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Diaspora Engagement Seminars

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Diaspora Heritage Tourism and Nostalgia Trade

Diaspora Engagement Seminar #5

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November 8, 2011

Heritage Tourism and Nostalgia Trade

- In 2009, the UNWTO Trade reported that tourism became the 4th largest industry in the world
 - It was a leading export earner for 83% of developing countries
 - From 2000-2008, international tourists visiting developing and emerging countries grew from 259 to 424 million (64% increase)
- Production of home country (“nostalgia”) goods is small compared to overall exports of primary products
 - Goods tend to be labor intensive and made by local artisans who lack access to distribution networks; earnings absorbed at local and household levels
 - Large majority of migrants in the U.S. are consuming home country goods; this amounts to trade in the billions of dollars but not captured in statistics.
- What is development potential of forms of tourism and trade that involve the diaspora?

Issues & Challenges

- **Poor infrastructure:** In many developing countries, tourism-targeted infrastructure and destinations are poorly developed or maintained; most often international tourists are confined to enclaves with little connection to local economy
- **National Branding:** Country-of-origin governments are seeking to incorporate diaspora into national tourism industry as tourists and philanthropists – also in certain cases to alter prevailing views of country amongst foreigners.
- **Respect for visiting diasporas:** Diaspora tourists can often receive less welcoming treatment in their homelands than people perceived as “real” foreigners.
- **Beyond Diaspora Niche Market:** Small producers of nostalgia goods struggle market products to general market and/or meet the scale and safety requirements in order to go “mainstream.”
- **Protecting quality and uniqueness:** Country-of-origin governments need to identify and support high-value-added trade and protect national products and brands from third-party knockoffs.

Identity, Ethnicity and Food: The Role of Nostalgic Trade in Business and Economics



Manuel Orozco, Inter-American Dialogue

November 8, 2011

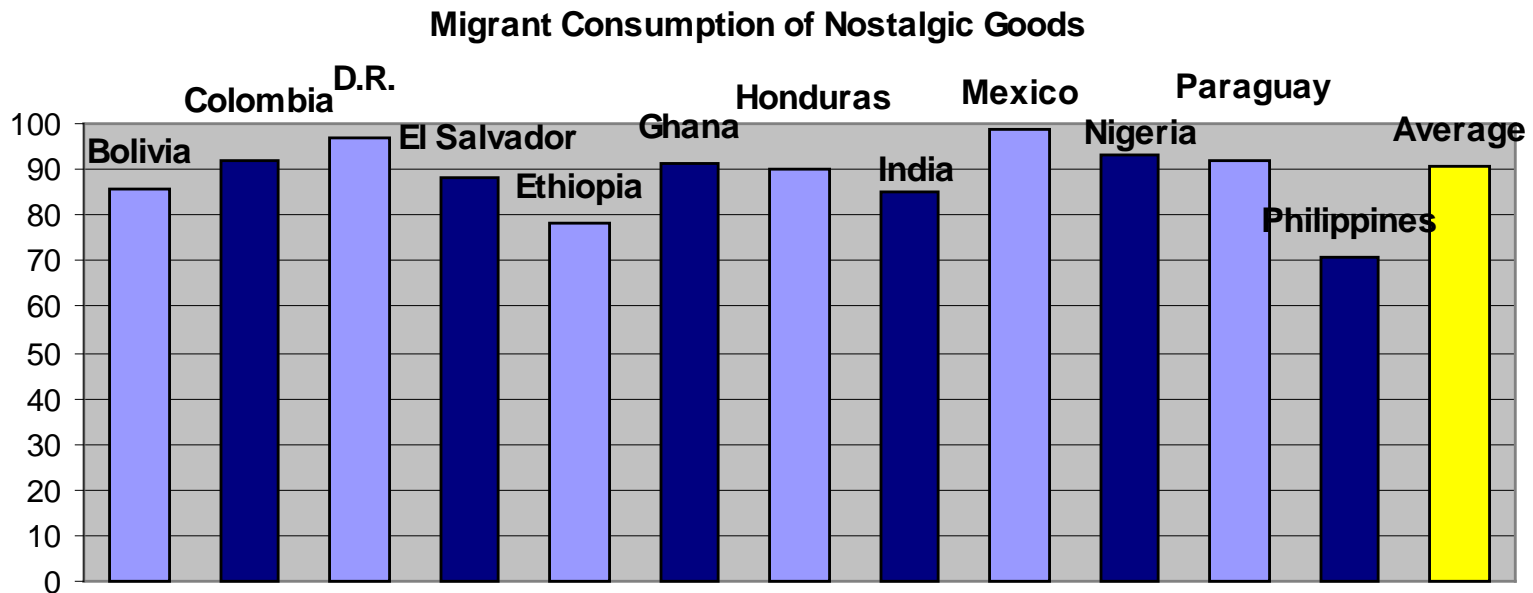
NOSTALGIC GOODS AND TRADE

- Manifestation of realities that shape immigrant life: community, identity and transnationalism
 - Minority/ethnic neighborhoods
 - Cultural and national identity: attachment/belonging to home country & forming other-as-migrant in host country
 - Transnational economic activities (5Ts): money transfers, travel back home, telecommunications, tourism, nostalgic trade
- Direct implications on economic development in the U.S. and the home countries



RESEARCH

- Research the degree to which nostalgic commerce exists, looking at the demand side in particular.
- How it is conducted and applicability of value chain framework



6. Migration and development (2007)

Migrants and economic activities in the European Union (2007)

	<i>Migration</i>	<i>Remittances</i>	<i>Nostalgic Trade</i>	<i>Donations</i>	<i>Investment</i>
East Asia & Pacific	2,514,845	9,045,645,130	1,603,213,688	75,445,350	628,711,250
Europe & Central Asia	21,492,903	58,793,771,294	13,701,725,663	644,787,090	5,373,225,750
Latin America & Caribbean	3,612,577	10,809,719,436	2,303,017,838	108,377,310	903,144,250
Middle East & North Africa	5,687,140	15,798,504,791	3,625,551,750	170,614,200	1,421,785,000
North Africa	783,781	11,801,240,998	499,660,388	23,513,430	195,945,250
South Asia	1,987,553	8,337,859,719	1,267,065,038	59,626,590	496,888,250
Sub-Saharan Africa	3,844,638	9,653,208,600	2,450,956,725	115,339,140	961,159,500
Total	39,923,437	124,239,949,967	25,451,191,088	1,197,703,110	9,980,859,250

70% remits \$3000	80% consumes US\$750	15% donates US\$200	5% invest \$5,000
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Migrants and economic activities in the United States (2007)

	<i>Migration</i>	<i>Remittances</i>	<i>Nostalgic Trade</i>	<i>Donations</i>	<i>Investment</i>
East Asia & Pacific	6,754,326	26,178,936,264	4,305,883,062	202,629,791	1,688,581,593
Europe & Central Asia	6,096,101	16,702,514,445	3,886,264,388	182,883,030	1,524,025,250
Latin America & Caribbean	2,049,530	53,131,672,060	13,062,712,674	614,715,891	5,122,632,421
Middle East & North Africa	1,021,313	3,611,726,578	651,087,038	30,639,390	255,328,250
North Africa	960,809	3,228,318,240	612,515,738	28,824,270	240,202,250
South Asia	1,616,173	10,109,629,219	1,030,310,288	48,485,190	404,043,250
Sub-Saharan Africa	1,293,613	3,257,968,230	824,678,034	38,808,378	323,403,151
Total	38,232,865	116,220,765,036	24,373,451,219	1,146,985,940	9,558,216,164

ABOUT THE RESEARCH PROJECT . . .

- **Demand for nostalgic commodities:** survey conducted on 1,300 migrants from 12 nationalities.
 - Range of products they typically consume from their home countries,
 - Market mechanisms they rely on to acquire the products, and
 - Frequency or regularity with which they acquire these products.
- **Ethnic stores' operations:** interviews with nearly 100 businesses.
 - How local distributors in the United States respond to the demand for nostalgic goods
 - How they identify and liaise with suppliers in the home country

MAJOR FINDINGS . . .

- There exists an **extensive demand** for a **wide range of products**, many of which are **home country 'non-traditional' exports**, albeit they reflect traditional home country commodities;
- These products are **obtained within the community** through local stores that offer most of what they seek, in convenient ways;
- The expenses incurred by the purchase of these products range to almost **\$1,000 a year per household**;

MAJOR FINDINGS . . .cont...

- The goods are a material **representation of migrants' national and cultural identities**; and are **part of a large set** of transnational economic activities
- A **distribution network** exists connecting small and large manufacturers and producers with home country distributors, U.S. importers and middle-men, among others; and
- The stores **increasingly modernize** their business operations and directly or indirectly stock their products with U.S.-made and imported nostalgic products.

MIGRANT TRANSNATIONALISM IN THE U.S.(%)

	Sends once a year	Travels once or more times a year	Calls once or more per week	Belongs to an HTA	Buys home country goods	Has a bank account in home country	Has a bank account in both countries
Bolivia	74.0	19	54	6.0	86.0	3.0	15.0
Colombia	66.0	7	28	15.0	92.0	..	5.0
Dominican Republic	78.0	63	38	20.0	97.0	5.0	3.0
El Salvador	76.0	14	68	4.0	88.0	..	6.0
Ethiopia	68.8	14	46	39.0	78.0	..	12.2
Ghana	68.0	32	68	23.0	91.0	..	18.0
India	60.0	18	44	13.0	85.0	1.0	13.0
Mexico	83.5	5	50	15.5	99.0	6.0	5.5
Nigeria	55.0	47	55	22.0	93.0	2.0	13.0
Paraguay	66.0	10	58	38.0	92.0	2.0	2.0
Philippines	71.0	40	58	2.0	71.0	1.0	10.0
Honduras	91.0	25	85	8.0	90.0	14.0	49.0
Average	73.9	24	54	17.0	89.3	3.1	12.1

Source: Orozco, Manuel. "Tasting Identity: Trends in Migrant Demand for Home-Country Goods." Washington, DC: U.S. Agency for International Development, 2008.

THREE MOST CONSUMED PRODUCTS AS PERCENT OF ALL PRODUCTS (% IN PARENTHESIS)

Country of Origin	Products (#)	Product name I	Product name II	Product name III	Average Bought (#)
Mexico	63	Tortillas (19)	Refresco Jarritos (8)	Cheeses (6)	3
India	51	Curry (6)	Masala (6)	Dana (4)	4
Colombia	44	Café Del Monte (9)	Arepas (8)	Panela (6)	4
Dominican Republic	36	Rice (27)	Refresco Country Club (10)	Coconut milk (7)	3
Paraguay	30	Mate (19)	Bread (9)	Marmalade (15)	4
Bolivia	25	Chuño (16)	Yuca (16)	Guinoa (7)	3
Ghana	22	Rice (24)	Okra (12)	Cocoyam (8)	4
El Salvador	19	Cheeses (36)	Beans (14)	Cuajada (10)	4
Nigeria	19	Plátanos (18)	Batatas (12)	Especias (11)	3
Honduras	19	Cheese (30)	Cream (24)	Beans (15)	3
Ethiopia	8	Injera (80)	Berbere (6)	Café (4)	3

TYPE OF STORE WHERE MIGRANTS BUY FOOD (%)

Country of Origin	At the local store where I buy my groceries	Friends/relatives bring it from home and sell it to me	At the super market chain	Other (informal street vendor, informal courier, traveler)	When I travel to my country
India	82	0	18	0	0
Ethiopia	78	4	5	9	4
Honduras	77	2	19	2	0
Paraguay	62	4	32	2	0
Nigeria	45	2	51	2	0
Mexico	41	1	38	20	0
D.R.	40	8	41	5	6
Philippines	33	5	49	9	1
El Salvador	30	0	55	4	11
Ghana	30	0	68	2	0
Bolivia	27	0	54	8	11
Colombia	20	7	62	10	1

EXPENDITURE OF COMMODITIES BOUGHT

Country of origin	Number of Products Bought (#)	Times bought Per month (#)	Price paid per unit (\$)	Monthly Expense (\$)	Total Paid per year (\$)
Honduras	3	8	4	95	1141
Ethiopia	3	14	3	90	1077
Philippines	3	3	13	99	1020
Ghana	3	7	3	77	919
Paraguay	3	7	3	74	884
Dom. Rep.	3	8	3	66	793
India	4	4	4	58	694
Nigeria	3	6	4	57	683
Colombia	4	5	2	47	564
Mexico	3	3	4	41	494
El Salvador	2	4	4	38	458
Bolivia	2	5	4	34	408
Total	3	6	4	64	768

VALUE OF NOSTALGIC GOODS

Country of Origin	# who buy home-country goods	Total annual amount	Remittances (2008)
Dominican Republic	1,201,751	\$ 701,823,159	\$ 3,110,881,800
Mexico	9,243,351	\$ 4,547,729,091	\$ 24,597,360,000
Honduras	635,476	\$ 908,095,768	\$ 2,707,081,100

IDENTITY

- Identity is a way of defining a person's sense of belonging and rootedness to a particular trait: race, ethnicity, gender, etc.
- These properties and signifiers are reflected in preferences for and attachment to an item.
- Nostalgic goods are material instruments of a migrant's cultural identity

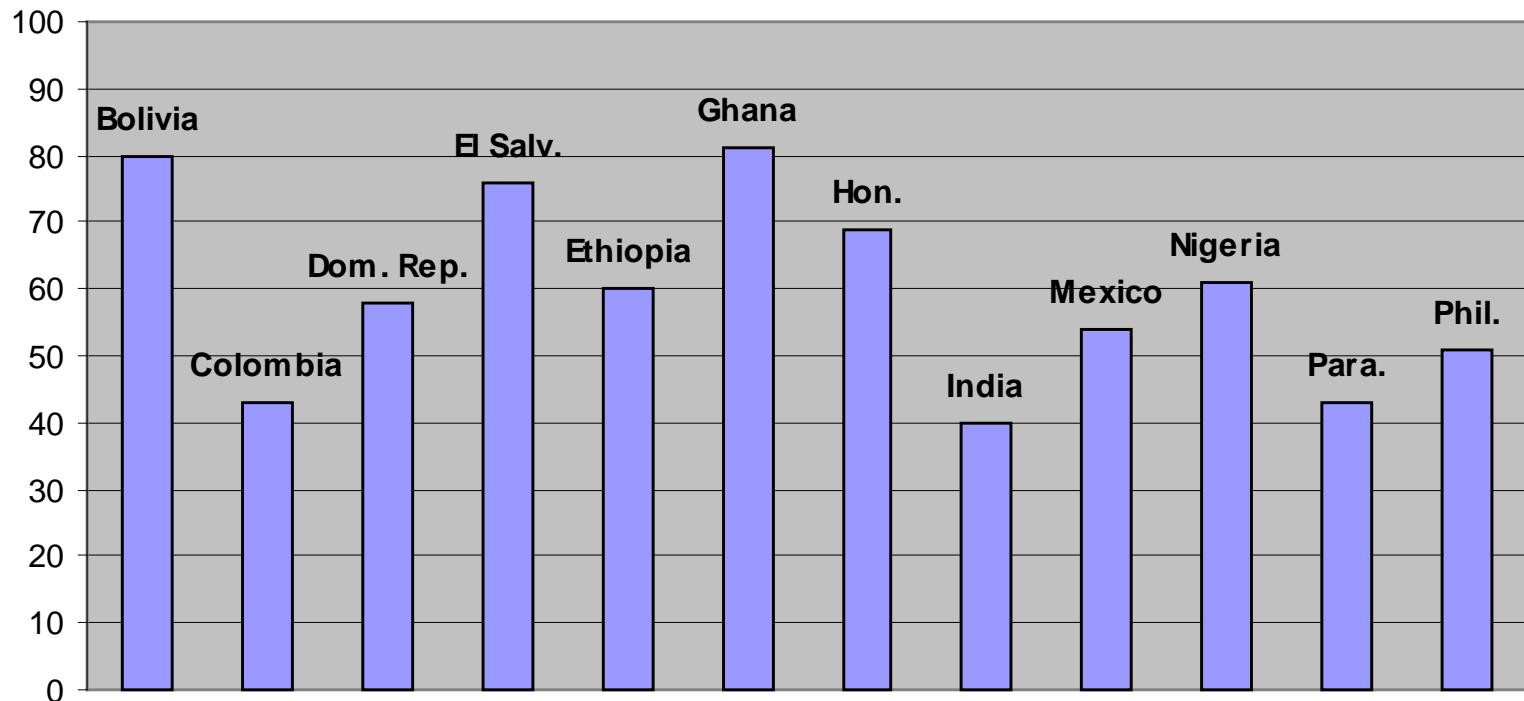
MOTIVATIONS TO BUY THE PRODUCT (%)

Country of Origin	Continue my home country diet	Sense of attachment to home country	Product is unique to my home country	Quality of product is higher than other able products	I like it
Nigeria	21	3	12	10	54
Mexico	2	12	24	13	49
D.R.	1	3	28	24	44
Colombia	1	8	28	26	36
Philippines	6	34	20	2	38
Ghana	13	20	23	15	29
Ethiopia	22	28	16	8	27
Bolivia	31	31	0	19	19
Honduras	16	27	16	22	18
Paraguay	16	14	31	24	15
El Salvador	35	33	0	21	11
India	45	32	18	5	1

MOTIVATIONS. . .cont...

- Overall, 43 percent of all migrants believed that quality and country of origin were the most important aspects justifying the purchase (above cost and that it is cheaper than a US made item)

% Prefer home-country good over similar U.S. made product



THE SUPPLY SIDE FOR NOSTALGIC GOODS IN THE MIGRANT COMMUNITY

- There exists a large market for a wide range of ethnic products, **supplied mainly by small, minority-owned, ethnic stores** (43% have less than 5 employees)
- These ethnic stores are **supplied by an extensive network** of domestic and inter-mestic distributors that interact on multiple levels and in diverse ways.
- The stores have an **intrinsic or organic relationship** with the communities they serve (86% identify)
- Stores are seeking more **modern and sophisticated approaches** while continuing to meet their clients at the grassroots level.
- Ethnic stores also seem to be **relatively vulnerable to the external environment** (71% general negative affect due to economic slowdown)

ETHNIC STORES ORGANIC LINK TO THE COMMUNITY

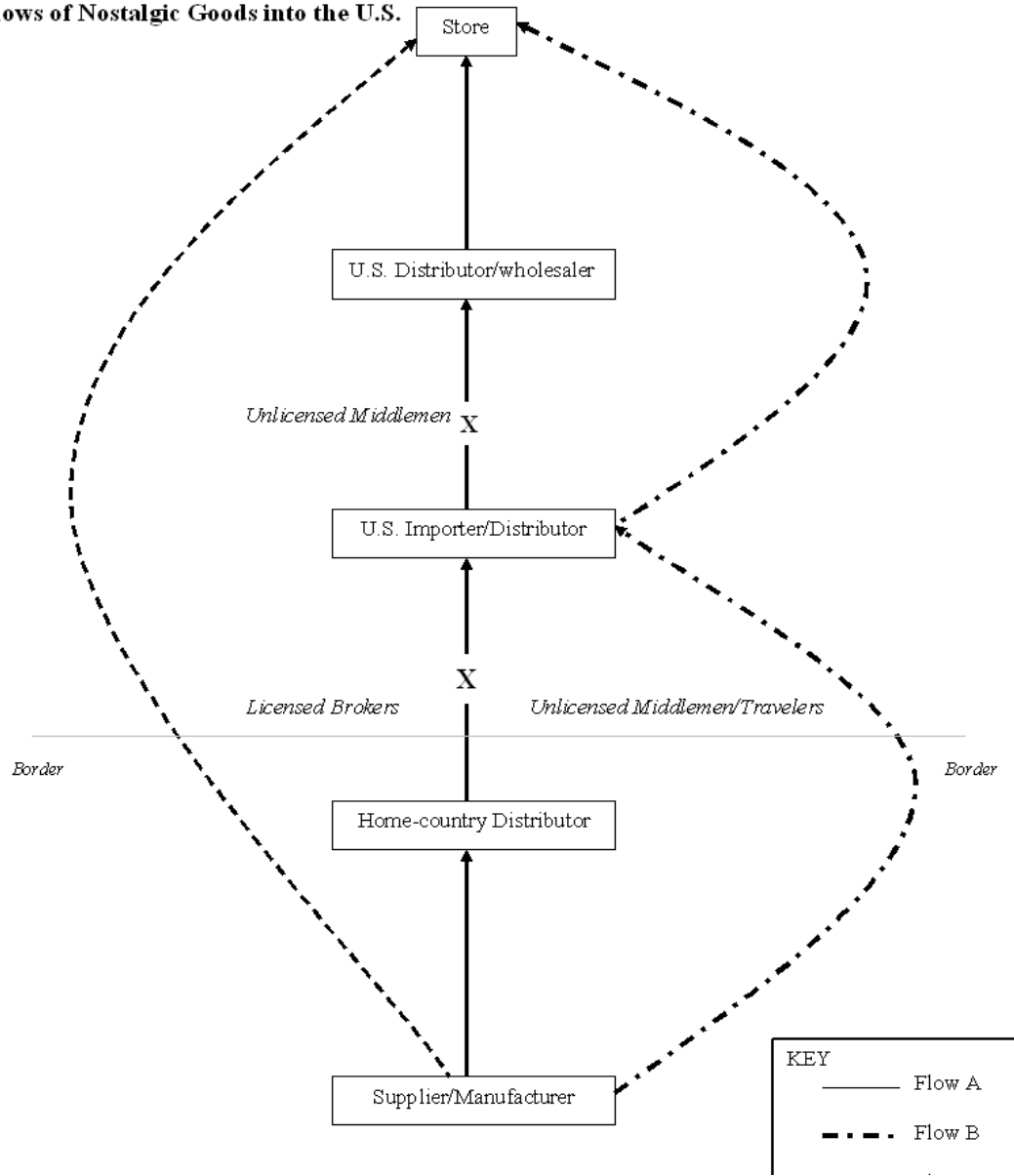
- The majority of these stores have **emerged as a result of conditions within the community.**
- Ethnic stores are **situated in the heart of traditionally ethnic neighborhoods**, surrounded by other entities that cater directly to migrants' needs.
- On a given block, there may be **more than ten stores** selling products to the same or similar ethnic groups, turning sections of their cities into Little Managuas.
- Marketing relies predominantly on personal experience and background knowledge of the community and much less on market research

PARTICIPATION OF A LARGE AND ESTABLISHED NUMBER OF ETHNIC STORES

- There are three main types of stores that supply migrant communities with home country products, or nostalgic goods:
 - Independent retail stores
 - Small franchise stores
 - Retail stores that operate as part of a restaurant or bakery
- Operation of stores depends on a well established distribution network: only 41 percent obtain U.S. manufactured goods and rely on imported items for the most part.
- Importers link with suppliers abroad (i.e. producers, manufacturers and distributors) and to bring ethnic products into the country



Flows of Nostalgic Goods into the U.S.



LEVERAGING NOSTALGIA THROUGH ENHANCED AND IMPROVED FOREIGN TRADE

- Support to SMEs on both sides of the supply chain
- Product quality control and development
- Expansion of new products
- Improving Competitiveness
- Improving distribution



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AFRICAN DIASPORA TOURISM

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November 8, 2011





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HENDERSON TRAVEL SERVICE

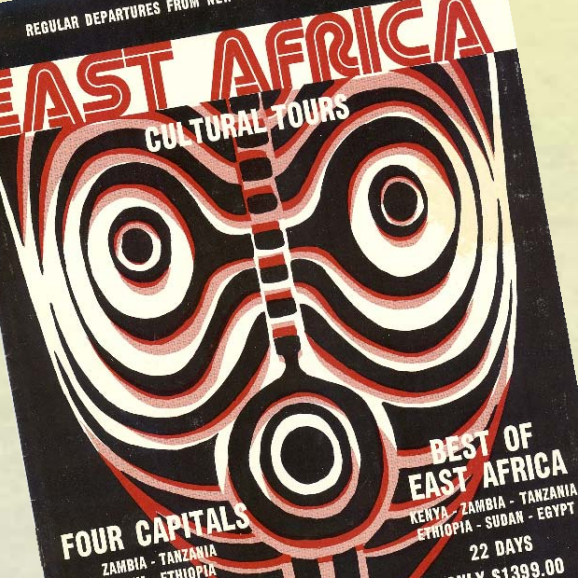
- Started in 1955 in ATLANTA, GA. by **FREDDYE AND JACOB HENDERSON**; 1955 was the same year that Rosa Parks refused to give up her seat on the bus in Montgomery, Alabama.
- Two years later in 1957, HTS pioneered in African Tourism, taking the first group of African Tourists to Ghana to celebrate its Independence.
- We have specialized in African Travel now for **Fifty Six** years, literally sending thousands of Americans, especially African Americans to Africa.
- We have received numerous awards from Travel Industry associations and organizations and Heads of State of African Countries for pioneering in African Tourism.
- Our niche has been **African Cultural Heritage Tours**...and what is now referred to as **African Diaspora Tourism**.
- Today we not only plan tours to Africa and throughout the African Diaspora, but also provide tourism development assistance and support and marketing and promotions to African Diaspora Countries, focusing primarily on the \$56 Billion African American Market.

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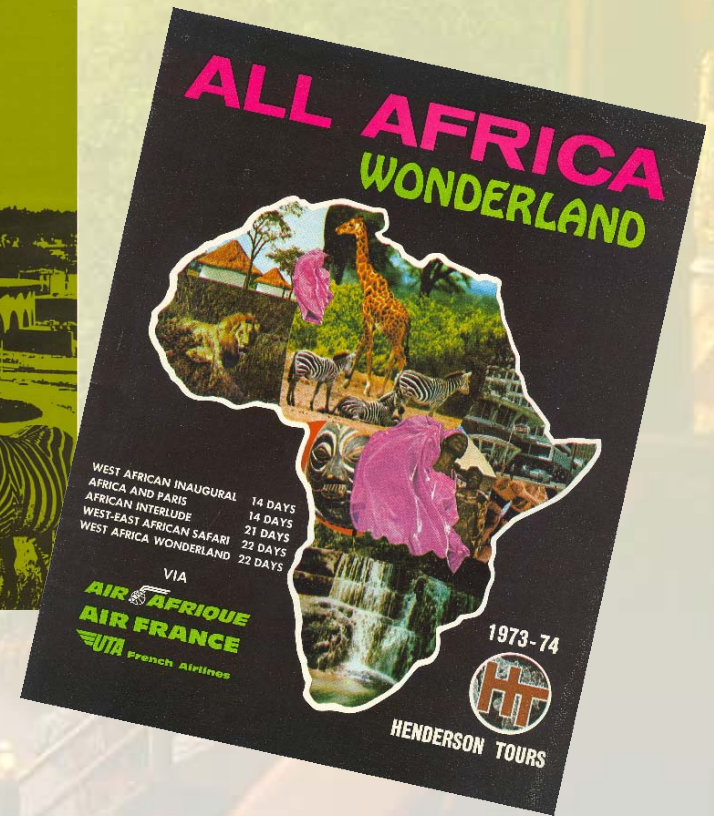
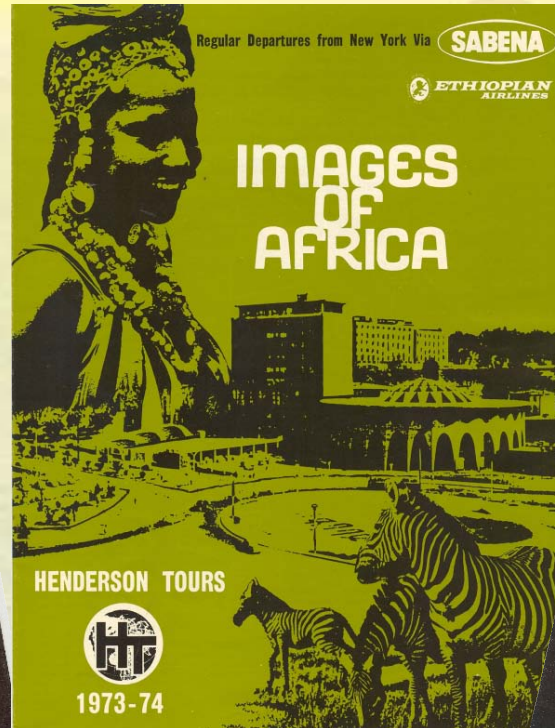
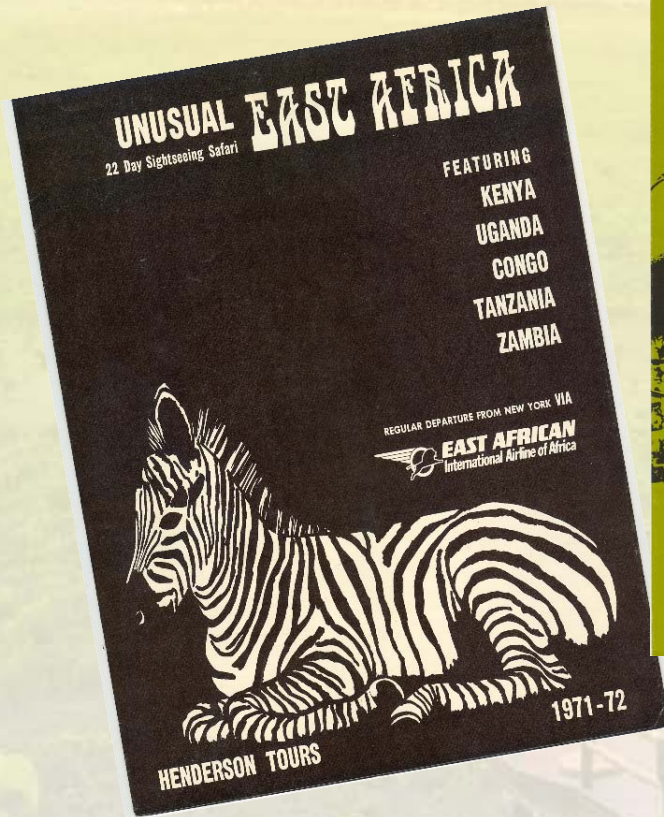
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HENDERSON TOURS



Historical Henderson Tours





FREDDYE HENDERSON being enstooled as the Queen Mother of Travel and Tours in a Ghanaian Durba



The African Diaspora Heritage Trail Program (ADHT) 2002-present

As Hon. David H. Allen, late former Minister of Tourism of Bermuda, who first conceptualized the African Diaspora Heritage Trail tourism initiative, explained, “People of African descent, whether in Bermuda, the Caribbean or the U.S., are all descendants of the African Diaspora, propelled by the advent of transatlantic slavery. All of these strands bind us together with a common history and a common heritage.”



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- According to Howard Dodson, former Director of the Schomburg Center for Research in Black Culture in New York, “The African Diaspora refers to the people of African descent dispersed from the African continent in modern migrations including, but not exclusively, those moved forcibly through the trans-Atlantic slave trade.”
- “African Diaspora Tourism focuses on the shared historical and cultural heritages of countries of the African Diaspora; tourism that educates visitors and safeguards the core values and creativity and progress of African descent, culture and history.”



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Today people of African descent are interested in:

- exploring and researching their own African culture, history and heritage to trace their roots....to the extent possible, e.g. tracing DNA, African Ancestry, etc.
- learning “his story”—history, as told from his oral tradition and his own perspective.

From the beginning, Henderson Travel Tours have focused on African culture and heritage, indeed the African Diaspora—through exposure, enlightenment, education, discovery, connections, roots, translations of life!



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- Research shows that today's travelers in general are more sophisticated and looking for more unique and memorable destinations.
- For travelers in general, cultural heritage experiences are “value added”, enhancing their enjoyment of a place, destination or country.
- For a growing number of travelers who are tired of the homogenization of places around the world, **authentic** experiences are an important factor and motivator for their travel decisions and expectations.



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- African Diaspora Tourism appeals not only to people of African descent, but also to the general international market. Today's tourists are more educated, more "savvy" and sophisticated and are more interested in cultural heritage programs, museums, trails and sites. Hence, African Diaspora Tourism can increase international arrivals and international travel spending, directly supporting jobs and wages in the tourism industry.



- The good news: today's trends in African Diaspora tourism indicate significant progress in people's ability to write themselves into their nation's history and heritage.



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- It is important also to note that African Diaspora tourism is not simply what happened in the past. It is what people of the past and present value about the past and wish to pass on to future generations as symbols of their presence, existence and meaning. “Heritage”, then, is selective memories of the past –a process usually defined and shaped by the politics of the past and the present, which in turn are shaped and informed by the heritage-maker’s visions of the future (Howard Dodson, “Politics of the African Diaspora”).



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Too often the contributions and roles of enslaved African people and people of African descent in general have been left out of history books throughout the globe.

African Diaspora tourism seeks:

- to counteract that historical mishap,
- to challenge the myths and misinterpretations of both the nation's past and the very past of the people of African descent within that nation,
- to recapture that important part of the history and culture of many countries today, whether they are in North America, Central America, South America, Europe, the Caribbean, or the Middle East or Africa.



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In the U.S., for example:

- there are now well over a hundred museums of African American and African Diaspora history and culture and cultural centers that have been established,
- African American monuments and historic sites have been added to the state and local heritage lists and National Parks Services offerings,
- Historic African American institutions and organizations have been identified and added to the national register of historic places,
- Heritage trails have been organized around slavery, e.g. Underground Railroad and Civil Rights Trails
- Renaming of streets, highways and byways for African Americans is quite common throughout U.S. cities and towns.



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Research on African Diaspora Tourism reveals key themes that emerge as objectives for the various programs, museums and trails that have been and are being developed. They all seem to have gleaned from their own research and recognize the importance of these core issues:

1. The protection of valuable historical and cultural resources, both tangible and intangible and in so doing, are contributing to the expansion of local tourism products,
2. Partnership creation and private sector participation and collaboration in heritage destination development,
3. Identification of financial resources for infrastructure and site development,
4. Communications, marketing and networking for global visitor attraction,
5. Historical accuracy and perspective in traditional and contemporary heritage interpretation.



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UNESCO's support of the African Diaspora through the Slave Route Project has contributed to the African Diaspora's progress and recognition.

UNESCO's Strategy for the Slave Route Project offers some pertinent parallels for African Diaspora Tourism:

1. Deepening scientific research on the slave trade and slavery
2. Developing curricula and educational material with a view towards encouraging teaching of this tragedy at all levels of education
3. Promoting the contributions of Africa and its Diaspora
4. Promoting living cultures and artistic and spiritual expressions, resulting from the interactions generated by the slave trade and slavery
5. Preserving the archives and oral traditions related to the slave trade and slavery
6. Taking inventory of and preserving tangible cultural heritage, places and sites of memory linked to the slave trade or slavery and promoting memory tourism based on this heritage.



ECONOMIC ADVANTAGE:

It is important to note that the growing cultural heritage market is an affluent market. The U.S. Department of Commerce's Research has shown that the Heritage/Cultural traveler:

- Is generally better educated, more affluent and has higher expectations for travel experiences that are both enjoyable and educational,
- spends more than other travelers, frequently buying arts and crafts of the region, and
- travels longer, on average spending 5.2 nights as opposed to 3.4 nights.



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According to the Cultural Heritage Tourism Travelers Report, the following chart depicts the importance of specific activities by level of importance and tourist participation:

- Shopping 90%
- Dining in Restaurants 86%
- Visiting historical places 68%
- Sightseeing in cities 59%
- Art galleries and museums 41%
- Cultural heritage sites 41%
- Visiting small towns 37%
- Amusement/theme parks 34%
- Visiting National Parks 34%
- Attending concerts, plays and musicals 29%



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African Diaspora Tourism is important because it:

- Provides inspiring educational experiences
- Produces quality cultural products that expose visitors to authentic African Diaspora history and culture
- Fosters sustainable economic development
- Motivates local people to become active participants in the preservations and dissemination of their history and culture
- Serves as an impetus for ongoing research and for identifying, developing and showcasing significant heritage sites
- Provides a marketing tool to reach targeted markets and general markets interested in and attracted by historical and cultural educational options
- Raises the awareness of the local community of their rich cultural heritage



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November 8, 2011

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