

*“Revitalisation of Culture as a Tourism Planning Tool for Small Island  
Developing State”*

*Case Study based in Rodrigues Island, Republic of Mauritius*

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Dissertation conducted under the supervision of Professor Mr. Francisco DIAS

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## **Abstract**

Interest in cultural products in the tourism industry is increasing worldwide, and the World Tourism Organization predicts that the cultural tourism market will be one of the top five segments of the tourism market in the future. Local cultures are important features of a destination and become a flywheel for social and economic development thanks to tourism.

Some tourism studies have highlighted the issue of cultural revitalization and/or how it should take place as a developing tool, especially for small developing island states (SIDS). This paper is based on a study undertaken in relation to SIDS and the field of research was mainly in Rodrigues Island, Republic of Mauritius. It explores the views that the local and international experts hold of cultural revitalisation as a tourism developing tool and analyse the main problems in the development of cultural products and the possibilities of enriching destinations by developing cultural tourism with a cultural offer, thus increasing the value of a comprehensive tourist offer and attracting a large number of tourists. Moreover, the focus of this paper is to analyse the concept of cultural tourism which can be an alternative form of

sustainable tourism development. Sustainability is more than crucial for SIDS while developing its tourism industry.

This qualitative research employed a Delphi method in collecting data from 11 experts. The inputs and comments of the experts have helped in providing important data for the good process of the research. The results have denoted that revitalising culture can be a tourism planning tool, however, there is a need to have the required resources, in terms of human, financial, and organisational. Those resources will help in the process of cultural tourism planning.

The findings of the study suggest the importance of considering local people's views during tourism development, the importance of having proper resources for the development, and proper strategies. This report concludes with a brief analysis of the key issues for this area of cultural policy in Rodrigues Island and recommendations on how to turn a cultural resource into a tourist attraction and achieve greater tourist satisfaction with their stay in a destination.

**KEYWORDS: Cultural revitalisation, Sustainable tourism, Culture and Cultural Tourism**

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<b>IQR</b>	Interquartile Range
<b>GDP</b>	Gross Domestic Products
<b>GNP</b>	Gross National Products
<b>OECD</b>	Organisation for Economic Corporation and Development
<b>RRA</b>	Rodrigues Regional Assembly
<b>SD</b>	Standard Deviation
<b>SIDS</b>	Small Island Developing State
<b>SIDPR</b>	Sustainable Integrated Development Plan for Rodrigues
<b>UNESCO</b>	United Nations Educational Scientific and Cultural Organisation
<b>UNWTO</b>	United Nations World Tourism Organisation
<b>WTO</b>	World Tourism Organisation

## Chapter 1: Introduction

### *1.0 Introduction*

Tourism is one of the main centres of attention for countries mainly for Small Developing Island States (SIDS). Being the centre of attention for a sustainable economy, brought forward an important question. *What can a SIDS offer to create competitiveness?* According to the UNWTO 2012, “Small Island Developing States face numerous challenges. For a significant number, their remoteness affects their ability to be part of the global supply chain, increases import costs - especially for energy - and limits their competitiveness in the tourist industry”.

Now as a destination what can you offer to tourists apart from the environmental aspects, shopping malls, beaches, luxury hotels, and so on ... Many commentators (e.g., Urry, 2001; Ritzer, 1999) stated that culture has now become an essential element of the tourism system or ‘culture of tourism’. This creates several opportunities for SIDS to emphasise on the importance of culture as a distinctive asset for competitiveness as things that were once frowned upon are celebrated with pride. Cultural Tourism Products: Developing cultural tourism products can help to diversify a destination's tourism offerings and attract different types of tourists. For example, according to a study by (Andriotis et al., 2018) cultural tourism products in Greece, such as culinary tours and traditional music performances, can attract high-spending tourists and provide economic benefits for local communities. Cultures are becoming more connected through the process of bringing the ways of life back.

Furthermore, tourism and culture both play an important role in image creation processes, providing a major rationale for the aestheticization of landscapes (Morgan & Pritchard, 1998), as well as in shaping the environment to meet the needs of consumers. Indeed, the growth of cultural consumption (of art, food, fashion, music, tourism) and the industries that cater to it has fuelled the ‘symbolic economy’ of cities and regions (Ray, 1998; Whitt & Zukin, 1996). Nowadays, cultural tourism is considered to be one of the biggest and fastest-developing worldwide tourism markets: an estimated four out of ten sightseers select their goal based on its cultural offering (UNWTO,2018). They are increasingly pulled in by intangible variables such as social environment, affiliation with famous individuals, thoughts, or occasions – in other words by a place’s culture, history, and traditions. Cultural tourism in small islands, is very much appreciated, due to its unique cultural legacy with derives from the cultural diversity found in many SDIS. It is consumed through local dishes, and authentic villages, as well as music, dance, instruments, and gastronomy. SIDS cultural heritage improves lives and

gives motivation for many local entrepreneurs and innovative businesses. By developing the proper cultural tourism planning tool, it can have a great impact on the destination, it helps generate economic growth, employment, and social cohesion. The combination of culture and tourism can be an effective driver of economic activity.

That's where revitalising culture can be an important tourism planning tool for SIDS to boost the tourism sector. Cultural Revitalization can be defined as a process through which unique cultures regain a sense of identity, such as through promoting heritage, and languages or reviving traditions and customs. In other words, it is the bringing back of a group or way of life that has been lost or is dying.

### **1.1 Problem Statement**

“The defining force of what makes us unique is valuing the tradition and the culture of the environment and the people that live and thrive with it.” *Ngedikes Olai Uludong, 2020*. This statement has stretched out an important factor “Uniqueness”, one of the main aspects of uniqueness in a destination is its Culture, most precisely our cultural identity. Culture plays a crucial role in the tourism development process for Small Island Developing States (SIDS). SIDS are often characterized by their unique cultural heritage, which can include traditions, customs, music, dance, arts and crafts, and food, among others. As a result, culture has become a key component of the tourism product that SIDS offers to visitors.

Unfortunately, there is a problem that many destinations are facing, it is globalisation, where cities, villages, and islands become clones of each other, where the individuals are converging into fake stereotypes. Uniqueness is becoming rare, destinations such as small islands which carry so much history and culture are losing their culture, their authenticity.

We're losing one of the things that count the most: our identity, the uniqueness in us, which makes us special and allows us to stand out from the crowd. It is stipulated that one has to be affiliated to some culture or else one is lost no matter how good or bad it is. In the context of the perpetual complex challenges faced by SIDS, a reflection has been studied to address an important subject and focus on how Culture can trigger positive change for the tourism Industry by being an appropriate tourism planning tool.

Nowadays, we are able to contemplate the evolution of culture, and the impact of cultural tourism as a means for social and economic development, this type of tourism is in constant evolution with new attractions, heritage centres, and cultural itineraries.

Culture and creative industries are being used widely to promote destinations and increase their competitiveness and attractiveness. Many destinations at the moment are actively developing their tangible and intangible cultural assets as a method of developing

comparative advantages in an increasingly competitive tourism marketplace, and to create local distinctiveness in the face of globalisation and commodification.

How can we remediate to globalisation, knowing that culture is an important component in the sustainable development of the tourism industry, mainly for SIDS? We need to understand where we stand, who we are, and where we want to go. Small Island Developing States (SIDS) face unique challenges in their efforts to develop their tourism industry. One potential tool for tourism planning in SIDS is the revitalization of culture. Culture can be a valuable resource for tourism development, providing a unique and authentic experience for visitors while also supporting the preservation of traditional practices and values.

## **1.2 Aim and Objectives**

The aim of this dissertation is to explore how revitalizing culture can be a great tourism planning tool for SIDS. Moreover, it might help to develop policies to protect and enhance local culture which will be beneficial for both host countries and tourists.

The objectives of this study are;

1. To identify the importance of culture for SIDS.
2. To identify why should Culture be revitalised.
3. To identify, how it can Culture be used to enhance the tourism industry by creating competitiveness?
4. To identify policies that will promote cultural conservation and development.

## **1.3 Structure and Methodological approach of the study**

This study's principal contributions are; from the standpoint of interdisciplinary research and efficiency assessment, an analytical framework that examines the connections between culture and tourism is put forward. Moreover, an elaboration of how cultural tourism can have a close relationship to sustainable tourism and it can be a proper planning tool for SIDs. In this current paper, we have chosen an unorthodox approach in the methodology section which involves the participation of different experts, who are based locally, nationally and internationally. The approach itself is the Delphi Method, where we will have various round to analyses the experts' responses until we come up to some consensus that will be table as our results. The findings will help to identify proper strategies and policies that will demonstrate the importance of revitalisation of Culture as a tourism planning tool.

#### **1.4 Case Study - Profile of Rodrigues Island**

Rodrigues Island form part of the Republic of Mauritius, which is actually considered as a Small Island Developing States (SIDS). Rodrigues has a population is 43,155 inhabitants (Digest of Statistics on Rodrigues, 2018) originating from several countries of Africa, Europe and Asia. The majority speak Creole although English and French are utilized in administration and on social occasions respectively. In December 2002, Rodrigues was granted autonomy within the Republic of Mauritius and set up its own Regional Assembly and an Executive Council, chaired by a Chief Commissioner.

During the past decade, tourist numbers increased at an average rate of 14% p.a. Since then, the numbers have risen and fallen cyclically, reaching some 76,264 arrivals recently (Digest of Statistics on Rodrigues, 2018). The main nationalities visiting Rodrigues are French people, Mauritian and a few from other European countries. The objective now is to increase tourist arrivals by 8% p.a., in line with the 2002 Tourism Development Plan, it is estimated that the maximum “accommodation capacity” of the island revolves around 100-120,000 tourist arrivals. The vision of the Rodrigues Regional Assembly (RRA) which was announced in 2017, for tourism arrival was to have 100,000 visitors in 2025. Now due to the pandemic, they will have to review the whole tourism development strategies.

The island has long been isolated from the rest of the world, the inhabitants have developed some kind of resilience to sometimes difficult living conditions, amplified by distance. Hence, values such as solidarity and sharing are still very present. In this tight-knit community, where an authentic smile brightens up the faces of the people in the most natural manner, it is almost like everybody knows each other. This *art de vivre* in its most complete sense has always prevailed within the Rodriguan society even if the island and its population have joined the modern world with the emergence of new means of communication. In the era of the Internet, it is no uncommon scene to see vehicles giving precedence to a herd of sheep. The people take time to enjoy life and let time have its way with them.

The island is a very small economy mainly dependent on Mauritius. The main sources of income and economic activities are Tourism, fishing, cultivation of vegetables (especially of onions, garlic and chili), and animal rearing. With the recent surge in tourism activity, the Rodriguans have become increasingly aware of the economic importance of their local crafts. In its whole, the economy of Rodrigues is quite poor. The inhabitants often engage themselves in numerous activities. The income derived from the export of sea products, cattle, and food crops, and is largely in deficit when compared to the costs of the imported products.

Lately, tourism has become the focused sector. The people of Rodrigues have become aware of the value of their handicrafts and of the touristic value of their island.

Rodrigues has a lot to offer to potential visitors and adds considerably to the holiday experience in Mauritius. It has its own specific charm: the harmonious and simple way of life of people from diverse origins and cultures, as well as their keenness to preserve both their social and physical environment. Meeting with the local population is something you cannot forget. The cultural awakening which occurred at the end of the 1970s allowed the construction and consolidation of the cultural identity of Rodrigues through the development of these various elements, which form the base of the culture of every nation: food, music, and crafts. It should be noted that there is a great influence of the Catholic religion in the everyday and cultural life of the population. Religion, respect for tradition and family are very crucial for the Rodriguan life. Today, it can be seen that the local music and traditional dances are quite used during shows in hotels and other cultural events. Visitors have always been impressed by their unique lifestyle: a charming combination of simplicity, friendliness and hospitality.

#### ***1.4 Evolution of Tourism Arrival in Rodrigues***

Tourism in Rodrigues has developed at its own pace, from 39,000 visitors and 275 rooms in 2000 to a peak of 78,000 visitors and nearly 1,000 rooms in 2019. Like other destinations affected by the closure, Rodrigues's tourism industry has been severely affected. Affected by the corona crisis, tourist arrivals fell to 45,000 in 2020 and 11,200 in 2021. In March 2022, Air Mauritius has resumed flights to Rodrigues. Travellers and industry insiders are aware of the high-risk factors and are gradually adapting to changing travel sentiments by taking more precautions to combat a possible resurgence of the virus. As a result, after two years of lockdowns and travel restrictions, the post-Covid-19 enthusiasm for flying has led to a surge in demand for plane seats and accommodation in Rodriguez. The island is actively seeking to reconnect its tourism and hospitality sector with demand and profitable growth. But while the sector looks dynamic and gaining extraordinary momentum during the current peak season, new and formidable challenges are also appearing on the Rodrigues tourism horizon. The world situation has become highly unpredictable, the global economy remains uncertain, the cost of air travel is skyrocketing, and geopolitical forces, especially for some of the islands' traditional sources of international tourism, there are growing concerns about climate change and conflicts caused by climate change.

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
<b>2017</b>	6,822	4,558	4,468	7,646	5,501	3,864	7,208	6,439	4,140	6,995	8,412	10,243	<b>76,296</b>
<b>2018</b>	6,118	4,019	5,052	6,873	5,268	3,860	7,183	6,314	4,861	6,814	9,400	10,502	<b>76,264</b>
<b>2019</b>	6,823	4,708	4,892	7,164	5,404	4,264	6,411	7,181	4,411	7,159	9,190	10,224	<b>77,831</b>
<b>2020</b>	7,176	4,667	3,247	-	-	10	1,707	3,371	4,351	6,246	4,905	9,468	<b>45,148</b>
<b>2021</b>	5,414	4,903	874	16	13	-	46	15	26	53	42	46	<b>11,448</b>
<b>2022</b>	192	89	1,202	5,104	4,569	4,141	6,605	8,160	5,184	7,358	10,379	11,950	<b>64,933</b>

*Table 1: Tourism Arrival in Rodrigues for the past 5 years. Source Statistic office Rodrigues Island*

### ***1.5 The Rodriguan Offer***

The current analysis is based on a previous Survey of Outgoing Tourists conducted in 2016 and 2017, which will eventually be updated and refined in light of their strategic importance to tourism new policy formulation, strategic planning, investment facilitation, and innovation. The purpose of visits to the island is a 'not-so-simplistic' question about tourism in Rodrigues. The survey results revealed that Rodrigues' tropical image is a driving force in the island's tourism sector. History and culture are two other popular tourist attractions. Rodrigues' people are still one of the three primary motivators for tourism. Surprisingly, Rodrigues Island's main draw is its tropical imagery, followed by history and culture.

Motivating Factors	1 <sup>st</sup>	2 <sup>nd</sup>	3 <sup>rd</sup>
Tropical Image	56.4	14.5	5.6
History & Culture	4	28.5	7.6
People	6.5	10.4	14.1
Beaches	3.8	4.9	8.3
Ecotourism	2.3	1.5	2.5
Sports	3	1.5	0.3
Safety	2.3	3.2	3.2
Shopping	0.2	0.1	0.7

*Table 2: Motivation Factors to Travel to Rodrigues – Source Statistics Rodrigues*

This analysis is based on the basic principles of sustainable tourism development: long-term economic growth for the survival of the tourism sector, and equitable distribution of wealth among the local population for socially responsible tourism, which should ensure ethical behaviour for mutual respect and better understanding. Increased resilience between host and tourist populations Balancing short-, medium-, and long-term adverse effects.

### ***1.6 Development of the Tourism Industry in Rodrigues***

With this global economic backdrop and daunting local challenges, tourism is being called upon to continue to thrive in Rodrigues. The tourism policy orientation, while commendable for its strong attachment to the environment, historical heritage, and cultural values, would necessitate bold measures, but more importantly, concrete and effective actions. Bringing the island's authenticity to the forefront of tourism development should give the destination a competitive advantage in terms of visitor experience. It takes foresight to keep tourist arrivals under control. The question is whether tourism provides net benefits to the island in terms of revenue generation, job creation, investment, value addition, entrepreneurship, and real poverty alleviation?

Moreover, infrastructure is critical to achieving sustainability in the context of Rodrigues' tourism expansion. Through the design, construction, and operation of critical infrastructure to support commercial and domestic needs, the scale and location of man-made structures can either contribute to or detract from island-wide sustainability. Both freshwater and air transportation infrastructure are critical to tourism growth, and the Sustainable Integrated Development Plan for Rodrigues (SIDPR) in 2009 have addressed these issues through various policies and planning elements.

Rodrigues Island can be considered as a cultural tourism destination with breath-taking natural beauty, but also a fascinating history, lifestyle, and socio-cultural texture rich in traditional arts, music, and dance forms. Rodrigues will be a compelling cultural tourism

statement on the global stage as a destination to inspire poets, writers, photographers, film producers, artists, and many others.

## **Chapter 2. Literature Review**

### ***2.1 Introduction***

What makes tourism different from other industries? It is its movement that engages a particular connection between visitors, the industry, the local communities, and the environment. Richards (2013) presented three directions of tourism improvement in terms of utilization, generation, and shapes of tourism. He contended that human needs had moved from fundamental ought to imaginative needs. The nature of tourism generation has been affected by the involvement economy, moving to the generation of encounters.

Modern tourists choose a destination based on whether the offer satisfies their needs, i.e., whether it provides the expected experience, and the quality of the tourist offer becomes strategically important in the competition for a market share (Vrtiprah 2006). The desire to explore other cultures has been an integral part of many people's travel plans since the ancient Roman and Greek periods. Nowadays, the cultural segment is a vital part of the tourism industry and is often regarded as one of the most desirable features of a destination (Ristić,

2018). The demand for cultural tourism is increasing with time and (Law, 1993) states that in Europe most holidays were based on cultural attractions. In response to this the OECD (2009), pointed out that, for a few years now cultural tourism has been seen as the most important and fastest-growing component of global tourism, and authors like (Goodrich, 1997) supported that statement in his research based on the Scope and Significance of Cultural Tourism. The visitors want to get to know the local culture, get in touch with the locals, learn about national folklore and gastronomy, and visit festivals, museums, galleries, and so on. As a result, there is the aspect of consciousness, interaction, and addiction. Through tourism, the tourists and the hosts are mutually more mindful of cultures, traditions, and the environment. Therefore, a distinct cultural heritage and unique natural environment are some of the comparative advantages of Small Island Developing States (SIDS) that attract large numbers of visitors each year (UNWTO, 2012; 2020). Recognising the potential contribution of tourism to economic growth and job creation, and limited opportunities for economic diversification, SIDS communities have sought to promote tourism as a development alternative (Bojanic & Lo, 2016; Pratt, 2015; Schubert et al., 2011; Seetanah, 2011). Due to the increasing number of tourists and the fierce competition in the tourism industry, the choice of a destination has become more important. This is why many people choose to go to places that offer the best possible quality. The cultural segment is also an important factor that people consider when it comes to choosing a holiday destination (Ristić, 2018). The European Commission (2018) estimates that "cultural tourism accounts for 40% of all European tourism; 4 out of 10 tourists choose their destination based on its cultural offering". Culture is of limitless intrinsic value to its host community and, as such, is one of the most essential resources for tourism. As a consequence, it can be an important force in promoting and preserving intangible heritage (UNWTO, 2021). Tourist destinations mostly Small Island Developing States (SIDS) rely a lot on the charm of their culture. Culture can reconstruct traditional tourism into authentic tourism, providing a more original and authentic experience. It can affect the long-term sustainability of both sectors of the cultural and tourism sector; However, the popularity of cultural tourism comes with serious challenges. Over-tourism and unplanned destination promotion have harmed many tourist destinations, especially in poor Third World countries. (Smith and Robinson, 2006), have accused cultural tourism of being 'European-centered, imperialistic and visually lustful' in nature. Since then, UNWTO has developed a policy framework to integrate sustainable development and a Global Code of Ethics for cultural tourism. The Global Code of Ethics for Cultural Tourism also supported the fact that (Fennell, 2006) stated which is that there some ethical issues that

the tourism industry is facing such as the ethics in destination promotion to cultural, religious, and environmental sustainability. Moreover, (Lovelock, 2013) added that any cultural setting can offer a potential tool for considering the ethical implications of tourism practices.

Furthermore, SIDS is a diverse group of countries that share the common characteristic of being small island nations with limited resources and vulnerable ecosystems. These countries have a unique and rich cultural heritage that is shaped by their history, geography, and social structures. UNESCO 2014 put forward that SIDS is also geographically widespread, resulting in large differences in cultural conditions between regions and their ethnic groups, whether indigenous or descended from different ethnic groups. Their history reflects their economic, social, and cultural exchanges and what they have given the rest of the world. Therefore, according to UNESCO 2014, the islands of the Caribbean, Atlantic, Pacific, and Indian Oceans can be considered important hubs of human and cultural exchange. Ivanovic (2008) supported the fact that culture and cultural heritage resources are regarded as the main pillars of responsible cultural tourism development which is also considered to be the most effective development in addressing the burning issues facing developing countries

Culture in SIDS is often deeply rooted in traditional practices, including art, music, dance, and food. Many SIDS have a strong oral tradition, with stories and legends passed down through generations. UNESCO (2011) furthermore, stated that small islands are rich in linguistic and biological diversity and have produced some of the world's most impressive tangible and intangible cultural assets. Smith (2013) exhibited that SIDS has great cultural diversity and languages. She further argued that SIDS has unique societies that have rich tapestries of natural, cultural, and intangible heritage.

Tourism is an important economic activity in many SIDS, and cultural tourism is a growing industry. Ashe (2005) supported this statement by adding that tourism has become an important component of the economic development of SIDS. It has long been debated as well that the particularities of SIDS that attract tourists such as experiencing unique cultures, traditions, and lifestyles that are often different from their own, also enhance the susceptibility and dependency on the tourism sector (MacNaught, 1982; Bastin, 1984; Wilkinson, 1989; Milne, 1992; Lockhart et al., 1993; Conlin and Baum, 1995; Apostolopoulos and Gayle, 2002). Furthermore, the concept of cultural tourism can also help to promote and preserve traditional practices and heritage, as well as provide economic opportunities for local communities. Tourism and in this context, cultural tourism can also lead to increased support for ethnic minorities as it helps to increase the social and political visibility of minorities internationally according to Smith (2003,2009).

However, cultural preservation in SIDS is not without its challenges according to UNESCO (2014). Many SIDS face pressure to modernize and adopt Western cultural practices, which can sometimes come at the expense of traditional practices. Additionally, SIDS is vulnerable to climate change and natural disasters, which can damage cultural sites and practices, Smith (2013); UNESCO (2014). In some SIDS, traditional practices are still widely practiced and celebrated, while in others, they are at risk of being lost due to modernization and globalization.

Overall, culture in SIDS is an important part of their identity and heritage and it has been stated clearly in the UNESCO report 2014. The efforts to preserve and promote traditional practices can help to sustain these unique and valuable cultural traditions, Smith (2013) supported that statement as well.

## ***2.2 Culture and Cultural Tourism***

“Culture, like God and politics is everywhere”. (Adair, 1982: 12), Smith (2013) has supported this statement when she added that slowly, numerous shapes of ordinary activities begun to crawl into definitions of cultural tourism, such as shopping, football, occasions, and all forms of food and drink. In response to this, many publications surfaced which concentrated on these sub-niches of cultural tourism, for instance arts tourism (Hughes, 2000); cultural heritage tourism (Timothy, 2011); heritage tourism (Park, 2013); World Heritage Sites (Leask and Fyall, 2006); literary tourism (Robinson and Anderson, 2004); film tourism (Beeton, 2005); festivals (Picard and Robinson, 2006); indigenous tourism (Butler and Hinch, 1996; 2007); and creative tourism (Richards, 2001c; 2011). No definition of cultural tourism can commence without a definition of culture, which is constantly delicate because it has both global and local significance, and it can be profoundly historic or very contemporary, Smith (2013).

However, the difference between the terms "culture" and "tourism" seems to be relatively easy to recognise, as their meanings are delineated, which also applies to the term "cultural tourism". (Goodrich, 1997) identified that tourism and culture have been closely linked continually, and for (MacCannell ,1999) all tourism experiences are cultural experiences. The United Nations World Tourism Organization has defined cultural tourism as "a type of tourism activity in which the main desire of tourists is to explore, discover, experience and consume attractions, tangible and intangible cultural products of a tourist destination. This attractiveness relates to a distinct set of physical, intellectual, spiritual, and emotional characteristics of a tourist destination society including art and architecture, historical and

cultural heritage, culinary heritage, literature, music, creative industries and cultures, values, beliefs, and traditions" (UNWTO, 2017). The archaeologist Geertz (1973) also defines culture by assuming its holistic qualities, the aggregate of the man-made world, combining material culture, cultivated landscapes, social institutions as well as knowledge and meaning. According to research by Crouch and Ritchie (1999), one of the most important factors in determining a destination's attractiveness is its primary resource and attraction factors, along with culture and history, special events, entertainment, and activities. Core resources, along with supporting resources, destination management, and eligibility determinants, influence destination competitiveness. In other words, cultural tourism is a rainbow term that identifies a destination and its people in the mind of the visitor. In addition, Smith (2013) stated that many tourists are engaged in historical sites, monuments, museums, and galleries, as well as the cultures of distinct folks around the world.

### ***2.2.1 Cultural Tourism in Perspective***

The concept of Raymond Williams (1958) that culture is about a whole way of life and about art and learning is still useful. Cultural tourism can be generally considered as a socio-cultural relationship between people that is promoted, moderated, and mediated by various actors such as planners, politicians, researchers, marketers, travel agencies, etc. Cultural tourism can be defined as a meeting of social systems and cultures that results in changes in both (Smith, 1992). Cultural tourism studies are a complex discipline, requiring a compendious analysis of multiple pertinent contemporary social, political, and ethical consequences, Smith (2013).

Cultural tourism, as a social practice, re-constructs or constructs identities (for example, nationalism, social identities, and transnationalism), and it will potentially lead to globalization and trying to frame a globalized world, (Bauman, 1999). Over and above what has been discussed, the issue of identity can be one of the most important "components" of cultural tourism and tourism in general, as cultural tourism is endlessly mutable and varying, Smith (2013).

Global tourism is growing, and as a result, cultural tourism appears to be growing as well, Smith (2013). Several authors have argued that almost all tourism trips can be contemplated as cultural (e.g., Robinson and Smith, 2006; Richards, 2007; Smith and Richards, 2013), mainly if culture is considered as a whole way of life (e.g., Williams, 1958). Toffler (1964) said that there was a "cultural explosion" in the 20<sup>th</sup> century. One of the main benefits of cultural tourism is that it can help to promote and preserve local cultures and traditions

because cultural tourists are motivated by local cultures to visit a specific location, (Goodrich, 1997). This is because cultural tourism encourages travellers to engage with local communities, learn about their customs and traditions, and support local businesses. Culturally motivated tourists are desirable because they are relatively few in number and are more sympathetic to the local population and culture than other tourists, Smith (1989). They found that cultural tourism can help to promote sustainable development in local communities by creating jobs, preserving cultural heritage, and encouraging conservation efforts.

In recent years, however, the two concepts of tourism and culture and the meanings associated with them have changed so much that their distinctions have become blurred; for (MacCannell,1999), "all tourism is a cultural experience," and Urry (1990) considers that "tourism is culture." Now, according to Ashworth in 1995, three different definitions of culture are related to tourism. The first one is aesthetic productivity, which is the simplest of the three. It is regarded as a form of culture that is commonly associated with art and performance. The second definition of culture is "Heritage Tourism," which is most visible in a combination of preserved buildings, conserved cityscapes, and morphological patterns, as well as locations associated with historical events and personalities. The final and most general of Ashworth's three definitions of culture is "Place-specific Tourism," which means that culture can be defined as "the common set of values, attitudes, and thus the behaviour of a social group" (Ashworth, 1995). If we go deeper, according to (Goodrich, 1997) when examining the definition of cultural tourism, it is clear that "the extent of cultural tourism consumption and the forms of culture consumed by cultural tourists have changed. (Goodrich, 1997), amplifies his arguments by defining this term from a certain angle raises several crucial issues; What categories of culture should be included in cultural tourism? Can a trip that includes a museum visit qualify as cultural tourism? Do travellers who partake in cultural consumerism have genuine cultural motivations? It is first required to have a fundamental understanding of the two intricate definitions of culture and tourism to explain the notion of cultural tourism accurately. Yet, it should be highlighted that defining cultural tourism requires first understanding the two notions of culture and tourism on their own.

McKercher and Du Gros have elaborated a theory in 2002 to give a broader view of the typology of cultural tourism which divides travellers into several groups according to the breadth of their experiences and the significance of culture to them as a travel incentive. They stated that the first three types of cultural tourists which are; the purposeful, the sightseeing, and the serendipitous are considered primary cultural tourists because they have the main

motivation and experience for choosing a destination for the sake of cultural values. This theory is demonstrated in the model below:

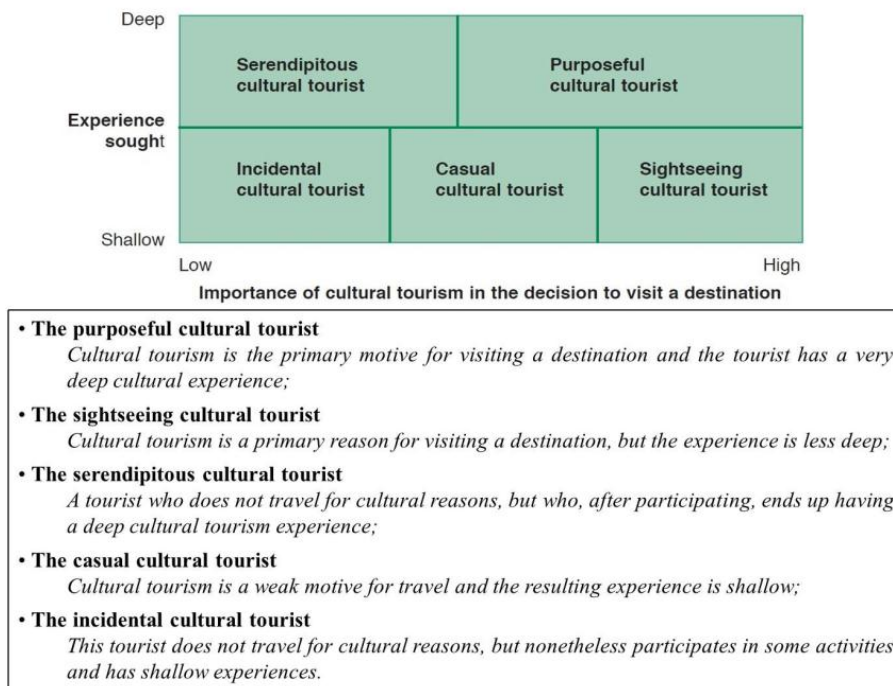


Figure 1: Typology of cultural tourism. Source: McKercher and Du Cros (2002)

### 2.2.2 Typology of Cultural Tourism

Cultural tourism may be a wide concept in combination with cultural segments and the tourism industry. The typology of cultural tourism can be partitioned according to cultural substance or the environment. Smith (2009) provided a range of cultural interests in the tourism industry. This includes heritage sites, performing arts venues, visual arts locations, festivals and special events, religious sites, rural settings, indigenous communities and traditions, crafts, languages, contemporary popular culture, creative activities, and other forms of cultural content. Even though there are a few conversely terms within the list, Smith partitioned cultural tourism into the following categories:

- Heritage tourism.
- Indigenous cultural tourism
- Arts tourism,
- Creative tourism,
- Experiential cultural tourism,
- Urban cultural tourism,

- Rural cultural tourism.

Meanwhile, many visitors are fascinated by indigenous tourism which is additionally known as ethnic tourism, native tourism, or ethno-ecotourism. As specified over, there are covers in sub-categories of social tourism. The legacy items of innate bunches make the division line of the two shapes of social tourism obscuring to some extent. Indigenous tourism is associated with the development of cultural commodification and the social construction of indigenous identities (Pereiro, 2013).

### ***2.2.3 Challenges related to Cultural Tourism***

However, cultural tourism also has its challenges. One of the main challenges is the risk of cultural commodification, which occurs when local cultures and traditions are packaged and sold to tourists in a way that is not authentic or respectful. It is thus not only the process of commodification involved in cultural tourism that is at stake but also control over that commodity once it has been produced, Goodrich, (1997). Butler (1990) contends that 'alternative' tourists seeking authentic cultural experiences can act as a 'Trojan Horse,' paving the way for potentially more damaging mass tourism. (Wheeller, 1991) has gone even further, arguing that cultural tourists seeking authentic experiences of local culture can cause significant harm to local communities despite their small numbers. This can lead to cultural erosion, as locals may feel pressured to adapt their traditions to meet the expectations of tourists. However, Goodrich (1997) stated that it has also been debated that cultural tourism can play a great role in the preservation of cultural traditions. Cultural tourism should focus on promoting a two-way exchange between tourists and locals, rather than just offering a one-sided view of local culture. According to (Grahn's,1991) analysis of cultural tourism development in Lapland, cultural tourism can play a positive role in enhancing traditional culture as long as local control is maintained. Cultural tourism has the potential to improve people's quality of life in both urban and rural areas (Jafari, 1992).

Another challenge of cultural tourism is the risk of over-tourism, which occurs when too many tourists visit a particular destination, causing overcrowding and environmental degradation, which can make the destination less desirable (Goodrich, 1997). To address this challenge, researchers suggest that cultural tourism should focus on promoting off-the-beaten-path destinations and encouraging tourists to travel during off-peak seasons.

Overall, cultural tourism has the potential to bring many benefits to local communities, while also offering travellers a unique and authentic travel experience. However, cultural tourism needs to be approached responsibly and sustainably, taking into account the needs and

interests of both tourists and locals. By doing so, cultural tourism can help to promote cross-cultural understanding and appreciation, while also supporting the preservation of local cultures and traditions.

### ***2.3 Cultural Tourism as an Economic Driver***

Both tourism and culture are crucial economic drivers. The economic value-added potential of the tourism and cultural industries each represent a significant share of overall economic expansion (Zhu, 2013). Furthermore, according to Zhu (2013), the synergistic effect of the two components is highly favourable to the global economy. Robinson and Picard (2006) in response to that, pointed out, both culture and tourism are crucial elements of development; in fact, in the context of a world where many people travel, it can be challenging to think of one without the other. This extra spending brings in money directly to the participating arts organizations, indirectly to their suppliers, and indirectly to the local economy when the money earned from the direct and indirect income is spent there (Goodrich, 1997). Particularly in developing countries, tourism has been emphasized as a key factor in economic growth (Robinson and Picard, 2006). They further added that cultural tourism can be a means of attracting foreign investment and currency exchange, many developing nations that are struggling with poverty and debt have turned to tourism.

In postmodern consumer societies, the correlation between culture and tourism has become more pronounced. Significant increase in scholarly research on the subject, and it is only fitting that it has now become a focus of regional, national, and international policy (Robinson and Picard, 2006). Synergies must be consciously created. The number of parties involved in the development of tourism is expanding, and local, national, and international organizations are among those eager to help monitor and mitigate any negative effects on culture as well as mobilize tourism as a force for sustaining and advancing culture and the economy (Robinson and Picard, 2006).

Goodrich in 1997, argued that without culture as an attraction, there is basically no cultural tourism. The tourism industry, on the other hand, serves as a different platform for promoting local and international cultural exchanges. Tourism and culture have a role to play in economic development, but they also play a vital role in the development of people, enhancing and exemplifying social well-being and fundamental human freedoms and rights through travel and cultural exchange (Robinson and Picard, 2006). Furthermore, (Kirshenblatt-Gimblett,1998) focused on how culture and cultural resources that have been mobilized for touristic exchange are being recontextualized. In fact, the presence of visitors frequently broadens and internationalizes the social spaces of host communities. In this

situation, certain aspects, social practices, or locations that weren't initially thought to have any intrinsic value for a community's social life may have significant value from the tourist's perspective. Moreover, they can be elevated in these situations as a way for these communities to communicate with the outside world and as a symbolic resource that is used to define and delimit forms of local and social identity (Lash and Urry 1994).

### ***2.4 Culture and Identity***

Certainly! Culture and identity are complex and multifaceted concepts that have been studied extensively in various academic fields. Hazel Markus and Shinobu Kitayama (1991): argue that culture shapes individuals' conceptions of the self, with different cultures emphasizing different aspects of the self, such as individualism vs. collectivism. The authors also discuss how cultural processes shape identity development over the life course. Moreover, Heidi Keller et al. (2006): explore how cultural practices and values influence social development across the lifespan, from infancy to old age. They argue that cultural context plays a crucial role in shaping identity development and socialization. Kwame McKenzie et al. (2019): argue that promoting cultural diversity and understanding can help to mitigate mental health disparities and promote resilience. Anthony Giddens (1994): stated that the process of globalization has led to new forms of cultural hybridization and fluidity. He also discusses how identity formation is shaped by social structures and power relations.

The struggle for identity, particularly in recent years, has become an indispensable component of cultural tourism. In other words, identity is presumed to be a fundamental basis for both cultural tourists and their hosts; hosts want to enhance a distinct identity for their communities to attract visitors and bring the related advantages associated with tourism; on the contrary, this distinctive "local" identity will fulfill the appetite for cultural consumption and help to differentiate the cultural tourist. The mechanisms contributing to the onset of identity as a crucial aspect in cultural tourism, according to Richards and Pereiro (2006), are the need for regions to distinguish themselves; the search for new forms of the community; the need to valorise culture; the shift towards experiential tourism; and the postmodern/postcolonial reification of identity. Identity itself can be described as a “process of social construction of meanings that utilizes cultural attributes” which occurs in the context of power relations.” (Richards. 2006). It is evident that cultural tourism can occupy an essential part in the development and reconstruction of identity to promote tourism demand.

### ***2.5 Culture and Sustainable Development***

Tourism as a service business has changed from mass tourism to cultural tourism, mitigating the massive negative impact of mass tourism. Mass tourism has disappeared and is

reintegrated by selective forms of tourism, including diverse forms of tourism aimed at distinct groups.” Each alternative form of tourism adapts its tourism offer to the tourism products offered by a peculiar destination, creating the concept of cultural tourism.

Culture and sustainable development are deeply interconnected, and there is growing recognition of the role that culture can play in promoting sustainable development. Below are some research papers that discuss this relationship and provide evidence for the important role that culture can play in sustainable development. UNESCO (2013) “A Framework for Action” - this paper provides a comprehensive framework for understanding the role of culture in sustainable development. It argues that culture is not just a sector of activity but an essential component of sustainable development, and provides practical guidance for policymakers and practitioners.

The United Nations Development Programme (2017), provides empirical evidence of the role that culture can play in promoting sustainable development. It stated that cultural diversity is an important factor in sustainable development and that cultural heritage can be a driver of economic development and social inclusion. Moreover, the Commonwealth Secretariat (2019), examines the relationship between culture, climate change, and sustainable development in small island developing states. It argues that cultural heritage can provide a source of resilience and adaptation in the face of climate change and that cultural practices and values can support sustainable development. the International Institute for Sustainable Development (2018) argues that while there is growing recognition of the importance of culture in sustainable development, there are still significant barriers to integrating culture effectively. World Bank (2010) stated also that cultural tourism can play an important role in promoting sustainable development, but that this must be done in a way that respects local cultures and communities

Alongside effective management (Keane et al., 1992; WTO, 1994), sustainability is becoming an important aspect (Briguglio, 1996a, 1996b). Conlin and Baum (1995:7) Identify additional concerns such as “tourism planning and policy development needs and marketing issues. From the context of destination marketing, the sustainable development of a destination requires the marketing of separate cultures. An important value of a destination's branding is its important cultural assets. Both high culture and popular culture are beneficial in enhancing a city's image (Richards & Wilson, 2004) and for SIDS. With the rise of the cultural industry, many destinations are beginning to recognize the effect of culture. A great image of the destination will attract public attention. A unique culture makes the destination more aggressive and attractive and helps promote the industrialization of many sectors of the

destination, including the tourism industry. Shepherd (2002) debated that marketing cultural products in tourist areas would dismantle the lives of residents and make local culture more commercial. Residents' original lifestyles, including values, may change.

However, the tourism industry's impact on local culture is not always positive. Negative externalities should also be emphasized. The growth of the tourism industry also leads to the fusion of cultures. This is not helpful to cultural diversity and the sustainable development of local culture.

## ***2.6 Culture and Tourism Planning***

Tourists continue to become more and more demanding these days. It is important to ensure their desire and needs, meet their demands, and fulfill their wishes in the best conceivable way. Cultural activities are gaining importance in many cities' economic revitalization strategies (Kong, 1999). Because this is the only way to create a competitive advantage. Nature, heritage, and architecture...are important tourism resources. Heritage gives a destination a certain amount of authenticity, making it substantial and different. This forms the basis of our competitive asset over other destinations. Nowadays, culture may be a commercial item advertised to sightseers, and such assets are required to complement the essential components of the offer in numerous traveler goals. In addition, culture is considered to be an important part of the tourism market, cultural tourism is also considered a growing market. (Goodrich, 1997) further argued that developing culture can be one main element in diversifying the tourism market. When asked if the figure of the cultural tourism market has changed in 5 years or not, very variable rates of change have been described, ranging from an increase of nearly 130% to a 30% decrease (UNWTO,2021). According to UNWTO in 2021, countries that incorporate cultural tourism into their marketing plans are more likely to consider physical and contemporary cultural heritage as important components of their cultural tourism product. They are also more likely to report more cultural tourists and have a higher cultural tourism growth rate.

Furthermore, in any case, it isn't sufficient to have a rich cultural heritage; it ought to be overseen in the right way. As it were the bequest that's within the work of tourism to the most elevated conceivable degree can make the most extreme financial impact. For example, in Greece, financial constraints have limited the development of cultural tourism, (Goodrich, 1997). This relationship between culture and economy is often facilitated, strengthened, or impeded by the government. Using culture to develop and promote tourism is also becoming an important component of public policy, (Goodrich, 1997).

But like the idealistic tradition, governmental cultural policy is based on the concept of culture as an independent sphere from that of physical production and economic activity, far more than is acknowledged. and are often at odds (Shuker, 1994:54).

In advancing tourism goals, cultural assets are the resources that can be pointed out as the driving goal item. These days, culture is the essential component utilized by traveller goal administration to draw in tourists to the goal and to make the brand. Numerous world-famous social attractions have ended up with interesting images or the "symbols" of the goal (Ristić, 2018). To empower the interest of visitors in social attractions, those must be kept up, moulded, and highlighted within the destination offer setting at the side of other administrations. It is critical to supply proficient marketing management of cultural assets and combine diverse ranges of intrigues in each course of action while at the same time giving sightseers different conveniences, attractions, and administrations. "Culture-spreading via market mechanisms" (Brouwer, 1993) necessitates greater geographic market penetration. This is frequently accomplished by popularizing products such as cultural tourism.

Cultural resources are developed into tourism assets through planning, and cultural products are built in through the means of display and perception. A place, attraction, or event is not a tourism resource in itself. It becomes a tourism resource only after the administrator marks it, creates it, and sublimates it into an attraction. To properly position a destination in the tourism market, it is crucial to know whether tourists are satisfied with their motives for arriving at their destination, their motivation for visiting cultural attractions, and the cultural products offered (Ristić, 2018). Additionally, cultural tourism development in both traditional high culture centers and former industrial centers reflects the 'spatial fixity' of tourism (Urry, 1990), which ties tourism development to locally available cultural resources, as well as the impact of localization, which is reflected in a growing interest in local cultures. To give further explanation to Urry's statement; the reliance on built heritage explains some of the spatial concentration of cultural tourism. Heritage resources are typically location-specific, whereas art production and consumption are relatively location-independent. For example, you can only visit Notre Dame in Paris or the Vatican in Rome. Because of the growing importance of notions of authenticity (Urry, 1990), it is difficult to replicate these sights in other places, except as theme-park pastiche.

This research project demonstrates how Rodrigues Island strives to maintain equilibrium while planning and physically developing the island. This effort also demonstrates how development should be accommodated by focusing on physical, social, and environmental aspects in addition to economic ones. It also produces a more harmonious environment, which

improves the environment for investments. It will also generate employment opportunities in order to boost economic growth and job availability.

### ***2.7 Social and Cultural Impacts of Tourism***

Tourism can have a positive and negative effect on the locals and their culture at a destination. Cultural tourists have been identified as both a blessing and a curse in terms of their social and cultural impact because they are arguably motivated by local cultures in choosing to visit a particular location, (Goodrich, 1997). According to some authors, culturally motivated tourists are desirable because they are relatively few in number and are more sympathetic to the local population and culture than other tourists (Smith, 1989). Cultural tourists spend more money than other types of visitors and can thus play an important role in providing financial support for local cultural manifestations (Goodrich, 1997).

However, Law (1993) stated that social and cultural impacts refer to modifications in inhabitants' daily occurrences in addition to their norms and values, way of life, and intellectual and creative products for example arts, works of art, traditions, customs, and architecture. Social and cultural impacts are sturdily interconnected and not restricted merely to the host area populace (Glasson, 1995, p.34). (Goodrich, 1997) further stated that consumption patterns are increasingly influencing production patterns as they become a more central feature of modern life. Socio-cultural impacts need to be recognized as very important to tourist development. Dyer *et al* (2007) declared that social behaviour and culture mustn't be influenced by tourism progress.

In various destinations, the character and conventional connotations of culture may be considerably distorted when culture is characterized as market share (Earrington and Gewertz, 1996). Cohen (1979) affirmed that a host population may encounter cultural issues of the commercialization of culture, religion, and the arts simultaneously with the wrong utilization of native culture as an attraction. Furthermore, Dyer *et al.* (2007) pointed out that tourism influences the host population to take up the cultural practice of the tourists, such as their language, dress, and behaviour to please visitors in other words westernisation.

On the other hand, tourism helps to create sociocultural awareness and the preservation of antique buildings, and monuments such as the Taj Mahal in Agra (India) and the Great Wall of China. According to Hannerz (1993), what draws tourists to a particular location is its uniqueness. The most appealing cultural resources to tourists are thus those that are not available everywhere, the 'unique', the 'authentic'. The location-specific nature of heritage

attractions such as monuments, museums, and heritage centers are likely to appeal to tourists more than the generalized high culture represented by art performance.

Moreover, this industry enhances the quality of life as it enables the development of new infrastructures, roads, and embellishment of localities and nowadays we can see much improvement worldwide due to the Corporate Social Responsibility (CSR) of some tourism enterprises. As a result of such social, economic, and political changes, publicly-funded cultural institutions are being compelled to join commercial producers in their pursuit of increased visitor numbers and admission revenue, (Goodrich, 1997).

### ***2.8 Small Island Developing States and Culture***

Island tourism has a deep history and has been the subject of expanding academic interest in many studies investigating its characteristics (Lockhart and Drakakis-Smith, 1997), often related to development issues in economic and social contexts (Lockhart and Drakakis-Smith, 1991; Lockhart et al., 1993). Overall, their rich and intertwined maritime histories reflect successive waves of willing, and in some cases unwilling, ocean voyagers who forged these nations' distinct societies within a diverse and rich tapestry of natural, cultural, and intangible heritage (Smith,2013). All islands are state-owned and their administration is generally in the custody of the government, which controls its institutions. SIDS has a diverse geographical range, resulting in extremely diverse cultural conditions among regions and their peoples, indigenous or descendants of various ethnic groups (UNESCO,2014). Keith Nurse (2007) stated that SIDS has many resemblances and that tourism is a major component of their economies.

Many SIDS face particular disadvantages related to their small size, remoteness, and vulnerability to natural disasters (Nurse, 2007; Smith 2013). Keith Nurse further argued that these factors make the economies of these states highly vulnerable to forces beyond their control - a condition that sometimes threatens their economic viability. Because of the erosion of preferences in exports such as bananas, sugar, and clothing, these economies are becoming increasingly vulnerable in the current context of WTO trade liberalization. Tourism, while important to national development in terms of employment and export earnings, has historically generated low levels of local value-added and is heavily influenced by transnational tour operators, hoteliers, and airlines. These trends indicate that these economies must find new and more sustainable sources of employment, exports, and growth (Nurse,2007). Economic vulnerability is frequently the result of a high degree of exposure to economic conditions that are often beyond the control of small island states, which is

exacerbated by reliance on a limited range of exports and a high degree of reliance on strategic imports such as food and fuel (Briguglio et al., 2009). This causes economic volatility, which is detrimental to the islands' economies (Guillaumont, 2010).

Moreover, (Briguglio, 1995) stated that all islands are solitary, but not all islands are located far from civilization. Insularity and remoteness both contribute to issues with transportation and communication. Economic progress in SIDS is frequently hampered by insufficient transportation links, access to sometimes remote locations, a lack of appropriate skills among the local population, and insufficient amounts of local capital (Harrison, 2003: 7). They are typically remote from major markets, and many have small populations and, as a result, a small domestic market (Briguglio et al., 1996; Milne, 1997). Due to these constraints, they are frequently heavily reliant on aid and international trade. The small size of SIDS means that there is a poor endowment of natural resources and low interconnectedness between economic sectors, leading to a relatively high import share concerning the GDP (Briguglio, 1993). The GDP or GNP per capita of these states often masks this reality (Briguglio, 1995). This makes the economy dependent greatly on foreign exchange earnings.

Conversely, SIDS have a large geographical extent, which leads to extremely different cultural conditions between regions and their peoples, indigenous or descendants of different ethnic groups. The common belief that small islands are remote and culturally isolated has always been associated with a certain paradox. Their history reflects rich economic, social, and cultural exchanges and what they have given to the rest of the world. Therefore, islands in the Caribbean, Atlantic, Pacific, and Indian Oceans can be considered important nodes of human and cultural interaction. A study by Dr Marika Taishoff of the University of Hawai'i examined the role of cultural heritage in sustainable development in SIDS. The study found that cultural heritage can serve as a foundation for sustainable development by providing a sense of identity, fostering social cohesion, and contributing to economic growth through tourism. Additionally, the preservation of cultural heritage can lead to greater environmental conservation by promoting a sense of responsibility for natural resources.

Despite some cultural differences, SIDS share similar concerns and strategies in the face of threats related to their isolation, vulnerability, size, and natural elements. The rapid development that is currently taking place on small islands may have long-term negative consequences for the human, cultural, and natural environments, all of which are interdependent (UNESCO, 2014). In the face of new and emerging challenges such as globalization, loss of control over most coastal areas, limited land resources, climate-induced migration, and displacement of people (affecting culture both on abandoned islands and in

host countries), the need to preserve culture is becoming increasingly apparent (UNESCO, 2014). It was acknowledged that culture represented each individual's distinct identity and expression, served as the cornerstone for the rich diversity of cultural practices, and served as the foundation for SIDS residents' spiritual and moral principles (Khalissa Ikhlef, 2014).

Cultural preservation in SIDS is indeed a complex and challenging issue (UNESCO, 2014). SIDS face unique challenges due to their small size, vulnerability to natural disasters, limited resources, and dependence on external aid. In this context, the complexity of the cultural response should also be considered, as it can be either the solution or the exacerbation of the problem. One of the biggest challenges in cultural preservation in SIDS is the loss of traditional knowledge and practices due to modernization and globalization (Ikhlef, 2014). As young people move to cities and adopt modern ways of life, they may lose touch with their traditional culture and practices. This can lead to a loss of language, customs, and traditional knowledge, which is an essential part of the cultural heritage of SIDS.

Another study by Dr Konai Helu Thaman in 2003, explored the role of indigenous knowledge and cultural practices in the sustainable development of SIDS. The study found that indigenous knowledge, which is often based on centuries of experience and observation, can provide valuable insights into sustainable resource management, climate change adaptation, and disaster risk reduction.

In this diversity and complexity of challenges, it is necessary to draw on traditional cultural values that include strong social organization to support the different generations in the community, to cope with natural disasters (through traditional knowledge and food, solidarity, and informal education), to support and preserve nature and its biodiversity, and to adopt healthier lifestyles. Another challenge is the lack of resources and infrastructure to preserve and promote cultural heritage. Many SIDS are developing countries with limited financial resources, and they may not have the necessary infrastructure to protect and promote their cultural heritage. This includes museums, archives, and cultural centres, as well as the staff and resources needed to maintain them. The cultural assets of SIDS must be protected, valued, and promoted so that they can continue to develop and thrive in a globalized and changing world.

Moreover, SIDS also faces the challenge of balancing cultural preservation with economic development. In some cases, cultural practices may conflict with the needs of modern development, such as tourism, infrastructure, or resource exploitation. This can create tension between preserving cultural heritage and pursuing economic growth, which is critical to the development of many SIDS. Dr Karen McNally of the University of the West Indies focused

on the role of cultural industries, such as music and film, in the economic development of SIDS. The study found that cultural industries have the potential to generate significant revenue and employment opportunities in SIDS, while also promoting cultural exchange and identity.

SIDS also face the challenge of protecting their cultural heritage from external threats, such as cultural appropriation or exploitation. As global interest in traditional culture and practices increases, SIDS may face pressure to commercialize or commodify their cultural heritage. This can lead to cultural appropriation or exploitation, which can undermine the integrity and authenticity of cultural practices.

Overall, cultural preservation in SIDS is a complex issue that requires a multi-faceted approach. Culture plays an important and unique role in the lives of SIDS people and can contribute significantly to advancing their sustainable development plan. SIDS must balance the need to preserve their cultural heritage with the need to pursue economic development, while also protecting their cultural heritage from external threats. This requires a commitment to cultural preservation and the allocation of resources and infrastructure to support it (UNESCO 2014). Overall, studies demonstrate that culture plays a critical role in the development of SIDS. By recognizing and preserving its unique cultural heritage and incorporating indigenous knowledge and cultural practices into development strategies, SIDS can achieve sustainable development while also maintaining its cultural identity.

## **Chapter 3. Methodology**

### **3.1 Introduction and Overview**

This chapter discusses the overall research approach and the research topic is “Revitalisation of Culture as a Tourism Planning Tool”. It is an attempt to explore how revitalising culture can be a major part of sustainable tourism for SIDS when integrated into tourism planning. There has been little research on this topic, thus the research approach should be very meticulous to meet the expectation of the desired research. For this research topic, the qualitative method has been utilized and specific questions were designed and addressed to a specific pool of experts, as a research mechanism for data collection. Qualitative approaches, tend to be flexible and focus on retaining rich information when interpreting the data collected. Moreover, qualitative analysis allows for ambiguities/contradictions in the data, which are a reflection of social reality (Denscombe, 2010).

### **3.2 Research objectives**

The research objectives are to explore how revitalizing culture can be a tourism planning tool for SIDS. Moreover, it might help to develop policies to protect and enhance local culture which will be beneficial for both host countries and tourists.

The objectives of this research are;

1. To identify the importance of culture for SIDS and to Rodrigues Island as a case study.
2. To identify why should Culture be revitalised.
3. To identify, how it can Culture be used to enhance the tourism industry by creating competitiveness?
4. To identify policies that will promote cultural conservation and development in Rodrigues Island.

### **3.3 Research type: Qualitative Research**

The qualitative research methods are used to understand the perception of people and how they feel about a specific topic. The fundamental characteristic of qualitative research is that it looks at how individuals interpret their own concrete, real-life experiences in their own minds and words before analysing these perceptions in business and management, decision-making, or innovation, to name a few, (Cropley,2002). It is more subjective as it relies on people's feelings and emotions. Some research topics cannot be answered using only quantitative methods. Research questions that can be approached particularly well by the means of qualitative methods include assessing complex multi-component interventions. Given that qualitative research is characterised by flexibility, openness, and responsiveness to context, the steps of data collection and analysis are not as separate and consecutive as they tend to be in quantitative research (Hak, T. (2007). In addition, a second significant distinction is that qualitative research is concerned with the configurations and forms of variables, whereas quantitative research investigates disparities in the amount or level of the variables being studied, as well as the cause-and-effect relationships between these variables (Cropley, 2002). Therefore, for the process of qualitative research method for data collection, the Delphi method has been identified as the most appropriate way to help achieve the objectives of this research. For the Delphi method, a group of *eleven (11)* different experts which are based locally in Rodrigues, nationally and internationally have been solicited to answer to different questions. It has been used to explain complex processes and help to have a narrow perspective about what was required for the success of the research paper.

### **3.4 Determining Research Design – Delphi Method**

The Delphi method is a formal, in-depth systematic qualitative methodology that was first studied by a team at the RAND Corporation in 1950, who made multiple practical applications of the method (Dalkey & Helmer, 1963). Furthermore, the Delphi technique is a "method for structuring a group communication process so that the process is effective in allowing a group of individuals, as a whole, to deal with a complex problem," according to (Linstone & Turoff, 1975). Additionally, this method is an iterative process used to collect and distil the judgments of experts using a series of questions interspersed with feedback. The questionnaires are designed to focus on problems, opportunities, solutions, or forecasts. The method can also be used as a judgment, decision-aiding, or forecasting tool (Rowe & Wright, 1999), and can be applied to program planning and administration (Ven & Delbecq, 1974). The questionnaires aim to reduce the deviation of the group's opinions from that of the expert by defining the average of the answers obtained (Landeta, 2006). The Delphi method works especially well when the goal is to improve our understanding of problems, opportunities, and solutions, or to develop forecasts. In addition, when models are impractical or impossible to use due to a lack of pertinent technical, economic, or historical data, or when a set of subjective judgments must be established, Delphi is the best tool for forming a value opinion or estimating ( Saptono *et al*, 2023).

In addition, according to Habibi et al (2014), the most important prerequisites for using Delphi are the need for experts' judgment, group consensus to achieve the results, anonymity in data collection, a complex multidimensional and interdisciplinary problem, an absence of consensus and inadequate knowledge, experienced and capable experts, expert dispersion, no time limit, and a lack of cost-effective method. There is a requirement for using the Delphi method in qualitative research that is primarily based on individual judgments and opinions. If these studies are based on expert opinions, the use of inferential statistical techniques such as mean tests will be inappropriate.

In order to use the Delphi technique, the two types of qualitative research have been distinguished. When conducting exploratory qualitative research, the Delphi technique can be used to determine the nature and essential components of a problem statement. To determining customer satisfaction in this case expert satisfaction it can be quite difficult sometimes. Statistical sampling and inferential statistical techniques can be used to examine customer satisfaction, (Cropley, 2002).

The Delphi method has been applied to a number of projects (Beiderbeck et al, 2021). Most of these goals are divided into three categories by (Novakowski & Wellar, 2008): political,

regulatory, and forecasting Delphi. In order to reach agreement on the preferred future, the first Delphi is used. Future projections are made using the second Delphi method. The third Delphi also examines a topic with political implications. Since the accounting rules include the climate-related disclosure standard, this study is a member of the first Delphi group. Etxeberria et al., (2015), Coy and Dixon, (2004), and Alvarez et al., (2021), also employed this method to simulate a standard-setting process using the Delphi method.

For the purpose of my research, we followed the steps and procedures of a regulatory Delphi developed by Novakowski and Wellar (2008) in order to strictly design the Delphi method. The Delphi method can theoretically be applied repeatedly until a consensus is determined to have been reached, (Hsu,2007). It is very important to find a balance between time, money, and potential professional burnout (Jones, 1992; Rowe, 1994; Hasson et al., 2000). We only conducted two Delphi rounds because it was found to be sufficient. This study was finished in about 7 months overall. The following is a step-by-step description and explanation of the Delphi process's steps.

### **3.5 Expert Selection and Composition of Panel Size**

The selection of eligible members for the Delphi panel is one of the most crucial parts of the Delphi approach since the validity of the results is dependent on the competence and knowledge of the panel members, (Powell,2003). Therefore, the process for selecting experts was cautiously done for this study from among those who have relevant knowledge and are familiar with the work's objectives, (Hasson et al. 2000). The experts are from Rodrigues Island, Mauritius Island, Bangladesh, South Africa, Montenegro, Maldives and United Kingdom. They are from political backgrounds, professors, activists, economists, and investors.

At this stage, we followed the literature's recommendation and invited experts from varied backgrounds and with diverse interests to capture all points of view (Adler et al., 1996). Essentially, there is no exact procedure for determining the number of participants or panels for inclusion in each specific research, (Williams and Webb, 1994). Although there are significant differences in the Delphi technique's composition and panel size, a prevailing pattern may be identified. It has been proposed that the panel size varies depending on the topics covered, the type of diverse opinions represented, and the time and money available (Van Zolingen and Klassen, 2003), and that using a combination of experts with multiple expertise and heterogeneous groups is preferable than homogenous groups (Powell, 2003; Somerville,2008). Hsu and Sandford (2007) pointed out that, "Delphi subjects should be

highly trained and competent within the specialized area of knowledge related to the target issue”.

Furthermore, according to Clayton (1997), if a combination of specialists with diverse specializations is utilized, between five and ten members are sufficient. Hogarth (1978) suggested that between six and twelve people are appropriate for Delphi approach. While some Delphi studies had less than 10 people (Malone et al.,2005; Strasser et al. 2005), others included more than 100 individuals, (Kelly and Porock, 2005). Delphi has not previously advocated a specific sampling strategy in prior investigations. For sampling, the snowball method might be engaged. One of the most prevalent ways of sequential sampling is snowball sampling. This is a non-probability sampling approach that is also chosen at random. When members of a group or community cannot be easily identified, this strategy is appropriate. In this strategy, the researcher first identifies certain persons and then asks them to introduce additional people after obtaining the information, (Babbie, 2002). This approach may also be used to identify specialists in a certain subject, (Macnee et al., 2008).

Furthermore, as Linstone and Turoff (1975) pointed out, inviting specialists who would be potential users of the findings is strongly advised. They are most likely willing to join the panel and make significant and genuine contributions. The panel should include professionals or at the very least knowledgeable advocates, (Goodman, 1987). As a result, we should think about some expert qualifying standards. In relation to this topic, empirical research using the Delphi method have produced some advice. Working experience (in years) and educational level are two basic selection factors for an expert. As a result, we chose professionals with at least 5 years of experience working in Cultural institutions such as Ministry for art and culture, Commission for Art & culture, tourism professionals, academic institution and sustainability background and with minimum a Bachelor's degree. Firstly, 25 experts were invited through different means, such as Lindked-In, networking, contacts, recommendation and collaborators, but only 11 agreed to participate in this research. All of them responded in both round giving a response rate of 100%, which is very satisfactory. The profiles of these experts are presented in the Table 1.

SN	Expert Code	Background	Job Title	Affiliation	Experience (Number of Years)	Academic Qualifications	Location	Gender
1	Exp 01A	Business Entity & Professional Association	General Manager & President of Association	Private Company	> 25	Master	Rodrigues Island	Male
2	Exp 02H	Academic & Advisor	Economic Advisor at Chief Commissioner's office	Public Sector	>15	PHD	Rodrigues Island	Male
3	Exp 03J	Minister of Tourism , Member of PAN African Parliament	Economic Advisor at Chief Commissioner's office	Public Sector	>32	Master	Mauritius Island	Male
4	Exp 04R	Academic	Commissioner For Art & Culture	Public Sector	>10	Degree	Rodrigues Island	Female
5	Exp 05JA	Top Management & Business Owner	Commissioner For Tourism	Private & Public Sector	> 25	Degree	Rodrigues Island	Male
6	Exp 06W	Head of Section	Head of Department for Commission for Arts & Culture	Public Sector	>15	Master	Rodrigues Island	Male
7	Exp 07C	Tourism Strategy Development	Consultant	Private Company	>20	Master	South Africa	Female
8	Exp 08JM	Academic & Consultant	University Professor in Sustainable Tourism & Consultant as Tourism Expert for World Bank	Private Company	> 25	PHD	United Kingdom	Male
9	Exp 09R	Consultant	Consultant for UNDP Program in Bangladesh	Private Company	>15	PHD	Bangladesh	Male
10	Exp 10G	Professional in Sustainability	CEO	Private Company	>10	Master	Montenegro	Female
11	Exp 11AS	Founder member of SIDS Tourism Organisation & Governing Board Member of Indian Ocean Tourism Organisation	Advisor & Consultant	Private & Public Sector	>15	Master	Maldives	Male

*Table 1. Profiles of Experts*

### 3.6 Questionnaire Development

Given the scarcity of published technical suggestions for the research subject and methodology, the study repeated alterations and revisions which were critical to the development and improvement of this Delphi questionnaire. The questionnaire was also thoroughly developed and pilot-tested by myself and with the help of my supervisor prior to its finalization and distribution for Round 1. We aimed to design questions that were either closed-ended or could be answered quantitatively (e.g., scales or ratings).

A series of four open-ended questions/statements related to the research topic has been designed and, these questions or comments were intended to elicit the experts' perspectives, ideas, and forecasts about the issue.

### 3.7 Delphi First Round

During the first round, we sent the open-ended questionnaires to the panel of experts. The best method was via email and whatsapp for some. The questionnaires allowed the experts to share their inputs, views, and comments with regard to the research questions. The experts were given 1 month to give their input; however, it took 2 more months to have all the responses

after giving several reminders to the experts. Luckily, I have been able to have a 100% response.

According to Habibi & Sarafrazi (2014), one issue with the Delphi methodology is the lack of a scientific mechanism for determining the level of agreement. Various techniques have been offered in various studies. In our case, after we assessed and summarized the responses from the experts, it was not that complicated to find a certain level of consensus as we noticed that all the experts had more or less the same opinions which was very delightful for us. We are able at this stage to determine somehow a level of consensus. Some indications were eliminated, while others were introduced based on the advice of the experts in this round. In the second round, we changed the questionnaires based on the findings and redistributed them to the experts.

### **3.8 Delphi Second Round**

The second round was undertaken to finalise the level of consensus amongst the experts. We prepared two Excel sheets with all the indicators and resend them to the experts. The Likert scale has been used to acquire expert opinions in this qualitative research that tries to establish the value or screening of items. A five- or seven-point Likert scale is commonly used to "very agree" and "extremely disagree" This scale may be built by defining the intermediate values, and nine-point scales can also be utilized. For this research, a ten – point scale has been utilised in both sheets for the second round. Diefenbach, Weinstein, and O'Reilly (1993) investigated a variety of Likert items, including 2-point, 5-point, 7-point, 9-point, 11-point, 12-point, and % (100-point) options. Lewis (1993) discovered that scales that have more than 5 - points had higher correlations with t-test findings.

The questionnaires were distributed to the 11 experts and once again we had 100% responses after several reminders and chasing all the experts on the panel individually.

## Chapter 4. Results, Analysis and Discussion

### 4.1 Results

#### 4.1.1 Experts' demographics and participations

From the 25 experts that were initially contacted only 11 (44%) agreed to participate and completed both rounds (male: n = 8; 73%; female: n=3; 27%). Most respondents are from Rodrigues (45%; n=5) as the case study on Rodrigues Island as a SIDS, followed by the others countries where there was only one response per each country (9%; n=1). Most respondents held a Master's degree (45%; n=5), then were the degree holders (36%; n=4) and only 18% (n=2) held a PhD. The majority of the experts have a background in tourism (45%; n=5), the same number in the Culture and Economic sector (18%; n=2), and other experts have a background in sustainability and international relationships (27%; n=3). Collectively, the experts have considerable experience in the research topic, which is described in table 1 below;

Gender	n%	Location	n%	Background	n%	Experience (N of Years)	n%	Academic Qualifications	n%
Male	73%	Rodrigues island	45%	Tourism	45%	>25	36%	Degree	18%
Female	27%	Mauritius Island	9%	Culture	18%	>15	45%	Masters	55%
		South Africa	9%	Economics	18%	>10	18%	PHD	27%
		United Kingdom	9%	Others	27%				
		Bangladesh	9%						
		Montenegro	9%						
		Maldives	9%						

*Table 1. Expert Panel Profiles*

#### 4.1.2 Results Delphi First Round

In the first round there was a set of four open-ended that has been distributed to the experts and since round 1, according to Cropley, 2022, after reading two or three questionnaires, it is frequently conceivable for the researcher to identify a small number of initiatives/themes that are interesting for the research topic. Themes are interesting when they throw light on some

matters that the researcher wants to pursue because the matter is informative, useful, and relevant. Furthermore, we noticed in Round 1 that there were some relationships and coherence in the answers that will further be stated in Round 2. The open-ended questions are listed below;

**Q 1** Where does Culture stand in the tourism development process for Small Island Developing States?

**Q 2** Can revitalisation of Culture be considered a tourism planning tool? If yes, how can Culture be revitalised so that it matches the tourism development process of the island?

**Q 3** What are the implications of revitalising Culture as a tourism planning tool, in comparison with other alternative approaches?

**Q 4** What are the measures and policies that need to be adopted or implemented to make culture one of the driving forces of the tourism sector?

There were 100%;( n=11) responses from the experts, which was very beneficial for this dissertation. However, there were some difficulties to have them all but it ended up well. After receiving the responses from the experts in Round 1, the qualitative open-ended questions were cleaned and analysed. We have gone through all the response sheets of all the experts to select variables that will help us determine the consensus among the experts with regard to the research question. We drafted tables for each question which included the experts' answers and we also used AI intelligence (Chat GPT) to check whether we were on the right track and had different inputs. Below there is a detailed analysis of Round 1.

### **Q1. Where does culture stand in the tourism development process for Small Island Developing states?**

All eleven experts state that culture is central to the tourism development of SIDS. As stated by EXP1, "In the very recent past, SIDS have come together to make culture a pivotal aspect of the tourism development process.

It is unanimous by a panel of experts that culture and heritage bring unique opportunities to the development of tourism, as it includes: (1) getting to know the history, art, and people of the place; (2) tasting its food; (3) discovering its customs and (4) enjoying at first hand a

different way of seeing the world (EXP1). According to EXP2 and EXP11, culture is important in developing tourism in small communities if those communities still observe their culture. Tourists can be invited: (1) to stay in native people's homes; (2) to eat local food; (3) to enjoy local dance; (4) and to listen to native folklore stories.

In the same vein, EXP3 states that "SIDS' history, culture, traditions, artifacts, leisure practices, all together represent the core resources base for cultural tourism. The Island of Rodrigues has a particularly rich history and cultural heritage including food; music & dance", adding that "tourism can revitalize cultures and traditions". Similar idea is expressed by EXP5, EXP6, and EXP9. Even more specific is the EXP4, which refers to the importance of promoting some cultural events of Rodrigues such as "Festival Kreol", "La fete du poisson" and "Rodrigues Day".

However, almost all experts are aware that although a cultural approach needs to bloom in the tourism industry of SIDS, it is crucial to preserve the authenticity of the people and respect its history, including its cuisine and gastronomy. This concern is clearly highlighted by EXP7 stating that "it is critical to guarantee that cultural heritage is safeguarded and protected in the face of rising visitor demand". And, as refers EXP 8, culture has to be considered through its musical and culinary dimensions, but also in its deep identity dimension".

*Refer to Table 1 for Question 1 in Round 1 of the Delphi Method in Appendix A*

**Q2. Can the revitalisation of Culture be considered a tourism planning tool? If yes, how can Culture be revitalised to match the tourism development process of the island?**

The whole panel agreed "Yes" to the fact the revitalization of culture can be considered as a tourism planning tool as culture is often a major attraction for tourists, and the preservation and promotion of a destination's cultural heritage can enhance its appeal to visitors. We used AI intelligence here to see whether it has a different point of view or shares the same idea as the experts. It was without surprise that Chat GPT acknowledges "yes" to this statement, as culture is often a major attraction for tourists, and the preservation and promotion of a destination's cultural heritage can enhance its appeal to visitors.

EXP1 states that the revitalization of culture needs to be part of sustainable and integrated development policies. Moreover, EXP5, points out that culture should not be considered simply as a complement or part of the tourism machinery but should occupy a central place. This implies having a well-defined vision of tourism development and knowing how to direct

it towards desired objectives. The multiple impacts of tourism development must be considered.

In addition, EXP6 and EXP11 come with a statement that for culture revitalisation to match tourism development, culture must be observed from all stages; meaning that it should be considered from the study to the research stage and then transformed into the required tourism development tool. They suggest that it is crucial to hire the right experts in related topics to be able to be successful in the way of doing things.

For a successful cultural revitalisation, it is crucial to involve communities and encourage them to adopt and promote their culture. Additionally, EXP4 suggests that the development and valorisation of cultural sites, as well as well-planned and well-marketed cultural events, can contribute significantly to the revitalisation process. Moreover, according to EXP1, tourism can provide economic incentives for the preservation of cultural assets.

According to EXP8, it is essential for SIDS to highlight its unique cultural features. Before attempting to promote culture as a tool for tourism, it is crucial to identify the aspects of the island's culture that make it special and attractive to visitors. These may include its history, traditions, arts, and crafts, music, cuisine, and festivals.

On the one hand, culture needs to revitalize itself rather than getting diluted to maintain its essence, (EXP9). It should not be viewed as a mere addition or a part of the tourism industry, but it should hold a central position. This requires a clear vision of tourism development and the ability to direct it toward the desired goals, (EXP5). The implications of tourism development for society and the environment should be carefully evaluated as well.

*Refer to Table 2 for Question 1 in Round 1 of the Delphi Method in Appendix B*

### **Q3. What are the implications of revitalizing culture as a tourism planning tool, in comparison with other alternative approaches?**

Compared to other alternative approaches such as nature-based tourism or adventure tourism, culture-based tourism places a greater emphasis on preserving cultural heritage and promoting sustainable tourism practices.

EXP1 and EXP5 state the fact that revitalizing culture requires a holistic and integrated approach that incorporates all aspects of human life and the natural environment, implementing the principle of sustainable development encompassing the environment, social, and economic factors. It is essential to safeguard, enhance, and promote the tangible and intangible cultural heritage of SIDS and use the same in a sustainable manner to generate

tangible benefits for the islands' local communities, (EXP3). In the case of Rodrigues, combining its charm, and hospitality with its cultural credentials of Rodrigues can enhance its USP making it a unique place amongst small island destinations. Moreover, EXP3 states that the link between tourism and culture is that tourism is concerned with a traveler's engagement with a country or region's culture, specifically the lifestyle of the people in those geographical areas, the history of those people, their art, architecture, religion(s), and other elements that helped shape their way of life. EXP6 and EXP 8 share the same view by stating that there will be a need for the islands' culture and history in good shape for future generations by stressing the preservation and conservation of cultural resources.

However, this approach may require a greater investment in cultural infrastructure and resources, such as museums, cultural centers, and historic sites. Ultimately, the choice of tourism planning tool depends on the specific goals and needs of the destination and the preferences of tourists.

Furthermore, it is important to have experts work on proposing a way to develop culture as a tool without altering its essence. Collecting data from the appropriate individuals is crucial, although it can be very time-consuming. It is also essential to get all tourism stakeholders to buy into the strategy, as each stakeholder may have their own views, which may not necessarily be culture-oriented. In addition, recruiting an adequate staff is necessary (EXP4, EXP10).

*Refer to Table 3 for Question 1 in Round 1 of the Delphi Method in Appendix C*

**Q4. What are the measures and policies that need to be adopted or implemented to make culture one of the driving forces of the tourism sector?**

To make culture one of the main drivers of the tourism sector, it is essential to have a collaborative effort between the government, private sector, and local communities. This can be achieved by investing in cultural infrastructure, promoting cultural events, preserving cultural heritage, training cultural guides, partnering with the private sector, and supporting cultural entrepreneurship. By doing so, governments can create a sustainable tourism industry that celebrates and showcases local culture.

EXP1, EXP4, EXP9, and EXP10 agree that the budget allocation for culture development should align with official policy, meaning that financial resources are a very important measure to foster this statement. As all the experts share having a proper budget will help in

providing necessary infrastructures, personnel/staff, training, preservation and conservation of culture, and adequate promotion of cultural activities.

Moreover, preservation and conservation of cultural diversity have been identified by almost all the experts. EXP1 and EXP7 state that we must encourage cultural studies and include local culture studies in the school curriculum, (EXP9, EXP1). In addition, EXP 2 and EXP 3 talk about the importance of the involvement of the community to strengthen, encourage, and nurture local cultures. It is critical to maintaining the authenticity of a destination.

EXP 6 and EXP11 state that having the involvement of international experts can help in the implementation, as there is the need to preserve the cultural heritage through documentation, archives, education, and training. Governments can implement policies to protect historic sites, monuments, and artifacts from damage or destruction. This can help attract tourists who are interested in history and heritage.

Governments can partner with the private sector to develop cultural tourism products such as cultural tours, cultural accommodation, and cultural experiences. This can help generate economic benefits for the local community and promote sustainable tourism, (EXP 1).

To put it concisely, EXP 11 states that It is critical to acknowledge Culture as a catalyst for tourism progress and integrate it into the national sustainable development plan and strategies, (EXP4, EXP7, and EXP10).

*Refer to Table 4 for Question 1 in Round 1 of the Delphi Method in Appendix D*

It was not very difficult to analyse the first round, as we noticed that all the experts talk about more or less the same things with regards to research questions. For example, during the 1<sup>st</sup> round there were many experts who stated that; “Culture is not necessarily always fully taken into account” mean that there is a lack of interest and efforts to develop this sector. Moreover, “Culture can be a main driving force for the sustainable growth of tourism in SIDS”, that culture should be integrated in sustainable tourism development of SIDS, Culture can be a mean to foster cultural diversity to achieve the primary goal which is unity. These are a few examples that would be explained further in the analysis of the data collected. Round 1, has enable us to have important inputs that were suggested by the experts, which will facilitate the next round of the delphi method. Therefore, we used answers analysis from round 1 to generate Likert scale questions for Round 2 based on the frequency of word occurrence and strength of association derived from Round 1.

### 4.1.3 Results Delphi Second Round

#### *A. Part 1*

The second round of the Delphi method was separated into 2 parts. Part 1 discussed the inputs related directly to the research questions and part 2 is related to how it can be achievable. For both parts of the second round of Delphi, a consensus criterion that represents the level of consensus between the experts was calculated by the mean rank and standard deviation. Thus, the second round was performed to have a clearer view of the relationships and coherence in the responses of the experts. We asked the experts to respond to a Likert scale questionnaire to know up to which level they agreed on the same topic. The questionnaires were on a scale from 1-10 and were based on the inputs and recommendations of the experts. There was a set of 72 questions and we analysed the data in Excel and used mean, median, mode, and standard deviation to summarise our data and have the results. The mean is the most common value in the collection of data, we found that the results provide a mean from 7.4 – 7.6 with regards to the indicators. We also noticed that the highest value for the mean was 7.6 with a median of 8 and standard deviation of 0.3. A standard deviation of 0.3 in research represents a measure of the variability or dispersion of data points in a dataset. Specifically, it tells you how spread out or how much individual data points differ from the mean (average) of the dataset. A smaller standard deviation indicates that the data points tend to be closer to the mean, while a larger standard deviation suggests that the data points are more widely spread out from the mean. We thought that having experts from different backgrounds and perspectives would have given more diverse results but to our astonishment no. (see figure 1)

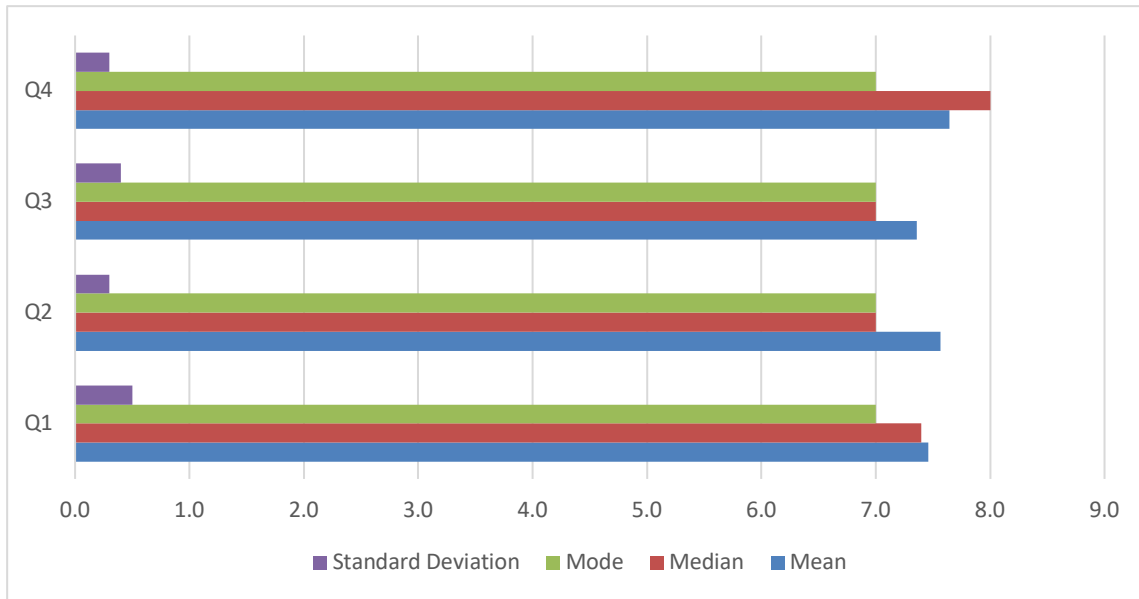


Figure 1: Chart representing the SD, Mode, Median and Mean for Delphi Second Round Part 1

According to the results for mode for the questionnaire is 7 out of the ranking from 1 – to 10 for all the responses. This gives an overall result of 63.64% level of agreement, on the 11 experts, more than 50% agreed that revitalisation of Culture can be used as a tourism planning tool for Rodrigues.

**Part 2**

In the second round of Delphi part 2, we discussed more the policies, resources, and how to be able more efficient in helping the revitalisation of Culture as a tourism planning tool. We used the inputs from the experts, where it was suggested to discuss the economic benefits of the positive tourism development impact. How revitalisation of culture as a tourism planning tool can increase competitiveness, and promote local cultures for example. It also stated the risk of negative tourism development for the island. The second part of the Delphi round 2 was a very interesting debate and please find below some results in Table 2, which will further be analysed in the next session of the research paper.

	<b>Part 2</b>	<b>Mean</b>	<b>Median</b>	<b>Mode</b>
<b>Q1</b>	Considering the specificity of Mauritius as a SIDS, as well as the cultural resources of Rodrigues Island, please assess the degree of feasibility of a cultural tourism development strategy for Rodrigues Island.	6.6	6.4	6.0

		Mean	Median	Mode
<b>Q2</b>	Please assess the positive impact of a tourism development strategy based on Rodrigues' endogenous cultural resources on the following four areas.			
<b>Q2.1</b>	<b>Cultural authenticity:</b> Revitalizing culture helps to preserve the cultural heritage and traditional practices of the destination, which can provide visitors with a unique and authentic cultural experience.	7.5	7	7
<b>Q2.2</b>	<b>Economic benefits:</b> Cultural tourism can generate income for local communities and support the development of local businesses, such as restaurants, shops, and hotels.	7.5	7.3	8
<b>Q2.3</b>	<b>Promotion of local culture:</b> Revitalizing culture can promote the cultural heritage and traditions of the destination, increasing the cultural capital of the region and contributing to the preservation of cultural heritage	7.2	7	6
<b>Q2.4</b>	<b>Increased competitiveness:</b> By providing visitors with unique cultural experiences, revitalizing culture can help to increase the competitiveness of the destination, attracting more visitors and contributing to the growth of the tourism sector.	7.6	7	7
<b>Q3</b>	Please assess the degree of risk related to adverse (negative) impacts from a tourism development strategy based on Rodrigues' endogenous cultural resources.	Mean	Median	Mode
<b>Q3.1</b>	<b>Over-commercialization:</b> The commercialization of cultural heritage and practices can lead to the dilution of cultural authenticity, which can negatively impact the cultural heritage and traditions of the destination.	5.8	5.1	5

<b>Q3.2</b>	<b>Conflicts with local communities:</b> The development of cultural tourism can sometimes lead to conflicts with local communities, as cultural practices may be modified or changed in order to meet the demands of tourists	4.6	4.8	6
<b>Q3.3</b>	<b>Environmental impacts:</b> The development of cultural tourism can have negative environmental impacts, such as increased traffic and waste, which can have a long-term impact on the environment	4.4	4.2	4
<b>Q3.4</b>	<b>Dependence on tourism:</b> By relying on cultural tourism, destinations can become overly dependent on the tourism sector, which can be vulnerable to external factors such as economic downturns and natural disasters.	5.5	5.3	8
<b>Q4</b>	Considering the specificity of Mauritius as a SIDS and the particular case of Rodrigues Island, please assess the availability of existing resources for the successful achievement of each stage of the tourism development strategy of Rodrigues based on its endogenous cultural resources.	Mean	Median	Mode
<b>Q4.1</b>	Human Resources	4.5	4	5
<b>Q4.2</b>	Technical Resources	4.62	4	3
<b>Q4.3</b>	Financial Resources	4.7	5	5
<b>Q4.4</b>	Organisational Resources	5.2	5	5

*Table 2: Results from Delphi Round 2 Part 2*

## 4.2 Analysis

Based on the data reported in the preceding section, a variety of relevant analyses might be performed. For clarity, the analysis was conducted independently at the indicator and aspect levels, as well as with regard to expert consensus. We determined the results and aspects using the mean, median, mode, standard deviation, and Interquartile Range. This range of statistics helps to give us a broader analysis of the data collected. One most important aspects of the analysis were when we calculated the standard deviation (SD) and IQR of the four main questions of the thesis. We noticed that all the SD is from the range 0.3 – 0.5 and there were no results above 0.5. A standard deviation of 0.3 or 0.5, suggests that your data points are quite close to the mean and that there is not much variability within our dataset. This can be valuable information in research. This can show that there are precisions in our research as it can denote that our measurements or observations are rather precise and coherent and it is often desirable in research, as it suggests that your data is reliable and that the phenomena you are studying are relatively stable. Moreover, this indicates that the range of values in our dataset is prone to be narrower. In a normal distribution, about 68% of the data points fall within one standard deviation of the mean. So, with a standard deviation of 0.3, most of our data points are within 0.3 units of the mean. It implies that any differences or effects observed in our research are more likely to be statistically significant, as the data points are less spread out and more closely clustered around the mean. It also helps to compare multiple datasets or groups, a smaller standard deviation in one group compared to another can indicate that the first group is more homogeneous or less variable in some way.

	<b>Part 1</b>	<b>Mean</b>	<b>Median</b>	<b>Mode</b>	<b>Standard Deviation</b>	<b>IQR</b>
<b>Q1</b>	Where does culture stand in the tourism development process for Small Island Developing states?	7.5	7.4	7	0.5	1.0
<b>Q2</b>	Can revitalization of culture be considered as tourism tool? If yes, how can culture be revitalized so that it matches the tourism development process?	7.6	7.0	7	0.3	0.7
<b>Q3</b>	What are the implications of revitalizing culture as a tourism planning tool, in comparison with other alternative	7.4	7.0	7	0.4	1.0

	approaches?					
<b>Q4</b>	What are the measures and policies that need to be adopted or implemented to make culture one of the driving forces of the tourism sector?	7.6	8.0	7	0.3	1.0

Table 3: Main finding with regards to the research thesis

Moreover, interpreting an interquartile range (IQR) of 1.0 in a research context requires a deeper understanding of the specific dataset and research question. First of all, we can see that the data are positively skewed and it helped to assess the variability of the data set and experts' responses. For Q1 in part 1 of second round of the delphi on a level from 1- 7, most of experts agreed on a level of 7 out of 10 that culture stand an important role in the development of tourism for SIDS. An IQR of 1.0 indicates that the middle 50% of your data points fall within a narrow range of values. This suggests low variability or spread in the dataset. If the IQR is relatively small compared to the range of values in your dataset, it suggests that the data points are concentrated around the median. A small IQR of 1.0 make sense given the nature of your data and research questions as it indicates that the data is highly consistent or that there are no significant differences between groups or conditions being studied. In general, it indicates that the experts are agreeable and on the same level with regards to discussed topics as there is limited to no variation between their responses.

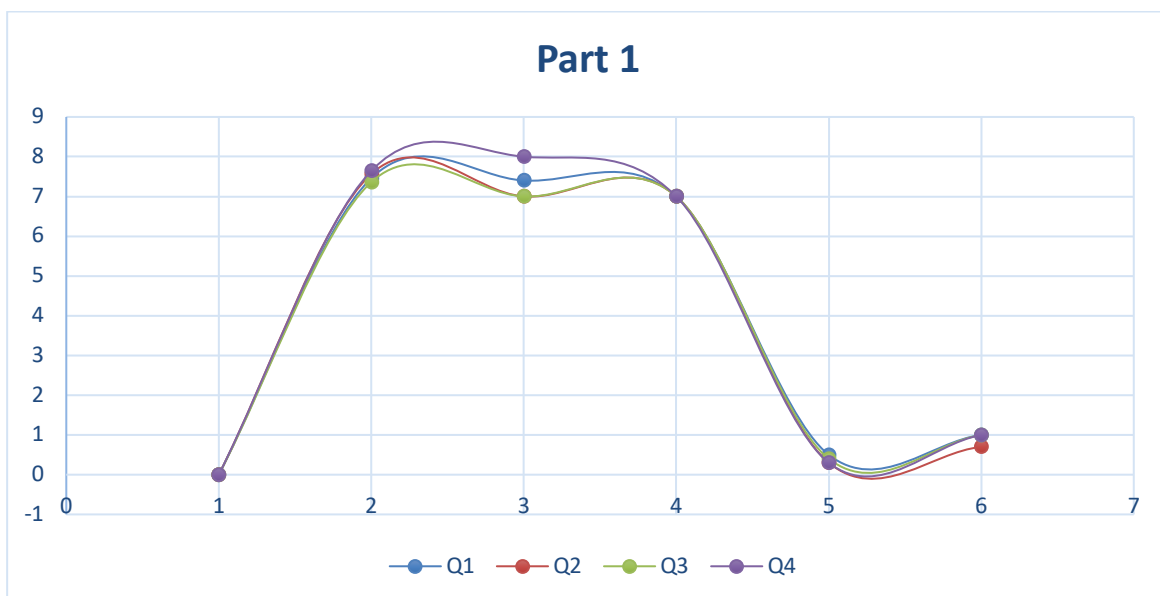


Figure 2: Delphi Second Round - Chart representing IQR for research questions

However, with regards to Q1 in part 2 of the 2<sup>nd</sup> round of the Delphi method (see table 2), we found that the experts were a bit reserved on the possibility for Rodrigues Island to have a feasibility for cultural tourism development. This was due to the one main aspect was the limited resources. Now, when analysing Q3 “Please assess the degree of risk related to adverse (negative) impacts from a tourism development strategy based on Rodrigues’ endogenous cultural resources”, in terms of negative environmental impacts the results indicate that there is a low risk of negative environmental impacts while developing cultural tourism. However, with regards to Q3.4, the experts were agreeable to state that it can have some dependency by relying on cultural tourism, and destinations can become overly dependent on the tourism sector, which can be vulnerable to external factors such as economic downturns and natural disasters.

In addition, with regards to Q4 in Part 2 of the second round of Delphi, we noticed that considering the specificity of Mauritius as a SIDS and the particular case of Rodrigues Island, the experts that Rodrigues as SIDS have limited availability of existing resources for the successful achievement of each stage of the tourism development strategy of Rodrigues based on its endogenous cultural resources. This indicates that there are much work and efforts to do there to be able to achieve targeted goals.

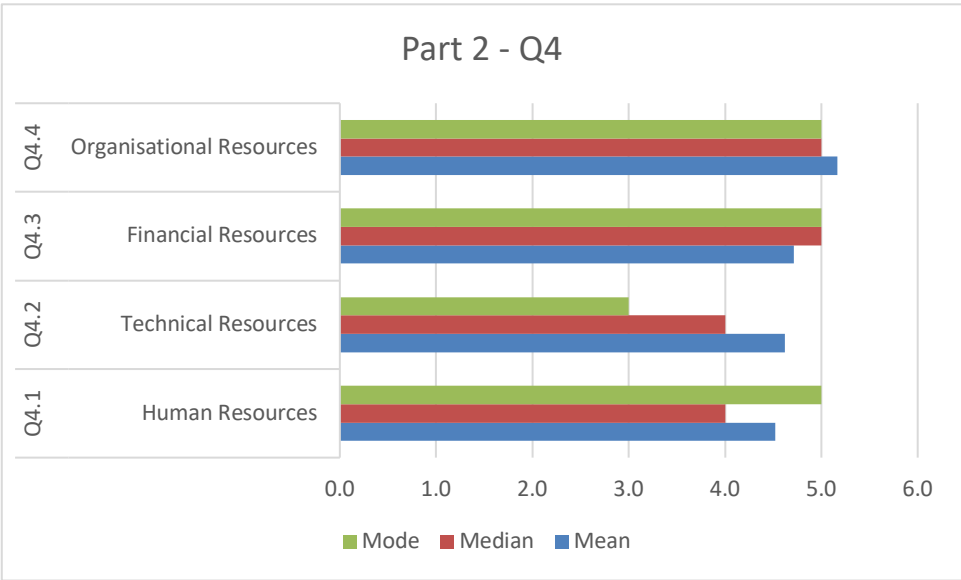


Figure 3. Delphi Second Round Part 2 – Chart representation findings for the last session

### 4.3 Discussion

This study aimed to assess whether revitalisation of culture can be a tourism planning tool for further tourism development of SIDS more specifically for Rodrigues Island, now with regards to the analysis we have got many insights that helped us to have some enlightenments about what is expected and needs to fulfil this research. The purpose of this study was also to evaluate the outcomes of cultural tourism development in Rodrigues Island from the perspectives of experts, including members of institutions, tourism professionals, and the community. Overall, respondents rated that revitalisation of culture can be a positive planning tool for tourism development, while there were some reserves on how to achieve that.

The study's findings that the experts think that culture plays an important role in the tourism development of SIDS, and the cultural component is another essential aspect that people evaluate while selecting a vacation place (Ristić, 2018). Moreover, according to Ivanovic (2008), he agreed that culture and cultural heritage resources are recognized as the fundamental pillars of responsible cultural tourism development, which is also seen as the most effective development in resolving the pressing concerns of developing nations.

Furthermore, all the experts responded yes to the fact that revitalization of culture is considered as tourism tool, to support this statement Macdonald (2004) stated that if for no other reason than the fact that it depends on cultural resources for its success, one may argue that cultural tourism is actually better adapted to cultural revitalization. How can culture be revitalised? Experts stated that policymakers need to develop cultural industries and initiatives, through the development of though valorisation of cultural heritage for example. Macdonald (2004) sustained this statement by adding that cultural tourism has the potential to revitalize cultural traditions and heritage while also aiding in the restoration of monuments and buildings. In addition, the results denote that cultural tourism can help to maintain and preserve local cultures and traditions since cultural tourists are driven by local cultures to visit a certain site, and (Goodrich, 1997) also supported this statement. Furthermore, cultural tourism can help to improve a community's or region's sense of identity (Bramwell, 2003; Dogan, 1989; Grunewald, 2002; Guin, 1998; Halewood et Hannam, 2001; Karpodini-Dimitriadi, 1999; MacDonald, 1997; Medina, 2003; NWHO, 1999; Palmer, 1999). This is due to the fact that cultural tourism encourages visitors to interact with local communities, learn about their customs and traditions, and patronize local businesses. Culturally driven tourists, according to some authors, are desirable since they are relatively small in number and are more sympathetic to the local population and culture than other visitors, (Smith, 1989). They discovered that cultural tourism can serve to support local community development by

producing jobs, protecting cultural assets, and encouraging conservation initiatives. This leads to a more sustainable tourism development.

Moreover, the research denotes that culture can be an economic driving force for SIDS and for Rodrigues Island, Zhu (2013), Robinson and Picard (2006) also reinforced this declaration. Ashe (2005) supported this statement by adding that tourism has become an important component of the economic development of SIDS.

Nevertheless, the analysis pointed out that somehow is not well monitored cultural tourism can have negative aspects such as commodification. Butler (1990), discussed that "alternative" travellers seeking authentic cultural experiences can operate as a "Trojan Horse," opening the door for potentially more destructive mass tourism. Wheeler (1991) goes even farther, stating that despite their tiny numbers, cultural tourists seeking authentic experiences of local culture can do enormous harm to local communities. This demonstrate that we must be take a lot of precaution while developing culture as a tourism planning tool as locals may feel forced to change their traditions to fit the expectations of tourists, which can lead to cultural loss. Cultural sustainability, in broad terms, refers to communities' ability to keep or adapt components of their culture in the face of tourism (Mowforth and Munt, 1998). The influx of new beliefs, behaviours, and objects carried by tourists can be vulnerable to, and in some cases irreparably modify, components of a host society's culture. The results demonstrate that not all of these cultural changes and adjustments are harmful, but unchecked tourism development can surely contribute to unacceptable cultural exploitation, necessitating the application of sustainable policies. According to (Goodrich, 1997), it has also been contested that cultural tourism can play an important role in the preservation of cultural practices this statement was supported by the experts as well in the research process. Furthermore, rather from providing a one-sided image of local culture, cultural tourism should promote a two-way engagement between tourists and residents.

The occasional state support, lack of human and technical resources for continued tourism growth was cited as a major source of concern by the experts given the situation of the economy in 2009 and vulnerability of Rodrigues Island as a SIDS, the government cut tourism funding, causing tourist organizations to limit advertising marketing the state's attractions (Rodrigues Digest, 2009). Cultural tourism appears to be a lower priority in Rodrigues, as some experts voiced concern about the island decreased emphasis on cultural tourism. Marketing activities may need to be increased for business owners and institutions.

It may be argued that cultural tourism should find a different way to grow in the absence of government funding. Given the current economic slump, travellers may find it more appealing

to visit nearby attractions rather than going longer distances and investing a significant amount of time and money. Visiting sites within a city or within driving distance may provide greater value than ever before. In other words, marketing efforts can be focused on encouraging cultural tourism because this may be a good opportunity to allow tourist to discover and have the interest to visit destinations that they would not have otherwise encountered.

This study shows that moving towards sustainability in the context of cultural tourism necessitates a strategy aimed at decreasing tensions and friction caused by complex relationships between the tourism sector, visitors, and the host community, as well as assuring the long-term viability of cultural resources, Bramwell and Lane, (1993) braced this argument. The primary focus is undoubtedly cultural and social sustainability, but environmental and economic sustainability must also be considered.

## **Chapter 5. Conclusion and Recommendations**

### ***5.1 Conclusion***

This dissertation looked at revitalisation of culture as a tourism planning tool for SIDS and in particular for Rodrigues Island as it can be a possible solution to the problems caused by mass or other forms of tourism. Culture and tourism both advocate a bottom-up, participatory approach to resource planning and management. Tourism, being the sector that deals with the immediate effects of its planning and management policies due to the large number of direct users of its resources, may have seen the negative effects of top-down approaches sooner than the cultural sector. This is most evident in the damage and degradation of heritage materials as a result of a lack of integrated tourist policy planning. On the other hand, the cultural sector has just recently started to reflect on its policies and strategic plans in an integrative way. Although the integrative approach was used in urban planning, it wasn't until recently that it began to be promoted across the board in the cultural industry. Thus, the planning documents for the built heritage will undoubtedly show its effects first.

SIDS, particularly the Rodrigues Island, requires revitalization culture as a tourism planning tool. This planning is deemed necessary in order to improve the quality of life for those who live and work in Rodrigues. At the same time, this planning would promote valuable visitor experiences that benefit local economies. Meanwhile, this planning can accommodate a wide range of activities for both residents and visitors.

Cultural tourism may also aid in the promotion and preservation of traditional traditions and history, as well as create economic possibilities for local people. In addition, SIDS frequently

focuses on showcasing its cultural legacy to attract tourists throughout the tourism development process. Developing cultural attractions such as museums, heritage sites, and cultural events, as well as encouraging cultural activities such as music and dance performances, local food, and handicrafts, may all contribute to this.

The paper also argues that investing in the cultural product that form cultural tourism yields worthwhile returns, Nurse (2000) reinforced that statement by stating that it creates new and indigenous forms of employment, production, and exports, aids in the diversification of mono-production economies, and facilitates a more competitive development platform, The conclusion is that cultural industries should be regarded as a critical strategic resource in the process of developing sustainable development options in SIDS.

However, it is crucial to highlight that the tourist business may have a tremendous influence on local cultures. Tourism has the potential to commodify and commercialize cultural heritage, resulting in a loss of cultural authenticity and integrity. As a result, SIDS must strike a balance between promoting their cultural legacy and preserving and protecting it.

To summarize, culture is important in the process of SIDS tourist development. It is an important component of the tourist offering that SIDS provide to visitors, and it has the potential to contribute to economic growth and long-term development. However, in the face of rising tourism demand, it is critical to guarantee that cultural heritage is safeguarded and protected. Furthermore, in this study we realised that using culture to develop and promote tourism needs to be an important component of public policy, however ( Goodrich, 1997) also stated that culture is becoming an important component of public policy.

Yes, revitalization of culture can be considered as a tourism planning tool, as culture is often a major attraction for tourists, and the preservation and promotion of a destination's cultural heritage can enhance its appeal to visitors. Cultural tourism development in both traditional high culture centres and former industrial centres reflects the 'spatial fixity' of tourism (Urry, 1990), which ties tourism development to locally available cultural resources, as well as the impact of localization, which is reflected in a growing interest in local cultures.

## ***5.2 Recommendations***

During this study, there have been several recommendation and inputs that was very interesting and will definitely help in the revitalisation culture as a tourism planning tool. One of the steps that would help in this process is to identify the unique cultural features of the island: Before any steps can be taken to revitalize culture as a tourism planning tool, it is important to identify what makes the island's culture unique and attractive to visitors. This may include its history, traditions, arts, and crafts, music, cuisine, and festivals. Additionally,

SIDS needs to develop cultural tourism products based on the unique cultural features identified, tourism products can be developed that highlight the island's cultural heritage. These could include cultural tours, heritage walks, culinary experiences, cultural festivals, and craft workshops. Involve the local community. To ensure the authenticity of the cultural experiences offered to tourists, it is important to involve the local community in the development and delivery of tourism products. This can also help to create economic opportunities for local people and ensure that the benefits of tourism are shared more widely. And according to Mowforth and Munt (1998); meaning, depth, simplicity, and, of course, authenticity may be imparted to Third World cultures as traveling to SIDS has become a popular choice for cultural tourism.

SIDS (Rodrigues Island) needs to ensure that the island's cultural heritage is preserved for future generations, it is important to protect cultural sites, monuments, and artifacts. This may involve investing in conservation and restoration efforts, as well as promoting sustainable tourism practices that minimize the impact of visitors on the environment and cultural sites. Promote cultural awareness: Finally, it is important to promote cultural awareness among both tourists and locals. This can involve education programs, cultural events, and the development of interpretive materials that provide context and meaning to the island's cultural heritage. By taking these steps, the revitalization of culture can be a powerful tourism planning tool that can help to promote sustainable tourism development on the island. This study demonstrates that Cultural tourism can help foster a sense of pride and identity among local communities by promoting their unique cultural heritage. It can also create opportunities for cultural exchange and dialogue between tourists and locals and encourage cross-cultural understanding.

Moreover, revitalizing culture as a tourism planning tool can be a means to promote sustainable tourism by emphasizing the preservation and protection of cultural resources. It can encourage responsible tourism practices that minimize the negative impacts of tourism on the environment and local communities. Culture-based tourism can help stimulate local economies by creating jobs, increasing demand for local products and services, and generating revenue for the tourism industry. It can also help diversify the economy and reduce dependence on a single industry.

Other measures and policies that can be adopted or implemented to make culture one of the driving forces of the tourism sector are; Investment in cultural infrastructure: The development of cultural infrastructure such as museums, art galleries, theatres, and cultural centres can be a significant draw for tourists who are interested in experiencing the local

culture. Governments can invest in the construction and maintenance of cultural infrastructure to attract more tourists. Promotion of cultural events: Governments can promote cultural events such as festivals, fairs, and exhibitions to attract tourists. These events can showcase the local culture and traditions, and can also generate economic benefits for the local community. However, it may also require a greater investment in cultural infrastructure and resources, such as museums, cultural centers, and historic sites. Ultimately, the choice of tourism planning tool will depend on the specific goals and needs of the destination and the preferences of tourists.

Education and training have been considered as critical components of developing sustainable cultural tourism, (Boniface, 1995). Governments can provide training and certification programs for tour guides to ensure that they are qualified to provide cultural tours. Moreover, Macdonald (2004) stated that education, in particular, has been highlighted as a critical component for social sustainability, in addition to being vital for successful local involvement in tourist development. Boniface argues also that education and training can help in the conservation and effective management of cultural resources.

There are several actors involved in culture and tourism that have to a certain degree, the ability to influence the process and consequences of tourism development, (Liu 2003; Wahab and Pigram, 1997). Thus, partnerships with the private sector should be enhanced. Governments can partner with the private sector to develop cultural tourism products such as cultural tours, cultural accommodation, and cultural experiences. This can help generate economic benefits for the local community and promote sustainable tourism. Support for cultural entrepreneurship: Governments can support cultural entrepreneurs who are developing new products and services that promote local culture. This can include financial support, training, and access to markets.

Overall, making culture one of the driving forces of the tourism sector requires a collaborative effort between the government, private sector, and local communities. By investing in cultural infrastructure, promoting cultural events, preserving cultural heritage, training cultural guides, partnering with the private sector, and supporting cultural entrepreneurship, governments can create a sustainable tourism industry that celebrates and showcases local culture. Nonetheless, this study denotes that there is a need to have the required resources in terms of human, technical, financial, and organisational resources which will help to foster the revitalisation culture as a proper tourism planning tool.

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## Appendix A

<p>Aurele Andre <b>EXP1</b></p>	<p>In the very recent past, SIDS have come together to make culture a pivotal aspect of the tourism development process.</p> <p>Culture as a human heritage brings unique opportunities to the development of tourism as it includes:</p> <ol style="list-style-type: none"> <li>1) getting to know the history, art and people of the place;</li> <li>2) tasting its food</li> <li>3) discovering its customs</li> <li>4) enjoying at first hand a different way of seeing the world</li> </ol>
<p>Caroline SA <b>EXP2</b></p>	<p>Cultural tourism is important in developing small communities if those communities still observe their culture.</p> <p>Tourists can be invited:</p> <ol style="list-style-type: none"> <li>1) to stay in their homes;</li> <li>2) to eat their food;</li> <li>3) to enjoy their dance</li> <li>4) to listen to their folklore stories</li> </ol>
<p>Arunalassom <b>EXP3</b></p>	<p>SIDS' history, culture, traditions, artefacts, leisure practices, all together represent the core resources base for cultural tourism.</p> <p>Island of Rodrigues has a particularly rich history and cultural heritage including:</p> <ol style="list-style-type: none"> <li>1) food;</li> <li>2) music &amp; dance.</li> </ol> <p>Tourism can revitalize cultures and traditions.</p> <p>The opportunity is there for Culture to contribute substantially and positively in the tourism development process.</p>
<p>Rose de Lima <b>EXP4</b></p>	<p>Tourism industry relies on the traditional performances and heritage of the islands, the authenticity of the people and its history, the gastronomy and cuisine of the islands.</p> <p>The cultural tourism sector needs to bloom.</p> <p>Cultural events attractions:</p> <ol style="list-style-type: none"> <li>1) Festival Kreol,</li> <li>2) La fete du poisson,</li> <li>3) Rodrigues Day</li> </ol>

	In short, culture is central to the tourism development yet it is not often included in the tourism strategies.
Henry Agathe <b>EXP5</b>	<p>Culture is a cardinal element characterising the specificity of a country and therefore provides for comparative advantage over other destinations.</p> <p>SIDS are generally aware that they need to capitalise on their specificity in order to develop their attractiveness. However, culture is not necessarily always fully taken into account.</p> <p>Culture is considered through its <b>musical</b> and <b>culinary</b> dimensions, but not necessarily in its deep <b>identity dimension</b>.</p>
Gligoric <b>EXP6</b>	<p>Culture has an essential role in the small states, especially if that country is an island.</p> <p>Culture is essential to find an intelligent way for development.</p> <p>Is good enough to develop your vision for the future. You have to find that <b>specific values, traditions, and other cultural values</b> that are specific for you make your destination, country, and unique in the world.</p>
Uddin <b>EXP7</b>	Tourism development process should be based on the culture including food items available in the Islands.
WP <b>EXP8</b>	However, <b>it is critical to guarantee that cultural heritage is safeguarded and protected in the face of rising visitor demand.</b>
JM <b>EXP9</b>	<p>The growth of tourism is given special chances by culture as a human legacy since it allows visitors to experience local cuisine, learn about local customs, and get first-hand knowledge of a unique perspective on the world.</p> <p>In the SIDS, culture is widely acknowledged as a significant tool for advancing international understanding and cooperation as well as a vital driving factor for the sustainable expansion of tourism. Strategy for promoting cultural variety in order to realize the main objective, which is unity.</p>
VR	Tourism depends on the cultural traditions and legacy of the islands.

EXP 10	<p>There is a great need to spend more in culture</p> <p>Culture is being taken into account to bolster the tourism industry is the growing significance of the creative industry.</p> <p>It is important to create and include cultural elements into tourism promotion.</p>
JAWS EXP 11	<p>Culture is very important in small states</p> <p>Small countries do not have many other resources for growth and culture is a good strategy to develop the tourism industry.</p>
Chat GPT	<p>Culture plays a crucial role in the tourism development process for Small Island Developing States (SIDS). SIDS are often characterized by their unique cultural heritage, which can include traditions, customs, music, dance, arts and crafts, and food, among others. As a result, culture has become a key component of the tourism product that SIDS offer to visitors.</p> <p>In the tourism development process, SIDS often focus on promoting their cultural heritage to attract tourists. This can involve developing cultural attractions such as museums, heritage sites, and cultural events, as well as promoting cultural activities such as music and dance performances, local cuisine, and handicrafts.</p> <p>Tourism industry can also have a significant impact on local cultures. Tourism can lead to the commodification and commercialization of cultural heritage, which can result in the loss of cultural authenticity and integrity. Therefore, SIDS need to balance the promotion of their cultural heritage with the need to preserve and protect it.</p> <p>In summary, culture plays a significant role in the tourism development process for SIDS. It is a key component of the tourism product that SIDS offer to visitors, and it can contribute to economic growth and sustainable development. However, it is important to ensure that cultural heritage is preserved and protected in the face of increasing tourism demand.</p>

## Appendix B

<p>Aurele Andre <b>EXP1</b></p>	<p>The revitalization of culture as a tool in the process of tourism development needs to be part and parcel of the sustainable and integrated development policy of the state</p>
<p>Caroline SA <b>EXP2</b></p>	<p>Communities need to be encouraged to adopt and promote their Culture. This can only be successful if the entire community adopts this and works together with the Established Hotel Brands to encourage their guests to venture out to visit.</p>
<p>Arunalansom <b>EXP3</b></p>	<p>Tourism can also provide an economic incentive to conserve natural, man-made, and cultural assets while having recourse to traditional cultural values that include strong societal organisation.</p>
<p>Rose de Lima <b>EXP4</b></p>	<p>Culture can be revitalised through the development and valorisation of cultural sites. Cultural events have to be organised and well thought and properly marketed</p>
<p>Henry Agathe <b>EXP5</b></p>	<p>It should not be considered simply as a complement or part of the tourism machinery but should occupy a central place. This implies having a well-defined vision of tourism development and knowing how to direct it towards desired objectives. The multiple impacts of tourism development must be considered</p>
<p>Gligoric <b>EXP6</b></p>	<p>The revitalization of Culture must be observed in every phase, from analysis and research to various reconstructions and works to presentation. EACH of these steps with good storytelling can become a tourist attraction if presented correctly. It is crucial to hire the right experts in site branding, public relations, marketing, and tourist to develop the right approach.</p>
<p>Uddin <b>EXP7</b></p>	<p>First approach: improvement of local livelihood to reduce poverty and improve quality of life compare to the development indicators of other countries. Second approach: improvement of local economy to contribute to GDP. Third approach: improvement of tourist services for local economy and</p>

	capacity building of local community and readiness.
<b>WP EXP8</b>	Establish the island's distinctive cultural features: Before taking any efforts to rejuvenate culture as a tourist planning tool, it is critical to identify what makes the island's culture special and appealing to visitors. Its history, customs, arts, crafts, music, food, and festivals are all examples of this.
<b>JM EXP9</b>	Culture must renew itself rather than undergo a process of dilution in order to be revitalized.
<b>VR EXP 10</b>	Culture may be revitalized through the production of advertising materials that valorise cultural assets. History should be documented so that artistic creations can be produced in the future.  the cultural and creative sectors must be strengthened, rethought, and revitalized when appropriate
<b>JAWS EXP 11</b>	Culture must be revitalized at every stage, from study and research and final product.  It is critical to recruit qualified professionals
<b>Chat GPT</b>	Yes, revitalization of culture can be considered as a tourism planning tool, as culture is often a major attraction for tourists, and the preservation and promotion of a destination's cultural heritage can enhance its appeal to visitors.  To revitalize culture as a tourism planning tool, several steps can be taken. Here are some suggestions:  1. Identify the unique cultural features of the island: Before any steps can be taken to revitalize culture as a tourism planning tool, it is important to identify what makes the island's culture unique and attractive to visitors. This may include its history, traditions, arts, crafts, music, cuisine, and festivals.  2. Develop cultural tourism products: Based on the unique cultural

	<p>features identified, tourism products can be developed that highlight the island's cultural heritage. These could include cultural tours, heritage walks, culinary experiences, cultural festivals, and craft workshops.</p> <p>3. Involve the local community: To ensure the authenticity of the cultural experiences offered to tourists, it is important to involve the local community in the development and delivery of tourism products. This can also help to create economic opportunities for local people, and ensure that the benefits of tourism are shared more widely.</p> <p>4. Preserve and protect cultural heritage: To ensure that the island's cultural heritage is preserved for future generations, it is important to protect cultural sites, monuments, and artifacts. This may involve investing in conservation and restoration efforts, as well as promoting sustainable tourism practices that minimize the impact of visitors on the environment and cultural sites.</p> <p>5. Promote cultural awareness: Finally, it is important to promote cultural awareness among both tourists and locals. This can involve education programs, cultural events, and the development of interpretive materials that provide context and meaning to the island's cultural heritage.</p>
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### Appendix C

<p>Aurele Andre <b>EXP1</b></p>	<p>Revitalization of culture implies a holistic approach whereby all the aspects of human life and its natural environment are taken on board, thus implementing the basic principle of sustainable development, namely; the environment, social and economy.</p> <p>Revitalizing culture as the driving force and an important tool in the</p>
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	<p>tourism developing process aims at making the local population and the visitors both recipients and benefactors. This implies that rigid moulds and uniform approaches will have to give way to variety within the general framework of what make its unity.</p>
<p>Caroline SA <b>EXP2</b></p>	<p>There is a risk of insufficient uptake and support from the communities. Guests come to an island for an Island Holiday and traditionally stay in Resorts, many don't venture out of the resorts. Getting buy-in from the resorts to support Cultural development is critical.</p>
<p>Arunalason <b>EXP3</b></p>	<p>It is essential to safeguard, enhance and promote the tangible and intangible cultural heritage of SIDS and use same in a sustainable manner to generate tangible benefits to islands local communities</p> <p>In the case of Rodrigues, combining its charm, hospitality with the cultural credentials of Rodrigues can enhance its USP making of it a unique place amongst small island destinations. The link between tourism and culture is that tourism is concerned with a traveler's engagement with a country or region's culture, specifically the lifestyle of the people in those geographical areas, the history of those people, their art, architecture, religion(s), and other elements that helped shape their way of life.</p>
<p>Rose de Lima <b>EXP4</b></p>	<ul style="list-style-type: none"> <li>-To have experts to work and propose how to develop culture as a tool without altering its essence.</li> <li>-It is important and very time consuming to collect data from the appropriate persons</li> <li>-Getting all tourism stakeholders to buy in the strategy as each have their views which may not be forcibly culture oriented</li> <li>- Recruitment of an adequate staff</li> </ul>
<p>Henry Agathe <b>EXP5</b></p>	<p>This requires a truly integrated approach</p>

Gligoric <b>EXP6</b>	keep your country, history, Culture for the future generation in good condition.
Uddin <b>EXP7</b>	Better to use the participatory approach, where the local people will be very much involved.
WP <b>EXP8</b>	By stressing the preservation and conservation of cultural resources, revitalizing culture may promote sustainable tourism. It can promote responsible tourist practices that reduce tourism's negative consequences on the environment and local populations.
JM <b>EXP9</b>	This means that there should be room for variety within a general framework, rather than sticking to rigid patterns and uniform approaches
VR <b>EXP 10</b>	it is critical and time demanding to collect material from the relevant people. Encourage tourist resorts to offer more cultural products Appropriate personnel recruitment
JAWS <b>EXP 11</b>	Preservation of the island history and culture with altering its essence.

Chat GPT	<p>1. Promoting sustainable tourism: Revitalizing culture can promote sustainable tourism by emphasizing the preservation and protection of cultural resources. It can encourage responsible tourism practices that minimize the negative impacts of tourism on the environment and local communities.</p> <p>2. Enhancing local economies: Culture-based tourism can help stimulate local economies by creating jobs, increasing demand for local products and services, and generating revenue for the tourism industry. It can also help diversify the economy and reduce dependence on a single industry.</p> <p>3. Preserving cultural heritage: Revitalizing culture as a tourism planning tool can help preserve cultural heritage by promoting cultural events and activities that celebrate local traditions and customs. It can also help conserve historic sites, monuments, and buildings.</p>
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	<p>4. Enhancing community pride: Cultural tourism can help foster a sense of pride and identity among local communities by promoting their unique cultural heritage. It can also create opportunities for cultural exchange and dialogue between tourists and locals.</p> <p>5. Encouraging cross-cultural understanding: Culture-based tourism can promote cross-cultural understanding by exposing visitors to different cultures, customs, and traditions. It can also create opportunities for cultural exchange and dialogue between tourists and locals.</p> <p>Compared to other alternative approaches, such as nature-based tourism or adventure tourism, culture-based tourism may have a greater emphasis on preserving cultural heritage and promoting sustainable tourism practices. However, it may also require a greater investment in cultural infrastructure and resources, such as museums, cultural centers, and historic sites. Ultimately, the choice of tourism planning tool will depend on the specific goals and needs of the destination and the preferences of tourists.</p>
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## Appendix D

Aurele Andre	1. Strengthen the specific cultural identity by inscribing it in the official policies.
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<p><b>EXP1</b></p>	<ol style="list-style-type: none"> <li>2. Listing and protection of cultural heritage, both material and immaterial.</li> <li>3. Official recognition of artists, artisans, cultural workers and particularly encouraging them to be professionals of the tourism sector.</li> <li>4. Protecting artistic works by discouraging plagiarism.</li> <li>5. Mandatory inclusive of the local culture in the school curriculum.</li> <li>6. Provide the necessary infrastructure for the promotion of culture.</li> <li>7. Encourage et motivate creativity through workshops, seminars, exchanges both national and international.</li> <li>8. Encourage further studies in cultural matters through a system of scholarships.</li> <li>9. Setting-up a rewarding system to encourage artists, writers, actors, artisans, craftsmen, cooks etc., to excel in their respective trades both nationally and internationally.</li> <li>10. Finally, the budget allocation to the development of culture in the overall budget needs to reflect the agreed official policy.</li> <li>11. Furthermore, a conducive atmosphere needs to be created to encourage Private Public Partnership in the Cultural Sector.</li> </ol>
<p>Caroline SA <b>EXP2</b></p>	<p>The measures start with how many communities, how many cultural villages, how many cultural farms, training tour guides from within the communities and then put the necessary policies in place</p>
<p>Arunalason <b>EXP3</b></p>	<p>The challenge is how to transform islanders’ notorious creativity into commercially viable activities so as to create jobs, generate income and increase trade of creative products and services. The main policy objective should be to increase people's control over their lives. Moreover, measures implemented should be compatible with the culture and values of those affected and geared towards strengthening the community’s identity. These should comprise but not be exclusive to:</p> <ul style="list-style-type: none"> <li>• Guaranteeing the protection of the local cultures and especially traditional knowledge;</li> </ul>

	<ul style="list-style-type: none"> <li>• Conservation of cultural diversity;</li> <li>• Strengthening, nurturing and encouraging the community's ability to maintain and use traditional skills; and</li> <li>• Educating tourists and the tourism industry about desirable, acceptable and ethical behaviour.</li> </ul>
Rose de Lima <b>EXP4</b>	<ol style="list-style-type: none"> <li>1. Develop the concept of Cultural Tourism</li> <li>2. Museums and archives which are underway are to be finalised so that the visitors have enough for sight seeing</li> <li>3. Create and Value cultural sites (renovating Pointe Canon like we did, development of heritage track whereby phase 1 is already completed)</li> <li>4. Develop a strategic plan on cultural Tourism and Tourism planning tool</li> <li>5. Market the Rodrigues Sega Tambour inscribed as a Intangible Heritage by UNESCO in 2017</li> <li>6. The appropriate budget has to be earmarked as it may be costly to initiate</li> <li>7. The tourism office to showcase both tangible and intangible Heritage</li> <li>8. Support or initiate new cultural events that attract</li> </ol>
Henry Agathe <b>EXP5</b>	History, anthropology, territories, population and community need to be integrated into planning
Gligoric <b>EXP6</b>	<p>to develop a National Sustainable development strategy, which is the most critical strategy for the country. In that strategy, it's crucial to recognize Culture as an initiator for the development.</p> <p>After that, you have to develop National strategies for Culture and Tourism with action plans.</p> <p>There are a few critical preconditions. The first one is that your decision-makers, the government, understand that Culture is important for your development. And another one is that you will implement those</p>

	<p>strategies.</p> <p>Also, you have to cooperate with external experts.</p>
<p>Uddin <b>EXP7</b></p>	<ul style="list-style-type: none"> <li>● Cultural studies is important one - what is the cultural history we need to document and use them for tourism. High quality cultural document can be an good asset for local tourism and to attract the tourist as well.</li> <li>● Resource based plan is another approach - what resources actually they have and can be used for tourism. This is the best model to connect all types of people - and local development plan as well which can be connected with tourism.</li> <li>● Cultural tourism is the best approach - based on the ethnographic study - ethnic based tourism and the old history can be captured through anthropological study.</li> </ul>
<p>WP <b>EXP8</b></p>	<p>Cultural infrastructure development: The development of cultural infrastructure such as museums, art galleries, theaters, and cultural institutions may be a significant lure for tourists interested in experiencing local culture.</p> <p>The government, the corporate sector, and local communities must work together to make culture one of the tourist industry's driving engines. Governments may develop a sustainable tourist economy that promotes and highlights regional culture by investing in cultural infrastructure, promoting cultural events, protecting cultural heritage, educating cultural ambassadors, working with the business sector, and encouraging cultural entrepreneurship.</p>
<p>JM <b>EXP9</b></p>	<p>Stabilize the unique cultural character by incorporating it into the laws and regulations.</p> <p>Both material and immaterial cultural resources should be properly listed and protected.</p>

	<p>The inclusion of the local culture in the curriculum is required.</p> <p>The total budget's distribution of funds for cultural development must adhere to the formal guidelines that have been agreed upon.</p>
<p>VR <b>EXP 10</b></p>	<p>Create a cultural tourism strategy plan and tourism planning tool.</p> <p>A suitable budget must be set out, as it may be pricey to begin.</p>
<p>JAWS <b>EXP 11</b></p>	<p>It is critical acknowledge Culture as a catalyst for tourism progress.</p> <p>You must also work with international specialists</p>
<p>Chat GPT</p>	<ol style="list-style-type: none"> <li>1. Investment in cultural infrastructure: The development of cultural infrastructure such as museums, art galleries, theaters, and cultural centers can be a significant draw for tourists who are interested in experiencing the local culture. Governments can invest in the construction and maintenance of cultural infrastructure to attract more tourists.</li> <li>2. Promotion of cultural events: Governments can promote cultural events such as festivals, fairs, and exhibitions to attract tourists. These events can showcase the local culture and traditions, and can also generate economic benefits for the local community.</li> <li>3. Preservation of cultural heritage: The preservation of cultural heritage is critical to maintaining the authenticity of a destination. Governments can implement policies to protect historic sites, monuments, and artifacts from damage or destruction. This can help attract tourists who are interested in history and heritage.</li> <li>4. Training of cultural guides: Tour guides who are knowledgeable about local culture and traditions can enhance the tourism experience for visitors. Governments can provide training and certification programs for tour guides to ensure that they are qualified to provide cultural tours.</li> </ol>

5. Partnership with the private sector: Governments can partner with the private sector to develop cultural tourism products such as cultural tours, cultural accommodation, and cultural experiences. This can help generate economic benefits for the local community and promote sustainable tourism.

6. Support for cultural entrepreneurship: Governments can support cultural entrepreneurs who are developing new products and services that promote local culture. This can include financial support, training, and access to markets.