

September 2006 - Preliminary Proposal for a Regional Workshop (could be organized under the Pacific-Asia Travel Association, PATA. **N.B.** This proposal is, naturally, negotiable.)

“HERITAGE-FOR-PEACE TOUR GUIDING IN THE PACIFIC -ASIA REGION: WHENCE AND WHITHER?”

1) Rationale and Objectives:

a) Rationale:

Top-quality guiding is essential to the improvement, diversification and expansion of heritage-related tourism products offered in the Pacific-Asia Region, as elsewhere, to promote mutual knowledge and understanding – and thus (hopefully) peace – among cultures.

It relates closely to the "PATA Promise" adopted at Pacific-Asia Travel Association's 52nd Annual Conference (Bali, Indonesia, 2003), which:

- recognised that exponential growth of tourism in the region "could have an adverse impact on the social and cultural integrity" of the countries concerned "if not well managed"; and
- committed itself to "educate...visitors on the importance of cultural and heritage preservation."

The extent to which guiding practice contributes to the good management of tourism in terms of social and cultural integrity and visitor education-for-understanding-and-peace is not entirely clear at the present time

b) Objectives of the Workshop:

- To *take stock of the present situation in Pacific-Asia* as concerns different kinds of and approaches to heritage-related tourist guiding;
- To *analyse and assess* that situation with a view to identifying
 - recent and current good practice,
 - problems and obstacles encountered,
 - strategies and activities for improving, diversifying and expanding
 - heritage-related guiding in Pacific-Asia
- To *offer in-service experiential training* to a group of Asia-Pacific heritage guides, and derive orientations for better future training of such guides; and
- To *prepare and adopt a Statement* "Towards Better Heritage-For-Peace Tour Guiding in the Pacific-Asia Region" for wide circulation to and via relevant local, national and regional networks.

The Statement would be squarely placed in the framework of the U.N. International Decade for a Culture of Peace.

2) Organisation and Participation

a) Organisation:

The Workshop could take place over four full days at a conveniently located tourism venue, with not-necessarily-luxurious board and lodging facilities. Also required would be:

- a plenary hall and one other meeting room, making it possible for two working groups to meet simultaneously as necessary
- reception, communication and secretarial facilities.

b) Participation:

Between twenty and forty guides from five to twenty Pacific-Asia countries including not only experienced professionals but also younger people with less guiding background, and achieving a balance between women and men.

Leadership would be provided by relevant PATA staff and one or two external consultants. WTO and/or UNESCO and/or ICOMOS and/or ICOM would be invited to send resource persons.

3) Draft Agenda/Calendar

a) Day one:

Morning:

(i) Opening and introduction:

- Context-setting statements by
- Host country authority
- PATA President/CEO
- Representative(s) of main funding body(ies)
- Substantive keynote by a highly qualified and recognised heritage/tourism professional committed to promoting an international culture of peace.

(ii) The State of the Art: Case Studies from Different PATA Countries.

Each case study would follow this format:

- Background/context;
- Description of guiding undertaken;
- Successful aspects;

- Remaining problems/challenges;
- Possible ways forward.

Presentation of each case would be followed by discussion.

- Overall introduction
- Presenting the tangible cultural heritage:
 - Case: monument guiding
 - Case: museum guiding

Afternoon

Presenting the natural heritage:

- Case: geo/topographical
- Case: bio/zoological

Presenting to different groups of visitors

- Case: local/national visitors
- Case: visitors from other Pacific-Asia countries
- Case: non P-A visitors

b) Day two:

Morning

Training of guides:

- Case: pre-service
- Case: in-service

Overall synthesis of discussions; conclusions.

Afternoon

"The Worst Case Scenario" - a simulation game (instructive fun):

- Introduction
- Game
- Analysis/conclusions

c) Day three:

Morning and Afternoon

Small group field trips to different nearby heritage sites (one group per site).

- Introduction
- Visits
- Plenary: each group reports on how best to guide at "its" site
- Analysis and conclusions

d) Day four:

Morning

Identification of Main Lines for Strategies and First Implementation Activities Required:

- Introduction in plenary
- Small "buzz groups"
- "Buzz groups" report to plenary
- Synthesis and conclusions

(During lunch break a working group finalises a draft Final Statement)

Afternoon

Presentation of draft Statement to plenary

Discussion

Adoption

Closing of Workshop

4. Budget

a) Local host body would have to fund – or find funding for:

- i) local hospitality: board/lodging
- ii) airport transfers
- iii) local transport (e.g. for field trips)

- iv) at least one workshop festive dinner (perhaps via local commercial sponsor); and
- v) attempt to find, via local/national airline carriers free-of-charge return air tickets for some participants (eco class) and for a very few VIPs (business class?).
 - a) A total of US\$20,000 to US\$50,000 is sought from governmental and/or philanthropic and/or corporate and/or academic sponsors. A roughly equivalent amount would be supplied, largely in terms of goods and services, from PATA participating members and the PATA Foundation.

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5. Contact:

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- Vrancea County in Eastern Romania, for preparing a tourism development strategy liable to attract European Structural Funds as Romania joins the European Union);and
- Guangxi Province (Western China) to prepare a reportage for PATA on mainly little-known cultural/natural tourism products.

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