

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

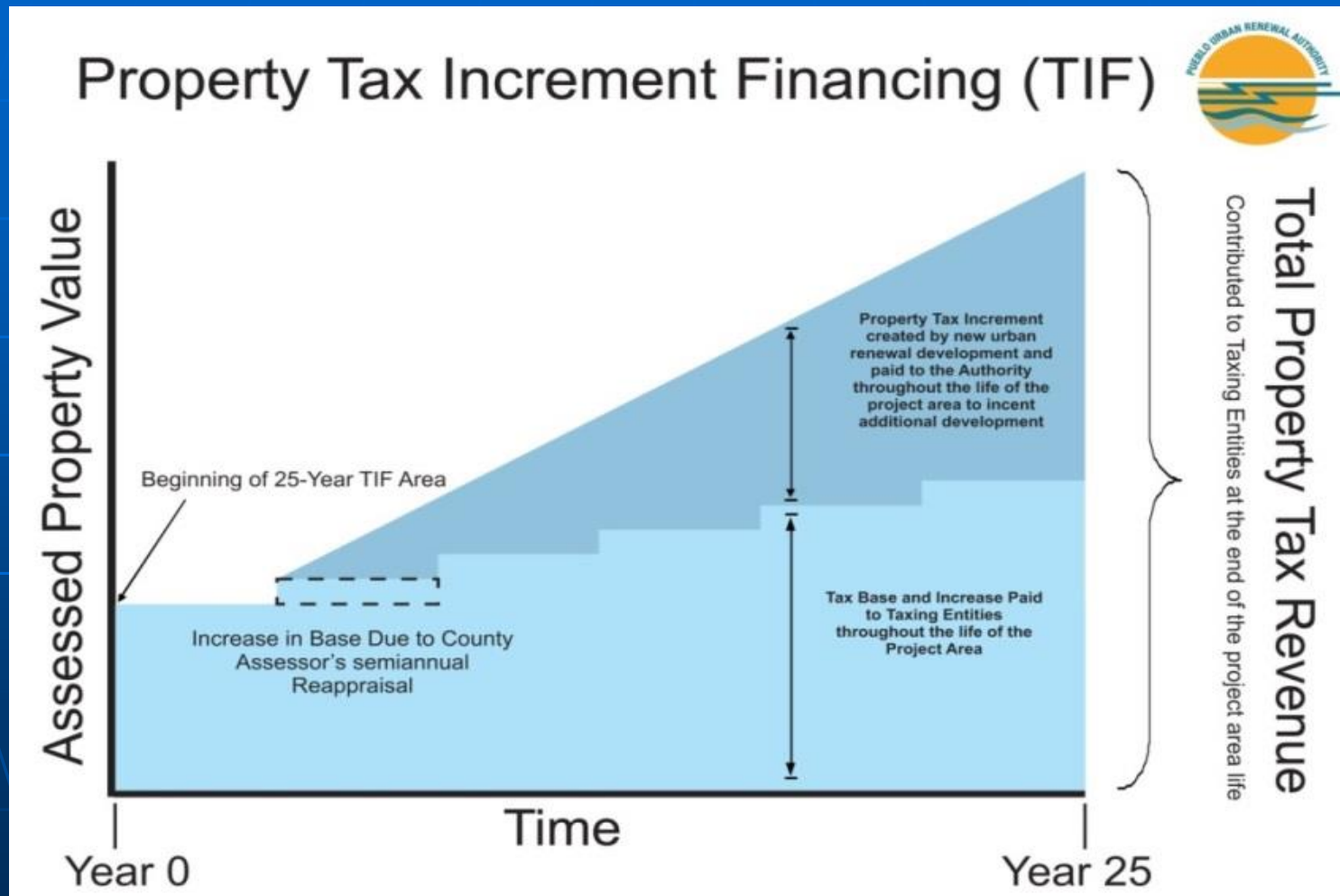


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## Topics presented and discussed:

- 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

# Summary and **12** conclusions

- 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.

# Summary and

# 12

# conclusions (cont'd)

- 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

Further information:

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