Heritage, culture and tourism

Policy and practice for maximising benefits

One-week study programme
16 to 20 June 2014

PAi is accredited by the British Accreditation Council for Independent Further and Higher Education
Who we are
Public Administration International (PAI) specialises in management consultancy and development services for organisations in and associated with the public sector. We provide advice and support for governments going through political, economic, structural and legislative change. Our extensive network of associates includes practitioners, academics and independent consultants. The promotion of good governance and good practice are our key objectives. This programme is one of a number of specialist UK-based courses designed to meet the needs of the public services worldwide.

About the programme
Government agencies typically place heritage and culture as a low priority in the face of other pressing development needs, even more so in tough economic times. Decision makers are not adequately aware that heritage and culture can play a significant 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 creation and economic growth, without analysing its environmental and social costs and sensitivity to political risk. Tourism professionals are not always well informed about how heritage and culture can be used to enhance tourism potential.

Moreover there is often a sense of distrust between heritage and cultural managers and tourism providers who are expected to meet different priorities: on the one hand protecting and conserving sites, and on the other hand increasing tourism numbers and revenue. In addition government officials are expected to respond to new demands: justifying public spending; providing educational opportunities; engaging new audiences; and promoting cultural tolerance and understanding.

There is important new experience in the UK – not least the success of the Olympics - which sheds light on these critical heritage and tourism policy matters. It will be used as a catalyst to stimulate discussion and exchanges of ideas among programme participants.

This study programme will introduce the principles behind heritage, culture and tourism policy and planning - what are the key policy decisions, how they can contribute to the economy and society as a whole, and how to make the case for their support by government and the private sector. The programme 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 primarily for policy-makers and senior experts working in government ministries and agencies and in non-governmental organisations concerned with the management 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 how heritage, culture and tourism contribute to economic development and to engage in dialogue with officials and experts with responsibilities in this field.
How participants will benefit
The study programme will:
- Broaden your knowledge and understanding of the issues surrounding heritage, culture and tourism policy and practice
- Examine the relationships between heritage, culture and tourism and other government priorities such as economic development and education
- Raise awareness of the opportunities and challenges surrounding heritage, culture 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:
- A new look at what constitutes heritage and culture, including intangible heritage and cultural diversity
- Policies for understanding, conserving, and using heritage and culture
- Heritage, culture and tourism in the context of economic and social development
- Informal presentations by participants on their own national heritage, culture and tourism policy and practice
- Visits to selected heritage sites and museums in London and out of London

The programme will include briefings, visits, workshops and discussion sessions with relevant policy makers, heritage and culture managers, and cultural tourism providers. A key element for sharing knowledge and good practice will be sessions where you will be invited to give informal presentations on aspects of your own agency and participate in a practical group assignment.

Additional themes for discussion will depend on your interests and there will be opportunities to explore these during the programme.
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<td>Welcome and introductions</td>
<td>Round table: participants’ informal presentations</td>
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<td>Structured debate: key policy issues in the harmonization of</td>
<td><strong>Visit to the British Museum:</strong> visitor access, policies and practice</td>
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<td>An overview of the UK culture sector and its policies: Heritage</td>
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<td>**Day visit to Norwich or other successful cultural tourism</td>
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<td>**Heritage-led regeneration as a driver for tourism development</td>
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<td>Economic analysis of contribution of heritage to tourism:</td>
<td>Site management as a tool for heritage and tourism: English Heritage</td>
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<td>Heritage Lottery Fund</td>
<td><strong>Visit to Chelsea Physic Gardens:</strong> education and visitor programmes</td>
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<td>Review of heritage, culture and tourism in the UK: issues and</td>
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<td>Preparation of group presentations</td>
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<td>Investing in heritage and tourism:</td>
<td>Moving forward, review and evaluation of the programme</td>
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We reserve the right to change the programme as necessary
Location and arrival arrangements
The programme will be based in central London. Please ask us if you would like help in finding suitable hotel accommodation. We can also arrange travel to and from one of the London airports for you if you let us have your flight arrival details in good time. The cost of airport transfers is included in the programme fee.

Language
The programme will be conducted in English. You will need to have a good working knowledge of the language.

Fees and other costs
The fee for the study programme will be £1,915. It includes tuition, travel to and from the airport in London, travel on scheduled visits which form part of the programme, presentation material and other documentation. It also includes a light lunch and refreshments during each working day.

Airfares and daily travel to and from the study programme venue are not included. Our programmes are non-residential and you are responsible for your accommodation costs. We can help you with booking hotel accommodation so please let us know if you would like us to advise you or make a reservation. We suggest that you should allow approximately £120 per day for a modest standard of hotel (for example, three-star), local travel in the UK, meals (apart from a light lunch on working days) and other incidental expenses. If you would like a higher standard of accommodation (for example a four-star hotel) you will need to allow approximately £200 per day.

We do not have to charge UK Value Added Tax (VAT) if you can provide written confirmation from your government or its accredited representative that you are "employed by your government in furtherance of its sovereign activities". In all other cases, we will have to charge VAT (currently 20%) in addition to the fee. We must receive payment in full no later than 16 June 2014. You or your government agency can pay by bank transfer or by cheque, made payable to Public Administration International.

Discount and cancellation charges
We offer a 10% reduction on the tuition fee if we receive payment no later than thirty days before the first day of the programme. If we receive payment after that, we will charge the full tuition fee.

We also 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 and any subsequent participant (in any one calendar year) you let us know so that we can apply the discount.

If you have to cancel your booking, you must let us know in writing and we will acknowledge in writing your cancellation. We make a cancellation charge of £100 to cover our administration costs. Alternatively, we can hold your fee as a credit towards the cost of future PAI study programmes.

Insurance
We advise you to arrange travel and health insurance cover before you leave home.

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.

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1 Travel 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 Public Administration International application form and post, fax or email it to:

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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 this 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.