Conservation of cultural and natural heritage and historic urban landscapes and provision of recreational “green” and other public spaces: Technical session conclusions and recommendations

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Topics presented and discussed:

I. Progress and challenges in implementation of *UNESCO Convention concerning the Protection of the World Cultural and Natural Heritage*

II. Conservation of cultural and natural heritage as catalyst for (sustainable urban) tourism

III. Programmes and measures to enhance the protection of historic urban landscape

IV. Recreational zones, parks, green and other urban public spaces
Public Finance and Economics of urban renewal: Urban Renewal Agencies (URAs) in the US

Source: Pueblo Urban Renewal Authority, Pueblo, United States
The topics discussed in this session fall by and large under the immediate authority of city administrations and local governments;

“Green and clean city policies”, conservation of cultural and natural heritage, historic urban landscapes, and public parks, monuments and recreational facilities require public sector investment and maintenance;

Public benefits of these investments are often significant, but they are mostly “external” to the project, and direct revenue generation opportunities to cover costs remain limited;

Direct and indirect promotion of tourism can generate some significant additional incomes (for cities) through add’l business and employment;

Development strategies should seek to promote both, domestic as well as incoming foreign tourism;

Tourism is increasingly competitive industry. Diversification of tourism product and “authenticity” / “uniqueness” can enhance competitiveness of individual suppliers and entire destinations.
Programmes for conservation of historic urban landscapes and programmes for local tourism development can have significant positive synergies;

Private and community-based entrepreneurial initiatives can be important for new tourism development;

More effective incentives for private investments can significantly accelerate economic growth and poverty reduction through tourism;

Successful tourism development requires local consultations and participatory decision making involving all concerned stakeholders;

Policies and measures for tourism promotion need to be coordinated across policy-making government departments;

Effective protection and conservation of the local natural and cultural resource base will be essential for long-term sustainability of tourism.
Thank you

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