ingredients and cooking methods. Avoid commercialised versions of traditional dishes.
- ✓ Organise interactive workshops where visitors can learn traditional skills, such as cooking, dancing, or craft-making, from local experts.
- ✓ Facilitate programs that enable tourists to engage in meaningful interactions with local residents, fostering cross-cultural understanding.
- ✓ Provide educational materials and interpretive displays that explain the cultural significance of sites, artifacts, and practices.
- ✓ Contribute to the protection and restoration of cultural sites, landmarks, and heritage buildings. Ensure that tourism activities do not harm these assets.
- ✓ Educate visitors about responsible photography, emphasizing the importance of seeking permission before taking photos of individuals or culturally sensitive locations.

- ✓ Encourage tourists to show respect to local elders and community leaders. Emphasise the value of traditions and wisdom passed down through generations.
- ✓ Avoid over-commercialisation and modernisation of cultural sites or practices. Balance the needs of visitors who are seeking the protection of authenticity.
- ✓ Continuously gather feedback from visitors and local communities to adapt and improve cultural tourism offerings.
- ✓ Celebrate and promote the cultural pride and identity of the local community as a source of uniqueness and authenticity.

Preserving the integrity of cultural expressions in the context of intangible cultural heritage (ICH) is crucial to ensure that these traditions and practices are presented in an authentic and respectful manner. It requires a balance between sharing and respecting the cultural heritage of communities and it is essential to prioritise the authenticity, dignity, and significance of these expressions while providing enriching and educational experiences for visitors.

Maintaining Integrity

- ✓ Present ICH elements as they are practiced within the community, avoiding alterations or exaggerations for the sake of entertainment or tourism appeal.
- ✓ When showcasing rituals, ceremonies, or sacred practices, ensure that they are treated with the utmost respect and reverence. Seek guidance from cultural experts to uphold their sanctity.
- ✓ Avoid sensationalising or exploiting ICH elements for commercial gain or shock value. Present them in a way that educates and enlightens rather than sensationalises.
- ✓ Provide visitors with contextual information that helps them understand the significance and meaning behind cultural expressions. Explain the historical, spiritual, or social contexts in which they occur.
- ✓ If visitors are encouraged to participate in cultural practices, ensure they do so respectfully, following local customs and guidelines. Visitors should be aware of their role as observers or participants and act accordingly.
- ✓ Train tour guides and interpreters to provide accurate and culturally sensitive explanations of ICH elements, emphasising their importance and significance.
- ✓ Avoid practices that exploit or demean cultural expressions, such as staged or inauthentic performances for the amusement of tourists.
- ✓ Seek the consent and approval of communities and practitioners before including their cultural expressions in tourism experiences. Their input ensures that the presentation is authentic and respectful.
- ✓ Protect the indigenous cultural and intellectual property (ICIP) rights of communities and practitioners, ensuring that their knowledge and cultural expressions are not misappropriated or used without permission.
- ✓ Provide cultural sensitivity training to both tourists and staff involved in tourism activities, emphasising the importance of respectful behaviour and interaction.
- ✓ Avoid mixing or diluting cultural expressions with elements from other cultures unless there is a historically justified reason for doing so and with the community's consent.
- ✓ Establish feedback mechanisms to allow communities to voice concerns or suggest improvements in the presentation of their cultural expressions. Be open to adapting based on their input.
- ✓ Educate visitors about the broader cultural and historical context of the ICH elements they are experiencing, helping them appreciate the depth and richness of the culture.
- ✓ Respect local traditions and customs when promoting cultural expressions. For example, follow dress codes or etiquette guidelines when visiting sacred sites or participating in ceremonies.
- ✓ If ICH products or crafts are sold to tourists, ensure that they are made and marketed ethically, with fair compensation to the artisans and respect for the cultural significance of the items.

Introducing Local Culture to Visitors

Visitors to the destination may be interested in local culture but know very little about it. Support visitors with information to help them understand aspects of the local culture can help them to behave appropriately and minimise the potential to cause offence during their stay. An example of Hawaii's efforts to share their culture is included in Case Study 1: Ma'ema'e Toolkit at the end of this document.

Ways to educate visitors

Consider communicating the following:

- ✓ Provide guests with information about the local greetings and customs. Visitors should be informed of the appropriate way to greet people as well as any other customs that they should be aware of, such as dress codes or religious practices.
- ✓ Provide information about any taboos or sensitivities such as topics that should not be discussed, places that should not be photographed.
- ✓ Provide information about social norms and etiquette in the destination, such as how to behave in public, how to interact with others, and gift giving/tipping protocols etc.
- ✓ Provide information about local laws and regulations that they should be aware of, such as traffic laws, drug laws, and alcohol laws.
- ✓ Consider a range of ways to give visitors access to materials that give information on the local culture and community. These materials may include:
 - Guidebooks, pamphlets, brochures
 - Videos, audio content, website copy, digital downloads
 - Books or other materials.
- ✓ Encourage tourism industry operators to include cultural information in their communication with visitors, e.g. responses to booking enquiries and confirmation and through their own marketing materials.
- ✓ Include local language on items such as greetings, signage, printed materials, and other means of communication. Consider including phonetic spelling so visitors feel confident saying words which will likely be unfamiliar to them.
- ✓ Encourage tourism businesses to have elements of local décor, architecture, arts and design incorporated into the guest experience. For example:
 - Have staff wear traditional apparel
 - Offer local cuisine
 - Have displays, signs or exhibits that share aspects of local culture at key visitor sites.



3 Case Studies

3.1 Ma'ema'e Toolkit

Hawai'i is a special place, with a strong history and culture that today is host to a blend of cultures, activities, and experiences unique in the world. Hawai'i has not always been accurately represented by those who are intimately familiar with the islands. As a result, it has often been misrepresented or inaccurately portrayed through the use of incorrect information, spelling errors, and inappropriate imagery.

Authentically representing Hawai'i is deeply important to the kama'āina (residents of Hawai'i) who call these islands home, and to the integrity, protection and safeguarding of the culture. Accordingly, it is important that the visitor industry do so with great care.

The Hawaii Tourism Authority (HTA) in partnership with the Native Hawaiian Hospitality Association have developed a toolkit which aims to help the visitor industry, businesses and community organisations as well as visitors and residents understand how to authentically talk about and represent Hawai'i and Hawaiian culture in a manner that is accurate and authentic. The toolkit supports HTA's continual efforts to prioritise the integrity, protection and protection of Hawaiian culture.

The first edition of the Ma'ema'e Toolkit was produced in 2010. The toolkit includes topics such as the Islands' geography, natural resources, 'Ōlelo Hawai'i (Hawaiian language), royal heritage, Hawaiian festivals, customs and traditions, sensitivities, proper place names, and additional contacts and resources.

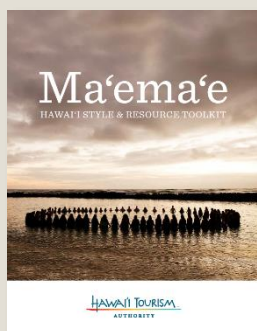
The Ma'ema'e Toolkit, coupled with other NaHHA resources in training and education, diversifies the opportunities for the industry to learn and engage with Hawaiian culture in a more meaningful and culturally appropriate way. This helps to ensure the representation of Hawai'i and Native Hawaiian culture by industry partners is done respectfully and responsibly.

Ma'ema'e has evolved from a resource for media to a living toolkit for anyone who has a role in representing Hawai'i. It will continue to be refined and updated with pertinent topics and areas of interest and will grow and evolve to provide the most accurate, timely and relevant information. Information in the toolkit is compiled and guided by HTA's partners and cultural experts in the community and industry.

A foundational component of Hawaii Tourism Authority's brand management efforts, the toolkit is utilised and amplified by the HTA's Global Marketing Team and partners throughout the world to urge authentic representation of Hawai'i's people, places, and cultures.

The name of the toolkit is Ma'ema'e, which translates to cleanliness and purity in 'Ōlelo Hawai'i, the Hawaiian language. The word's meaning is of particular significance to this project as it represents the idea that descriptions and portrayals of Hawai'i should be "clean, attractive and pure." That is, they should be free from misrepresentations and inaccuracies.¹⁹

[Access the toolkit here.](#)



“Through our collective efforts, we can ensure that the people, places and cultures of Hawai'i are represented in ways that are ma'ema'e.”

¹⁹ www.hawaiitourismauthority.org/news/news-releases/2023/hta-releases-updated-ma-ema-e-toolkit-to-encourage-accurate-representation-of-the-hawaiian-islands/

3.2 Cook Islands/ Tauranga Vananga Memorandum of Understanding

In 2021, Tauranga Vananga and Cook Islands Tourism signed a memorandum of understanding to support delivery of Maori cultural training to local tour guides. The two agencies worked on this initiative together, after agreeing to a 5 year Memorandum of Understanding to guide their working relationship as Government partners.

Then CEO of Cook Islands Tourism, Halatoa Fua said, “The signing of Memorandums of Understandings is a step towards strengthening our relationship with key Government Agencies as we embark on a unified approach towards supporting sustainable tourism.”

Other joint projects will include developing a Maori name for Cook Islands Tourism Corporation, and support and development for national cultural events like Te Mire Ura, and Te Maeva Nui.

Cook Islands Tourism and Tauranga Vananga staff will work on these and other initiatives, based on priority areas of Culture and Language, Events, Vaka Pride, Videography and Imagery, Marketing and Social Media, and Statistics.

“Authentic cultural experiences are essential to a truly sustainable tourism industry” says Destination Development Coordinator at Cook Islands Tourism, Ms Sieni Tiraa. “Tour Guides must tell authentic stories, share Cook Islands Maori cultural values with our visitors, and play their part as guardians of our culture and heritage in the tourism industry” Tiraa added.

Better ways of working together as Government partners is one of the aims of having these kinds of agreements in place to help guide agencies on working together to achieve shared goals and objectives²⁰.

Cook Islands tourism is currently working on its second iteration of this Memorandum of Understanding with Tauranga Vananga to reflect new strategic objectives to underpin the relationship between the two agencies.



²⁰ cookislands.travel/corporate/tourism-strengthened-through-cultural-partnership

Appendix A – Expressions of Culture

Culture can be expressed in daily life in a multitude of ways, often shaping the values, behaviours, and traditions of individuals and communities. Expressions of culture often intertwine and influence one another, creating a rich tapestry of traditions, beliefs, and practices that shape the way individuals and communities experience daily life. Culture is dynamic and evolves over time, reflecting historical, social, and environmental influences.

The following list provides examples of expressions of culture that could be shared with visitors and integrated into existing tourism products and services or considered as part of the planning for new cultural tourism product offerings.

Language and Communication:

- Dialects, accents, and languages spoken
- Modes of non-verbal communication (gestures, body language, eye contact)

Cuisine and Food Traditions:

- Types of food consumed
- Cooking techniques and recipes
- Dining etiquette and rituals

Clothing and Fashion:

- Traditional clothing and attire
- Dress codes for various occasions
- Styles influenced by cultural heritage

Religious and Spiritual Practices:

- Rituals, ceremonies, and festivals
- Places of worship and sacred sites
- Religious symbols and attire

Arts and Crafts:

- Heritage art and artisanal products
- Traditional crafts
- Folk art and storytelling traditions

Music and Dance:

- Traditional music genres and instruments
- Dance forms and styles
- Folk songs and dances with cultural significance

Social Customs and Etiquette:

- Greeting rituals and gestures
- Gift-giving practices
- Behaviour in public and private settings

Family Structure and Relationships:

- Kinship systems and family roles
- Encounters with traditional healers and medicine practitioners, who share their knowledge of herbal remedies and healing practices.
- Marriage customs and ceremonies
- Parenting and child-rearing practices

Holidays and Celebrations:

- National holidays and historical commemorations
- Religious festivals and observances
- Unique cultural celebrations and feasts

Architecture and Housing:

- Traditional architectural styles
- Building materials and construction techniques
- Housing arrangements and layout

Education and Knowledge Transmission:

- Methods of passing down cultural knowledge
- Cultural values emphasised in education
- Oral traditions, storytelling, and folklore

Work and Economic Practices:

- Occupational traditions and professions
- Economic systems and trading practices
- Traditional livelihoods and industries

Ceremonial and Symbolic Objects:

- Objects with cultural symbolism
- Religious artifacts and icons
- Ritual objects used in ceremonies

Sports and Recreation:

- Traditional sports and games
- Recreational activities with cultural roots
- Sporting events with cultural significance

Environmental Practices:

- Traditional ecological knowledge
- Sustainable agriculture and fishing methods
- Cultural attitudes toward nature and conservation

Social Hierarchies and Gender Roles:

- Systems of social status and hierarchy
- Gender roles and expectations
- Inclusive or exclusive practices

Health and Healing Traditions:

- Traditional medicine and healing practices
- Beliefs about health and wellness
- Healthcare rituals and remedies

Technology and Innovation:

- Use of technology influenced by cultural values
- Innovation and adaptations in daily life
- Cultural attitudes toward modernisation

Language and Literature:

- Literature and storytelling traditions
- Proverbs, sayings, and idioms
- Written and oral literary forms

Political and Governance Systems:

- Traditional forms of governance
- Political ideologies and beliefs
- Systems of justice and dispute resolution.



Appendix B – Resources Used for Guideline Development

International Frameworks for Protecting, Safeguarding and Promoting Culture

A broad spectrum of standard setting architecture has evolved out of UNESCO, including Declarations, Recommendations and International Conventions which have progressively broadened the scope of culture policy and provided a comprehensive framework for the protection, safeguarding and promotion of culture in all its dimensions. These establish the international standards that serve as a basis for international cooperation and the formulation of national cultural policies. The standard-setting instruments developed over a 55-year period reflect the priorities of the international community in the field of culture at the time of their adoption. They also illustrate the evolution of cultural policies and the role played by various governmental and non-governmental stakeholders.

Alongside traditional efforts to safeguard built cultural heritage, an area that is linked to nation building in many countries, cultural policies are increasingly focused on the creative sector and the safeguarding of intangible heritage.

Promoting access to culture and cultural participation remain essential aspects of cultural policies. These efforts often take the form of cultural development interventions – the development of knowledge spaces (museums, cultural centres and libraries), the regeneration of public spaces for cultural expression and events (festivals, fairs, etc.) and the strengthening of cultural and arts education. Some public policy areas – digital technology, crafts, tourism, the development of public spaces to promote culture – thus fall outside of the sole mandate of ministries of culture and cultural institutions, despite the fact that they directly concern the cultural field.

Some of the key global culture conventions and declarations include:

- Universal Declaration on Cultural Diversity (2001)
- Convention on the Protection of the Underwater Cultural Heritage (2001)
- Convention for the Safeguarding of the Intangible Cultural Heritage (2003)
- Declaration concerning the Intentional Destruction of Cultural Heritage (2003)
- Convention on the Protection and Promotion of the Diversity of Cultural Expressions (2005)
- World Heritage Convention (1972)
- Convention for the Protection of Cultural Property in the Event of Armed Conflict (1954) and its two Protocol (1954 and 1999)
- Convention on the Means of Prohibiting and Preventing the Illicit Import, Export and Transfer of Ownership of Cultural Property (1970).

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International Frameworks for Cultural Tourism

With the emergence and growth in the global cultural tourism sector, a number of frameworks and key documents have been developed which shape and influence the international approach to development, promotion and management of cultural tourism.

ICOMOS INTERNATIONAL CHARTER FOR CULTURAL HERITAGE TOURISM (2022)

The [ICOMOS International Charter for Cultural Heritage Tourism](#) serves as a valuable resource for governments, organisations, and communities seeking to develop and manage cultural tourism in a way that respects, protects, and promotes their cultural heritage. It emphasises sustainability, authenticity, and community involvement as central principles in cultural tourism management.

The charter addresses the primary relationships between the cultural identity and cultural heritage of the host community and the interests, expectations and behaviour of visitors, both domestic and international. It promotes

the engagement of the host community, including indigenous and traditional custodians in all aspects of planning and managing for tourism, particularly at heritage sites, within cultural landscapes and in historic towns.

The objectives of the Charter are:

Objective 1 - To place the protection of cultural heritage and community rights at the heart of cultural heritage tourism policy and projects, by providing principles that will inform responsible tourism planning and management for cultural heritage protection, community resilience and adaptation.

Objective 2 - To promote stakeholder collaboration and participatory governance in the stewardship of cultural heritage and management of tourism, applying a people-centred and rights-based approach, emphasising access, education and enjoyment.

Objective 3 - To guide cultural heritage and tourism management in supporting the UN Sustainable Development Goals and Climate Action policy.

In this Charter, cultural heritage tourism refers to all tourism activities in heritage places and destinations, including the diversity and interdependence of their tangible, intangible, cultural, natural, past and contemporary dimensions. The Charter recognises heritage as a common resource, understanding that the governance and enjoyment of these commons are shared rights and responsibilities.

UNWTO RESOURCES

UNWTO/UNESCO WORLD CONFERENCES ON TOURISM AND CULTURE

The UNWTO/UNESCO World Conferences on Tourism and Culture bring together Ministers of Tourism and Ministers of Culture with the objective to identify key opportunities and challenges for a stronger cooperation between these highly interlinked fields.

Gathering tourism and culture stakeholders from all world regions the conferences have addressed a wide range of topics, including governance models, the promotion, protection and safeguarding of culture, innovation, the role of creative industries and urban regeneration as a vehicle for sustainable development in destinations worldwide.

Several landmark declarations on culture and tourism have emerged from these conferences, namely: the 2015 [Siem Reap Declaration](#), which recommends closer and targeted partnerships between stakeholders of culture and tourism; the 2017 [Muscat Declaration](#), which encourages the contribution of tourism and culture in national SDG strategies, the 2018 [Istanbul Declaration](#), which promotes tourism development as a tool for safeguarding culture,

²¹ Culture and Public Policy for Sustainable Development, UNESCO, 2019

contributing to sustainable cities and the use of technology to facilitate access for all and the [Kyoto Declaration](#) which centres on investing in future generations.

UNWTO FRAMEWORK CONVENTION ON TOURISM ETHICS

- UNWTO [Framework Convention on Tourism Ethics](#) aims to promote responsible, sustainable and universally accessible tourism through the implementation of the ethical principles in tourism. It calls upon its signatories to promote the rights of the most vulnerable groups such as women, youth, indigenous people and persons with disabilities. It has been built around the core principles of the Global Code of Ethics for Tourism (see box). In order to frame these principles in the classical structure of an international treaty, several provisions have been adapted.
- UNWTO [Inclusive recovery guidelines](#) - in 2021 UNWTO launched the UNWTO Inclusive Recovery Guide - Sociocultural Impacts of COVID-19 on Persons with Disabilities, Cultural Tourism, Women in Tourism and Indigenous Communities. These publications draw on the insights of UN agencies and other leading tourism sector and other global thought leaders with recommendations that suggest specific solutions for the socio-economic empowerment of Indigenous Peoples through tourism.
- UNWTO [Recommendations on Sustainable Development of Indigenous Tourism](#) (2019) with the aim to best harness the role of tourism and mitigate its potential negative impacts within indigenous communities.
- UNWTO Compendium of Good Practices in Indigenous Tourism.

Alula Framework for Inclusive Community Development Through Tourism – this framework outlines how integrating inclusivity and sustainability into tourism models can benefit local communities while preserving the rich natural and cultural heritage of destinations around the world.



Appendix C – Cultural Mapping Process

Intangible cultural heritage (ICH) elements can greatly enrich tourism experiences by offering visitors the opportunity to connect with the culture and traditions of a destination. Facilitating the transmission of intangible cultural heritage involves a multi-faceted approach that combines formal and informal education, hands-on learning, and opportunities for practice and performance. The guidelines below will help ensure the continuity and vibrancy of ICH within communities. Several Pacific Island Countries and Territories (PICTs) have ratified the UNESCO Convention for the safeguarding of the Intangible Cultural Heritage, 2003 while others are working towards ratification.²² Several also have in place their own National Cultural Policies and ICH Plans and Policies which should be the first starting point through the designated National Cultural Agency, which is usually a Culture department or line Ministry.

Cultural mapping is an important process that is used in the safeguarding of intangible and tangible cultural heritage. A cultural mapping exercise is usually led by national cultural agencies mandated to safeguard, protect, and promote the cultural heritage and indigenous cultural intellectual property rights of indigenous local communities. The cultural mapping process is designed to suit the national interests and needs. It generally involves systematically documenting and analysing a destination's cultural assets, including tangible and intangible heritage, to understand their significance, promote cultural tourism, and support cultural preservation. The process can provide valuable insights into a destination's cultural heritage, fostering cultural preservation, responsible tourism development, and a deeper appreciation of local culture. It serves as a foundation for sustainable cultural tourism initiatives and can contribute to the economic and social well-being of the community.

Mapping intangible cultural heritage involves documenting and safeguarding the living traditions, practices, and expressions passed down through generations. The following guidelines are provided as a reference only and should be discussed with national cultural agencies and representatives of local communities before any attempt is made to undertake a mapping exercise.

Depending on its intended purpose, a mapping process can include some of the following steps:

1. Preliminary Assessment:

- ✓ Define the geographic area or community and the specific intangible cultural heritage elements you aim to document.
- ✓ Engage with local communities, cultural practitioners, experts, and relevant organisations.
- ✓ Ensure compliance with local, national, and international laws related to cultural heritage and intellectual property rights.

2. Documentation:

- ✓ Collect narratives and firsthand accounts from cultural practitioners and community members.
- ✓ Capture performances, rituals, ceremonies, and other ICH expressions.
- ✓ Document songs, stories, recipes, and any written or transcribed forms of ICH.
- ✓ Capture images of ICH activities, objects, and related contexts.
- ✓ Keep detailed field notes during interviews, observations, and participatory research.
- ✓ Develop a standardised system for organising and categorising collected data.
- ✓ Describe the cultural, historical, and social significance of the ICH element within the community.
- ✓ Explore how ICH interacts with other aspects of culture, such as religion, language, or traditional practices.
- ✓ Identify existing safeguarding measures: Determine if any traditional or modern practices are in place to protect and transmit the ICH.
- ✓ Collaborate with the community to develop safeguarding plans and strategies, such as education programs, festivals, or apprenticeships.
- ✓ Involve community members, practitioners, and experts in the documentation process to ensure their active participation.
- ✓ Build capacity within the community to safeguard and transmit their ICH independently.
- ✓ Obtain clear and informed consent from individuals and communities before documenting and sharing their ICH.
- ✓ Create databases, websites, or digital archives to store and share collected materials.

²² <https://ich.unesco.org/doc/src/01852-EN.pdf>

- ✓ Physical archives: Ensure physical protection of materials, including audiovisual recordings, written documents, and objects.
- ✓ Adhere to cultural protocols, customs, and taboos when documenting and sharing ICH.
- ✓ Intellectual property rights: Address issues related to ownership, copyright, and intellectual property rights, particularly in relation to indigenous cultural intellectual property rights of cultural communities and the intellectual property rights of artists and cultural producers, ensuring fair compensation for practitioners and knowledge holders. Determine who has access to the ICH materials and under what conditions and the protocol, legislation and guidelines on how access may be negotiated and on access and benefit sharing.
- ✓ Share ICH materials with the wider public through exhibitions, performances, publications, or online platforms.
- ✓ Explore ways to facilitate the transmission of ICH, such as mentorship, apprenticeships, or workshops.
- ✓ Regularly assess the impact of safeguarding efforts on the community and the viability of the ICH element.
- ✓ Gather feedback from community members and practitioners to make necessary adjustments to the safeguarding strategy.
- ✓ Continuously monitor the status of ICH elements to ensure they remain vibrant and relevant within the community.
- ✓ Collaborate with cultural institutions, universities, and organisations involved in cultural protection to leverage resources and expertise.



Appendix D - Definitions

Culture	the distinct set of “spiritual, material, intellectual, and emotional features of society or a social group, and that it encompasses, in addition to art and literature, lifestyles, ways of living together, value systems, traditions and beliefs.” ²³
Cultural and creative industries	There is no single definition of the cultural and creative industries (CCIs), although the term has become popularised in recent years. Some choose to simply use cultural industries or creative industries. When used separately, the cultural industries are taken to relate more closely with cultural heritage and traditional forms of creation, whereas the creative industries cover creative goods and services, which include innovation, profit generation and the creation of jobs. ²⁴
Cultural mapping	Cultural mapping is an important instrument that is used in the safeguarding of intangible and tangible cultural heritage. Specific tools and approaches are used in community-based participatory data collection and management with the aid of mapping software using GIS (geographic information systems).
Indigenous Peoples	Communities with a historical continuity with pre-colonial societies, distinct from contemporary societies, living in association with their traditional lands and waters.
Local Communities	Groups with a long association and reliance on local resources, possessing accumulated knowledge about sustainable management and development.
Intangible Cultural Heritage (ICH)	Living traditions and expressions passed down within communities, including oral traditions, performing arts, social practices, rituals, and knowledge about nature.
Tangible Cultural Heritage	Physical cultural heritage, including movable (e.g., paintings, sculptures) and immovable heritage (e.g., cultural landscapes, archaeological sites), and underwater cultural heritage (e.g., shipwrecks, underwater ruins).
Cultural Tourism	Tourism focused on experiencing and appreciating a destination's cultural heritage, both tangible and intangible.
Sustainable Cultural Tourism	Integrated management of cultural heritage and tourism activities, creating benefits for stakeholders while ensuring heritage conservation.
Cultural Heritage Protection	Processes involving legal frameworks, institutional structures, community involvement, and international cooperation to safeguard cultural heritage.
Cultural Diplomacy	Promotion of a nation's culture internationally to strengthen diplomatic relations through cultural exchange programs, artistic performances, and exhibitions.
Community Engagement	Involving local communities in decision-making and management of cultural tourism to ensure inclusivity and relevance.
Cultural Tourism Product Development	Process of creating cultural tourism experiences that are authentic, sustainable, and engaging for visitors

²³ UNESCO (United Nations Educational, Scientific and Cultural Organization) 2001. Universal Declaration on Cultural Diversity. Paris: UNESCO

²⁴ file:///C:/Users/penny/Downloads/Pacific_Regional_Cultu.pdf



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