

New York Cultural Heritage Tourism Workshops
Collaboration Exercise

Instructions for Each Table:

Step 1. Read the question: “A donor has offered \$100,000 if you work together to create a strategy to advance cultural heritage tourism in New York.”

Step 2. Each person write an answer based on the profile of the stakeholder that matches your color placemat:

-  Yellow: Cultural heritage site/attraction/organization
-  Blue: Tourism industry (TPA)
-  Green: Business, banker
-  Orange: Preservation/conservation
-  Red: Government/elected official
-  White: Resident
-  Brown: Journalist/media
-  Pink: Visitor

Based on your profile,

- a) Decide what you are willing to contribute, give to make this happen and why
- b) Decide what you want to receive as an outcome of this collaboration and why
- c) You can also opt out – a wait and see, not want to participate – but say why”

Step 3: Each group member shares responses.

Step 4: Each group discusses perceived challenges to implement with desired outcomes

Step 5: Discuss how to overcome the challenges; how to bring about consensus and collaboration.

Step 6: Report findings, learnings from different stakeholder perspectives in 2 minutes at the closing of the exercise.