

Heritage, culture and tourism

Policy and practice for
maximising benefits



One-week study programme
1 to 5 June 2015



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British Accreditation Council
for Independent Further and Higher Education

About the programme

The role of culture in achieving sustainable development was acknowledged in the Rio+ 20 Declaration (2012) and the EU is promoting culture as an essential contribution to enhanced human rights and good governance, and to inclusive and sustainable growth.

This "Heritage, culture and tourism" study programme will examine how culture and heritage can contribute to this agenda, both as an area linked to governance and respect for cultural diversity and as a promising economic sector linked to tourism and urban regeneration.

Yet worldwide 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. They 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.

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 need 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 – including the emergence of creative industries as a major economic strength - which shed light on these critical culture, heritage and tourism policy matters. 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, culture and tourism policy and planning - why they are important, what are the key policy decisions, and how they 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 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, cultural diversity and the creative industries
- 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
- Presentation by leading UK heritage, culture and tourism practitioners

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.

What our past participants say about the programme

"Having experts in relevant fields, especially those with a successful track record, brought in to provide valuable background information helped a lot."

Mr Robert Ketsin Renaldo
Director – Arts and Culture
Office of Tourism, Arts and Culture
Papua New Guinea

"The programme was very useful and I will recommend it to my colleagues both in the tourism and culture sectors."

Muna Al Khoori
External Relations Manager
Abu Dhabi Tourism and Cultural Authority

Programme outline

	AM	PM
Day 1	<p>Welcome and introductions</p> <p>Structured debate: defining heritage and culture for the 21st century:</p> <ul style="list-style-type: none"> • policies for intangible and tangible heritage, cultural diversity, creative industries and cultural tourism • maximising the benefits of heritage and tourism <p>An overview of the UK culture sector and its policies</p> <p><i>Heritage Alliance, UNESCO Intangible Culture and the Department for Culture, Media and Sport</i></p>	<p>Round table</p> <p>Participants' informal presentations on own country's heritage and tourism successes and challenges</p> <p>The British Museum</p> <p><i>Visit - British Museum International Programmes</i></p>
Day 2	<p>Tourism policies and public information: National Trust campaigns</p> <p><i>UK National Trust</i></p> <p>Heritage, culture and tourism in the UK:</p> <ul style="list-style-type: none"> • coexistence or conflict • managing visitors • tourism and identity <p><i>Visit Britain or Visit London</i></p>	<p>Creative industries: promoting growth</p> <p><i>British Council</i></p> <p>Heritage, leadership, and international networks</p> <p><i>International National Trust Organization (INTO) and ICOMOS UK</i></p> <p>Heritage and regeneration Examining the links between heritage and urban regeneration:</p> <ul style="list-style-type: none"> • economic impacts • working with the private sector <p><i>Visit to Kings Cross regeneration project</i></p>
Day 3	<p><i>Day visit to Norwich or other successful cultural tourism destination</i></p> <p>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</p> <p>Review of heritage, culture and tourism in the UK – issues and challenges</p> <p>How to assess and evaluate the impacts and outcomes of culture and heritage projects and programmes</p> <p><i>Heritage Lottery Fund</i></p> <p>Preparation of group presentations</p>	<p>Site management as a tool for heritage and tourism</p> <p><i>English Heritage International Advice Division</i></p> <p>The Tate Modern Art Gallery Managing visitors and planning for the future</p> <p><i>Visit – Tate Modern, Visitor Management and Community Development Department</i></p>
Day 5	<p>Investing in heritage and tourism</p> <p><i>World Monuments Fund</i></p> <p>Group presentations</p>	<p>Moving forward, review and evaluation of the programme</p> <p>Presentation of certificates of attendance</p>

We reserve the right to change the programme as necessary

Location and arrival arrangements

The programme is based in central London. We can arrange travel to and from one of the London airports 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 programme¹, 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 £140 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.

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 1 June 2015. 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 two participants in any one calendar year. Please ensure that when you book your third and any subsequent participant (in any one calendar year) you let us know, so 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.

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 study programmes designed to meet the needs of the public services worldwide.

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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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:

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Director
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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.

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