Promoting Tourism through Cultural Heritage
SIDS Global Business Network Forum

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Introduction

- Small Island Developing States (SIDS) face special disadvantages associated with the following:
  - Small size
  - Insularity
  - Remoteness
  - Proneness to natural disasters
Tourism in SIDS

- Tourism has become critical for the economy and quality of life of small island destinations (Brau, Lanza, & Pigliaru, 2003; Hernandez-Martin, 2008).

- By enlarging their domestic markets, tourism development has shown its potential in overcoming the economies of scale challenges facing these destinations.

- Small island destinations are searching for ways to reinvent themselves in their quest to enhance their competitiveness through tourism specialization, thereby ensuring increasing returns (Croes, 2011).
Tourism in SIDS

- Small island search for distinctiveness resulting from demand predicaments and the rediscovering of cultural identities (Cole & Razak, 2009).
- The outcome of this paradox appears to be the prominence of cultural tourism on the agenda of scholarly work and policy makers.
- Until recently, small have propagated their tourism efforts via a beach paradise image: 3s model
- The pitfalls of this model together with the discovery of culture as a resource for tourism are propelling a broadening of the production base and the appeal of these destinations to yet untapped markets by way of increasing the product offerings.
As competition among destinations becomes more global and knowledge-based, it is important for Mauritius to pursue initiatives in research and development in tourism.

Policy efforts aim at promoting sustainable tourism and destination competitiveness often entwines government, universities, and industry, aiming to stimulate socially optimal levels of innovation and economic growth (Warshaw & Hearn, 2014).

Missing link between research production and its utilization by the industry (Cooper, Prideaux, Ruhanen, Mules, & Carson, 2002; Cooper, 2006; Frechtling, 2004; Xiao & Smith, 2007).
The triple-helix model for sustainable tourism (After Etzkowitz, 1993)
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- The triple-helix model informs the mandate of ICSTH
- Collaboration between industry and government
- Very recently, ICSTH signed an MoU with Sun Limited
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- Co-partner with Mauritius Tourism Authority in the Switch Africa Green Project funded by the European Union (Project value: > 1 million Euro).

- The overall objective of SUS-ISLAND is to promote sustainable tourism in Mauritius by demonstrating and scaling up a self-sustaining mechanism for improving sustainability impacts along the value chain, and improving awareness and market of sustainable tourism products.