Cultural Heritage as a socio-economic development factor

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In this case, the subject has been developed through a specific research activity, and with a reflexion of all involved members of the Working Groups in the different MEDA cities, through the use of a schematic questionnaire.

Specific research activity:
- with reference to documents and experiences similar to the Pilot Projects of the MEDA partners: cases in Cairo, Tunis, Damas, Naples;
- gathering together the results obtained locally by the working groups.
The first questionnaire

Through the use of a questionnaire with few questions, I sought to build a common definition of Cultural Heritage and Economic development and to know:
- the impact of tourism on city's economy;
- the incidence of culture as motivation for tourists to visit the city;
- the span of action that can be undertaken by the institutions to promote pilot project;
- how can the local community be involved in the valorisation of its cultural heritage;
- how to link intervention policies with professional training in the field of Cultural heritage management.
The importance of Cultural Heritage

Cultural Heritage, classic and contemporary, contributes to the identity and branding of territory.

This identity constitutes the base for sustainable and endogenous development.
The importance of Cultural Heritage

Heritage includes buildings, monuments, landscapes, urban areas, countryside, maritime sites, buried remains and objects.

There is also an intangible Heritage made of oral traditions and literature, visual arts, music and performing arts, folklore and traditional knowledge.
The importance of Cultural Heritage

Pre-requisites constituting the base for sustainable development in MEDA countries:

− the primary responsibility of the public sector to act as the custodian of Cultural Heritage assets in the respect of cultural specificities of the community
− the appropriation of Cultural Heritage by local populations.
The importance of Cultural Heritage

Cultural Heritage is not seen as an overall priority for national development unless its relationship with social values, economic activities, local development, international exchanges, is made or become clear.
The importance of Cultural Heritage

Revitalisation of Cultural Heritage as part of an economic and social system.

Example:
financing the archaeological excavation of an historic site and revitalising the links of the site with the local culture, oral traditions, folklore, arts and crafts.
The local market, the local museum, the micro firms producing locally culture-based goods, the tourist industry and the local institutions are involved in the Creation of a cultural district.
Instruments to contribute to the promotion and conservation of Cultural Heritage

• Education and access to knowledge as key factors of the promotion of Cultural Heritage

• Sustainable cultural tourism

• Urban rehabilitation of historic cities and adaptive reuse of buildings
Education and access to knowledge as key factors of the promotion of Cultural Heritage

Improve awareness of Cultural Heritage and the ethics of its care in study curricula.

Heritage education needs to be developed in schools and through informal education. Students will appropriate of their tangible and intangible Cultural Heritage visiting and using the resources of the site, and understanding the importance of past and contemporary heritage as common elements.
Education and access to knowledge as key factors of the promotion of Cultural Heritage

The necessity of Training courses on policy making and on the economics of Cultural Heritage:

§ to build the awareness of civil society in Cultural heritage matters
§ to develop the local capacity building
§ to aim at training trainers, setting training methodologies and producing educational materials.
Education and access to knowledge as key factors of the promotion of Cultural Heritage

Other helpful tools to arise awareness:
- **cultural events** on the site and in relation with the local cultural heritage elements supported by strong visibility instruments
- **animation activities** (exhibitions, museums, festivals, fair, music, etc)
- **organization of educational campaign** to safeguard, conservation and promotion
- **organization of thematic Cultural Heritage days** to awaken students and scholars
- **production of publications** in the national language
Sustainable cultural tourism

The link between culture and tourism is the most visible aspect of the contribution of culture to local development: 37% of the global tourism has a cultural motivation.
Sustainable cultural tourism

When tourism is identified as part of an overall development strategy, the identification, protection, and enhancement of historic resources is vital for any sustainable effort.
Sustainable cultural tourism

Heritage visitors stay longer, spend more per day, and, therefore, have a significantly greater per trip economic impact.

In some places cultural heritage tourism is one of the main economic contributors.
Sustainable cultural tourism

When heritage tourism is done right, the biggest beneficiaries are not the visitors but the local residents who experience a renewed appreciation for and pride in their local city and its history. The influence of well-planned and well-managed local tourism programs extends to improving the local economy and enhancing the quality of life for local residence.
Sustainable cultural tourism

Tourism promotes new productive and commercial activities in the field of Cultural Heritage: hotels, restaurants, publications, arts & craft, high quality museum souvenirs, guide services.
Urban rehabilitation of historic cities and adaptive reuse of buildings

City revitalisation is not only limited to monuments, but to a larger scope of old buildings, also dwellings, that can be renovated and re-used for other purposes previously unforeseen. This in turn has many indirect socio-economic impacts and improves the area’s image and reputation, which acts as a magnet to businesses.
Common problems to face:

- Commercial interests predominate when dealing with poverty and the absence of legal protection of buildings is a threat for Cultural Heritage.
- Often the property is not interested in rehabilitation and the owners are not open to action.
Possible actions:

- Creating innovative institutional and financing programmes and incentives to be used to facilitate implementation as well as providing direct incentives for the residents.
- Introducing indirect incentives in the form of employment opportunities, neighbourhood facilities and training in traditional construction and rehabilitation work.
Two examples of rehabilitation in old Islamic Cairo:

• the Darb al-Ahmar development supported by the Aga Khan Trust for Culture

• Rehabimed pilot project for the rehabilitation of a *wekala* for artisans.
Preservation can be the tool to create a future in which a stable residential core is enlivened and sustained by a widespread system of small workshops and retail activities, supported by essential infrastructure and community facilities and made more attractive by well-maintained open spaces and monuments.
The Darb al-Ahmar development - Cairo

Improved living conditions will promote a stable population and the kinds of productive activities that come with a steady demand for goods and services and aim at facilitating the gradual rehabilitation of existing residential units and promoting the redevelopment of ruined buildings.
The Darb al-Ahmar development - Cairo

Interventions in rehabilitation of Darb al-Ahmar:

- Rehabilitation of historic buildings
  Their long-term preservation is crucial to maintaining the area’s architectural character, and they should play an important role in attracting visitors to the area.

- Reorganization and maintenance of public spaces
  Upgrading street paving, public lighting and signage, as well as facades and storefronts can do much to attract and enhance commerce.

- Housing improvement
  A dual strategy is being pursued, aimed at facilitating the gradual rehabilitation of existing residential units and promoting the redevelopment of ruined buildings and vacant plots into new housing.
El-Magraby wekala, a building chiefly designed for the accommodation of merchants and the reception of their goods, situated in the old Islamic Cairo, has been chosen by RehabiMed pilot project. The working conditions of the artisans who currently occupy it are precarious due to the poor state of the building and its installations as a result of the lack of maintenance for many years.
The aim of rehabilitation work is to offer a decent work space for the many artisans now accommodated in the building, improving their working conditions and their output.

This will serve to show the real possibilities of undertaking micro-projects to improve the day-to-day life of the population, at the same time recovering local architectural heritage.
Culture as a catalyst for development - Damascus, Syria

The project for the Souq al Saghi, developed by the Aga Khan Trust for Culture, was driven by the active participation of the local community and exemplifies how investing in culture can catalyze economic development. The project featured the rehabilitation of 76 traditional shop facades including the restoration of public areas and the installation of new street roofing capitalizing on the resourcefulness of local people to repair buildings, clean and replace stone facades, and install new facilities.
Culture as a catalyst for development - Tunis, Tunisia

The ongoing efforts in the old medina in Tunis have resulted in the middle class returning, both as residents and as business and property owners.

The project of rehabilitation followed two main lines:

- The safeguard of Cultural Heritage
- The safeguard of social real estate
Naples Open Museum, Italy

Naples Open Museum is the biggest open museum in the world with a surface of 750,000 sq metres. Within the 8 Km of thematic routes through the old centre of Naples it is possible to visit 200 churches and archaeological sites and more than 3000 pieces of art. Detailed information panels give information of each monument in 5 different languages together with a map of the area. A Cultural Centre offers all the necessary information and organizes guided tours and events to discover the history of Naples and its evolution through the centuries.
RECCOMENDATIONS

Institutional co-ordination and community involvement within a gradual process of economic improvement and physical rehabilitation must be viewed as the necessary ingredients for taking on the manifold conservation and revitalisation needs.

In the long run community involvement is the best means of achieving lasting results.
RECOMMENDATIONS

A few important issues:

• Public goods include Cultural Heritage, therefore the role of the public sector at central and local level as custodian of Cultural Heritage assets is extremely important.

• Civil society organisations need to be involved at different scales in the consultation and planning of investments.

Local communities should share the benefits so that social development returns may be obtained.
RECOMMENDATIONS

• **Secure the wider dissemination of project activities to the civil society** through the allocation of specific funding, and promote the preparation of educational material for school children and the civil society

• **At the national level specific recruitment of professional figures is necessary** to fill gaps in the capacity of the institutions to address Cultural Heritage management issues, the integration of Cultural Heritage in the domain of community development, education and tourism
RECOMMENDATIONS

• Encourage closer contacts between training programs and public/private employers in Cultural Heritage

• Ensure that proposed projects include not only plans for immediate results, but also include studies on foreseeable impacts

• Improve or develop mechanisms to support young actors and emerging teams in the field of Cultural Heritage activity.
RECOMMENDATIONS

- Encourage the emergence of networks of specialized local enterprises in the conservation of Cultural Heritage
- Preserve and disseminate local and traditional know-how.
ARCHIMEDES PROJECT
Development of activities plan

ISTANBUL
7-8 February 2007

Thematic Groups Activities

Definition of the theme

SOFIA
5-6 July 2007

Definition of the theme and conditions for the project

Intermediary steps

10 – 20 August 2007
20 – 30 September 2007
1 - 10 November 2007

Swot Analysis

15 September 2007

Beyrut, El Mina

Writing Report

EL MINA
December 2007

Realisation of Pilot Project

4

Swot Analysis

Development Beirut, El Mina

Input

Definition of the theme and conditions for the project

Pilot Projects

Definition of the theme and conditions for the project

Input

1

2

3

15 September 2007

Dec.2008

15 September 2007

Dec.2008
KEY-WORDS TO DEVELOP WITH NEW SYNTHETIC FORMS

How to build partnerships among public and private actors of the local system

How to promote agreement about the pilot project