

Heritage and tourism

Policy and practice for
maximising results



One-week study programme
11 to 15 June 2012



PAI is accredited by the
British Accreditation Council
for Independent Further and Higher Education

About the programme

Government agencies typically see cultural heritage as being of low priority in the face of other pressing development needs, even more so in times of economic distress. They are not fully aware that heritage can play a direct role in tourism, deliver urban and rural regeneration, and provide social and economic benefits for individuals and communities.

Tourism, by contrast, is often viewed as a solution to job generation and economic growth, without analysing its environmental and social costs and sensitivity to political risk. Tourism professionals are not always informed about how cultural heritage can be used to enhance their tourism potential.

There is often a sense of distrust between heritage managers and tourism providers who are asked to meet different priorities: protecting and conserving sites, and increasing tourism numbers and revenue. In addition they are expected to respond to new demands: justifying public spending; providing educational opportunities; engaging new audiences; and promoting cultural tolerance and understanding.

There are important new developments in the UK which shed light on these critical policy matters and this experience will be used as a catalyst to stimulate discussion and exchanges of ideas between participants.

This study programme will introduce the principles behind heritage and tourism policy and planning – what it is, why it is important, and how it can contribute to the economy and society as a whole. It will consider topics related to planning, promotion, delivery and assessment of cultural tourism. Particular attention will be given to skills development, institutional reform, public information and visibility, funding strategies, the role of the private and voluntary sectors, and sustainable development as well as innovative approaches to maximizing heritage and tourism benefits.

Who is it for?

The programme is designed mainly for policy-makers and senior experts working in government ministries and agencies and in non-governmental organisations concerned with the promotion and funding of heritage conservation and tourism. Applications will also be welcome from those in the voluntary and private sector who wish to gain insights into the role of heritage and tourism in economic development and to engage in dialogue with officials with responsibilities in this field.

How participants will benefit

The study programme will:

- Broaden participants' knowledge and understanding of the issues surrounding heritage and tourism policy
- Examine the relationships between heritage and tourism and other

government priorities such as economic development and education

- Raise awareness of the issues, opportunities and challenges surrounding heritage and tourism and suggest ways in which they can be effectively addressed in different country contexts.

What the programme will cover

The programme will include the following:

- A new look at what constitutes heritage including intangible heritage and cultural diversity
- Policies for understanding, conserving, and using heritage
- Heritage and tourism in the context of economic and social development
- Informal presentations by participants on their own national heritage and tourism policy and practice
- Visits to selected heritage sites and museums in London and out of London
- Presentations by leading UK heritage and tourism practitioners.

The programme will include briefings, visits, workshops and discussion sessions with relevant policy makers, heritage managers, and cultural tourism providers. A key element for sharing knowledge and good practice will be sessions where participants will be invited to give informal presentations on aspects of their own agency or heritage site.

Additional themes for discussion will depend on participants' interests and there will be opportunities to explore these during the programme.

Programme outline

	AM	PM
Day 1	<p>Welcome and introduction Structured debate</p> <ul style="list-style-type: none"> – Defining heritage for the 21st century – Policies for intangible and tangible heritage, cultural diversity, and cultural tourism – Maximizing the benefits of heritage and tourism <p>An overview of the culture sector and its policies in the UK Heritage Alliance and UK Government spokesperson (Department of Culture, Media and Sport)</p>	<p>Round table Participants' informal presentations on own country's heritage and tourism successes and challenges</p> <p>The Tate Modern Managing visitors and planning for the future <i>Visit – Tate Modern, Visitor Management and Community Development Department</i></p>
Day 2	<p>Tourism policies and public information: the "A Day Out" campaign UK National Trust</p> <p>Heritage, culture and tourism in the UK What is the role of heritage and culture in tourism</p> <ul style="list-style-type: none"> – Coexistence or conflict – Managing visitors – Tourism and identity <p>Visit Britain or Visit London</p>	<p>Funding strategies for heritage An overview of funding strategies</p> <ul style="list-style-type: none"> – National, regional and local agencies – Heritage trusts – Private sector <p>Architectural Heritage Fund</p> <p>Heritage and regeneration Examining the links between heritage and urban regeneration</p> <ul style="list-style-type: none"> – Economic impact of heritage – Working with the private sector <p><i>Visit to Kings Cross Regeneration project</i></p>
Day 3	<p>Day visit to Norwich or other successful cultural tourism destination Heritage led regeneration as a driver for tourism development and local distinctiveness.</p>	<p>Meetings with tourism planners and heritage managers</p>
Day 4	<p>Heritage and tourism policy Review of heritage and tourism in the UK – Issues and challenges</p> <ul style="list-style-type: none"> – Conservation strategies – Access for all – Heritage, tourism and sustainable development <p>Interpretation as an element of heritage tourism Motivation, UK</p>	<p>Site management as a tool for heritage and tourism English Heritage International Advice Division</p> <p>Heritage, leadership and international networks The nature of good leadership in the heritage and cultural tourism sector</p> <ul style="list-style-type: none"> – Issue and core competencies – INTO and ICOMOS as a resource <p>International National Trust Organization (INTO) ICOMOS UK</p> <p>Preparation of group presentations <i>Visit to Bedford Square</i></p>
Day 5	<p>Investing in heritage and tourism Heritage Lottery Fund</p> <p>Group presentations</p>	<p>Moving forward, review and evaluation of the programme Presentation of certificates of attendance</p>

The organisers reserve the right to change the programme as necessary.

Application form

**Heritage and tourism:
Policy and practice for maximising benefits**

11 to 15 June 2012

Please complete this application form and post, fax or email to:

Clare Walters, Programme Manager
Public Administration International
10 Bayley Street, London WC1B 3HB UK
T +44 (0)20 7580 3590 F +44 (0)20 7580 4746 pai@public-admin.co.uk

Applications can also be completed online. Please see our website for details.
www.public-admin.co.uk

Please print clearly in black ink and in capital letters

Personal details

First name _____

Family name _____

Title (Prof. Dr. Mr. Mrs. Ms. etc.) _____

Nationality _____

Dietary requirements _____

Disabilities _____

Have you participated in a PAI study programme before? _____

If yes, which programme(s)? _____

Dates of programme(s)? _____

Current position

Title of post _____

Employer _____

Address _____

Telephone _____

Fax _____

Email _____

Brief description of your main role and responsibilities _____

Education and professional training

Please provide brief details of your education and professional qualifications and training

Language

The programme will be conducted in English. Participants will be expected to have a good working knowledge of the language.

Location and arrival arrangements

The study programme will be based in central London. On request, PAI can assist with finding suitable hotel accommodation and can arrange travel to and from the airport.

Fees and other costs

The fee for the one-week study programme will be £1,770. This includes tuition, travel to and from the airport in London and travel on scheduled visits¹. The fee also includes all documentation. UK Value Added Tax (VAT) will not be charged if applicants can provide written confirmation from their Government or its accredited representative that they are employed by the Government in furtherance of its sovereign activities. In all other cases, VAT (currently 20%) will be charged in addition to the fee. Payment in full must be received by PAI no later than 11 June 2012. Cheques should be made payable to Public Administration International. Alternatively, PAI is able to invoice individuals or government agencies. Payment by bank transfer is also acceptable.

Airfares, accommodation costs, daily travel (other than on visits scheduled in the programme), meals and living expenses are not included. We suggest that approximately £120 per person per day should be allowed for a modest standard of accommodation, local travel in the UK, meals and other incidental expenses. Participants requiring a higher standard of accommodation (for example a 4 star hotel) will need to allow approximately £175 per person per day.

Discount

We offer a 10% discount on the tuition fee if a funding organisation sponsors more than three participants in any one calendar year. Please ensure that when you book your fourth participant (in any one calendar year) you let us know so that we can apply the discount.

Insurance

Participants are advised to arrange travel and health insurance cover before leaving their home country.

Public Administration International (PAI)

PAI specialises in management consultancy and development services for organisations in and associated with the public sector worldwide. We provide advice and support for governments undergoing political, economic, structural and legislative change. Our extensive network of associates includes practitioners, academics and independent consultants. The promotion of good governance and best practice are our key objectives. This programme is one of a number of specialist UK-based study programmes designed to meet the needs of public services worldwide.

Programme Director

The Programme Director is Dr. June Taboroff. June is an international expert on culture in development and tourism planning, with broad experience of institutional development and policy formulation in more than 60 countries. She works for the World Bank, European Commission, European Bank for Reconstruction and Development, Unesco World Heritage Centre and lectures at the Institute of Archaeology in London and the University of Pennsylvania. Most recently, she was selected by the Clore Leadership Programme course for cultural leaders. In addition to her project and policy work, she also carries out evaluations of cultural heritage and tourism programmes.

¹Travel to and from the airport in London and travel on scheduled visits in the programme are provided at cost.

How to apply

Please complete the attached Public Administration International application form and post, fax or email to:

Clare Walters
Programme Manager
Public Administration International
10 Bayley Street
London WC1B 3HB
UK
T +44 (0)20 7580 3590
F +44 (0)20 7580 4746
pai@public-admin.co.uk

Applications can also be completed online. Please see our website for details: www.public-admin.co.uk

If you would like to discuss the programme, any of our other international study programmes or our consultancy services, please contact:

Claire Cameron
Director
Public Administration International
T +44 (0)20 7580 3590
pai@public-admin.co.uk

We also have extensive experience of designing tailor-made programmes (from one day to two or three weeks) which can be run in your own country or in the UK to meet the specific needs of groups or individuals at all levels within your organisation. Please contact us if you would like further information.

Public Administration
International

10 Bayley Street
London WC1B 3HB
T +44 (0)20 7580 3590
F +44 (0)20 7580 4746
pai@public-admin.co.uk
www.public-admin.co.uk