

YOUTH ENTREPRENEURSHIP AND HERITAGE TOURISM: LONG-TERM THINKING FOR DIASPORA ENGAGEMENT

LESSONS FROM RWANDA, BRAZIL AND BARBADOS

Funded by
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Implemented by



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TABLE OF CONTENTS

ACKNOWLEDGEMENTS	3
ACRONYMS	6
GLOSSARY	7
LIST OF FIGURES	8
EXECUTIVE SUMMARY	9
SECTION 1. INTRODUCTION	14
SECTION 2: HERITAGE TOURISM, ENTREPRENEURSHIP AND DIASPORA ENGAGEMENT	16
2.1. Diaspora heritage tourism and economic development	16
2.2. Diaspora heritage tourism trends	17
2.3. Facilitating diaspora youth engagement with heritage tourism entrepreneurship	20
2.4. Methodology and research process	22
2.5. Case study selection and diaspora youth profiles	22
SECTION 3. BACKGROUND ON THE DIASPORA COMMUNITIES OF THE FOCUS CASE STUDY COUNTRIES	25
3.1. Rwanda	25
3.2. Barbados	28
3.3. Brazil	30
SECTION 4. DIASPORA YOUTH ENGAGEMENT WITH HERITAGE PRODUCTS	31
4.1. Heritage tourism motivations	31
4.2. Heritage Tourism products	34
4.3. Innovations in access to cultural heritage from countries of residence	37
4.4. Valuing diaspora youth input into heritage product innovation and development	40
SECTION 5. SUPPORTING HERITAGE AND HERITAGE TOURISM ENTREPRENEURSHIP	42
5.1. The needs of youth heritage entrepreneurs	42
5.2. Cultural heritage tourism promotional activities	46
5.3. Tourism entry visas, fees and Covid-19 mobility restrictions	47

SECTION 6. THE ROLE OF INTERNATIONAL PARTNERS IN MAINTAINING POSITIVE RELATIONSHIPS WITH HERITAGE COUNTRIES	49
6.1. Diaspora youth groups and associations	49
6.2. Embassies and consulates	51
6.3. Ministries of Foreign Affairs (MFAs) and Diaspora Institutions	52
6.4 The European Union and member states	54
SECTION 7: RECOMMENDATIONS	55
7.1. Innovating and developing heritage products	55
7.2. Enhancing the enabling environment for cultural heritage entrepreneurship	56
7.3. Assist diaspora youth to maintain positive and rich cultural connections with a country of origin	57
7.4. Co-design diaspora engagement policies and programmes with diaspora youth	58
7.5. Country specific priorities: the voice of the youth	59
SECTION 8: CONCLUSION	61
BIBLIOGRAPHY	63
ANNEX 1: LIST OF INTERVIEWEES	68
ANNEX 2: SEMI-STRUCTURED INTERVIEW GUIDES	71
ANNEX 3: CATEGORISATION OF CULTURAL HERITAGE SITES ACCORDING TO UNESCO CRITERIA	73

ACRONYMS

ABP	Brazilian Association of Portugal
CARICOM	Caribbean Community
CoE	Council of Europe
CRBE	The Council of Representatives of Brazilians Abroad
CTO	Caribbean Tourism Organisation
DG INTPA	Directorate-General for International Partnerships
DMO	Destination Management Organisation
EUDiF	European Union Global Diaspora Facility
EULAC	The European Latin American Caribbean
ICMPD	International Centre for Migration Policy Development
ICOM	International Council of Museums
IOM	International Organisation for Migration
IPHAN	Instituto do Patrimônio Histórico e Artístico Nacional, Brazil
MFA	Ministry of Foreign Affairs
MINAFFET	Ministry of Foreign Affairs and East African Cooperation, Rwanda
MINIUBUMWE	Ministry of National Unity and Civic Engagement, Rwanda
MYCULTURE	Ministry of Youth and Culture, Rwanda
NEMO	Network of Museum Organisations
ODA	Overseas Development Assistance
OECD	Organisation of Economic Cooperation and Development
RCA	Rwanda Community Abroad
RDB	Rwanda Development Board
RYC	Rwanda Youth Club
SGEB	Undersecretary General for Brazilian Communities Abroad
UNESCO	United Nations Educational, Scientific and Cultural Organization
VFR	Visiting friends and relatives
WHS	World Heritage Site
WTTC	World Travel and Tourism Council

GLOSSARY

Cultural heritage	Humanly created sites (e.g. archaeological monuments, buildings, townscapes, artefacts). Global examples include the Taj Mahal (India), Stonehenge (UK), Great Wall of China (China). These are recognised as UNESCO World Heritage Sites (cultural) and number 897 globally.
Diaspora	EUDiF defines diaspora as “emigrants and descendants of emigrants who actively maintain links with their country of origin/heritage and are willing to contribute to its development”.
Digital Heritage	The means of managing and interpreting heritage through digital applications and media, e.g. multimedia websites, podcasts, virtual reality etc.
Heritage	The process of interpreting and presenting the past in and for the present. In basic terms, heritage is something we want to value and keep for future generations, a set of cultural ideals and artefacts that say something about who we are (identity) and what we deem to be historically significant.
Heritage Tourism	Heritage tourism focuses on engagements with historic buildings, gardens, parks, and galleries, rather than on beaches or other purely leisure activities. It would belong under the wider umbrella concept of cultural tourism.
Intangible Heritage	Heritage which exists in the form of memory or cultural practice, e.g. dance traditions, storytelling, cuisine, rituals. The term essentially defines heritage that is not physically present, but which may or may not have material culture correlates. UNESCO has created a list of protected global intangible heritage; there are 629 expressions of intangible heritage in 139 countries.
Mixed heritage	UNESCO World Heritage Sites that contain important cultural remains, but are also distinctive natural sites in their own right. Global examples include Ayers Rock/Uluru (Australia), a distinctive geomorphological landscape form with a number of important indigenous Australian archaeological sites embedded within. There are 39 of these types of World Heritage Sites globally.
Natural heritage	UNESCO World Heritage Sites that exhibit special natural and biodiverse characteristics, or visually impactful landscapes. Global examples include the Grand Canyon (USA), the Camargue in France. These are recognised as UNESCO World Heritage Sites (natural) and number 218.

UNESCO World Heritage Sites (WHS) Defined by the 1972 UNESCO World Heritage Convention, this is the highest international level of special heritage recognition. As of July 2021 (the most recent statistics available), there are a total of 1,154 World Heritage Sites (cultural, natural and mixed) in 167 states. A full list in the case study countries can be found in Annex 3.

Youth The EU defines youth as those from 13 to 29 (*An EU Strategy for Youth, COM(2009) 200*) although since we include an African case-study, based on the African Union’s definition, we broaden this up to 35 (*African Youth Charter, 2006*).

LIST OF FIGURES

Figure 1: Motivations of diaspora heritage tourists	17
Figure 2: Types of diaspora heritage experiences developed in the private sector	19
Figure 3: Supporting ecosystem for diaspora heritage tourism entrepreneurship	21
Figure 4: Case study selection factors	23
Figure 5: Top 5 countries of destination for Rwanda emigrants	25
Figure 6: Top 5 countries of destination for Barbadian emigrants	28
Figure 7: Concentrations of Brazilian diaspora communities	30
Figure 8: Summary of entrepreneurial needs	42
Figure 9: key information sets needed for entrepreneurs	44

EXECUTIVE SUMMARY

Diaspora youth have a unique stake in the heritage conservation, development and preservation efforts of their countries of origin. Offering richly evocative points of contact with the past, heritage is critical to diaspora youth for reaffirming a sense of belonging, building identity and catalysing psychological and social empowerment. Properly supported, engaging diaspora youth with their heritage also offers great potential for innovation, creativity and entrepreneurship across several economic sectors.

The **European Union Global Diaspora Facility** (EUDiF), together with the support of researchers at the University of Winchester (UK), undertook a case study-based research project examining the connections between diaspora youth identity and the development of the heritage tourism sector in Barbados, Brazil and Rwanda. The purpose was to provide guidance to the EU and relevant governmental and non-governmental stakeholders on the role that entrepreneurship can play in attracting, establishing and nurturing long-term bonds between diaspora members and their countries of origin. This case study is one of five research projects analysing how governments can engage with their diaspora on different topics.

This project sits at the crossroads of diaspora engagement, youth and job creation, all key EU priorities for sustainable development. **The 2022 European Year of Youth** seeks to accelerate support for youth knowledge, skills, and competences acquisition for personal and professional development. Anchored in the New European Consensus on Development, EUDiF assists governments of countries of origin to engage and collaborate more effectively with diaspora organisations and the EU to realise the development potential of diasporas. Supporting a range of stakeholders to develop opportunities within the heritage tourism sector, with a focus on the engagement of diaspora youth, can significantly contribute to both of these objectives and activities.

The private sector is the engine of growth in the diaspora heritage tourism sector. While much is already known about diaspora tourism, how diaspora youth experience, organise and connect with cultural heritage requires more understanding. Covid-19 had underlined the need to find new ways of stimulating tourism recovery and developing innovative ways for the heritage sector to reach new audiences. Tapping into the evolving needs, interests and preferred modes of organizing amongst diaspora youth can play a critical role.



Key message 1: Developing youth entrepreneurship in the heritage sector must involve innovating and developing heritage products that address diaspora youth's different interests, needs and ways of accessing heritage, whilst protecting local knowledge holders

Entrepreneurship and innovation in the heritage tourism space begins with understanding the types of heritage that diaspora youth want to access and how. Diaspora youth's complex identities, shaped by family backgrounds and experiences of migration and displacement, guide motivations for participating in cultural heritage tourism. But they also want to find new stories, histories and knowledge about and from their countries of origin. These can often be found in everyday ways of life, cultures and customs beyond tourist sites. This reflects increasing synergies between heritage and culture in the tourism sector. Facilitating these linkages should be a key priority to support the development of heritage products that appeal to diaspora youth.

Innovative digital and non-digital practices of sharing and accessing heritage is widening the availability of cultural knowledge for diaspora youth. As a result of collaborations with museums, NGOs, the creative sector and academia, diaspora youth audiences are increasingly able to access heritage beyond touristic practices. Primarily based on intangible heritage, there is consensus that efforts to unlock cultural heritage should protect the sensitivities of local knowledge holders. Funding, training and equipping creatives and educators who are active in this space will ensure efforts to make cultural heritage more available simultaneously enact commitments to community protection.



RECOMMENDATIONS

► Governments and embassies of countries of origin

- Facilitate and promote closer integration between heritage tourism and creative economies, targeted at increasing roles for creative entrepreneurs.
- Support creative and tourism entrepreneurs to develop bespoke heritage experiences that are digitally future-proofed.
- Support business intelligence activities on the needs and interests of diaspora youth tourists for the benefit of tourism agencies and development boards.

► Diaspora youth groups and organizations

- Organise conferences, consultations and webinars for diaspora youth working in the creative and heritage sectors to discuss needs, share ideas and projects and facilitate collaboration with government representatives of the museums and creative sectors.

► Museums and heritage professionals

- Unlock heritage collections, stories, memories, knowledge and archives for the benefit of youth innovators.
- Ensure heritage has clear relevance to diaspora youth interests such as experiences, food and dance.
- Promote, share and amplify the heritage work being done by diaspora youth and creative practitioners, to strengthen existing relationships between museums in countries of origin and diaspora youth communities/organisations.

► Universities

- Translate academic research into the public domain for the benefit of youth heritage entrepreneurs.

► The European Union

- Fund initiatives/programmes that facilitate closer collaborations between museums, academia and civil society organisations to support youth heritage entrepreneurs in heritage product innovation.



Key message 2: Enhancing the enabling environment for cultural heritage entrepreneurship should take account of the varying needs of diaspora and non-diaspora youth entrepreneurs operating in the sector

Supporting youth entrepreneurs requires a commitment to greater recognition of the different ways young people tap into the touristic and creative entrepreneurial opportunities presented by diaspora interest in heritage. Tour agencies, creative practitioners, and small-scale collaborations and enterprises are all part of the heritage ecosystem. Both diaspora and non-diaspora youth entrepreneurs face similar challenges around access to information, training and investment, and making use of collaborations. Whilst there are several examples of good practices addressing these issues, supporting entrepreneurship in cultural heritage begins with recognition of the work they do and the challenges they face.



RECOMMENDATIONS

► Governments and embassies of countries of origin

- Build diaspora youth market linkages to increase heritage tourism visits.
- Develop an adequate legal/policy framework linked to entrepreneurship and heritage tourism
- Create structures that support entrepreneurial collaborations for diaspora youth.
- Provide more information and business support for diaspora youth in building heritage and tourism enterprises.
- Involve diaspora youth networks in heritage tourism fairs to encourage diaspora youth attendance.
- Publicise existing forms of support offered by embassies, other government bodies and diaspora organisations.

► Diaspora youth groups and associations

- Support diaspora youth entrepreneurs in the heritage tourism sector
- Participate in webinars and events organised by governments.
- Create diaspora youth entrepreneurial networks, events, forums and training opportunities built around navigating the entrepreneurial environment of home countries.

► The European Union

- Publicise relevant funding schemes linked to digitalisation and diaspora heritage tourism entrepreneurship.



Key message 3: Assist diaspora youth to maintain positive, rich cultural connections with a country of origin by valuing their cultural heritage expressions

Diaspora youth engagement with heritage as entrepreneurs and consumers also requires foundational work to preserve, value and promote cultural heritage in countries of residence as an essential way that diaspora youth develop a sense of belonging and identity in their communities. Diaspora youth groups, in collaboration with Ministries of Foreign Affairs/diaspora institutions and embassies across Europe have a key role to play in offering rich opportunities for youth to engage with the cultural traditions, languages and heritages from their countries of origin. The EU and its member states can support this work by recognising and finding ways to value and protect such cultural heritage through funding opportunities and collaborations to include and showcase diverse cultural backgrounds, expressions and histories in education spaces, museums and galleries in European cities.



RECOMMENDATIONS

► **Governments and embassies of countries of origin**

- Make administrative formalities for diaspora youth travel easier.
- Empower diaspora youth to promote cultural heritage more widely by creating diaspora youth ambassador and visit schemes.
- Provide tailored experiences for diaspora youth, having identified specific interests, needs and activities.
- Support youth heritage activities, enterprises and initiatives by offering small grants for cultural heritage initiatives and identifying partnership and funding opportunities with local museums and academia.

► **Diaspora youth groups and organisation**

- Advocate for youth-relevant content in the work of diaspora cultural associations by joining youth fora and working groups, and creating youth specific cultural heritage discussion forums within or outside of existing associations.
- Reach out to relevant actors in countries of origin (such as governments), to support the recognition of the potential of youth as actors of heritage tourism

► **The European Union and Member states**

- Create specific cultural diversity funding streams in cultural heritage grant programmes.
- Support the professional development of museums and the creative sector in member states so as to increase representations of diaspora culture and diversity of cultural expressions.



Key message 4: Co-design diaspora engagement policies and programmes with diaspora youth to go beyond cultural provision and enhance the economic development of the heritage sector

Current government policies and initiatives in heritage, entrepreneurship and diaspora engagement play a crucial role in fostering innovation in the heritage tourism sector and equipping youth in diaspora and countries of origin to develop their ideas. An essential component in achieving more diaspora youth engagement with cultural heritage entrepreneurship is including and recognising needs at policy-making levels. For governments to implement changes in the way they work with and tap into diaspora youth, it will be essential to consult diaspora youth and create mechanisms to continuously design policies and programmes with their input and collaboration across relevant government departments and sectors. This would move diaspora youth policy beyond the provision of cultural programming and encourage diaspora youth to take an active role in the development of the cultural heritage sector.



RECOMMENDATIONS

► **Governments and embassies of countries of origin**

- Recognise in policy the value of intangible heritage in order to frame and provide impetus for entrepreneurs to develop heritage products in the sector.
- Identify and invite members of diaspora youth groups to be part of thematic heritage tourism working groups or hubs, and seek to provide their input on policy development.
- Ensure diaspora youth have an active role to play in making a contribution to their home countries by increasing representation of diaspora youth in various diaspora policy making fora.

► **Diaspora youth groups and organisations**

- Identify and encourage participation of existing creative and tourism entrepreneurs in policy working groups and fora.

► **The European Union and Member states**

- Continue to support policy dialogue through platforms such as AU-EU Youth Summits and fund the creation of similar hubs, working groups and fora in other regions of the world and at national level.



DIGITAL TOOLS ARE CRITICAL TO ACHIEVING ALL OF THE ABOVE

From offering space to curate virtual exhibitions, to facilitating access to tourism opportunities and information, and marketing heritage tourism to diaspora youth audiences, digital innovations support the work of several stakeholders. Digital tools also create an enabling environment for the growing creative digital pursuits and opportunities around heritage, therefore contributing to the foundational work of building diaspora youth identity connections to their countries of origin.

SECTION 1. INTRODUCTION

The global **mapping** on diaspora engagement and calls for requests for operational support conducted by EUDiF highlighted that governments of many countries of origin consider diaspora tourism a key sector of interest. It is proven to boost economic development by creating jobs and increasing economic opportunity, contributing to building capacity in the heritage sector (Newland and Taylor, 2010; Li and McKercher 2016). Heritage is a dynamic set of assets that are inherited from previous generations, which people use to express knowledge, construct identities, continue traditions and maintain legacies in the present. Heritage tourism is therefore an opportunity to strengthen connections between diasporas and their countries of origin, stimulate interest in its development, and lay the foundations for long-lasting contributions.

Diaspora youth communities in Europe can play important roles in developing the heritage tourism industries of their countries of origin. Although difficult to quantify as very little data and research exists on this segment specifically (Seraphin et al 2021) as consumers they support the sector by contributing to the preservation, use and circulation of heritage products and assets, and through this indirectly support jobs and livelihoods in both the tourism and heritage sector. Positive experiences mean that they can become ambassadors for the country, nurturing long-lasting relationships. Through their specific tastes and interests, they can also contribute to the innovation of heritage tourism experiences across the sector. As entrepreneurs, they are in a position to bring heritage tourism experiences to their peers at home, and also develop new markets in their countries of origin. Other stakeholders, including government policymakers, heritage professionals and the tourism industry, can support them in all of these activities.

To maximise the impact of this study, and to better contribute to current and planned European Union projects focusing on engagement of diaspora youth with heritage tourism, the team considered a broad definition of heritage tourism entrepreneurship. Following the international community's definition of heritage as encompassing both tangible and intangible aspects,¹ we noted that there are more synergies between heritage tourism and culture than was the case 20–30 years ago (UNWTO, 2018, p. 12). There is a wider possible range of economic and social returns from heritage tourism. This includes aspects such as supporting creative people and artists in the tourism experience, the development of creative sector export markets and the development of new tourism products (focusing for example on local cuisine, eco-tourism and music). In their report on the intersections between tourism and culture, the World Tourism Organisation (UNWTO, 2018) expects that this trend will also continue in the future, with the growing demand for engaging and creative experiences that encompass aspects of everyday life and culture.

Furthermore, as the definition of heritage tourism has broadened, so too has the numbers of ways that diaspora consumers can access cultural heritage. Traditionally based on travel-based journeys and experiences, heritage stakeholders including those in the tourism industry are using novel information and communication technologies to seek out new audiences for marketing tourism experiences. Technology can be used to build

1 The international community's definition of heritage encompasses historical and cultural sites, cultural property, as well as intangible heritage, as outlined in the UNESCO Convention Concerning the Protection of World Cultural and Natural Heritage (1972); the Convention for the Safeguarding of Intangible Cultural Heritage (2003); see <https://en.unesco.org>

collective learning platforms and exhibit stories and memories.² Digital technologies offer significant economic and social opportunities for supporting the development of enterprises and innovations around heritage, including those that might have more educational rather than for-profit purposes. With digital innovation sustaining cultural institutions during Covid-19 lockdowns, it is expected that the pivot towards digital heritage as means for socialisation, connection and educational opportunities will continue (Samaroudi et al., 2020; UNESCO 2021).

Drawing on interviews and desk-based research with European-based diaspora youth from Barbados, Brazil and Rwanda, along with heritage practitioners, academics and creative sector entrepreneurs, the specific objectives of the case study are as follows:

- i) Assess selected relevant policies, programmes and initiatives related to heritage tourism, extract lessons learned and identify enabling and limitative conditions.
- ii) Understand roles, motivations, aspirations and capacities of youth diaspora entrepreneurs to contribute to heritage tourism.
- iii) Design original future-oriented solutions and schemes to boost the engagement of youth diaspora entrepreneurs in the heritage tourism industry.
- iv) Provide action and policy-oriented recommendations to foster the heritage tourism sector.
- v) Highlight good practice examples of the use of digital technologies in this area.

The overarching aim of this report is to inform different stakeholders in case study countries and beyond on how to develop innovation activity in heritage tourism sectors. At the same time, this report also aims to increase the awareness of how diaspora youth engagement can sustain innovation in other sectors -including creative cultural sector and museums- as well as contribute substantively to diaspora youth engagement with countries of origin.

The report's methodology and analytical process adopts an exploratory approach. We identified a number of key stakeholders through informal contacts and undertook semi-structured interviews with them over the course of 9 months in 2021-2 with the aim of gauging:

- broad perspectives on formal Governmental engagement with their diasporas, and further their focus on youth diaspora;
- how the governmental and NGO heritage sectors engaged with these groups;
- how the governmental and NGO tourism sectors focused on heritage as means of reaching these groups;
- and how diaspora youth in Europe engaged with these sectors in their countries of origin and how they used digital media to make these links and build entrepreneurial and commercialised activities from them.

2 See for example the *UNESCO Charter on the Preservation of the Digital Heritage* (2009).

SECTION 2: HERITAGE TOURISM, ENTREPRENEURSHIP AND DIASPORA ENGAGEMENT

2.1 DIASPORA HERITAGE TOURISM AND ECONOMIC DEVELOPMENT

Cultural tourism - including heritage tourism - is one of the fastest-growing sectors of the global tourism market. Accounting for an estimated 40-50% of tourism activities, cultural tourism makes significant direct contributions to Gross Domestic Product (GDP) and employment. A major pillar of employment globally, the tourism sector as a whole is estimated by the World Travel and Tourism Council (WTTC) to contribute 330 million jobs – one in ten jobs around the world. According to UNESCO (2021) cultural tourism alone accounts for a significant share of this employment, with the number of jobs indirectly supported across several cultural/educational domains and economic sectors including service and hospitality estimated to be much larger (UNWTO 2018). There are several additional spill-over impacts of heritage through regeneration, community well-being, skills development, nurturing innovation and fostering growth in other sectors (Historic England, 2019).

Although it is difficult to quantify the exact impact of heritage tourism, as it cannot be easily separated from wider tourism trends, multiplier effects means that tourism is increasingly thought of as a panacea for sustainable development, and has become a leading priority for the majority of countries around the world (UNWTO 2018). Owing to a wide range of potential benefits, synergies are increasingly being developed between cultural tourism and wider strategies for protecting traditional ways of life, attracting creative and skilled talent, developing the cultural and creative industries and redressing urban and rural disparities.

Beyond its economic value, national and regional actors have looked to their mix of tangible and intangible heritage resources to strengthen and showcase their unique local identity and values. A key factor in nation-branding, cultural tourism offers dynamic spaces for education, awareness raising and dialogue that can change perceptions and create unifying social and cultural connection between locals and visitors (UNWTO, 2021). Heritage tourism can promote dialogue and understanding amongst international audiences (Matiza, 2021; Nobre et al., 2022).

Diaspora tourism represents a significant market niche within the heritage tourism sector. There is no single large-scale standard tourism data series that captures diaspora tourism flows. However, it is estimated to be a significant sector, with approximately 272 million international migrants (UN DESA 2019). By nature of their existing ties, diaspora heritage tourist visitors are more likely than non-diaspora visitors to undertake repeat visits, spend longer in the country, visit different places, make connections with local community economies and stimulate domestic tourism, connecting with local populations, and make more of an attempt to integrate with local cultures (Newland and Taylor, 2010). Their tourism activities are also among the least impacted by political tensions, sanctions and disruptive events (Scheyvens, 2007; Seyfi and Hall, 2020).

FIGURE 1: MOTIVATIONS OF DIASPORA HERITAGE TOURISTS



Heritage tourism offers diasporas a chance to build varied emotional, cultural relationships to the destination and its history, shaping diasporic identity, a common purpose, a sense of patriotism or loyalty to the homeland (Li and McKercher, 2016). Figure 1 below summarises the main motivations for diasporas undertaking heritage tourism activities. However, tourism motivations vary considerably according to several factors associated with socio-economic positions, age, migration backgrounds, cultural identities and place attachments (Huang et al., 2016; Zeng and Xu, 2021).

Heritage tourism stakeholders face several challenges in engaging diaspora youth specifically. Evidence suggests in some contexts that ties between second and subsequent generations and their homeland are weaker than those of their parents (Hung et al. 2013). The evidence base notes that interest in heritage tourism amongst diaspora youth is lower compared to other forms of tourism such as business, leisure and adventure (Uriely, 2010). Visits to friends and relatives (VFR), as part of more general leisure travel or summer vacation plans, tend to dominate diaspora youth tourism overall (Huang et al., 2016), often leaving little space for broader, more touristic explorations (Mahieu, 2019).

Younger people and next-generation are influenced by family ties (King and Christou, 2009) and the positive perceptions of homeland created through close communities and media representations (Hughes and Allen, 2010). Diaspora youth may therefore develop more ambivalent relations with their cultural roots than their parents, although material and symbolic attachments, including return visits, can be used by younger members to negotiate and renegotiate their cultural, national and diasporic identities. Visa entry costs and limited financial resources may also limit younger members' touristic activities (Huang et al., 2016)

2.2 DIASPORA HERITAGE TOURISM TRENDS

Several types of heritage tourism products offer diasporas varied emotional, cultural relationships to the destination and its history:

- pilgrimage and religious sites that reflect ethnic origins, histories, collective memories, and identities of a diasporic group (e.g. Mecca, Saudi Arabia).

- familial sites related to intimate narratives of family history, such as graves of known and unknown relatives, or sites related to life in the homeland such as townscapes, homesteads, farm buildings, houses and ruined settlements (e.g. Scottish crofts).
- National historical sites significant to the documentation of a diaspora groups' history, such as ethnographic museums, palaces, churches or war memorials.
- Sites of mourning and witnessing: Often known as 'dark tourism' sites, these are destinations known for their dispersion histories and tragic events. Examples include slave trading sites, Holocaust sites and genocide memorials.

The private sector is the engine of economic growth in the heritage tourism sector (Seaman, 2013). In context of most visits comprising VFR rather than heritage tourism specifically, word of mouth recommendations from friends and relatives for local cultural heritage experiences is an important route to the diaspora market (Centre for the Promotion of Imports from Developing Countries, 2020). However, operators in destination countries can develop initiatives supporting the segment, particularly by facilitating diaspora tourists planning their visits and by offering the right travel experiences. Furthermore, the private along with the third sectors play a pivotal role through public-private partnership to secure and conserve heritage places for tourism projects (Abdou, 2021).

Figure 2 summarises the different types of heritage experiences developed in the private sector for diaspora tourists. Experiences might include themed packages such as root-seeking tours, or they might combine heritage sites with other activities that interest diasporas, such as ecotourism or adventure tours. Intangible heritage is also a key area of innovation. In recognition that tourists increasingly seek out experiences rather than physical sites, such approaches embrace cuisine, artistic traditions, and musical expressions. The private sector is also active in curating heritage through their participation and sponsorship of exhibitions, festivals and events in diaspora communities' countries of residence. These approaches continue to stimulate tourism by strengthening connections between diaspora and their countries of origin, stimulating interest in its history, and laying foundations for long-lasting contributions (Fu, Long and Thomas, 2015).

With the shift to creating digital heritage experiences, underlined and intensified by the Covid-19 pandemic, creative entrepreneurs also use digital opportunities to curate new heritage experiences. Digital platforms are of growing importance to diasporas in accessing cultural heritage for the expression and (re-)creation of diasporic identities (Aghapouri, 2020). Digital platforms also offer a new way of user interaction, shared development and content generation in the worldwide web (Web 2.0), significantly changing how individuals seek information and arrange their trips (UNWTO, 2012). Social media can have several effects including generating interest and increasing trustworthiness in tourism information in planning (Fotis et al., 2012).

FIGURE 2: TYPES OF DIASPORA HERITAGE EXPERIENCES DEVELOPED IN THE PRIVATE SECTOR. ADAPTED FROM CENTRE FOR THE PROMOTION OF IMPORTS FROM DEVELOPING COUNTRIES, 2020 (HTTPS://WWW.CBI.EU)

Type of heritage experience	Types of activities
Genealogy, roots and ancestry tourism	Public archives, libraries & local experts
Built heritage tourism experiences	Museums, historic tours of ruins; architecture and design tours; markets
Intangible cultural heritage tourism experiences	Community-based tourism experiences; art festivals; cultural classes; home hosting activities
Country of origin based heritage experiences	Poetry and art competitions, fashion events, food festivals, music/dance performances; film festivals
Virtual cultural heritage experiences	Fashion, digital archives, virtual tourism experiences, culinary tours, language learning, apps, music distribution platforms

Diaspora are also important entrepreneurial actors in this space, establishing projects such as tour operations and festivals, as well as hospitality services such as hotels and resorts and cafes (Parreño-Castellano et al., 2021). They can inject investment and technical knowledge into tourism and related areas such as education, infrastructural development and real estate (Nurse and Kirton, 2014).

Broader trends in diaspora entrepreneurship suggest that first generation migrant entrepreneurs are most often active in finance, insurance, real-estate and professional services. Diaspora youth and next- second generation contribute to the emergence of new areas of activity in ICT and creative industries. Diaspora youth often have an interest in ‘making a difference’ through social entrepreneurship. They are also ‘digital native’ entrepreneurs, spending large amounts of time engaging in online activity to develop business opportunities (Ankomah et al., 2012: 393). This flexible and adaptable mode of working allows young diaspora entrepreneurs the ability to identify niche markets and to respond creatively to opportunities arising in the creative/cultural sector.

Diaspora youth entrepreneurs face a distinct set of challenges including linguistic and cultural competencies, support (or lack of) from surrounding transnational family structures and traditions and navigation of unfamiliar policy and bureaucracies in the country of origin (Elo et al. 2022; Karaevli and Yurtoglu, 2017; Song, 2011). Whilst there is potential to utilise the transnational and dynamic knowledge of diaspora youth entrepreneurs within the heritage sector, this research suggests greater support is required for the development of their networks, ideas, resources and practical knowledge; and a more holistic sensitivity to their diasporic experiences.

2.3 FACILITATING DIASPORA YOUTH ENGAGEMENT WITH HERITAGE TOURISM ENTREPRENEURSHIP

Several stakeholders have vital role to play supporting innovation, investment and entrepreneurship in heritage tourism sector to effectively reach diaspora youth as consumers and entrepreneurs. Figure 3 is a stylised illustration of the relevant actors and their roles in the diaspora heritage tourism ecosystem.

The main stakeholders of heritage tourism can play three roles:

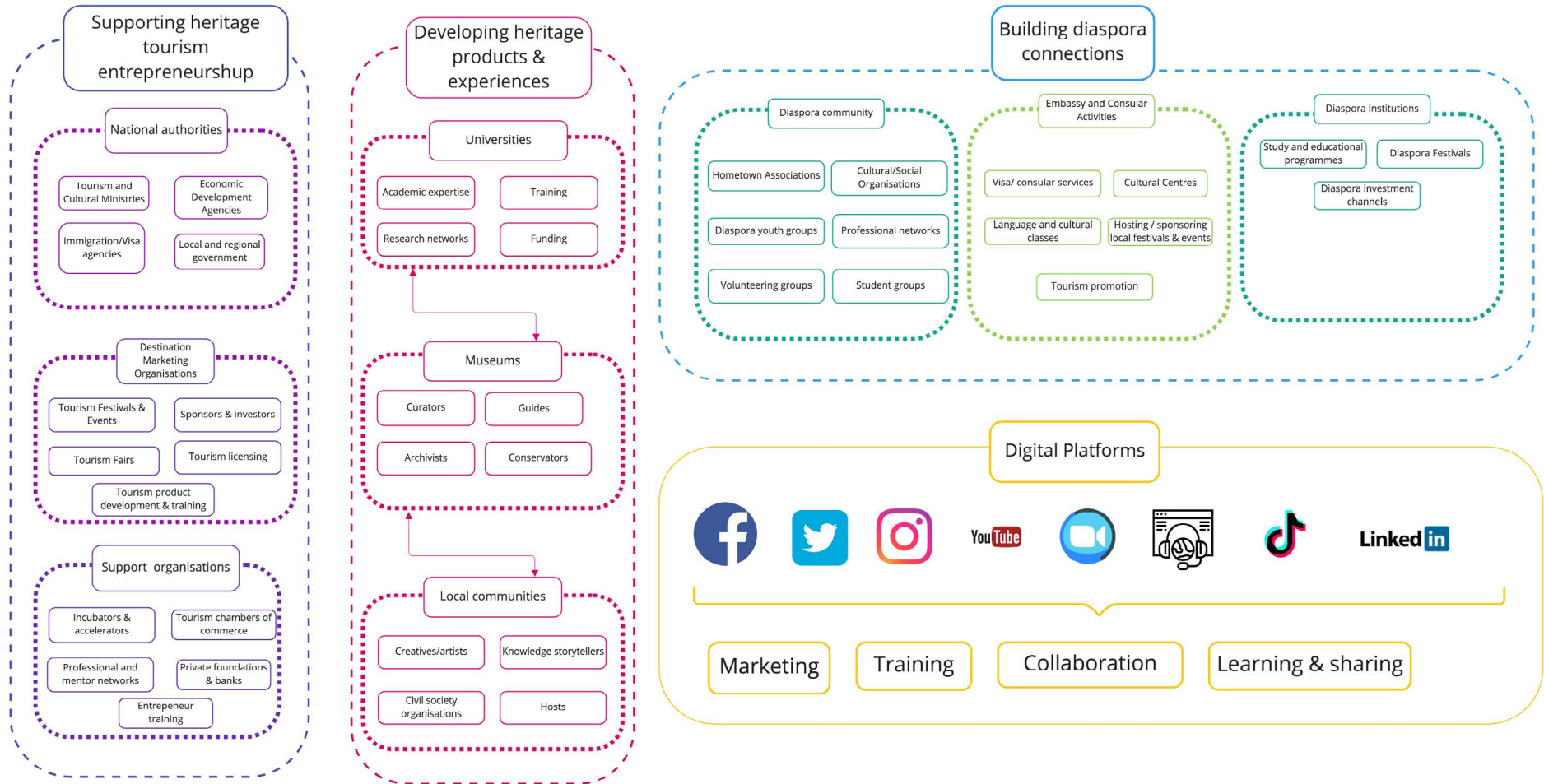
i. Developing heritage products and experiences. Stakeholders such as museums, NGOs and academia create access to heritage for development projects in the tourism and creative sectors. Offering the right type of heritage products stimulates interest in tourism and other opportunities to share cultural heritage with youth audiences in the diaspora. Developing cultural heritage products can also expand the reach of heritage into hard to reach segments of diaspora communities, help them access heritage from countries of residence and develop content for creative entrepreneurs to innovate.

ii. Building diaspora connections: Several stakeholders build the emotional and identity connections necessary to create interest in heritage products amongst diaspora youth market, and encourage them to develop long-term bonds with their countries of origin. Increasingly, diaspora agencies sponsor pilgrimages and educational heritage study tours for diaspora youth to build these connections. Global examples include Israel's **Birthright** Tours, India's **Know India programme** and Rwanda's **Itorero** programme. Some programmes are top-down initiatives, designed and funded by governments (Mahieu, 2019), other programmes are collaborations between governments, diaspora organizations and civil society benefactors, as in the case of Israel (Kelner, 2010).

iii. Supporting diaspora and youth in heritage tourism entrepreneurship: Several government agencies and supporting organisations play a role in stimulating tourist growth, developing tourism products, marketing destinations and developing private sector entrepreneurial activity in the heritage tourism sector. The most significant are Destination Marketing / Management Organisations (DMOs), but could also encompass tourist boards or authorities that work with economic development agencies to support investments, develop legal and bureaucratic structures such as tourism licenses and business registration, and work with museums/heritage practitioners to develop heritage tourism products.

Digital platforms can play several functions for the main stakeholders illustrated in fig. 3. These roles include marketing, training, collaboration and learning/sharing roles. Entrepreneurs are also innovating in the diaspora heritage tourism space, using digital technology to collaborate around tourism provision, access training opportunities and create synergies with the creative sector. Digital platforms also offer opportunities for heritage exhibitions, storytelling and preservation/archiving. Facebook pages and groups, digital apps, YouTube and TikTok videos, and Instagram photographic curation, combined with growing influencer culture, are low-cost innovations that can be used to promote heritage tourism amongst the diaspora youth. Such innovations can strengthen identity between diaspora and their countries of origin, stimulate interest in its history, and lay foundations for long-lasting contributions.

FIGURE 3: SUPPORTING ECOSYSTEM FOR DIASPORA HERITAGE TOURISM ENTREPRENEURSHIP



**YOUTH ENTREPRENEURSHIP AND HERITAGE TOURISM:
LONG-TERM THINKING FOR DIASPORA ENGAGEMENT**

2.4 METHODOLOGY AND RESEARCH PROCESS

The study was launched in June 2021 and the data collection phase took place between October and February 2022. The study adopted a two-phased approach. In the inception phase, the research team mapped existing knowledge bases about diaspora and diaspora heritage tourism, and mapped out examples of digital heritage initiatives in the case study countries and beyond. During this phase, we identified the different stakeholders involved in diaspora youth heritage tourism. The desk-based review of existing academic research focused on diaspora heritage tourism and on digital heritage with a view to analysing how diasporas engage in heritage tourism, issues associated with age and generation that needed to be considered, types of heritage products and assets of interest to diaspora youth, and how interest could be stimulated by different stakeholders. The analysis of digital initiatives covered a range of countries, not just the three study areas. In total, we identified in our research 55 digital platforms across three continents.

Expert/stakeholder interviewees from the heritage, tourism and creative sectors of the case-study countries were identified during the phase of desk-based research and suggestions from the peer review group and ICMPD. We spoke with stakeholders in respective countries of origin and countries of residence and with experts from other regions beyond the geographic scope of the study in order to gain insights into what current mechanisms exist in promoting diaspora engagement in heritage and heritage tourism. The list of interviewees and the interview guide are contained in Annexes 1 and 2 of this report. Accessing samples of diaspora youth from case study countries was time-consuming, and relied on personal connections of the research team, ICMPD, further snowball sampling and through relevant community social media pages. In cases, we had to go through several gatekeepers to build trust. This approach was more successful in the case of contacting Brazilian youth in Portugal and the Netherlands and to a lesser extent Rwandese diaspora youth in Belgium. It was difficult to source Barbadian interviewees because of the fluid identities of diaspora youth who identified with the wider Caribbean region rather than specific countries.

Desk-based research into digital heritage initiatives, websites, social media accounts used by diaspora youth, diaspora organisations, governmental organisations, heritage stakeholders and tourism promotion agencies were also used to fill in the gaps around interview data. Several of the Facebook groups, youtubers, and social media accounts studied were identified by youth informants as ones regularly used to engage with heritage, seek out more information, conduct their own research and learn about heritage tourism and heritage engagement initiatives and activities. Interviews were conducted with site owners/organisers who responded positively to our enquiries. Together these sources served to gauge the types of heritage diaspora youth were interested in, and how the digital ecosystem of likes, shares and retweets offered opportunities as platforms for promoting the creative and heritage economies of countries of origin, and to stimulate interest in heritage tourism amongst youth. We also began to form a picture of the support mechanisms required to devise and deliver effective digital platforms and content for heritage tourism promotion, as well as opportunities for monetising and supporting entrepreneurs and professionals working in the creative/cultural/heritage sectors.

2.5 CASE STUDY SELECTION AND DIASPORA YOUTH PROFILES

Using a case study approach, the report focuses on engagements with heritage initiatives and heritage tourism amongst diaspora youth of three countries – Rwanda, Barbados & Brazil – living in Europe. A comparative approach was taken to the selection of the country of origin case studies to reveal the relative strategic importance of diaspora engagement and tourism, using the following criteria:

FIGURE 4: CASE STUDY SELECTION FACTORS

Country of Origin	Travel And Tourism Direct Contribution To GDP, % ³	Top countries of destination in Europe and UK (Number of source country emigrants) ⁴	Established diaspora mobilisation infrastructure ⁵	Key digital heritage initiatives
Barbados	2019: 13.17%	United Kingdom (28,618)		Virtual Museum of Caribbean Migration and Memory
Brazil	2018: 2.9%	Portugal (136,526) Italy (115,970) Spain (109,552)		https://diasporacultural.art/ Cantos do Brasil Historias de Pai para Filha
Rwanda	2017: 5.17%	Belgium (14,930)	✓	Liberation Tourism Trail mobile application Virtual Genocide Memorials, @amatekaseries, @archive.rw

The selected case study countries reveal the importance of different contexts of relative strategic importance of diaspora engagement and tourism to GDPs. Of the three country case studies, only Rwanda emphasises the strategic importance of diaspora engagement. Whilst tourism is a relatively low percentage of Rwanda’s GDP, it is a key priority for future growth and policies, strategies & incentives (UNCTAD 2014). This has led to a steady growth rate at 16.4% (World Bank, TCdata360). Tourism is also important to Barbados’ economy and is orientated around international beach tourism. Whilst the diaspora is part of Barbados National Strategy, there is relatively less organisation around diaspora engagement. However, government officials have recently stated intentions to work towards further mobilisation (Ministry of Foreign Affairs and Foreign Trade, 2020). Brazil has neither a significant tourist based economy, nor significant attempts at diaspora mobilisation.⁶

Case study selection also showed the significance of considering the complex nature of diaspora youth identities. All three case study countries were former European colonies, and continue to be shaped by difficult legacies around slavery, colonialism and genocide. The country cases were used to identify common themes around how diaspora youth shaped their engagements with the heritage of their countries of origin, the type of heritage they were interested in engaging with, and the different ways they were accessing heritage.

Profile of diaspora youth informants

The report is based on the collection and analysis of small-scale, qualitative interview data with diaspora youth of Barbados settled in the UK and Belgium, Rwandese diaspora youth in Belgium and Brazilian diaspora

3 Source: Travel And Tourism Direct Contribution To GDP, World Bank, TCdata360
 4 Source: EUDiF mapping exercise. These figures likely represent significant underestimates
 5 Defined as a formalised ministry, agency, directorate or unit, with a diaspora mobilisation mandate; and/or
 6 Interview with Marco Kinzo Bernardy, Deputy Consul, Community Relations, Consulate-General of Brazil, London

youth in the Netherlands, Portugal and the UK. Those interviewed were educated students and professionals, working and studying across diverse sectors. The diaspora youth of Belgium interviewed mostly at the younger end of the age range, comprising those who were born in Belgium or settled in Belgium as young children. The diaspora youth of Brazil interviewed were of European ancestry, older and had emigrated more recently, and were primarily working as professionals. In the Barbados case, interviewees were older youth, of African-Caribbean ancestry and were second or third generation descendants of the Windrush generation. All diaspora youth participants showed an interest in the study and had experience of engaging with heritage and heritage tourism, with financial resources to make return visits.

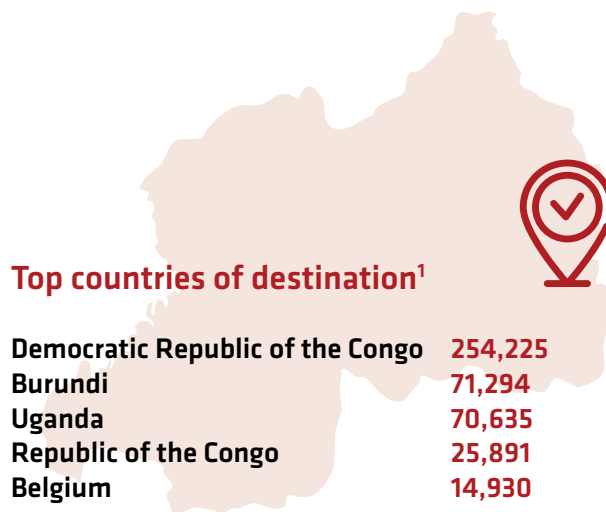
Respondents in the study therefore offered qualitative insights, experience and contextual information but cannot be considered a representative sample of the broader profile of diaspora youth of all three case study countries, and are illustrative by nature. The wider diaspora communities that are the focus of this research are diverse in terms of their characteristics. The Rwandese diaspora is politically divided. Barbadians are highly integrated into a wider Caribbean cultural community, whilst Brazilian diasporas in Europe tend to strongly identify with a European ethnicity, shaping knowledge and interest in the heritage of specific regions of Brazil. Socio-economic conditions also vary considerably with for example, young people from black Caribbean backgrounds in the UK often likely to be living in poverty (Fisher and Nandi, 2015).

SECTION 3. BACKGROUND ON THE DIASPORA COMMUNITIES OF THE FOCUS CASE STUDY COUNTRIES

3.1 RWANDA

More than half a million Rwandese live outside of Rwanda (Figure 5), with the size of the (mainly Francophone) Rwandese diaspora estimated to be significantly larger when taking into account settled first and second generation migrants.⁷ Rwandese diaspora communities settled in European countries are heterogeneous and composed from diverse migratory histories associated with the 1994 Genocide against the Tutsi and economic reconstruction efforts since. During and after the genocide in 1994 an estimated two million people fled Rwanda as political refugees, most of them to neighbouring countries. Although many returned within short time frame, several thousand later settled in the EU, USA and UK and have since acquired those nationalities. In more recent years, this diaspora has been joined by students, economic migrants, and other professionals (Fransen and Siegel, 2011; IOM 2020) as migration has diversified since 1994 and the drivers have become more economic.

FIGURE 5: TOP 5 COUNTRIES OF DESTINATION FOR RWANDA EMIGRANTS (SOURCE: EUDIF, 2021)



Rwandese diaspora communities tend to be deeply divided in their support for the current government and its diaspora engagement policies, despite reconciliation being one of the key pillars set out in Diaspora Policy Report in 2009. Although Rwanda has been undertaking attempts to de-politicise diaspora engagement under the banner of economic development (Turner 2013) and attempting to stimulate cooperation (Fransen and Siegel 2011), interviews with diaspora youth informants acknowledged that ethnic forms of identification associated with genocide survivorship and perpetrator-hood remains persistent, if taboo, even amongst the 1.5 and 2nd generations. This poses a unique challenge to engage those youth that are considered to be strongly influenced in their anti-Rwanda views by their parents' ideology.

⁷ The Rwandan government uses the terms 'Rwandan community abroad' to refer to all Rwandans who left their country (whether involuntarily or voluntarily) and are willing to contribute to the development of Rwanda (EUDIF 2020).

Rwandese communities in Europe convene through sociocultural and professional/student associations found in key cities of residence (IOM 2020). Amongst key youth informants, engagement with WhatsApp groups and social media-based networks was more regular than in-person gatherings. Associations are highly organised, and co-operate closely with High Commissions. Several sociocultural associations operate platforms for different interest groups, such as women and youth. The latter are active in organising youth forums, dialogues and conferences around topics related to professional networking and development. As one example, in Belgium there is a recently developed youth-focussed professional and student network 'Rwanda Youth Club'. There is also a yearly 'Rwanda Day' rotating between cities of the US, Australia and Europe, which attracts large numbers of diaspora – especially youth. Events include social networking, tourism promotion, talks from professionals, cultural dances/events, talks and workshops as well as practical information around investment.

Diaspora institutions and strategies

Diaspora engagement is of major importance to the national Rwandese economic development strategy, most recently articulated in the [National Strategy for Transformation 2017-2024](#). Diaspora mobilisation is highly organised, centred on the Rwanda Community Abroad (RCA) Unit of the Ministry of Foreign Affairs and East African Cooperation (MINAFFET), RCA works effectively with Rwandese networks known as Rwandan Community abroad associations, which exist in the diaspora at city/region, national and sometimes continental level. Although independent from RCA, these associations collaborate with MINAFFET through corresponding Rwanda Diplomatic missions and closely with one another, sharing information and opportunities using social media and other digital platforms.⁸

RCA also co-ordinates closely with embassies, high commissions and relevant governmental ministries and agencies, especially Rwanda Development Board (RDB). Other relevant ministries include the Ministry of Youth and Culture. In line with the second pillar of its 2009 diaspora policy (Republic of Rwanda 2009) around the promotion of information sharing, desk research revealed that governmental officials from MINAFFET and relevant ministries have high visibility on social media platforms such as LinkedIn, twitter, Instagram, and actively participate in tailored, bespoke webinars requested by diaspora members on various topics ranging from investment strategies, heritage and cultural talks. Several examples can be found from across Europe of youth organised webinars and meetings in partnership with ministries, embassies, civil society organisations from Rwanda and diaspora youth representatives.

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8 Interview with Sandrine Maziya-teke Uwimbabazi.

Rwanda’s diaspora strategy focuses less on remittances, and primarily on engaging diasporas as ambassadors for Rwanda in supporting investments, goodwill and skills transfer under the broader umbrella of the National Strategy for Transformation 2024. Diaspora entrepreneurship more broadly is increasingly a concern and is welcomed when it happens. This is supported with operational aspects such as ease of registering a business with Rwanda Development Board, dissemination of investment opportunities and the extensive engagement with diaspora members through RCA and increasingly, social media.

Heritage tourism

Conservation and use of natural heritage such as national parks, bird watching and gorilla trekking is the mainstay of international tourism development (Giblin et al., 2017). Cultural heritage products include the national museums such as the Ethnographic museum (Huye) and King’s Palace Museum in Nyanza. The Campaign Against Genocide (CNLG) Museum in Kigali is its most recent addition. Together with the country-wide memorial sites surrounding the 1994 Genocide Against the Tutsi (especially the Kigali Genocide Museum), the CNLG is used to transmit the story of Rwanda’s tragic past and recovery. Seeking to develop the domestic and diaspora heritage tourism product further, other sites associated with Rwanda’s liberation story form a country-wide **Liberation Tourism Trail** and digital app.



Liberation History Tourism Trail, Rwanda. Source: [Rwanda Development Bank \(@RDBrwanda\)](#)

A new **Kigali Cultural Village** aims to showcase traditional architecture, emphasizing Rwandan heritage and expressing the country’s social life and environment. Rwanda also has a growing creative industry centred on art, film, poetry and dance that draws on Rwanda’s intangible heritage. Representing 5.3% of the gross domestic product in 2016, the creative sector is above the regional average of 1.1% (Ministry of Sports and Culture Rwanda, 2016). Prominent examples of such businesses that target the diaspora include **Ikiringo**, which is preserving traditional dances through educational documentaries; and **Mashirika**, a creative and performing arts theatre company that hosts the yearly **Ubumuntu Arts Festival**. Music and film companies are also expanding digital exports to reach international markets by targeting the Rwandan diaspora (ITC 2019).

3.2 BARBADOS

Size and composition of the Barbados diaspora

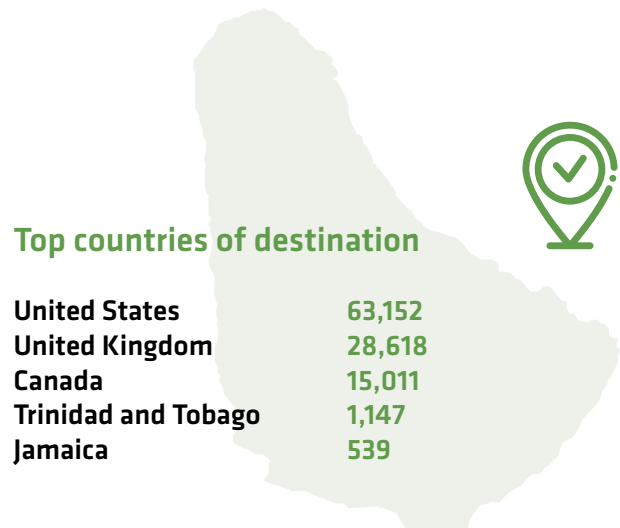
Barbados is a small, predominantly Afro-Caribbean (92.4%)⁹ former British colony, which historically assumed a significant position in the sugar plantation industry of the 18th-19th centuries. It gained independence in 1966 and became a Republic in November 2021. In the period after World War 2 the island, in common with many other British Caribbean colonies, provided a significant source of workers for the British economy (generically this population movement of the late 1940s-60s is known as the Windrush Generation). Other migrations settled in the United States and Canada (Figure 6). Although discrete island populations settled in certain areas (for example, Barbadians in Reading, Berkshire, UK), many Caribbean communities integrated together to form a pan-Caribbean diaspora identity. The Notting Hill Carnival in West London bears witness to a newly created form of pan-Caribbean cultural heritage, drawing from a range of island traditions. This factor makes it very difficult therefore to capture a discrete and distinctive Barbadian diaspora in the UK. Often many people of the British Caribbean Diaspora identify themselves first and foremost as Afro-Caribbean (Stephenson, 2004).

Return migration has been a feature of the UK Caribbean communities, primarily among older retirees who returned and invested their pension money in a new house on their islands of origin. Integration however in these settings has often proved to be problematic and has resulted in return back to the UK, especially in cases where the Caribbean health services have been found wanting (Plaza, 2008). Younger families have also made the return to the islands of origin, in some cases in response to the need for good quality elementary schooling (UK Key Stages 1 and 2; Reynolds, 2008). However, secondary and tertiary level education is often perceived as being better in the UK. There is therefore a great deal of mobility and fluidity in Anglophone Caribbean diaspora populations. Expert informants note that while professional trade training is valued highly in the Caribbean, creative and cultural industries are not so well regarded and younger Barbadians will often travel to the UK, USA or Canada to gain experience in these sectors.

Diaspora institutions and strategies

Given the importance of international leisure tourism to the Barbadian economy, and the impact upon it of the Covid Pandemic, the Barbadian Government has now rather belatedly attempted to engage more directly with

FIGURE 6: TOP 5 COUNTRIES OF DESTINATION FOR BARBADIAN EMIGRANTS. (SOURCE: EUDI 2021)



9 Figures derived from the [CIA World Factbook](#).

its diaspora in the UK and North America (McKenzie 2020).¹⁰ The Ministry of Foreign Affairs and Trade (2020) has overseen a series of initiatives designed to engage more directly with the knowledge base of the Barbadian diaspora, especially around attracting younger families and professionals with useful skillsets (e.g. teaching, medicine, architecture, engineering etc.) with the promise of citizenship. As part of the 2020 **We Gatherin'** community heritage/diaspora cultural festival (which owing to the Covid Pandemic became an online digital event) a register of Barbadian diaspora interests and skills was established and a philanthropy portal activated. This allowed for diaspora communities to easily send direct cash donations and also participate in other fund-raising and capacity building exercises around schools and charities.¹¹

Within the context of this study it is important to recognise the role of the attaché for diaspora affairs at the Barbados High Commission in London. They work with member of the Barbadian diaspora in the UK and liaise also with similar initiatives being undertaken from the Barbados High Commission in Ottawa, Canada, and their diplomatic representation in the United States, as well as through a network of honorary consuls in a variety of other countries where there are smaller Barbadian diaspora populations. In comparison with Rwanda, the strategies around diaspora engagement here are relatively limited but growing.¹²

Heritage Tourism

Three main institutions contribute to the development of Barbados' heritage industry. The **Barbados Museum and History Society** manages the **National Trust of Barbados** and deploys an extensive digital outreach footprint via Facebook (it also advises on heritage policy and education). The National Trust of Barbados focuses upon the management of tangible heritage in the shape of historic colonial buildings and sites. The National Trust effectively has currently no outreach strategy and is characterised by a membership demographic that veers towards wealthier Barbadians and expatriate (predominantly British and North American) communities. Barbados currently has a single UNESCO World Heritage Site (WHS), **Historic Bridgetown and the Garrison**, a collection of Georgian brick buildings within a colonial period townscape. A proposed second WHS intends to focus on the industrial heritage of the sugar and rum industry.¹³



Bridgetown and the Garrison. Source: EWY Media on Shutterstock

Following broader trends towards presenting more fluid, diverse and representative of daily life (UNWTO 2018) heritage asset recognition projects such as **Sensing Place** (conducted by the University of Winchester) have placed emphasis upon intangible heritage associated with local culinary traditions, oral history (family stories and folklore) as well as music, performance and art. These are all elements of Barbadian heritage that cut across demographic boundaries, and above all translate effectively into digital media for consumption at home and among diaspora groups.

10 Interview with Miguel Pena; Interview with Keith Nurse.

11 Interviews with Kim Butcher and Chereda Grannum.

12 Interview with Betty Lewis.

13 Interviews with Kaye Hall and Miguel Pena.

3.3 BRAZIL

Size and composition of the Brazilian diaspora

Brazil has a large diaspora at 1.7 million people (Figure 7). The majority of these communities are European-origin Lusophone (but there are examples of Afro-Brazilian diaspora communities). The Brazilian diaspora communities originated in economic migration in the 1980s and the largest concentration is in the USA, with significant populations in Europe. In comparison with the two other case studies, there has been less in depth analysis of the cultural, social and economic engagement of the diaspora with the homeland (EUDiF 2020).

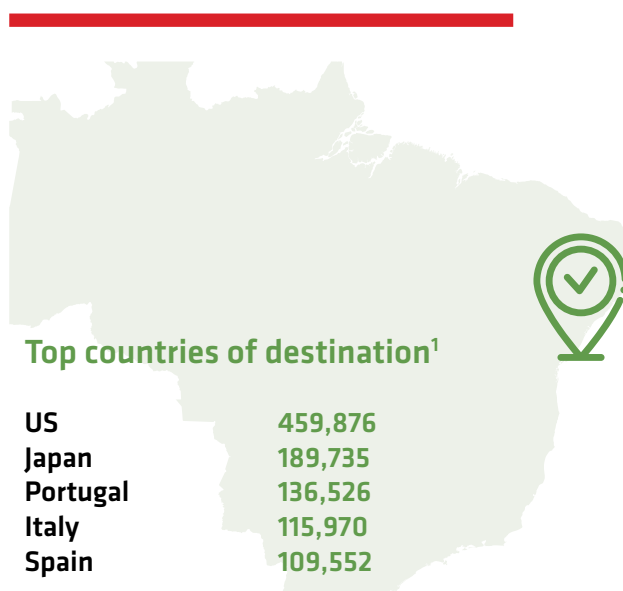
Diaspora Institutions and Strategy

Despite its size, the Brazilian diaspora is relatively autonomous and not substantially engaged with the homeland. Fewer Brazilians tend to remit compared to other nationalities, and they also tend to emigrate in smaller numbers. Once abroad they mainly focus on cultural awareness. Its efforts are mainly limited to enabling remittance transfers and providing consular services (Margheritis, 2017). The Brazilian Government does not have a formal diaspora engagement policy, but it is promoting a culture of entrepreneurship among London-based groups, for example, with the publicising of dance, cuisine and language classes among the diaspora communities. However, diaspora outreach activities appear to have slowed, with several key engagement initiatives such as Titulo, Brazilians in the World and Caixa appearing to be no longer available online. This makes it difficult to provide an overview of effective diaspora engagement strategies for Brazil.

Heritage Tourism

Brazil offers a variety of tourism experiences as highlighted on the Brazilian tourist board [website](#). 'Experiences' are defined under four headings: nature and outdoor activities, gastronomy, culture and sun and beach. Heritage tourism broadly defined focuses upon historic sites relating to the colonial period, engagement with eco-tourism and indigenous communities in the Amazon region. Less promoted in a tourism context is the history and heritage of Afro-Brazilians (Araujo, 2010). This form of heritage appears to attract a very distinctive diaspora consumer: not a white Brazilian diaspora audience, but an African-American demographic, or roots tourist, driven to find cultural traits "lost among US blacks, yet preserved by Afro-Brazilians" and desiring to feel what it was like "to be among a black majority" and to be able to "blend in" (Pinho, 2018, 45).

FIGURE 7: TOP 5 COUNTRIES OF DESTINATION FOR BRAZILIAN EMIGRANTS (SOURCE: EUDiF 2020)



SECTION 4. DIASPORA YOUTH ENGAGEMENT WITH HERITAGE PRODUCTS

Entrepreneurship and innovation in the heritage tourism space begins with heritage products. It requires understanding the types of heritage that diaspora youth want to access and how they access it. This section delves into these issues, bringing to light the types of heritage products that diasporas are interested in, as consumers & tourists. In doing so, this section highlights the key intersections and synergies between heritage tourism and culture more broadly, and foregrounds how diaspora youth interests reflect the wider shift in heritage tourism trends towards intangible heritage experiences. This could offer new opportunities for heritage practitioners and youth entrepreneurs in diaspora and in countries of origin to innovate in cultural heritage development.

4.1 HERITAGE TOURISM MOTIVATIONS



Grinding sorghum for sorghum beer at Kings Palace. Source: [Umutuzo \(@umutuzo_\)](#)

In this study, all of the diaspora youth participants from Brazil and Rwanda participated in or expressed interest in cultural heritage tourism, defined as travel to experience heritage sites. In the Brazilian case, all had travelled independently. In Belgium, some Rwandese youth had visited cultural heritage sites independently, although most of those interviewed had taken part in the 2021 Summer Youth Tour organised by Rwanda Youth Club (See Box 1). In the Barbados case, none had experience of visiting tangible heritage sites, but did express interest in much broadly defined cultural experiences, especially those associated with everyday life and food heritage.

BUILDING DIASPORA IDENTITIES

The general consensus among Rwandese and Brazilian interview respondents was that heritage tourism experiences allowed them to better locate themselves in relation to their country of origin. This was the case for those who had participated in heritage tourism both independently and as part of a group. For both the Rwandese and Brazilian diaspora youth, tourism was motivated by an authentic identity-seeking desire, underpinned by the in-between conditions they experience as diaspora. For example, one Rwandese youth in Belgium reported

“When you are part of the diaspora and you only know about your Belgian identity, of course it’s important, but you don’t know anything about your Rwandan identity. For us something is missing. Something is missing and you can’t really be full if that part of yourself you have no idea about”

Heritage tourism was felt to fill in knowledge gaps in their identities acquired as a result of being disconnected from their countries of origin. In the Rwandan case, several respondents had not had formative learning experiences as a result of Rwanda's traumatic and painful pasts, experienced by their parents, and broader lack of educational content on Rwanda as taught in schools in Belgium. In the Brazilian case, living in diaspora heightened awareness of different aspects of their ethnic identities. One Brazilian respondent became more aware of his European heritage whilst living in Portugal, and expressed a desire to visit sites associated with this heritage to learn more. Another Brazilian (32) expressed a motivation to use tourism to acquire knowledge around the heritage of non-white Brazilian communities, such as Afro-Brazilian religion and ritual (Umbanda).

Tourism product development, including tourism packages, should allow diaspora youth to explore several different facets of their cultural heritage beyond the well-known and famous tourism sites. For example, one Brazilian tour operator we interviewed in the Netherlands expressed frustration that the current priority for Brazilian tourism are well-known heritage sites in Rio de Janeiro. As he said:

“This often leads to smaller sites with equal importance, if not more, being ignored by the nation and the government. Galapao, especially in regards to the Quilombolo communities (Afro-Brazilian settlements), which contribute to the history of Brazil on a foundational level”

Diaspora youth input into heritage product development can be one solution. No examples of diaspora youth consultation on the development of heritage products were found across the case studies. However, diaspora returnees in Rwanda were employed in positions in academia and the museums sectors on both permanent and temporary basis. Diaspora youth input could be facilitated through internships, training and scholarship programmes.

MAKING EMOTIONAL CONNECTIONS

Diaspora youth utilise engagements heritage tourism to develop multiple layers of emotional connection to their countries of origin. First generation Brazilian youth who had emigrated to Europe as students and professionals were pursuing heritage tourism to maintain a sense of attachment to home. Brazilians in Netherlands and Portugal focused on heritage tourism as motivated by a sense of nostalgia, or 'saudade', loosely translated as 'longing' or 'yearning'.

In the cases where youth felt racially minoritized in their country of residence, engagement with heritage offered educational tools for finding pride in their roots. For example several Rwandese informants spoke about how engagement with Rwanda's pre-colonial heritage gave them the knowledge to talk about their country of origin beyond its association with the 1994 Genocide against the Tutsi. For Brazilian tourism entrepreneurs, tourism offers a route for diaspora youth to feel national pride, and therefore features heavily on his tours.

STRENGTHENING DIASPORA NETWORKS

Forms of engagement with heritage through tourism that simultaneously strengthened youth's social networks and personal connections with people from countries of origin and other diaspora youth were evident in all of the case study countries. Networks are central for diaspora youth and next-generation communities as they offer chance to develop interpersonal connections, facilitate a sense of belonging and develop mutual interests.

BOX 1: 2021 SUMMER YOUTH TOUR CASE STUDY, RWANDA YOUTH CLUB (BELGIUM)

Tourism sites

In July 2021, Rwanda Youth Club, a group in Belgium, organised a 10-day 'Summer Tour' of Rwanda. The trip offered a tourism experience for Rwandese diaspora youth, incorporating both cultural and natural heritage. The sites visited were designed by youth leaders to reflect youth interests in the community, taking in several heritage sites including the Kigali Genocide Memoria and the Campaign Against Genocide Museum. The trip incorporated visits to local communities, and opportunities for socialising and leisure. Participants were also given the chance to meet key government officials to inquire about opportunities for internships and to learn about how to start a business in Rwanda.

Organisation

Diaspora youth organisers in Belgium coordinated with MINAFFET and tourism authorities in Rwanda to plan and organise the trip. Advice was sought on key sites to visit, the tourism products that would be of interest, and to source discounts on hotels and transportation. Through such connections, the cost of the visit to participants was reduced through organised group discounts from airlines and hotels.

Attendance

Over 100 had initially signed up, but with Covid-19 restrictions, eventually 70 Rwandese youth participated. The majority of participants were from Belgium although the tour included diaspora youth from the USA and the UK. For many of the participants it was their first time visiting Rwanda as young adults.

Promotion and follow-up

Social media accounts – especially [Instagram](#) and [Twitter](#) - were used heavily by organisers to generate awareness on the trip. During the trip, participants and organisers shared and re-shared pictures and videos. Several participants made vlogs and TikToks. Organisers continued to use social media after the trip, incorporating heritage quizzes and nostalgia photos from the trip, to create wider interest. A very popular follow-up social event, where participants discussed their experiences and what they had learnt, was held in Brussels several months later, and was attended by over 200 Rwandese youth. This laid the groundwork for creating interest in the next Summer Tour, which is planned for 2022.

In the case of Rwanda, participation in heritage education programmes allowed diaspora youth to meet and interact with other youth from Rwanda and across Rwandese diasporas. One young man (21) relayed that as a Dutch speaker in a mainly Francophone diaspora community, meeting other Dutch speaking Belgian Rwandans was one of the best outcomes of the tour as it made him feel less isolated.

Such visits can offer an opportunity for youth to make connections with business networks on Rwanda. As one good practice example, Rwanda youth club summer tour also involved organised meetings with government officials to learn more about how diaspora youth could support their country and access opportunities across various sectors. Diaspora youth participants valued these latter experiences for building networks and developing broader understanding of how to access and create opportunities in the countries of origin.

4.2 HERITAGE TOURISM PRODUCTS

Heritage products may not reflect or represent identities and needs of younger people. Whilst there is general consensus in the Brazilian and Rwandese case that built heritage, encompassing museums and sites did have value, several youth widened the definition of heritage to encompass both intangible and everyday elements. This widened definition reflects broader trends in cultural heritage tourism towards interests and experiences.

TANGIBLE HERITAGE

As many respondents stated, built heritage products enable them to learn and acquire knowledge about their origins in a direct way. Rwandese youth in Belgium and Brazilian youth in the Netherlands and Portugal noted that tangible heritage was of importance to them because being able to see evidence of key historical events and ancestral ways of life in objects, buildings, (re)created villages enabled them to, as one Rwandese student (21) put it, “see our past with our own eyes”. One informant (32) in Portugal mentions seeing Brazilian past and evidence of key historical events through Portuguese material culture - religious architecture and town planning, primarily.

Tangible forms of heritage products especially those showcasing little known aspects of a country’s history were popular. The tangible heritage of life before colonialism was of widespread interest amongst several of the diaspora youth communities in Europe. One Brazilian respondent articulated clearly, as noted above, a desire to know more about indigenous (Amazonian) peoples and belief systems and language. For participants of the Summer Youth Tour, the staged recreations of the life of Rwanda’s Kings were felt to offer insights into social systems, ways of life and kinship structures before the advent of the ethnically divisive regime of the Germans and Belgians, as well as greater understanding of the origins and causes of 1994 Genocide against the Tutsi. One Barbadian informant was very clear that for many Barbadian youth, this form of colonial heritage was alienating to them.¹⁴

As many interview respondents stated, these forms of heritage offer insights into the past in ways that are often highly accessible especially when well developed with trained guides/interpreters. This was particularly successful when contextualising information that they had learnt about before from family lore and stories. In the Rwandan case, Kigali Genocide Memorial and CNLG, when visited together, assisted in comprehending history that several were uncertain about. Others had family stories of being descended from Rwanda’s king, with visits to Kings Place and Ethnographic Museum helping to reaffirm and flesh out those stories.

Diaspora youth however may experience difficulties around the way that heritage is presented to them. In the experiences of Rwandese diaspora youth, some felt that information presented was too simplistic for them and aimed at non-diaspora international audiences. Others felt they were treated as outsiders because of the way they looked or dressed. Potentially this meant they left with negative experiences, and may be less likely to make return visit and encourage others to go, potentially hindering further development of the diaspora youth market. A key challenge is that beyond anecdotal stories, there exists no comprehensive diaspora visitor profile or evidence base to underpin heritage training, marketing and interpretation in this sector.

14 Interview with Luke Magnus Lascaris



Kigali Genocide Memorial, Rwanda. Source: [Karime Xavier \(@karimexavier\)](#)

INTANGIBLE HERITAGE

While tangible heritage often provides material and visual evidence of a peoples' history, it is not guaranteed to be of interest to diaspora youth. For example, some Rwandese youth in Belgium travelling independently were actively avoiding memorial sites associated with 1994 Genocide against the Tutsi, especially where there was a personal or family connection. However, when part of the Summer Tour, where sites were contextualised historically by trained heritage practitioners and tour operators sensitive to psycho-social dynamics associated with such sites, the visiting experience was enriched. Strategies such as this can facilitate interpretation of these difficult histories for diaspora youth, and in some cases, encourage some youth to consider revisiting in the future.

In the Barbadian case, the built heritage tourism of Barbados is centred on colonial mansions and sugar plantations, often curated by white Barbadians or overseas professionals. Yet youth showed no interest in such heritage because of the traumatic legacies of colonialism and slavery that it represented. As one young woman of Barbadian origin living in Belgium (34) commented "it is not my heritage". This was reflected in interviews with other Barbadian youth, all of whom simply do not wish to engage with these sort of sites, for obvious historical reasons. Beyond the tangible heritage sites, several youth informants preferred to seek out cultural heritage found in the sensory aspects of music and food heritage. In Barbados, heritage is not considered to be a fixed place in landscape, but located in the everyday rhythms of broader Caribbean and Afro-Caribbean-British life.



Happy Brazilian woman dressed in the traditional Bahian costume of the Umbanda religion, offering acarajé - typical Bahia food - in the historic center of Porto Seguro in the background Source: [Brastock](#)

Similar common themes relating to heritage experiences amongst Brazilian informants include food, music, dance, film, cultural festivals, with young Brazilian diaspora travelling back to their countries of origin and engaging more in reinforcing family ties and eating foods that cannot be sourced in Europe.

Touristic activities that combined built heritage with intangible aspects that allowed diaspora youth to engage actively with their past were valued for their experiential dimensions. For example, activities involving learning to cook, dance, basket weaving and wearing of traditional dress were cited by Rwandese

youth informants as highlights of their visits. Creating layered experiences built on integration of both tangible and intangible heritage is one option for exploring opportunities to generate positive, engaging experiences around the types of heritage that diaspora youth value.

Diaspora youth value the deeper insights into local ways of life offered by intangible heritage experiences. This is why several felt that cultural heritage should also encompass "everyday heritage" such as the sounds, foods,



Frevo dancers - Olinda, Pernambuco, Brazil. Source: Prefeitura de Olinda

recipes and stories of local people. In the Barbados case, respondents preferred to engage with these forms of heritage as a way to learn recipes, songs and poetry that they may not have access to otherwise. This was the aim of the food and music-orientated **Cropover Festival** developed by one UK diaspora youth entrepreneur. Similarly, tour operators in the Netherlands and Rwanda focused on creating experience packages of living heritage sites that included activities based on collaborating with local initiatives such as local elder storytelling sessions.

In comparison to tangible heritage, intangible heritage can be difficult to access. Belgian interviewees found language was one of the main barriers. Whilst most spoke French, several did not speak Kinyarwanda. Rwandan diaspora youth felt this prevented learning and sharing experiences about everyday life. This indicates that it is the biggest barrier to accessing memories of particularly older community members. Beyond the language difficulty, diaspora youth did not know where to look or find intangible heritage. Whilst it is common to find dances at hotels and touristic sites, several wanted to learn about other types of intangible heritage. There is greater scope to develop tourism experiences and activities for diaspora youth, centred on gastronomy and storytelling experiences, homestays as well as promotion of speciality or niche products.

There are several examples where academic-led efforts have been successful in making heritage knowledge available, for example in the case of the digitisation of the catalogue and limited content of the Barbados archives which is proving to be an important resource in personal research into family history. With the wider turn towards de-colonisation initiatives, academic partnerships are one potential source of funding that can help intangible heritage practitioners gain wider traction. However, support from international community and academia in form of research grants is piecemeal, because of competition for scarce resources.

4.3 INNOVATIONS IN ACCESS TO CULTURAL HERITAGE FROM COUNTRIES OF RESIDENCE

Whilst most respondents had experiences of heritage tourism, many noted there was a lack of access to heritage in their country of residence. Diaspora youth viewed this as the biggest challenge in being able to construct/reconstruct identities as diaspora communities in Europe. Others recognised that wider access to heritage had potential to simulate interest in tourism visits. Creative entrepreneurs and heritage professionals felt that lack of access limited ability to innovate in reaching diaspora audiences. Others felt that limitations brought about by Covid-19 had underlined the need to be able to access heritage from a distance and create more opportunities, thus stimulating tourism recovery.

OPENING UP HERITAGE CONTENT

There are several existing good practice digital projects and initiatives by creative entrepreneurs in countries of origin innovating in providing diaspora youth with access to heritage. One example popular amongst Belgian-

Rwandese youth audiences is Amateka Series, a collaborative heritage learning initiative developed by a group of five diaspora youth in Australia (See Box 2). Amateka Series aims to make intangible heritage accessible, build a global learning community around heritage and reclaim a space for heritage knowledge beyond Western museums, historical sources and anthropological accounts.

BOX 2: AMATEKA SERIES

Amateka Series is a collective learning platform inspired by feminist collective movement such as Rwanda-based @sistah_circle Collective. Based in Australia, the project began in 2019 and collaborates with Rwandese embassies, the Ministry of Youth and Culture, intangible heritage knowledge holders and creative entrepreneurs such as Hope Azeda's Mashiriki Arts to organise talks and events bringing traditional songs, poetry and music to Rwandans in the diaspora. In 2020, the collective moved their events online and held several online workshops, talks and readings.



Tourists exploring on horseback, Barbados. Source: [Visit Barbados \(@visitbarbados\)](#)



St. Nicholas Abbey, historical site in Barbados. Source: [Visit Barbados \(@visitbarbados\)](#)

The interactive qualities of social media can promote active engagements amongst youth to build long-lasting connections. For example, **Barbados Heritage UK** (see Box 3) runs several interactive projects aimed at youth, including film projects on the experience of Barbadian migration into the UK, fundraising to buy tablets for primary schools in Barbados and a poetry competition. A 2019 competition, 'A Bajan Abroad But We Gatherin' encouraged youth to share their experiences and make connection between personal heritage and Barbadian national stories. Reflections on the competition from youth were published in the online newspaper *Barbados Today*. Responses emphasise the importance of building emotional and familial connections, guard heritage, and to protect traditional Bajan ways of life.

In case study countries, several examples of free virtual tours and educational content were associated with key cultural heritage sites. For example, Aegis Trust (Rwanda) has **digital archives and tours** of genocide memorial sites and Rwanda Development Board has a digital application associated with the Liberation Tourism Trail. The World heritage Site of Historic Bridgetown in Barbados has several interactive and audio exhibits on the [Visit Barbados](#) tourism website.

Although not designed specifically for diaspora audience, these could potentially be a starting point in providing more accessible and educational spaces for the diaspora youth abroad. Practitioners should consider how to frame and present material so that it could reach a wider audience via YouTube, Instagram or Facebook.

BOX 3. BARBADOS HERITAGE UK

Barbados Heritage UK is an initiative run by Ms Catherine ‘Cat’ Rock, a Barbadian diaspora entrepreneur based in London alongside her colleagues Karen Thorpe Reid, Sherry Maxwell and Sara Sewell.⁴ Founded in 2018, the group has a wide profile of activity. The 30 days Bajan Excellence virtual exhibition devised in collaboration with the Barbados High Commission in London showcased the talents of 30 members of the Barbadian diaspora working abroad. On each day leading up to Independence Day (which in 2021 coincided with the establishment of the Barbados Republic) pen-portrait profiles of important Barbadian business, academic, political and cultural figures were published online and through the Facebook page. These included younger diaspora figures such as teenage racing driver Zane Maloney.

Youth in all case study contexts felt that such initiatives are few and far between. In this context, several respondents noted that there is a lack of readily available content that they can access, use and share. There are examples of free online content, and good practice including projects that digitised colonial archives or photographs to allow non-specialists to access material usually for free or a small fee. However, accessing, translating, uploading, cocreating content is done so on a voluntary basis. We found that projects that are often led by one or two highly active and motivated youths (and their adult allies in the community) may lack core networks, or heritage expertise required by funders and gatekeepers to be able to access funding and support.

BOX 4. FREE TO ACCESS ONLINE HERITAGE SOURCES

For the Rwandan diaspora, a [new online resource](#) has digitised and collated a large proportion of Belgian colonial archives held in Brussels. It should be noted, however, that the records still relate predominantly to Belgian personnel and often do not directly talk to African experiences.

For young Barbadians researching their colonial history, there are free online historical mapping sources of their island provided by the [David Rumsey collection](#) for example, as well as other free source archival material provided by the [National Archives in the UK](#). The Barbados Museum and Historical Society runs an effective and accessible Facebook page that advertises online heritage talks, workshops and events and showcases historical photography of the island. Other useful sources include the [Granger historical picture archive](#), for example.

Universities can also offer guides to freely available online collections. Many sites may not however be accessible to a layperson and may need specialised training to be used by young diaspora members.

Access to intangible heritage especially poses a specific challenge. NGOs and creative practitioners working in this area felt that access to intangible heritage can be enabled through artists, creative and other forms of interpretation to be presentable to non-expert diaspora audiences. Examples of initiatives include [Mashirika](#) and [Ikiringo](#), in Rwanda. However, this requires training that protects the community’s knowledge and interests, as time to respect and honour the knowledge they have, and investment to fund specialised equipment to capture the knowledge. Investing in expertise, time, training can multiply the amount of heritage content for diaspora youth wishing to access and learn more. Creative entrepreneurs operating in this sector are also limited by lack of recognition for the work they do.

Government heritage strategy and heritage professionals play an important role in facilitating skills and capacity building activities that support access to heritage. Although diaspora communities abroad rarely feature explicitly in museum outreach strategies, several museum professionals from the case study countries saw a role for training in digitizing intangible heritage and collections not on the public display, in order to better reach diaspora youth. Formalized training institutes and degree programmes could support this work. For example, the **Rwandan Cultural Heritage Academy** (RCHA) is a recent initiative of University of Rwanda designed to centralize heritage training. However, experts identified several continued challenges including training, financing, and finding a skilled heritage workforce. Collaborations between museums and academic partners can address some of these challenges. For example, curator partnerships between RCHA and museums in China, Germany and the UK support the training of museum professionals, staff and volunteers. Academic and professional networks such as the **International Centre for the Study of the Preservation and Restoration of Cultural Property** or the **International Council of Museums** could be utilised to facilitate a diaspora role in skills transfer. Additionally, existing “business” networks of diaspora entrepreneurs in heritage tourism can play a role in building bridges and acting as a broker between the country of origin and destination and facilitate access to markets.

ENGAGING HARD TO REACH DIASPORA AUDIENCES

Beyond the difficulty of making heritage content available, museums found that reaching diaspora youth audiences to be difficult, especially those who may be more disengaged. One solution was to engage diaspora digitally to access and be partners in co-creation of heritage. For example, working with Barbados Museum, European Latin American Caribbean (EU-LAC Museums) initiative devised a “Virtual Museum of Caribbean Migration and Memory” centred on the story of the Windrush generation of migrants in the late 1940s onwards. A companion virtual exhibition, *Enigma of Arrival* (Box 5), designed to be portable was deployed at Reading Museum’s 2020 Windrush Day celebration. Further encouraging similar initiatives involving diaspora youth as co-creators and collaborator were thought by experts to help stimulate greater interest in diaspora community history, but also wider histories of countries of origin.

BOX 5: THE EUROPEAN LATIN AMERICAN CARIBBEAN (EU-LAC MUSEUMS) INITIATIVE

An EU-funded initiative, **EULAC Museums** was a 2019-2020 venture that involved partners from Chile, Costa Rica, Jamaica, Peru, Portugal, Spain and UK focused on developing community and museum networks in Latin America and the Caribbean. Its aim was to foster inter-cultural dialogue and creativity through their regional and community museums. Two projects engaged the Barbadian diaspora in the UK:

1. **Arrivants: Making Exhibitions in the Caribbean**, an installation at Barbados Museum co-curated by museums, artists and diaspora professionals from around the region and the diaspora, it explores the diasporic nature of Caribbean society as documented and interrogated through its artistic production.
2. **“The Enigma of Arrival: The Politics and Poetics of Caribbean Migration to Britain”** devised as an interactive map of biographical texts of individuals related to Caribbean, including Barbadian, places of origin. Older generation of the Caribbean diaspora community in the UK uploaded audio and video recordings addressing themes of departure, arrival, integration and racism. Intangible heritage motifs include the role of sport, food, worship, education and music and dance in the creation of the Caribbean communities in the UK. Downloadable teaching material was used in local schools to illustrate the wider context of the history of the Barbadian Diaspora.

Approaches to engaging youth as co-creators and collaborators need to have a clear relevance to the development of youth skills, experiences and passions. Good practice examples include offering the chance to engage in heritage creatively. For example, **2 Heavy Productions** is a Reading-based community theatre group made up of predominantly young Barbadian origin actors, with productions focussing on historical themes of relevance. Similarly, **Through a Different Lens** organised a poetry competition aimed at the younger members of the Caribbean diaspora in Reading to celebrate Windrush Day, and have supported the Reading Museum events with training courses in film making and script writing aimed at telling the story of Caribbean diasporic heritage in Reading. The heritage sector in countries of origin can continue to reach a wide network of diaspora youth by making use of such virtual spaces.

Whilst digital spaces offer many opportunities, we note their time-intensive requirements. Interviews with key informants suggest that in countries with well-organised digital diaspora outreach, co-ordinating all of the different requests for information, promotion, webinars and talks across many diaspora organisations may be a challenge.¹⁵ Small-scale nature of the opportunities they offer, and long-term resilience of online content, poses a challenge especially for countries that have yet to embrace the digital revolution in diaspora engagement strategies, and one whose development can be constrained by lack of training, funding and political will.

There are varying levels of commitment to updating different platforms by site owners. Some websites and social media display information which is several years out of date, where links are broken or contact details no longer function. Similarly, there are smartphone apps available which have not been updated or developed for several years and cannot work on later iterations of technology. Future proofing is an important issue around curating digital material. When developing digital tools for promoting cultural heritage, thought needs to be given to the long-term sustainability of those tools.

4.4 VALUING DIASPORA YOUTH INPUT INTO HERITAGE PRODUCT INNOVATION AND DEVELOPMENT

Diaspora youth have varied interests in and experiences of heritage, which stem from their unique experiences. As one expert informant from Rwanda Development Board put it:

“For us working in the industry, there is a lot we can learn from the Rwandan Community Abroad, because they have exposure to the rest of the world, and we can learn from best practices as well as in terms of the development of touristic projects especially those concerning heritage and cultural tourism”

As the UNTWO report (2021) suggests, experiences will dominate current tourism trends. Therefore it is reasonable to expect that it will also dominate diaspora youth tourism. Further market research to determine the interests, experiences and tastes of diaspora youth is essential for developing existing sites, and developing new and innovative products such as food trails that encompasses their interest in intangible heritage.

For tourism agencies to implement changes in the way they tap into diaspora youth market, it will be essential to consult diaspora youth and create mechanisms to continuously design heritage tourism policies and programmes with their input and collaboration. Key mechanisms could include developing multi-stakeholder platforms for

15 Interview with Sandrine Maziya-teke Uwimbabazi



Feijão tropeiro, typical Brazilian food. Source: WS-Studio

inviting diaspora youth and tourism entrepreneurs in countries of origin to provide their input when a new strategy or law on tourism development is drafted. Heritage tourism specific thematic working groups and hubs, following the model of the [AU-EU Youth Hubs](#), could provide a forum for recognising diaspora youth potential, as well as enabling diaspora youth to see the economic opportunities offered by cultural heritage. Having policy makers more aware of the interests of youth could help them to develop policies that are better enabling the development and innovation in heritage products.

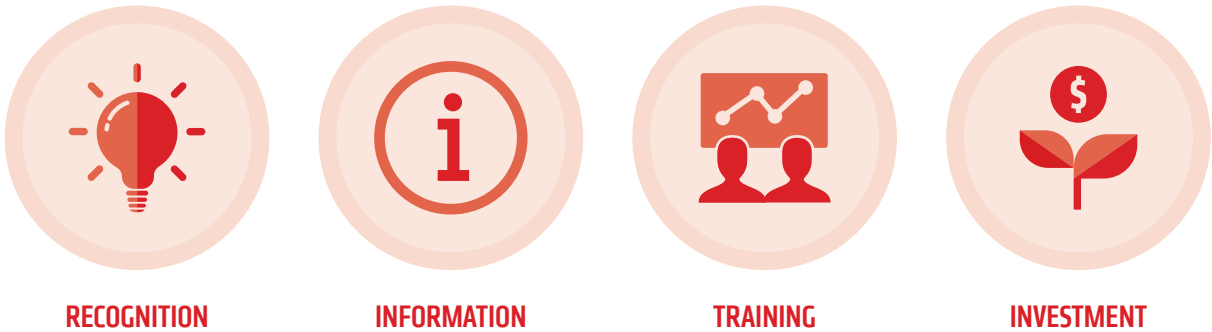
SECTION 5. SUPPORTING HERITAGE AND HERITAGE TOURISM ENTREPRENEURSHIP

Both diaspora and non-diaspora youth entrepreneurs face similar challenges in tapping into touristic and creative entrepreneurial opportunities presented by heritage. This section aims to reveal insights into the challenges that hamper the creation, development, and existence of youth enterprises around heritage tourism, and heritage more broadly. There are a variety of reasons for the existence of these barriers. It also brings to light the factors and good practices that have contributed to supporting diaspora and non-diaspora youth current in the diaspora heritage tourism ecosystem. The findings are based on the primary data collected, including interviews with diaspora youth entrepreneurs operating heritage specific enterprises and general tourism enterprises, and with government stakeholders.

5.1 THE NEEDS OF YOUTH HERITAGE ENTREPRENEURS

There are several unaddressed needs of diaspora and non-diaspora youth heritage entrepreneurs that limit the support they are currently receiving – and thus their ability to scale up and make a lasting and larger impact on both tourism and creative economies.

FIGURE 8: SUMMARY OF ENTREPRENEURIAL NEEDS



RECOGNITION OF DIASPORA YOUTH ENTREPRENEUR’S ROLES

Many respondents stated that support institutions are not sufficiently encouraging the development of diaspora youth entrepreneurship, broadly defined, around cultural heritage. Only in the case of Rwanda did youth speak positively of how diaspora entrepreneurship was valued. In this case, diaspora youth spoke of ability to easily register a business in Rwanda, and a culture of openness through which they could seek information from government officials.

Cultural heritage entrepreneurs can be un-recognised as entrepreneurs. Several do not have profit-motives, and tend to be run as social enterprises. Others may be operating as artists, designers and musicians as part of the broader cultural economy. Especially in cases where this sector is not strategically important or supported, they may lack the necessary recognition, support, credibility and investment for their work from incubators, government or other entrepreneurial support organisations. Supporting organisations that focus on the creative and/or social enterprise sector can address this issue. One example in Rwanda is **Impact Hub Kigali**, which runs several consultancy services, co-working spaces, programmes and events aimed at supporting social enterprises.

BOX 6. EXAMPLES OF SECTORS WHERE SMALL SCALE DIASPORA YOUTH CULTURAL ENTERPRISES EXIST	
Barbados	Sports (e.g. Barbadian Stick fighting) Traditional Caribbean cuisine Musical events Carnival-type events
Brazil	Brazilian Capoeira (martial arts) Language classes (e.g. Raizes, Switzerland) Cuisine Music
Rwanda	Kinyarwanda classes (e.g. Gusoma Publishing & Hodi Karibu, Belgium)

Diaspora youth are also often not thought of as entrepreneurs, despite the vital role they can play. For example in Rwanda, diaspora youth are viewed as ambassadors for Rwanda, stimulating broader interest in tourism amongst friends in countries of residence. When diaspora entrepreneurship in the tourism sector is considered, the focus is on diasporas’ role as investors. Diaspora youth are excluded from the discussions as they may not have large amounts of capital.

However, their small scale enterprises, supported by older allies in the community, can contribute in several ways. Diaspora youth heritage enterprises tend to be focussed on low-cost enterprises that they can run without large start-up costs alongside full time jobs, studies or other enterprises. Common heritage enterprise in this area includes buying and selling products through online marketplaces and offering online language, dance and music classes through social media channels (See Box 6). Although small, they can support the export market in countries of origin, build interest in cultural heritage and contribute to broader entrepreneurial skillset development.¹⁶

ACCESS TO INFORMATION

Expert interviews suggest that access to information is a key requirement of diaspora and non-diaspora youth entrepreneurs. Information required by youth entrepreneurs is summarised below in figure 8. Additional challenges for diaspora entrepreneurs include where to seek reputable partners and register their businesses.

16 Interview with Cat Rock

For youth entrepreneurs in countries of origin, tourism boards play key roles in addressing these issues and offering access to forums for mentorship and discussion. However, diaspora youth may not be able to access such forums, as one Brazilian youth entrepreneur reported:

“Although I have the tools, such connections are hard to find and would find it helpful if the government or leading organisations set up collaborative initiatives for tourism operators to work together”

- Brazilian ecotourism entrepreneur

Good examples include Rwanda, which allows diaspora access to tourism business chambers and associations.

FIGURE 9: KEY INFORMATION SETS NEEDED FOR ENTREPRENEURS



Giving diaspora youth access to connections and networks may be a case of promoting existing forms of support more widely. Embassies can be key sources of information, and often are the first point of contact for diaspora youth. However, tourism entrepreneurs in the Netherlands reported difficulty in access to information, which could be resolved with a dedicated consular office and more active strategies to support diaspora youth such as tailored training (see below).

Diaspora youth may not have large amounts of time to return to countries of origin to develop their enterprises. In this case, youth reported that they frequently partnered with youth entrepreneurs in countries of origin. Youth seeking partners sourced them through word of mouth and family connections, although more formalized systems to assist the creation of joint ventures could be developed for those who do not have reliable contacts. It may be a case of directing youth to existing investment and marketing departments of tourism agencies, who could be of assistance in sourcing partners, and generating trust, accountability and credibility. In some cases a dedicated consular office may be the most appropriate channel.

A longer term, key priority for national tourism agencies should be to develop a comprehensive digital tourism platform that diaspora youth entrepreneurs can use. Good practice examples exist, such as the tourism platform Cadastur, organised by the Brazilian Ministry of Tourism. This is an online marketplace of hotels, hospitality and tourism experiences offered by local suppliers. One entrepreneur noted that this platform enabled him to build bespoke heritage tours for his diaspora customers, and therefore shape the tours to suit their own tastes and needs for authentic experiences. Furthermore, this can be done remotely, so he does not have to travel back to Brazil to make these connections in person, saving him significant amounts of time and money.

Furthermore, many youth entrepreneurs especially in the creative space find support for access and creating content a challenge. Efforts around promoting and managing intangible heritage, and strategies for sharing and engagement, remain chronically underfunded and under-resourced. Heritage generally is of low priority especially in the government budgets of low-income countries. These present significant and enduring challenges to the sustainability of diaspora youth led efforts to effectively advocate for and support heritage engagements through tourism and other activities.

Key informants recognised that whilst there is a significant amount of political good will locally and in-kind support for art and exhibition spaces, access to funding is a perpetual challenge, especially in terms of the provision of the extensive time needed to document and preserve intangible heritage traditions, which may not be easy to access. Equipment to make good quality digital resources is also needed. Funding is often piecemeal, with heritage practitioners in diaspora and in countries of origin having to piece together multiple international, national and local sources.

TRAINING

Tourism entrepreneurs in countries of origin stated that access to training in how to tap into diaspora youth market was a key issue. Primarily, there was a lack of access to market information especially when navigating the diasporas that may be large. As a result, one youth tourism entrepreneur in Rwanda focussed on the non-diaspora international markets, or relied on word of mouth connections to source diaspora rather than developing a specific strategy.

One of the biggest barriers for country of origin youth entrepreneurs in the heritage tourism space was training in digital skills such as social media marketing and search engine optimisation. This is despite the fact that many recognise that social media – especially Instagram- can be used to reach out to this audience. There are organisations such as start-up incubators and creative spaces that address this on a general level, but may not be heritage tourism specific. Targeted specialised support would help improve skills in marketing, creating content and website building.

Diaspora youth entrepreneurs did feel confident that they had relevant skills in this area. Their main training needs is how to implement ideas for enterprises including access to funding, credit innovation and mentoring. Good practice examples include the Rwandese government, which offers webinars/support sessions with would-be entrepreneurs in a variety of fields, and could include cultural heritage tourism as a specific topic. Incubators and accelerators also have a role to play in supporting diaspora youth entrepreneurs in tourism. Organisations that had specifically supported diaspora youth included **SEBRAE** (Brazil).

The use of social media to direct diaspora youth to existing forms of training and support could be used more widely. Rwandese government officials for example make themselves widely available on social media especially Twitter and LinkedIn, and is a good example to follow. Barbados Museum also has an energetic and imaginative Facebook and Twitter presence. However, many diaspora youth continued to report challenges implementing their business ideas in practice, indicating that more work needs to be done to provide information to youth on practical steps such as registering their businesses in their countries of origin, or the various local regulations and permits they might need. More use could be made of the embassies to offer bespoke training for diaspora youth groups and associations requiring more practical support. This would work well in cases where diaspora outreach is highly organised.

Investment: Youth entrepreneurs in countries of origin are also hampered by a lack of access to investment in their enterprises. A pivotal point is that many have limited collateral. In Rwanda, the Rwanda Development Board is addressing this through engaging banks and private foundations to offer start-up funding. The primary way to encourage investment in heritage tourism start-ups would be to offer specific loans in these areas. No such schemes exist for Barbados or Brazil.

Diaspora strategies could also be orientated towards directing direct equity investment into heritage-tourism specific opportunities. Indeed, older diaspora members with capital may already invest in related private sector operations such as hotels and hospitality venues, or non-heritage tourism businesses. They might be able to offer capital for heritage-tourism specific operators and agencies, although stronger and more specific investment incentives and policies that support this sector specifically could help improve the environment for youth entrepreneurs.

5.2 CULTURAL HERITAGE TOURISM PROMOTIONAL ACTIVITIES

Destination Marketing Organisations, tourism boards and ministries offer several means for stimulating diaspora heritage tourism and encourage entrepreneurial activity through promotional activities. In the case study research, aside from the widely known example Barbados' *We Gatherin* diaspora festival (2020), diaspora youth were not aware of any promotional activities. This exemplifies the work that needs to be done to engage diaspora youth in promotion activities around heritage tourism.

DIASPORA TOURISM FESTIVALS

As the Global Diaspora Strategies Toolkit (Aikins and White, 2011) suggests, one of key priorities for supporting activity in the heritage sector is to develop festivals and events that acts as marketing activities to (re)engage diaspora interest in tourism. Key examples include Scotland's *The Gathering* and *Ghana's Year of Return*. They are a key advertising opportunity to bring diaspora youth to the homeland and develop positive relationships. The topics and aims of such festivals could be orientated to a broader audience that encompasses youth interests in intangible heritage experiences. Good examples include Barbados' *We Gatherin* (2020) festival, which included youth-specific content in the tourism festival itself and in the promotional and marketing content. Expert interviews suggested that although primarily centred on family history and roots seeking activities, heritage encompassed wider community-led presentations of everyday life. *We Gatherin* is articulated as a means of 'rebuilding that spirit of community at the core of our traditional Barbadian way of life' and therefore speaks to youth interests in everyday life and experiences.

BOX 7. GENEALOGY AND TOURISM IN BARBADOS

More than any of the other case study countries, genealogy is an important factor in engaging the Barbadian diaspora. This keen interest in ancestral place, a house, settlement or parish, is strong among many layers of the Barbadian diaspora. One example is the **Genealogy Marketplace**, which placed each family within its parish, featuring family history/traditions, oral history and storytelling, as well as culinary elements from Barbados' African, Jewish, British, Scottish, East Indian, South America and Caribbean heritage. It also featured the 'future spaces project' aimed at showcasing community art projects. Such portals could be tailored to enhance youth with skills such as digital marketing, tourism promotion and wider commercial and promotional tools.

Digital capacities around heritage festivals should be built for engaging a wider network of youth and to ensure its sustainability and resilience in context of current fragile nature of tourism. Barbados' We Gatherin' venture became a series of online digital events badged now as 'We Still Gatherin' Barbados-Virtual, owing to 2020 pandemic travel restrictions. The key focus on digital outputs (YouTube videos, Facebook posts, Twitter and Instagram feeds) from the beginning meant they were able to pivot online.

TOURISM FAIRS

Economic development boards and tourism agencies can create market linkages to diaspora youth through fairs, events and workshops in countries of residence. In Rwanda, examples include tourism stands at the annual *Rwanda Day* held in different diaspora cities, as well as regular events. These are opportunities to share information about tourism destinations and investment opportunities in tourism sectors. Such events may not be widely known, as indicated by interviews with diaspora youth, who would like to see more fairs for them to learn about opportunities they could access. This might be remedied with more regular fairs/tours. They could also employ diaspora youth to manage the stalls, and spread knowledge of the opportunity through word of mouth. Collaboration with diaspora associations can be an effective channel for presentation and marketing of festivals and fairs, as was the case of We Gatherin' in Barbados. Diaspora entrepreneurs suggested that digital technology such as virtual exhibitions could be a useful tool to raise interest.

5.3 TOURISM ENTRY VISAS, FEES AND COVID-19 MOBILITY RESTRICTIONS

There are several practical mobility constraints for diaspora youth to overcome before they can sufficiently participate in heritage tourism. In Portugal and the Netherlands, entrepreneurs identified the undocumented status of many Brazilians as a key barrier in the frequency and interest of the diaspora youth returning to Brazil for heritage tourism. Although this is not an easy remedy, it highlights that not all diaspora youth have mobility privileges, and may face other barriers such as access to funds to pay for trips. Making entries into countries of origin easier and less expensive was identified by Newland and Taylor (2010) as a key method of promoting diaspora tourism overall. There are multiple examples worldwide of diaspora-specific national identity cards for visa-free travel (e.g. Overseas Citizenship of India) that next-generation diaspora youth can access. In the Rwandan case, youth informants cited the ease of applying for a national identity card online through the **Irembo** portal as a significant advantage. Possession of this card gave diaspora youth access to local, rather

than international, entry fees. Private sector companies and tour operators should be supported to ensure that administrative requirements that ease the travel of diaspora youth visitors are met.

In context of Covid-19, DMOs are well placed to advise national governments on any exemptions for international tourist visitors from local Covid-19 mobility restrictions. Participants in the 2021 Youth Tour reported being granted exemptions from local curfews and mobility restrictions. Other specialized agencies tasked with disseminating information about visas and other restrictions around tourist travel should be included in the discussions, such as Ministries of Foreign Affairs, and Ministries of Information Communication and Technologies where relevant. DMOs would need to work closely with relevant government agencies to update existing or create new adequate national regulations that make it easier for diaspora youth, especially next-generation who may not have local nationality, to access diaspora-specific tourism entry visas, reduced site and park visitor fees and any localised mobility restrictions around Covid-19.

SECTION 6. THE ROLE OF INTERNATIONAL PARTNERS IN MAINTAINING POSITIVE RELATIONSHIPS WITH HERITAGE COUNTRIES

Development of heritage products and creating support mechanisms are both important aspect of supporting youth entrepreneurship in the heritage tourism sector. However, it is not a guaranteed ticket to success. This is because youth engagement with heritage either through touristic or other practices requires some prior knowledge, connections and interest. Although diaspora youth might regularly visit their countries of origin, the research base suggests this is primarily for leisure or visting friends and relatives.

Creating awareness of and support for the cultural heritage of countries of origin was raised as a key challenge amongst all respondents. In the Rwandese case, youth informants noted the presence of wider challenges in the community owing to the political divides, the spread of misinformation and the extent to which parents had prioritised integration. Amongst Brazilians in Europe, this was related to the lack of national pride. Amongst Barbadians with historically fluid Afro-Caribbean identities and histories of slavery, the challenge was pinning down exactly what was meant by Barbadian cultural heritage outside of food and ways of life. This was felt to be a key barrier to the wider development of heritage tourism amongst the diasporas.

This section therefore addresses questions about how diaspora youth interest in heritage tourism and heritage entrepreneurship can be facilitated, by focussing on the role of international partners in maintaining positive relationships to countries of heritage. The aim is to show how valuing cultural heritage of countries of origin more widely can build a potential market for diaspora youth tourism in the longer term and support entrepreneurial activities in this domain. The EU and its member states have a key role to play in providing opportunities to value diaspora youth's cultural heritage and to promote dialogue among key stakeholders.

6.1 DIASPORA YOUTH GROUPS AND ASSOCIATIONS

Most diaspora groups and associations initiated or supported by their country of origin, generally offer a cultural agenda that affirms attachments to countries of origin, even if such organizations are very diverse (Gsir and Mescoli, 2015). They have several related benefits for those that participate, including the development of social capital and political empowerment in decision making.

The study identified the existence of numerous diaspora organisations – especially cultural organisations and networks, but also student and professional groups in the case study countries, indirectly supporting cultural promotion and education amongst the diaspora youth. Most forms of heritage engagement of diaspora youth through groups and associations identified centred on celebrating national festivals and events. In Rwanda for example, diaspora youth had regularly attended events with parents including Independence Day, genocide commemoration and remembrance events and Harvest Festival. These were made youth inclusive through the youth

forums of Rwandese Community Associations and holding specific youth-focused workshop events. One informant reported that key benefits were increasing youth attendance, helping youth develop skills around leadership and organization, build wider social capital networks and create pride in their community and country of origin.

Childhood experiences of parents' involvement with cultural associations were a key influence. Several diaspora key informants noted that since their parents were active in the community, they became so as well. One young woman (18), recalls participating enthusiastically in events as a child, led by her parents, which had stimulated interest in Rwanda's intangible heritage (particularly dance). Several were not active in such groups because they and their parents had prioritised integration. It was only through word of mouth that she got to know of opportunities such as the Summer Youth Tour.

Rwandese diaspora youth however thought that the adult agenda of such groups was off-putting, especially since they involved long talks, speeches and overtly political content. This was the reason several of the Rwandese diaspora youth in Belgium no longer attended events. Youth also reported that the close links to embassies, might also be alienating to those who did not feel deeply patriotic. This can potentially hamper the positive functions and opportunities for rich cultural experiences of the homeland that such associations can offer.

BOX 8: RWANDA YOUTH CLUB, BELGIUM

Rwanda Youth Club is an initiative and concept that began in 2019 with the aim of creating youth-owned spaces for diaspora youth students and professionals to network, socialise and talk about issues that matter to them. Their aim is to centre Rwandese diaspora youth talents and interests, discuss tourism, business and internship opportunities available in Rwanda. Alongside organising the Summer Youth Tour described in Section 4, they host semi-regular get-togethers in Brussels, 'After work', with short talks followed by socialising and networking. Increasingly well-known amongst youth because of their strong and active social media presence and are becoming popular amongst several segments across the Rwandese diaspora in Belgium because of their non-political nature and the chance to connect over common interests.

Diaspora youth can play an important role in creating organisations and networks that are youth-led, and can be more effective in reaching other young people. Good examples include **Misale** (Ethiopia) and in the case study countries, Rwanda Youth Club (Box 8). As key informants who participated in Rwanda Youth Club events noted, its non-political nature, along with events organised around topics related to youth's common interests, combined with the brief nature of talks, and social/professional development focus, were more relevant to them than the main Belgian Rwandese Community Association. The research also identified one diaspora youth artist in Belgium (aged 27) active in reaching out to relevant departments and ministries in Rwanda to bring youth-tailored cultural programming to diaspora youth in Europe. As he explained,

“creatives [in the diaspora] are proposing a new way of going forward ...These are helping to create a new narrative around who Rwandans in Rwanda and in the diaspora are today, and who they were before. These should be youth orientated and led activities, because as youth they have a unique view on their identity”

Diaspora youth were however hampered by a lack of information about such groups, especially when they live in geographical locations more isolated from active groups. In Belgium, this was the case for Dutch-speaking Rwandese informants from the Flanders region, and also for the Barbados youth living in Brussels. Therefore events can be inaccessible, or the existence of relevant diaspora associations in the region unknown.

There are a few examples where such youth benefited from the cultural heritage engagements of larger diaspora community groupings, even when these were in other countries. For example, one Barbadian youth resident in Belgium regularly accessed the more active Facebook interest groups of UK and USA diaspora groups. Similarly, the London Candomblé group is just one of many similar groups around Europe, using Facebook to reach out to a wide constituency of people of Brazilian or Afro-Brazilian origin in Europe and beyond. The diasporic social media ecosystem of likes, shares and re-shares can generate wide exposure to other diaspora youth's experiences of heritage tourism and heritage engagements through social media.

The social media network effects can be amplified through the wider integration of cultural heritage initiatives into the digital activities of diaspora groups and associations. Groups like Rwanda Youth Club encourage the growth and reach of the work of organisations like Amateka Series and @archives.rw (as discussed in section 4) by liking and sharing content. Further encouraging diaspora groups to collaborate with small and growing digital initiatives either promoting their work or crowd-sourcing content would help validate their work with embassies and MFAs. As it has done in the case of Amateka Series, their work might find new audiences and exposure to the museums sector in countries of origin. Over time, this might stimulate interest in finding offline ways of sharing their work, enable initiatives to take on larger-scale projects and exhibitions, and to eventually create biddable projects with museums and academia.

A strong social media presence, especially when integrated into the broader social media ecosystems of heritage initiatives, can encourage the growth of small-scale heritage enterprises offering products and services that target the diaspora by creating marketing and recommendations channels. For example, [Hodi Karibu](#) (Belgium) markets online classes to diaspora youth through social media channels. Others such as [Gusoma Publishing](#) combine language learning with other ventures to open potential markets for their textbooks. Further encouraging diaspora associations to be involved with sharing virtual exhibitions and virtual heritage not only would help interest in their services grow but also create long-term interest.

6.2 EMBASSIES AND CONSULATES

Embassies and consulates have several roles to play in building connections and interest support for the creative and heritage sectors. Although diaspora outreach may be of varying strategic interest, usually most embassies maintain some links to diaspora community associations. A key benefit of their role is that they know their diaspora community well, support their social and economic interests, and often work closely with them to promote opportunities and collaborations. They can constitute a place for gathering around events of national significance and create links between diasporas from same country of origin.

In supporting the development of interest in cultural heritage, relevant activities can be grouped as follows:

LANGUAGE AND CULTURAL PROMOTIONS ACTIVITIES

Several diaspora youth stated that one of the biggest barriers to diaspora youth tourism was the difficulties with language. For countries of origin with a strategic interest in the protection of heritage language, embassies can be a key point of contact. For example, Brazilian Consulates promote the continuation and growth of interest in cultural heritage amongst the Brazilian communities by prioritising the study of the

Portuguese language to all ages and at all levels especially for children. As a representative of the Brazilian embassy in London put it:

“as a minority language, the preservation of Portuguese amongst the diaspora community depends heavily on the efforts made by the families, local communities and government bodies, all in support of educators”

Specific activities of the Brazilian Consulate in London include collaborations with local Brazilian associations to promote cultural and language activities for Brazilian children and the youth living in the UK, as well as amplifying the work of existing initiatives such as **Brasileirinhos no Mundo** (Little Brazilians of the World) and other diaspora groups, such as **Historias de Pai para Filha** (Stories from Dad to Daughter). Further encouraging diaspora youth entrepreneurship in this area through the provision of small grants can help the number of language classes on offer grow. Good practice examples include a small grants scheme offered by the Brazilian embassy in the Netherlands to language enterprises such as **Brasileirinhos**.

Countries of origin are keen to promote their culture abroad. Cultural actions can directly target both the diaspora and in-country nationals. These may overlap and in both cases contribute to the cultivation of cultural identity in the diaspora. Of specific interest to diaspora are national or religious celebrations, cultural events or encounters including exhibitions, various artistic performances, seminars and discussions.

SOCIAL MEDIA PRESENCE

Digital tools, including social media, are of importance to several embassies and consulate in reaching out to diaspora youth. Social media can be used in several ways. Some embassies have highly structured and organized social media presence, which can aid communication, maintain ongoing contacts and build relationships with diaspora youth networks and individual youth. Rwanda’s networks of embassies all have their own social media pages on the main platforms, as do the ministries and agencies responsible for diaspora engagements. Desk research of these accounts show that they are used actively to engage with youth, promoting youth organized events, and anecdotally, responding to requests for assistance with initiatives via direct messages.

LinkedIn is an emerging and potential powerful tool for reaching diaspora youth. Many Rwandese ambassadors for example are active on LinkedIn. LinkedIn could be of benefit for identifying relevant diaspora professionals working in heritage sector for short-term skills transfer projects to digitise heritage. However, these approaches, are all resource intensive, require social media training and support, as well as political will for generating a sense of openness, visibility and approachability through these channels.

6.3 GOVERNMENTS OF HERITAGE COUNTRIES: MINISTRIES OF FOREIGN AFFAIRS (MFAS) AND DIASPORA INSTITUTIONS

Working closely with embassies in diaspora youths’ countries of residence, and with relevant government ministries and agencies in their countries of origin, diaspora institutions and MFAs in particular are important intermediates that create connections between diaspora youth and the heritage sectors of their countries of origin. They can play several different roles in supporting diaspora youth heritage tourism consumption and enterprise.

First, diaspora institutions and MFAs can stimulate interests in cultural heritage of countries of origin by offering and sponsoring a wide range of youth-focussed educational programming, tours and camps. Several notable global examples exist, such as the **Know India Programme**, a flagship initiative of India's Ministry of External Affairs for the cultural engagement with Indian origin youth. Only one example was found in the case-study countries: **Itorero** (Rwanda), which is a cultural-centred youth training programme attended by Rwandan diaspora youth from around the world that includes civic education exercises, cultural values, patriotism, and social political development of Rwandans. One Rwandese informant (21) who attended said that such a programme gave her the chance to learn about Rwanda's national history in the context of her family stories of migration and exile, creating long term connections and foundations.

Not all diaspora youth can find the time to attend or have the means to afford cultural immersion programming hosted in the countries of origin, especially those involving several weeks stay. The reach of such programming could be strengthened in various ways through the creation of diaspora youth specific ambassador programmes focussed on engaging diaspora youth in countries of residence. Several examples from around the world do exist, such as the Armenian MFA's **Diaspora Youth Ambassador Programme** and Georgia's **Young Ambassadors Programme**. The latter example, is aimed at equipping diaspora youth to become representatives of the homeland, increase awareness on ongoing political-economic or social issues. In the case of Georgia, directly aimed at promote tourism, to encourage investment and to engage other youth and local residents in networking activities.

Second, MFAs and other diaspora institutions may also play an important co-ordinating role with other relevant ministries and agencies. For instance, the RCA Unit of MINAFFET have been working with the Rwandan Cultural Heritage Academy on projects to teach Kinyarwanda to Rwandese youth abroad. In another example, Maurice Mugabowagahunde, Executive Director of Research and Policy Development at the Ministry of National Unity and Civic Engagement, reported that he regularly received requests for online and virtual talks through the RCA Unit of MINAFFET, and was able to tailor them to youth interests. Youth leaders of the 2021 Youth Tour also reported RCA to be highly responsive to interests of diaspora youth and regularly organised youth-focussed events. The RCA office of MINAFFET coordinated closely with other stakeholders in Rwanda to organise the 2021 Youth Tour¹⁷. Diaspora youth organizers in Belgium found government officials to be an efficient intermediary, and had a productive and positive experience.

Third, MFAs set the diaspora engagement policies that plays a role in creating a conducive business environment that boosts investment and makes it easier for young people to establish and operate cultural heritage enterprises within and across countries of origin and residence. Policy-making initiatives at the national level around diaspora youth mobilization tend to be centred on cultural provision, with the aim of using cultural heritage immersion activities to renew and strength ties with youth. However, some youth informants from the Rwandese diaspora thought that MFAs and diaspora institutions could improve mechanisms for youth enterprise by creating opportunities for the exchange of information and connection to discuss their ideas for contributing to the cultural heritage sector. Developing a specific and strong diaspora youth specific entrepreneurship policy is key to enable their needs as entrepreneurs to be better understood and included in policy making, programming and funding.

Several diaspora institutions, including MINAFFET, already hold diaspora conferences to provide youth with a forum to discuss their contributions. MINAFFET supports youth involvement in Rwanda Day, a series of annual

17 Interview with Sandrine Uwimbabazi Maziyateke, Director of Rwanda Community Abroad, MINAFFET

gatherings of the Rwandan community abroad. Although many of respondents reported Rwanda Day to be a positive and productive forum for finding out about how they could contribute, several also reported that, at over 3000 participants, the event was too big to be meaningful to their individual concerns and queries. Others wanted more regular ways to connect with MINAFET directly.

Meaningful consistent and frequent engagement and open dialogue between diaspora youth and MFAs/ diaspora institutions are increasingly possible as a result of new digital tools. For example, since the start of the Covid-19 pandemic, the government of Barbados has held a monthly virtual ‘town hall’ meeting with diaspora organizations and members of the diaspora (IOM 2021) which could in future involve diaspora youth groups as a way to listen to their concerns. In Rwanda, recent digital initiatives offered by MFAs such as youth entrepreneurship webinars focussed on diaspora youth specifically offer fora to listen to the needs of diaspora groups and brainstorm enterprise ideas. Thematic heritage tourism specific webinars could strengthen and contribute to the development of dialogue between MFAs/diaspora institutions and diaspora youth involved in these sectors.

Finally, research shows that diaspora policy programmes are more likely to succeed if diasporas have input (Agunias, 2009). To build youth relevant diaspora engagement policies, avenues for MFAs and diaspora institutions to work with youth organisations to debate and review diaspora engagement policy making should be created. This was not a specific feature in the case studies, but good practice examples of where youth interests and voices are represented in policy dialogue at the national level include the [Global Jamaica Diaspora Youth Council](#), which invites youth from Jamaica and the diaspora to engage in panel discussions with government ministers around specific themes, including tourism. A Diaspora Youth Council was mooted in 2019 for Rwanda ([New Times Rwanda, 2019](#)), mirroring the role of the national youth councils, but as at the time of writing this has yet to be implemented. Nonetheless, creating opportunities for diaspora youth to weigh in is a potentially powerful tool for effective coordination and mainstreaming of youth in all policies, and in the creation of frameworks that provides capacity building for youth to take an active role in contributing to the heritage sectors’ development.

6.4 THE EUROPEAN UNION AND MEMBER STATES

Assisting diaspora youth to maintain positive, rich cultural connections with a country of origin also requires EU Member states to value and support diaspora youth traditions, identities and cultural expression. Implementing structures and programmes that support diversity of cultural expression are reflected in the 2018 [New European Agenda for Culture](#) and several EU funding programmes support cultural heritage under the current Multiannual Financial Framework. The European Union has recently funded or co-funded several initiatives to improve cultural diversity within heritage spaces across cities of Europe, such as libraries and museums. Examples included [Inclusive Museums](#), funded through Erasmus+ and [various collaborative academic research projects](#) funded between 2017 and 2021 through Horizon Europe. Through the [Cash-for-work: Promoting Livelihood Opportunities for Urban Youth in Yemen](#) programme, the EU in collaboration with UNESCO also supported young Yemeni artists, filmmakers, musicians and other creatives from the diaspora to participate in creative enterprise skills exchanges. EU Funded Museum networking spaces such as [NEMO \(The Network of European Museum Organisations\)](#) offer resources, toolkits advocacy work to recognise and value the protection of cultural diversity in European museums. Continuing to value, fund and support diaspora youth’s cultural heritage as part of [Priority 8 of the EU Youth Strategy](#) will ensure that diaspora youth can continue to express themselves and feel a sense of belonging in their communities. This will be key to the long-term sustainability of diaspora youth interest in and valuation of their own cultural heritage.

SECTION 7: RECOMMENDATIONS

7.1 INNOVATING AND DEVELOPING HERITAGE PRODUCTS

▶ Governments of Origin and embassies

- Facilitate and promote closer integration between heritage tourism and creative economies, targeted at increasing role for creative entrepreneurs. Establish networking events, training and forums that increase opportunities for creative sector partnerships through existing product development programmes & raising awareness.
- Support creative and tourism entrepreneurs to develop bespoke heritage experiences that are digitally future-proofed. In the short term, establish forums for stakeholder networking opportunities across relevant creative, ICT & heritage sectors. Longer term, incentivise cross-sector linkages and knowledge exchange through networking events and funded educational programmes for creatives, museum and tourism entrepreneurs. A good practice example is [Déambulation, Rwanda Art Museum](#).
- Conduct research on the needs and interests of diaspora youth tourists for the benefit of tourism agencies and development boards. Undertake market research into the youth segment. In the short term, embassies could collaborate with diaspora youth groups to conduct interviews, and in the long term send out surveys through diaspora associations to assess their shifting characteristics and needs around cultural heritage.

▶ Diaspora youth groups and organizations

- Organise conferences and webinars for diaspora youth working in the creative and heritage sectors to discuss needs, share ideas and projects and facilitate collaboration with government representatives of the museums and creative sectors. Ensure these meetings are accessible and inclusive to diaspora youth. This would have the benefit of identifying diaspora youth knowledge and experience in the community.

▶ Museums and heritage professionals

- Unlock heritage collections, stories, memories, knowledge and archives for the benefit of youth innovators. This will require targeted skills development in archiving, cataloguing, and digitisation and knowledge of intangible heritage conservation/preservation. This could be achieved through the use of existing heritage specific talent mobility programmes, study-abroad scholarships, academia/museum collaborations, and professional development courses. In the longer term, centralise heritage training nationally or regionally, following examples such as the [Rwanda Cultural Heritage Academy](#).
- Ensure heritage has clear relevance to diaspora youth interests such as dance, food and experiences. In the short term, Research diaspora youth interests/needs & experiences through traditional points of communication, such as embassies, as well as tools such as LinkedIn, Twitter and Instagram. Essential to this research is the need to apply sensitivities towards diaspora youth socio-cultural positionalities as well as learning needs and differences. In this process, collect data about diaspora youth heritage organisations and initiatives, their contact information, social media pages and products/projects. Longer term, create joint exhibitions and heritage programmes between museum in countries of origin and residence and diaspora associations, following examples such as [The Enigma of Arrival](#), Barbados.

- Promote, share and amplify the heritage work being done by diaspora youth and creative practitioners, to strengthen existing relationships between museums in countries of origin and diaspora youth communities/ organisations. This could be achieved through the use of existing museum social media channels, or through collaborative workshops with diaspora youth around culturally significant exhibits. Longer term, social media awareness and training will be required for heritage stakeholders to engage in relationship/network building amongst diaspora youth.

▶ **Universities**

- Enable effective translation of academic research into the public domain, for the benefit of youth heritage entrepreneurs. Relevant research funding streams should be identified, and research impact planning to support youth diaspora entrepreneurial work should be developed. Longer term these could develop into forums (such as [EU-LAC Museums](#)) to provide an opportunity for the formation of knowledge exchange research networks and partnerships between universities, museums and tourism sectors, to share project ideas and exchange best practices for supporting creative and heritage entrepreneurs operating in this space.

▶ **The European Union**

- Facilitate closer collaborations between museums, academia and civil society organisations, to support youth heritage entrepreneurs in heritage product innovation. In the short term, heritage themed exchanges could be supported through the [Erasmus+ Virtual Exchange programme](#). Longer term, museums and heritage professionals could be supported when applying as partners to relevant EU funding schemes. To maximise success, training opportunities in networking, finding funding opportunities and grant capture could be offered to museum professionals, educational NGOs and civil society actors working to document intangible cultural heritage.

7.2 ENHANCING THE ENABLING ENVIRONMENT FOR CULTURAL HERITAGE ENTREPRENEURSHIP

▶ **Governments of origin and embassies**

- Build diaspora youth market linkages to increase heritage tourism visits, for the benefit of diaspora and in-country youth entrepreneurs. This might include, in the short term, providing in-country entrepreneurs with technical training in areas such as digital marketing and targeting diaspora youth through discounted packages, encouraging youth groups travel by offering discounts for groups, and research and collaborate with social media influencers popular with diaspora youth. To encourage repeat visitation, longer-term training is needed to sensitise local communities to diaspora youth needs around heritage interpretation.
- Develop a diaspora youth specific social media marketing strategy that can be shared with tourism entrepreneurs.
- Create structures that support entrepreneurial collaborations for diaspora youth. This could involve making use of existing entrepreneurial partnership building programmes offered by international partners such as [AFFORD](#) or [ADEPT](#). Longer term, offer diaspora matchmaking components in tourism entrepreneurship programmes, including those offered in existing support associations such as incubators and accelerators.
- Provide more information and business support for diaspora youth in building heritage and tourism

enterprises. Low cost, short term projects could include developing heritage enterprise specific webinars for diaspora youth enterprise and promoting existing sources of support available in countries of origin such as tourism chambers, business associations and incubators/accelerators. Longer term, developing digital tourism platforms (e.g. **Cadastur**) and SME support (such as **SEBRAE**) will create more efficient information and idea exchange for diaspora youth heritage tourism entrepreneurs.

- Work to involve diaspora youth networks in heritage tourism fairs to encourage diaspora youth attendance. In the short term, partner with diaspora youth associations to better develop content and idea exchange, and invite them to work on stands at events like Tourism Expos in their countries of residence, or World Travel Market. This could be linked with youth focused events with the embassies and consular offices. Longer term, develop diaspora youth-specific content (such as that developed for **We Gatherin' in Barbados**). This will require consultation through embassies, and the inclusion of diaspora youth on festival and event planning committees.
- Publicise existing forms of support offered by embassies, diaspora institutions, and link local and diaspora youth professional networks/ association to enable entrepreneurial collaboration. Create diaspora youth specific tourism entrepreneurship forums in countries of residence, linked to embassies and consular offices if appropriate.

▶ **Diaspora youth groups and associations**

- To support diaspora youth entrepreneurs in the heritage tourism sector, in the short term diaspora youth organisations should strive to participate in webinars and events organized by governments and proactively reach out to government bodies with ideas for projects and ask what support governments can provide/ connect to other diaspora youth and help them. In the long term, consider creating diaspora youth entrepreneurial networks, events, forums and training opportunities built around navigating the entrepreneurial environment of home countries.

▶ **The European Union**

- Publicise relevant funding streams for governments seeking international funding/cooperation aid to develop digital infrastructure and improve the digital environment for diaspora heritage tourism entrepreneurship.

7.3 ASSIST DIASPORA YOUTH TO MAINTAIN POSITIVE AND RICH CULTURAL CONNECTIONS WITH A COUNTRY OF ORIGIN

▶ **Governments of origin countries and embassies**

- To provide tailored experiences for diaspora youth, identify the specific interests, needs and activities of diaspora youth. Map local youth organisations, student and professional groups and youth initiatives. Where feasible, undertake youth-focused consultancy exercises.
- Support youth heritage activities, enterprises and initiatives by offering small grants for cultural heritage initiatives. Collaborate with relevant authorities to deliver localised heritage specific training for diaspora youth, amplify the work, and raise awareness of existing initiatives. In the long term, and if demand is there, create tourism associations and networking events for diaspora youth in both countries of origin and residence. Identify partnerships and funding opportunities with local museums and academia.
- Support youth interests in cultural heritage by centring youth interests in outreach activities and events. Organise heritage-related knowledge exchange events in collaboration with museums and academia.

- Make diaspora youth travel easier. Co-ordinate with relevant Tourism and Immigration authorities for visa-free travel & reduced entry fees. Develop online portals for diaspora applications for national identity cards, following examples such as [Irembo \(Rwanda\)](#).
- Empower diaspora youth to promote cultural heritage more widely by creating diaspora youth ambassador schemes such as Georgia's [Young Ambassadors Programme](#). Develop and sponsor diaspora youth-focussed educational programming, tours and camps. Input from diaspora youth will be essential for creating relevant content.

▶ **Diaspora youth groups and organisation**

- Advocate for youth relevant content in the work of diaspora cultural associations by joining youth forums and working groups, and create youth specific cultural heritage discussion forums within or outside of existing associations if they do not exist. Long term, plan youth specific conferences and events such as heritage camps/days to raise awareness of topics of interest to diaspora youth, including investment opportunities, following examples such as the [Azerbaijan Diaspora Youth Summer Camp](#).
- Reach out to relevant embassies, departments and ministries in countries of origin to bring youth-tailored cultural programming to diaspora youth in Europe.

▶ **The European Union and Member states**

- Fund cultural diversity specific funding streams in grant programmes such as [Horizon Europe](#).
- Support the professional development of museums and creative sector in Member states to increase diversity of cultural expressions through use of professional networks such as the [Network of European Museum Organisations \(NEMO\)](#).

7.4 CO-DESIGN DIASPORA ENGAGEMENT POLICIES AND PROGRAMMES WITH DIASPORA YOUTH

▶ **Governments of origin**

- Recognise in policy the value of intangible heritage and experiences to diaspora youth, to frame and provide impetus for entrepreneurs to develop heritage products in the sector. In the short term, work to review own and global existing heritage policies in tangible and intangible heritage. Look for and reach out to diaspora and non-diaspora youth cultural organisations, entrepreneurs and innovators already providing intangible cultural heritage experiences to review these policies. In the longer term, the importance of intangible heritage tourism should be reflected in national and local development policies. These should support sensitive heritage innovation in countries of origin by again involving youth organisations in addition to museums and academia to comment on these policies.
- Identify and invite members of diaspora youth groups to be part of thematic heritage tourism working groups or hubs, and seek to provide their input when a new strategy, policy, initiative or law on heritage tourism development is drafted. Ensure these groups are accessible and inclusive to all diaspora youth, representing youth with divergent characteristics.
- Ensure diaspora youth have an active role to play in making a contribution to their home countries by increase representation of diaspora youth in various diaspora policy making fora. Provide youth with working groups to discuss their role in the development of heritage tourism sector and longer term, consider the creation of diaspora youth councils such as the [Global Jamaica Diaspora Youth Council](#), to leverage their experiences and knowledge in diaspora youth policy development.

► **Diaspora youth groups and organizations**

- To elevate the experiences of other youth in the community, identify existing creative and tourism entrepreneurs, and strive to have them participate in tourism policy working groups in countries of origin and internationally, to provide their input when a new strategy or law on tourism development is drafted.

► **The European Union and Member states**

- To encourage diaspora youth to take an active role in heritage tourism development, empower diaspora youth voice to provide input into diaspora and tourism policy-making. Continue to support policy platforms such as AU-EU Youth Summits and consider funding the creation of similar hubs, working groups and forums at the national ministerial levels.

7.5 COUNTRY SPECIFIC PRIORITIES: THE VOICE OF THE YOUTH

Diaspora youth informants, youth entrepreneurs and expert informants in origin countries were asked how heritage tourism and heritage engagements could be supported. The following recommendations consolidate young people's own recommendations for each case study.

Brazil: Developing the interest of Brazilian diaspora youth in their own heritage and history was the biggest concern. Improving this will require a longer-term change in the cultural promotion strategy being pursued by the Ministry of Foreign Affairs, beyond the current focus on promoting Portuguese amongst Brazilian communities in Europe and the primary heritage sites of Rio de Janeiro. Executing a strategic change of direction in policy is often a lengthy and difficult cross governmental process. However, some effects could be achieved through more promotion, knowledge and outreach work by Brazilian museums and academia through partnerships with embassies or cultural groups where appropriate. This could be orientated around existing interests in Portuguese heritage sites and in everyday cultures, traditions and customs and interests active in the diaspora, as found in music sport and religion.

The second key area to focus on are increasing opportunities for diaspora heritage tourism operators in Brazil to cooperate to make connections into those on the ground. In particular, a coherent and pro-active development of matchmaking initiatives at the regional, national or consular level would set the tone for growth throughout the sector. Furthermore, this would help lay the foundation for creating engaging touristic experiences for developing lasting effect in stimulating interests in cultural heritage.

Rwanda: Rwanda already has highly structured active and organized diaspora outreach that is centralised through MINAFFET. In fact coordinating all of the different requests for information, promotion, webinars and talks across many diaspora organisations may present a challenge for the long-term replicability and scalability of what are several highly successful youth initiatives around heritage promotion including those discussed in this report. The development of multi-stakeholder heritage tourism portals should be a key priority. Existing models discussed in this report that could be replicated is the tourism provider platform **Cadastur**, organised by the Brazilian Ministry of Tourism. The development of online support platforms targeting small and medium size enterprises, replicating incubator models such as those offered by Brazilian organisation **SEBRAE** would make it significantly easier for diaspora youth entrepreneurs to access entrepreneurial training and support from a distance.

The second key area of focus is to enable Rwandese youth abroad to access more of their intangible heritages. Initiatives like Ikiringo, which are models that pave the way for work in this area, are few and far between. Developing funding programmes that are focussed on developing intangible products and unlocking collections and archives for sharing and circulating will require further policy strengthening to support the creative sector more widely. Short term gains could be achieved through identifying and raising awareness of smaller funding schemes that creative entrepreneurs could tap into.

Barbados: Improving the diaspora youth market for heritage tourism will require a long-term move away from the well-established model of high-end luxury beach tourism experiences, which continues to receive resources and investment. There are also no major cultural heritage assets, and what is there is experienced as alienating because of its links to colonialism and slavery. A coherent and pro-active strategy for building tourism products around intangible experiences, such as Barbados's food heritage, would lay the foundations for stimulating entrepreneurship in this area. Although diaspora engagement remains a developing priority for Barbados, there are several well established collaborations between museums and academia that have done work in this area. With their existing reach into local communities in the UK, their activities could be developed through collaborations with existing areas of entrepreneurial development in for example food and music festivals, or with the We Gatherin diaspora tourism festival.

SECTION 8: CONCLUSION

The report reveals that diaspora youth have not lost interest in the cultural heritage of their home countries, and want to make the most of opportunities to support its ongoing transmission. Diaspora youth interviewed for the case study reported having a strong interest in engaging with cultural heritage and expressed a desire to collaborate more with governments of origin to support cultural heritage projects. However, diaspora youth are interested in different types of cultural heritages and are creating new ways of accessing that cultural heritage. Whilst tourism continues to play a key part, innovative heritage practices and digital technologies offer several new opportunities for tourism, heritage and creative entrepreneurs to expand the reach of their engagement of diaspora youth audiences. The evidence from this report suggests that governments of origin, diaspora organisations and the EU have an opportunity to expand their collaboration with diaspora youth for the purpose of contributing to and supporting heritage entrepreneurship initiatives in diaspora youth's home countries.

Heritage tourism offers youth several opportunities and these benefit not only diaspora youth themselves, but entrepreneurs and local communities in their countries of origin. Wellbeing, entrepreneurship, sense of belonging. Although potential is high, as findings in report suggest, there are various constraints that hamper countries of origin in tapping into the diaspora youth market as consumers of heritage content and products, but also supporting them in their roles as entrepreneurs and innovators. The evidence from this report suggests that several stakeholders have an opportunity to expand the ways they support youth for the purposes of enhancing diaspora youth contributions to the cultural heritage tourism sectors of their home countries.

One key finding in this report is that sustained support for youth entrepreneurship in heritage tourism and the creative sector must involve innovating and developing heritage products that tap into desire for creative, authentic, intangible experiences. Unlocking heritage collections, stories, memories, knowledge and archives can achieve this. Especially in the case of intangible heritage, such work must be undertaken with a sensitive approach and a commitment to safeguarding community knowledge and an ethical sensibility to the pitfalls of commercialising heritage. Improving the accessibility of heritage requires commitment to funding opportunities for training, skill development and transfer. Whilst practitioners have enormous motivation and passion for making heritage accessible to diaspora youth audiences, they may not have specific skills, time and equipment. For creative entrepreneurs, this work often goes unrecognised and supported. Here the EU can assist through collaborative research and project funding to academia, museums and international organisations such as UNESCO.

To begin to develop the development potential of cultural heritage entrepreneurship, governments of countries of origin can build upon and replicate several of the productive initiatives highlighted in this report that build the enabling environment, whilst addressing some of the challenges raised. From the perspective of government tourism marketing and development agencies in countries of origin, recognition of the varying needs of diaspora and non-diaspora youth entrepreneurs is critical. In the case of supporting their youth tourism and creative entrepreneurs, developing market linkages to diaspora youth is an important challenge. Collecting reliable marketing information, and directly engaging networks of diaspora youth audiences is critical. For diaspora youth tourism and creative entrepreneurs, access to information, networking and collaborations should be prioritised. The EU can support this work through increased funding to government tourism development agencies to create more opportunities for collaboration, working groups and networking around heritage tourism entrepreneurship in diaspora youth's countries of origin and countries of residence, which will enable diaspora youth to work

together with each other and with youth in heritage countries. This will also be crucial to helping governments to engage with more direct and frequent communication with diaspora youth, which will strengthen relationships with governments of origin.

An essential component of stimulating heritage tourism entrepreneurship is building the foundations of long-term interest in cultural heritage amongst diaspora youth. Improving long-term interest in cultural heritage requires commitment to the provision of enriching opportunities for the wider diaspora community. Diaspora groups and associated cultural events and activities have a strong potential to foster a sense of diaspora belonging and offer a supportive environment for youth. However, they may not always offer an environment conducive to youth needs and interests. Diaspora youth are now often at the forefront of seeking ways of strengthening their diasporic identity and using both creative and entrepreneurial ways to explore and express it. They are also creating new organisational structures and networks to meet with each other to explore their cultural heritage, often online. The governments of countries of origin that will be most successful at engaging diaspora youth with cultural heritage are those that are willing to change the way they operate, for example, by embracing virtual events, taking advantage of online platforms and supporting diaspora youth's own networking structures, to expand their engagements with diaspora youth.

As governments in countries of origin adapt their enabling environments to support the development of cultural heritage entrepreneurship, it is critical that they receive input from diaspora youth themselves and involve them in the planning process. For governments to implement changes that speak to the interests and needs of diaspora youth, and maximise their potential, it will be essential to consult diaspora youth as they design policies and programmes that affect them. Having policy makers more aware of the interests of youth could help develop policies that are better enabling the development and innovation in heritage products.

The building blocks are in place to expand collaborations between diaspora youth living in Europe and various stakeholders in the heritage tourism entrepreneurship ecosystem. While some governments are already engaging with diaspora youth around cultural heritage and cultural heritage tourism, there is an opportunity and desire amongst diaspora youth to expand this engagement to support identity and belonging and to give back to their home countries. Placing more resources into developing cultural heritage products, enhancing the enabling environment, sustaining diaspora youth's interest in cultural heritage and co-designing diaspora heritage tourism policies and programmes with diaspora youth can play a critical role in contributing to the sustainable development of those countries of origin. Through targeted funding and support to these four objectives, the EU can provide opportunities that enhance the lives of diaspora youth in Europe and realise the many benefits of heritage.

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ANNEX 1: LIST OF INTERVIEWEES

A. DIASPORA YOUTH INFORMANTS¹⁸

Origin country	Age	Gender	Location	Occupation
Rwanda	21	M	Chastre, Belgium	Student
Rwanda	20	M	Brussels, Belgium	Student
Rwanda	27	M	Brussels, Belgium	Artist
Rwanda	21	M	Bruges, Belgium	Student
Rwanda	26	F	Brussels, Belgium	Student
Rwanda	22	F	Brussels, Belgium	European Parliament/ Social Media Consultant
Rwanda	18	F	Brussels, Belgium	Student
Rwanda	34	M	Brussels, Belgium	Engineer
Brazil	26	F	Nieuwegein, Utrecht, NL	Analyst
Brazil	34	F	Lisbon, Portugal	Public Relations
Brazil	32	M	Lisbon, Portugal	Student
Brazil	30	F	Lisbon, Portugal	Student
Brazil	32	F	Lisbon, Portugal	Student
Brazil	29	F	Amsterdam, NL	Student
Brazil	32	F	Porto, Portugal	Events coordinator
Brazil	33	F	Porto, Portugal	Student/Pharmaceutical technician
Brazil	26	M	Utrecht, NL	Student/intern
Brazil	32	M	Amsterdam, NL	Engineer

¹⁸ All but a handful of informants chose to remain anonymous

Brazil	23	F	Lisbon, Portugal	Student
Barbados	32	F	Brussels, Belgium	Administrative Assistant
Barbados	35	M	London, UK	NHS Worker
Barbados	32	M	London and Barbados	Entrepreneur

B. EXPERT INFORMANTS

BARBADOS

- Senior Lecturer in Art History, University of St Andrews, UK and director of the EU-LAC museums project
- Office of the Prime Minister of Barbados
- Outreach Officer Reading Museum, UK
- Office of the Prime Minister of Barbados
- Education and Outreach Officer, Barbados Museum
- Diaspora affairs, Barbados High Commission, London
- Principal/President, Sir Arthur Lewis Community College, St. Lucia. Senior Advisor, OECD Development Centre; Member, UN Committee for Development Policy
- Former General Manager Barbados National Trust; freelance heritage tourism consultant, Barbados
- Entrepreneur and digital heritage expert, London

RWANDA

- Rwanda Youth Club, Belgium
- Executive Director of Research and Policy Development Ministry of National Unity and Civic Engagement
- Amateka Series
- Dylan Tours Africa
- Director of Rwanda Community Abroad, Ministry of Foreign Affairs and International Cooperation
- Product Development Analyst, Tourism and Conservation Department, Rwanda Development Board
- Project Manager for Cultural Tourism, Rwanda Development Board
- Managing director, Ubumuntu Arts Organisation
- Socioeconomic development officer, Burera District, Rwanda
- Ikiringo Africa Culture Hub
- Acting Head of Department for Tourism and Conservation, Rwanda Development Board

BRAZIL

- Research Fellow, School of Oriental and African Studies, UK
- Freelance Heritage Consultant, Olinda
- Deputy Consul, Community Relations, Consulate-General of Brazil in London
- Tour Operator - [Jalapao Good Vibes](#), Amsterdam, Netherlands

ANNEX 2: SEMI-STRUCTURED INTERVIEW GUIDES

A: HERITAGE TOURISM/DIGITAL HERITAGE ENTREPRENEURS BASED IN COUNTRY OF ORIGIN AND IN DIASPORA

Respondent information:

Name and surname of the interviewee:

Age:

Current country/region of settlement/residence:

Activity / profession:

Professional affiliation (If relevant):

Name of the association / group of which you are a member:

Tell us about the history and purpose of the business:

What areas in heritage are you seeking to promote?

What digital tools do you use to promote what you do?

What challenges do you foresee in using digital tools?

What do you see as the challenges for engaging diaspora youth audiences?

What do you see as the opportunities for engaging diaspora youth audiences?

How is engaging with youth diaspora audiences supported locally? (if at all?)

What support would you need to engage with diaspora youth audiences?

B: DIASPORA YOUTH

Name and surname of the interviewee:

Age:

Level of education / diploma at the time of departure and now (2021):

Country / City of departure:

Current country of settlement:

Nationality (acquired):

Activity / profession:

Professional affiliation (If relevant):

Name of the diaspora association / group of which you are a member:

How often do you travel to your ancestral country/homeland? And what are the main activities you do whilst there?

When you travel back home, have you ever visited any heritage sites (why/why not?).

If you have visited heritage sites, tell us about your experience (what you enjoyed/didn't enjoy/find challenging)

Are there any heritage sites that you would like to visit or have an interest in? (why?)

How do you engage with the heritage of your ancestral homeland in diaspora (e.g. Festivals, cultural associations, language classes etc)?

Why is it important to you to engage with these?

Would you be interested in engaging with the heritage of your ancestral homeland? In what way? (why/why not).

Do you access heritage through digital media? If so how (examples)? Why is this important to you?

C: GOVERNMENT OFFICIALS AND HERITAGE MANAGERS AND PRACTITIONERS

Name and surname of the interviewee:

Organisation:

Position:

How important is it to cooperate with the diaspora around heritage tourism and why?

Are there any formal instruments/ policies (in your country) for cooperating with the

Diaspora on heritage tourism? Why/why not?

In your opinion have these been successful? please provide examples

Can you provide some examples of failed attempts at cooperating with the diaspora on heritage tourism?

How well does your country (organisation) cooperate with formal and non-formal diaspora groups around heritage tourism?

What do you see as the main opportunities and challenges to engaging the second-generation/diaspora youth around heritage tourism?

What further support is needed to engage diaspora youth with heritage tourism?

ANNEX 3: CATEGORISATION OF CULTURAL HERITAGE SITES ACCORDING TO UNESCO CRITERIA 19

BARBADOS

Extant:

The Historic Bridgetown and its Garrison

Link: <https://whc.unesco.org/en/list/1376/>

Category: Cultural heritage; tangible (physical buildings)

Description: 18th century colonial townscape and military centre.

Proposed:

Industrial Heritage of Barbados: The Story of Sugar and Rum

Link: <https://en.unesco.org/news/importance-story-sugar-and-rum-barbados>

Category: cultural heritage; tangible (physical plantation sites), intangible (knowledge systems)

Description: colonial and post-colonial sites and knowledge systems associated with the industrial heritage of sugar and rum production.

BRAZIL

Extant:

Brazilia

Link: <https://whc.unesco.org/en/list/445>

Category: cultural heritage; tangible (physical buildings)

Description: modernist capital city displaying architectural merit.

Historic Centre of Salvador de Bahia

Link: <https://whc.unesco.org/en/list/309>

Category: cultural heritage; tangible (physical buildings)

Description: Brazil's first capital, colonial townscape.

19 Natural heritage sites are not listed here

Historic Centre of São Luís

Link: <https://whc.unesco.org/en/list/821>

Category: cultural heritage; tangible (physical buildings)

Description: colonial townscape.

Historic Centre of the Town of Diamantina

Link: <https://whc.unesco.org/en/list/890>

Category: cultural heritage; tangible (physical buildings)

Description: colonial period industrial village

Historic Centre of the Town of Goiás

Link: <https://whc.unesco.org/en/list/993>

Category: cultural heritage; tangible (physical buildings)

Description: colonial period mining town

Historic Centre of the Town of Olinda

Link: <https://whc.unesco.org/en/list/189>

Category: cultural heritage; tangible (physical buildings)

Description: colonial townscape; baroque ecclesiastical architecture

Historic Town of Ouro Preto

Link: <https://whc.unesco.org/en/list/124>

Category: cultural heritage; tangible (physical buildings)

Description: colonial townscape; industrial mining heritage

Jesuit Missions of the Guaranis: San Ignacio Mini, Santa Ana, Nuestra Señora de Loreto and Santa Maria Mayor (Argentina), Ruins of Sao Miguel das Missoes (Brazil)

Link: <https://whc.unesco.org/en/list/275>

Category: cultural heritage; tangible (physical buildings)

Description: colonial period Roman Catholic missionary sites across two countries

Pampulha Modern Ensemble

Link: <https://whc.unesco.org/en/list/1493>

Category: cultural heritage; tangible (physical buildings)

Description: urban site with modernist architecture

Rio de Janeiro: Carioca Landscapes between the Mountain and the Sea

Link: <https://whc.unesco.org/en/list/1100>

Category: cultural heritage; tangible (physical buildings)

Description: historic suburban elements of the city of Rio de Janeiro

Sanctuary of Bom Jesus do Congonhas

Link: <https://whc.unesco.org/en/list/334>

Category: cultural heritage; tangible (physical buildings)

Description: single colonial period ecclesiastical building

São Francisco Square in the Town of São Cristóvão
Link: <https://whc.unesco.org/en/list/1272>
Category: cultural heritage; tangible (physical buildings)
Description: elements of a historic colonial period townscape

Serra da Capivara National Park
Link: <https://whc.unesco.org/en/list/606>
Category: cultural heritage; tangible (prehistoric sites)
Description: early prehistoric rock art sites

Sítio Roberto Burle Marx
Link: <https://whc.unesco.org/en/list/1620>
Category: cultural heritage; tangible (historic garden)
Description: modern tropical gardens with artistic merit

Valongo Wharf Archaeological Site
Link: <https://whc.unesco.org/en/list/1548>
Category: cultural heritage; tangible (archaeological site)
Description: site associated with Atlantic slave trading in the 17th-19th centuries

Mixed cultural/natural designation:
Paraty and Ilha Grande – Culture and Biodiversity
Link: <https://whc.unesco.org/en/list/1308>
Category: cultural and natural heritage (historic townscapes and biodiverse landscapes)
Description: colonial period port and defences set in a rich and biodiverse landscape

RWANDA:

Proposed:
Sites mémoriaux du génocide : Nyamata, Murambi, Bisesero and Gisozi
Link: <https://whc.unesco.org/en/tentativelists/5753/>
Category: cultural heritage; tangible (structures, archaeological remains; graves) intangible (site of memory)
Description: four towns/sites associated with the 1994 Genocide against the Tutsi. Varied archaeological remains and memorials.

2.Intangible heritage (UNESCO Representative List of the Intangible Cultural Heritage of Humanity)

BRAZIL:

Bumba-meu-boi cultural complex from Maranhão
Link: <https://ich.unesco.org/en/RL/cultural-complex-of-bumba-meu-boi-from-maranho-01510>
Category: Intangible Heritage
Description: Ritual practice (music, choreography etc)

Capoeira circle

Link: <https://ich.unesco.org/en/RL/capoeira-circle-00892>

Category: Intangible Heritage

Description: Afro-Brazilian dance/martial art

Círio de Nazaré (The Taper of Our Lady of Nazareth) in the city of Belém, Pará

Link: <https://ich.unesco.org/en/RL/crio-de-nazar-the-taper-of-our-lady-of-nazareth-in-the-city-of-belm-par-00602>

Category: Intangible Heritage

Description: Roman Catholic ritual procession

Frevo, performing arts of the Carnival of Recife

Link: <https://ich.unesco.org/en/RL/frevo-performing-arts-of-the-carnival-of-recife-00603>

Category: Intangible Heritage

Description: music and dance as part of the Recife carnival celebrations

Oral and graphic expressions of the Wajapi

Link: <https://ich.unesco.org/en/RL/oral-and-graphic-expressions-of-the-wajapi-00049>

Category: Intangible Heritage

Description: indigenous folk tales and customs of the Wajapi Amazonian peoples

Samba de Roda of the Recôncavo of Bahia

Link: <https://ich.unesco.org/en/RL/samba-de-roda-of-the-recncavo-of-bahia-00101>

Category: Intangible Heritage

Description: dance, poetry and musical traditions of Afro-Brazilian communities in Bahia

