

CONNECTING PEOPLE THROUGH CULTURAL HERITAGE WITH EXPERIENCES

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SAINT LUCIA



Culture & Heritage Defined

CULTURE – the characteristics and knowledge of a particular group of people, encompassing language, religion, cuisine, social norms, music, arts and cuisine

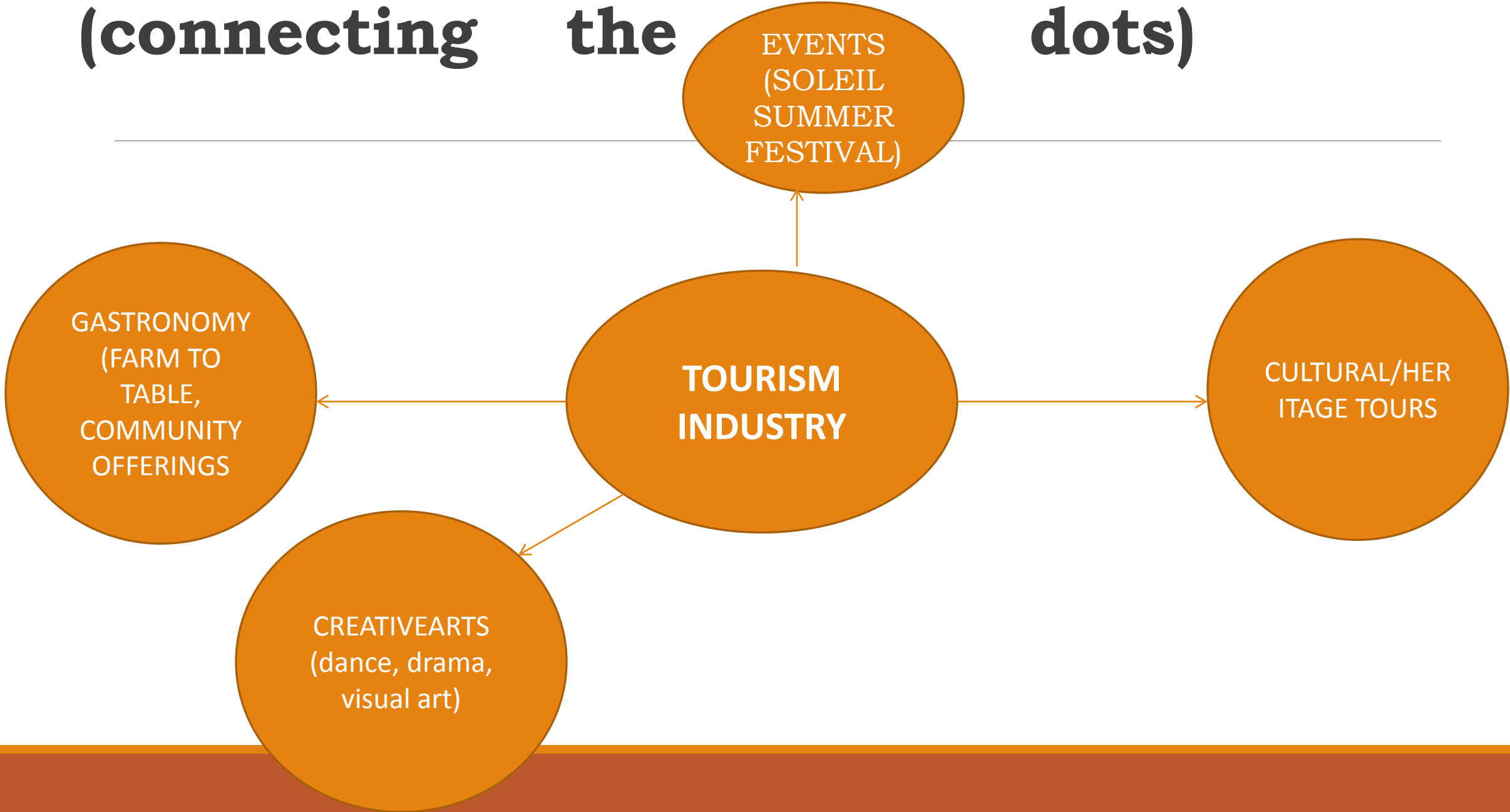
HERITAGE – the full range of our inherited traditions, monuments, objects and culture. It is the range of contemporary activities, meanings and behaviors that we draw from.

SAINT LUCIA'S CULTURE & HERITAGE

Creole/ kweyol language

- Predominance of the Roman Catholic religion with fragments of other religions
- High dependence on local/home grown foods (ground provisions, fruits, fresh herbs)
- Social norms (respect for the each other especially the elderly, being courteous etc.)
- Music (creole, country & western, kuduro)
- Arts (drama, literary (Sir Derek Walcott, Robert Lee, Dunstan St. Omer,
- World Heritage Pitons
- Colonial type buildings / architecture
- Signature waterfalls
- Iconic landmarks / bays

TOURISM, CULTURE & HERITAGE (connecting the dots)



ICONIC CULTURAL & HERITAGE OFFERINGS





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BENEFITS

- Visitors are drawn into local nature, culture and history of the host country
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- Experiences created are usually low impact, low volume and high yield
 - Experiences created are personal, unique and individual for each visitor
 - Increased awareness of the host country / host community
 - Quality, memorable visitor experiences are a shared outcome between the visitor and the experience provider
 - Visitors have the opportunity to learn a new skill or engage in a new activity

CONT'D

- All five senses are engaged (depending on the experience)

- Visitors learn the story of the place / destination

EXAMPLES OF CULTURAL HERITAGE EXPERIENCES

(1) The Body Holiday Saint Lucia – farm to table experience

<https://youtu.be/avmHOhY4Xdc>

(2) Kirk Elliott Photography – Saint Lucia photo tour

<https://www.youtube.com/watch?v=qwck71zqaVE>