

Prioritizing Cultural Heritage in the Asia-Pacific Region: Role of City Governments

Hari Srinivas
Coordinator, GDRC

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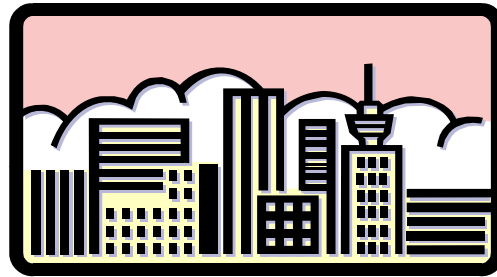
Presentation outline

- Introduction to the topic and theme
- Case study 1: Katmandu, Nepal
- Case study 2: Penang, Malaysia
- Case study 3: Manila, Philippines
- Lessons learnt and implications

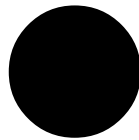


Prioritizing Cultural Heritage in the Asia-Pacific Region: Role of City Governments

1



Introduction to the topic and theme



Prioritizing Cultural Heritage in the Asia-Pacific Region: Role of City Governments

There is a growing recognition:

- cultural heritage and its conservation is a shared responsibility
- all levels of government, proponents, and members of a community need to be involved



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New thinking

Heritage management is more than simply making an inventory of heritage resources

There is a need for an integrated and interlinked approach to heritage management.

Heritage is more than a record of the past - it is becoming an integral part of the urban identity now, and for the future.



Why city governments?

- City governments are in 'direct contact' with the manifestations of heritage at the local level.
- Cities have recognized that many of the old historic areas are in danger of being destroyed in the name of economic development and modernization.
- Many are indeed old cities that were seats of civilization for centuries - Delhi, Bangkok, Hue, Esfahan, Seoul, and Yangoon.



Criticality of cultural heritage for cities - 1

FACTOR 1: Social factors

These include enhancement of a city's image and identity (and hence leading to its residents' pride in the city), and integration into day-to-day living and development of value systems for the community.



Criticality of cultural heritage for cities - 2

FACTOR 2: Politico-economic factors

These are more easily understood, and involve the role of heritage in tourism (and hence in the local economy), and its archeological and historical importance.



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Criticality of cultural heritage for cities - 3

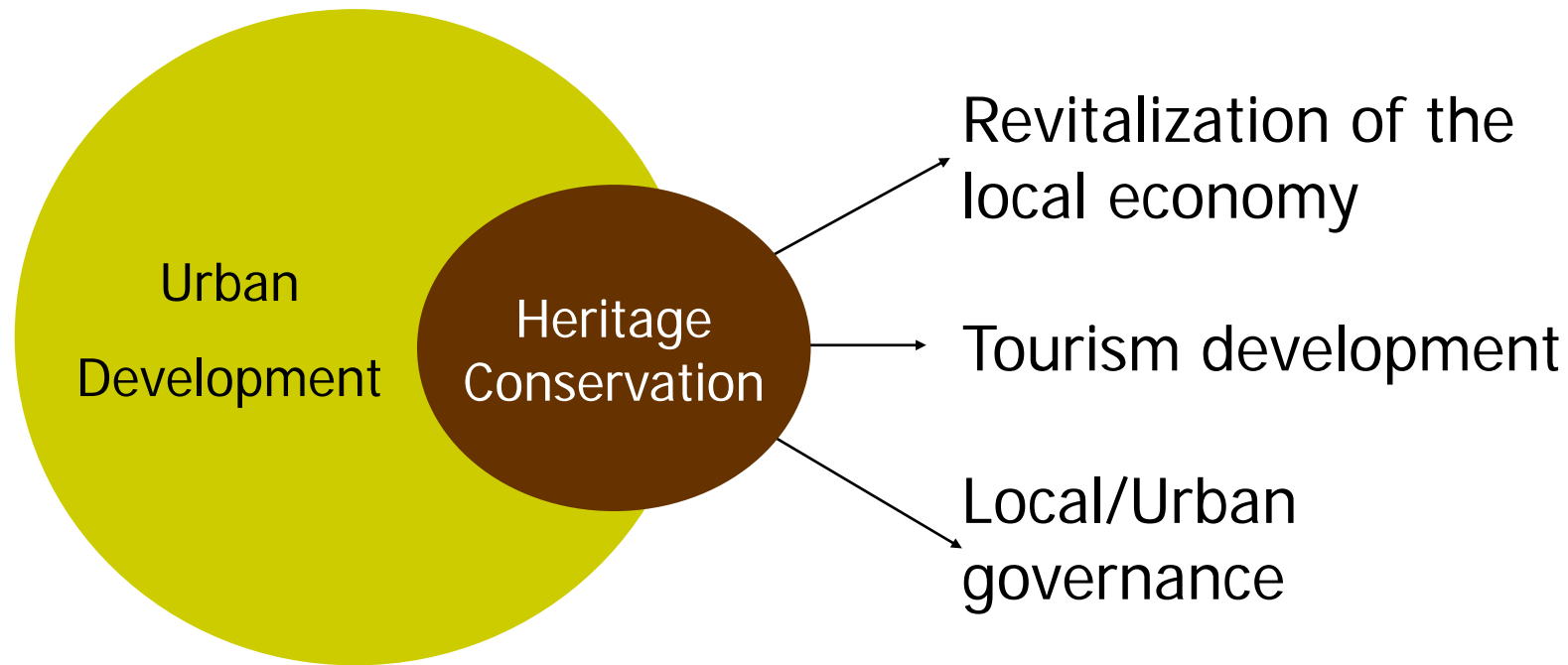
FACTOR 3: Planning factors

These are particularly applicable to architectural heritage - involves the reuse, redevelopment and regeneration of heritage objects to preserve and integrate them into the larger developmental process of the city as a whole.

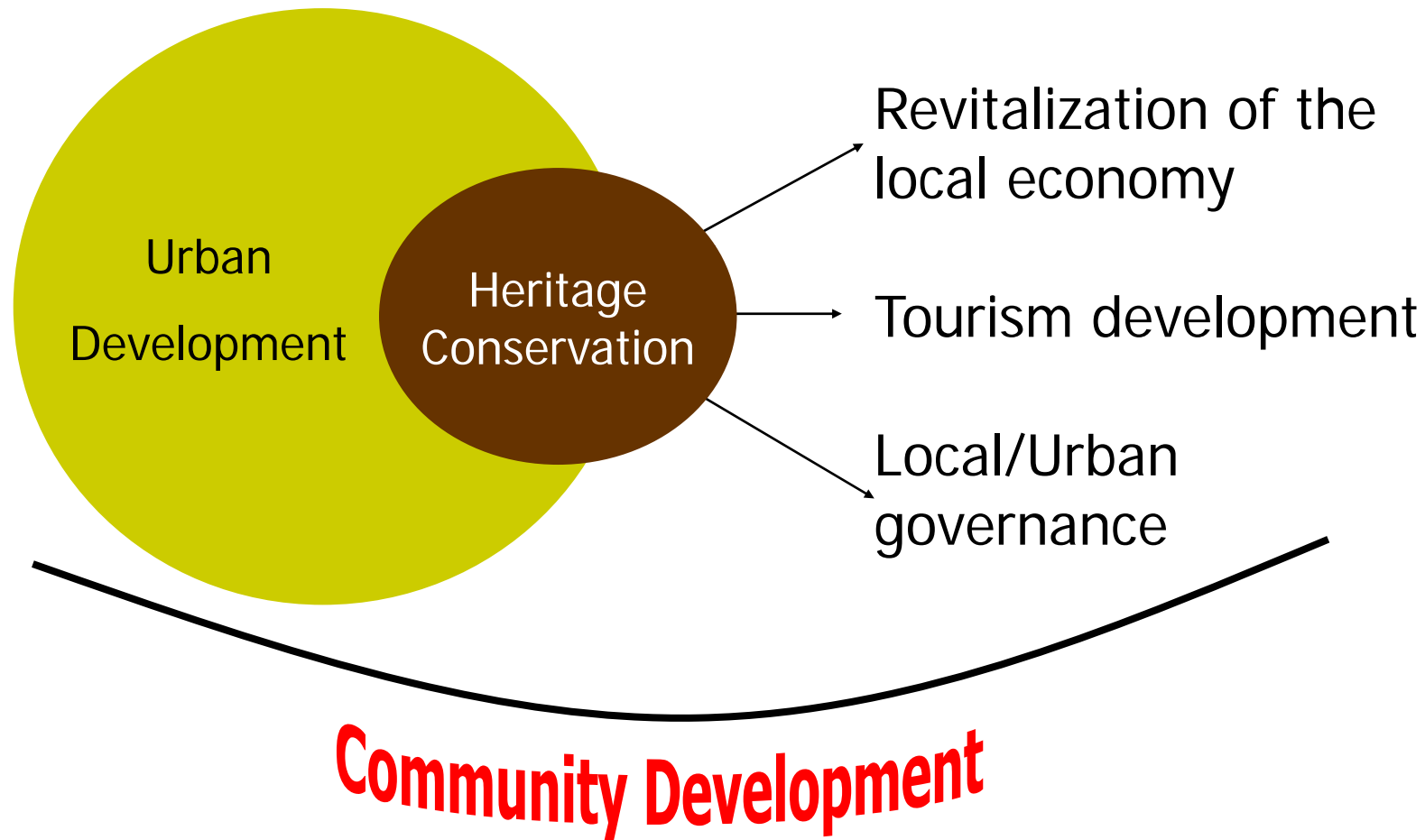


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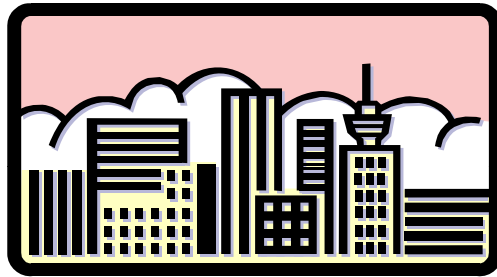


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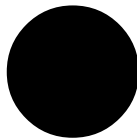


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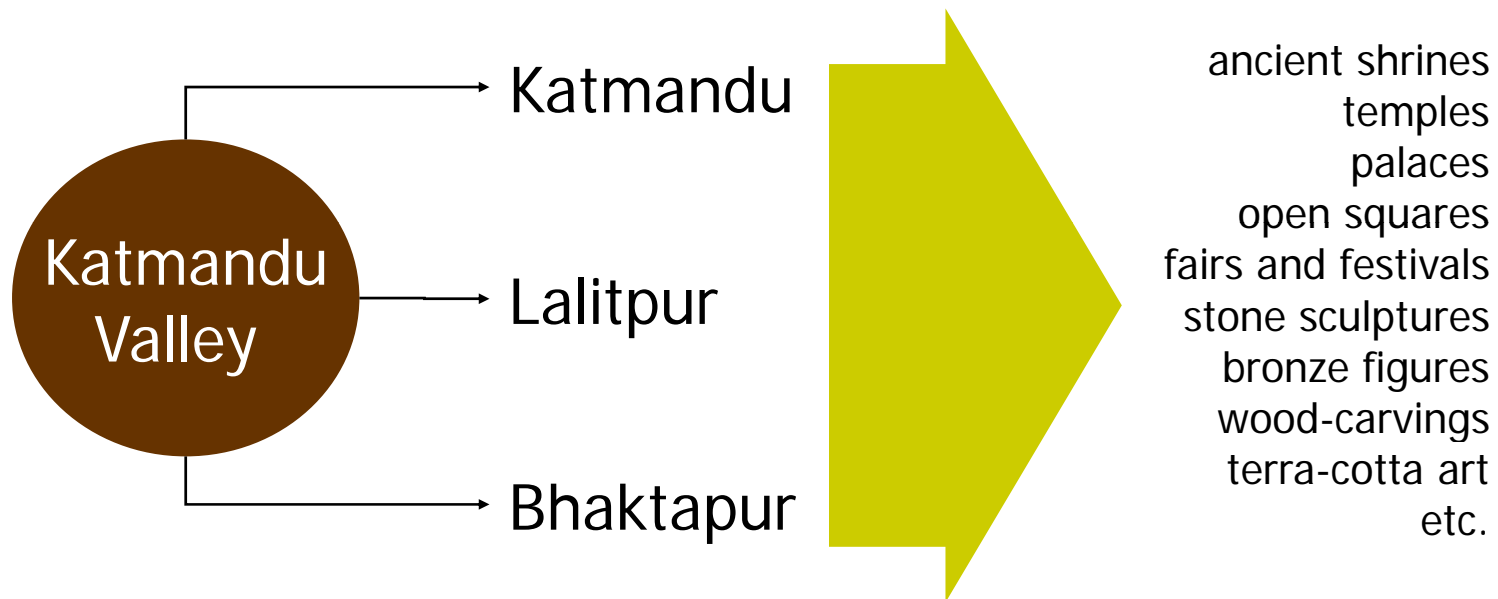
Case Study 1: Katmandu, Nepal



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Issue 1: Starting points for heritage conservation

The local government,
Katmandu Municipal Corporation,
realized the need for

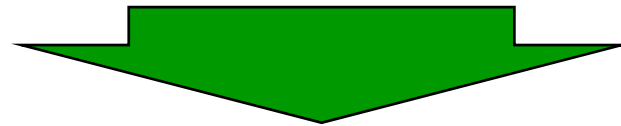
integrating cultural heritage
conservation into a broad process of
community and citizen's participation.



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Issue 2: Initial hurdles and first steps

- Lack of community involvement in any heritage initiative
- Lack of civic pride and city-image building among citizens.



- Set up Heritage and Tourism Department
- Education and Awareness programmes
- Heritage tours for local schools and other groups
- Mass media - radio and TV - programmes
- Public private partnerships
- Financial Incentives



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Issue 3: Social Framework

- Strong link to daily lifestyles and religious obligations
- Incorporation of tangible (temples, public squares, old houses) with intangible heritage (festivals, music, dance)



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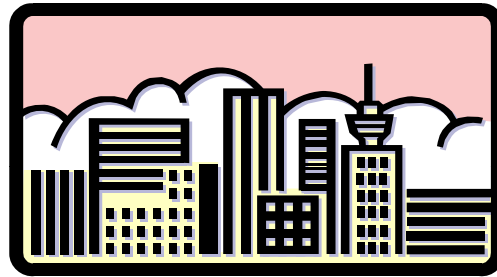
Issue 4: Experiences for a start

- **Heritage Conservation, and urban identity/pride:** A good heritage conservation strategy is critical to build a strong urban identity and pride in our cities and towns.
- **Heritage Conservation is more than just history:** A good heritage conservation strategy incorporates all aspects of a region's heritage - historical, but also natural and cultural.
- **Heritage Conservation needs participation and involvement of the community:** A good heritage conservation strategy requires the active participation and involvement of the local community in all aspects of its development and implementation.

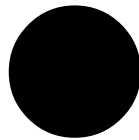


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3



Case Study 2: Penang, Malaysia



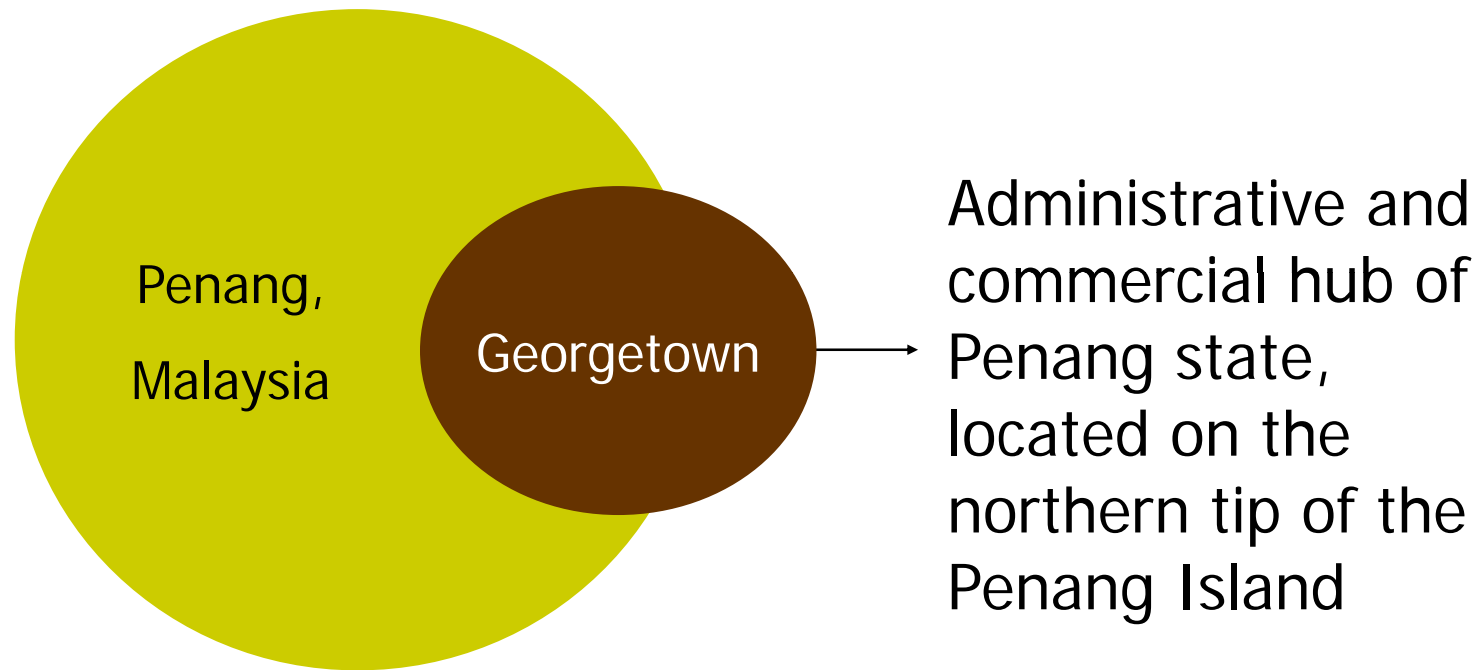
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Issue 1: Starting points for heritage conservation

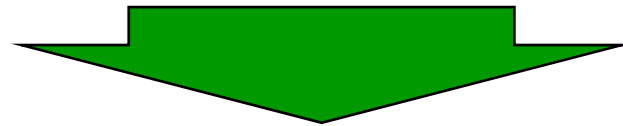
The local government,
Municipal Council of Penang Island,
realized the need for

preserving traditional architecture,
streetscape and matrix of socio-economic
activities - ensuring its marketability as a
heritage 'tourism product'.



Issue 2: Initial hurdles and first steps

There was an initial lack of priority in government policies to identify and maintain the qualities, endowments and assets that collectively contribute to the city's cultural heritage.



- Link to “Sustainable Penang” Programme
- Seek World Heritage status
- Incorporation and linking to tourism plans for the island
- Identify clear roles and responsibilities for the private sector



Issue 3: Social Framework

- Address heritage issues by interlinking it with physical and urban planning processes
- Create a sound policy framework that enables problems and conflicts to be addressed in an equitable manner
- Link to other activities that involve the community, especially sustainability issues.



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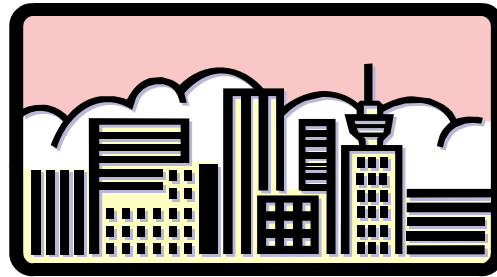
Issue 4: Experiences for a start

- **Heritage Conservation leads to well-being and human security:** A good heritage conservation strategy should have well-being and human security as some of its eventual goals for the local community.
- **Heritage Conservation helps preserve intangible local cultures:** A good heritage conservation strategy looks at both tangible and intangible heritage resources in an integrated manner
- **Heritage Conservation strongly influences sustainability goals:** A good heritage conservation strategy inherently takes into account, the long term sustainability goals of the region

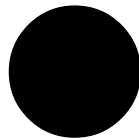


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4



Case Study 3: Manila, Philippines





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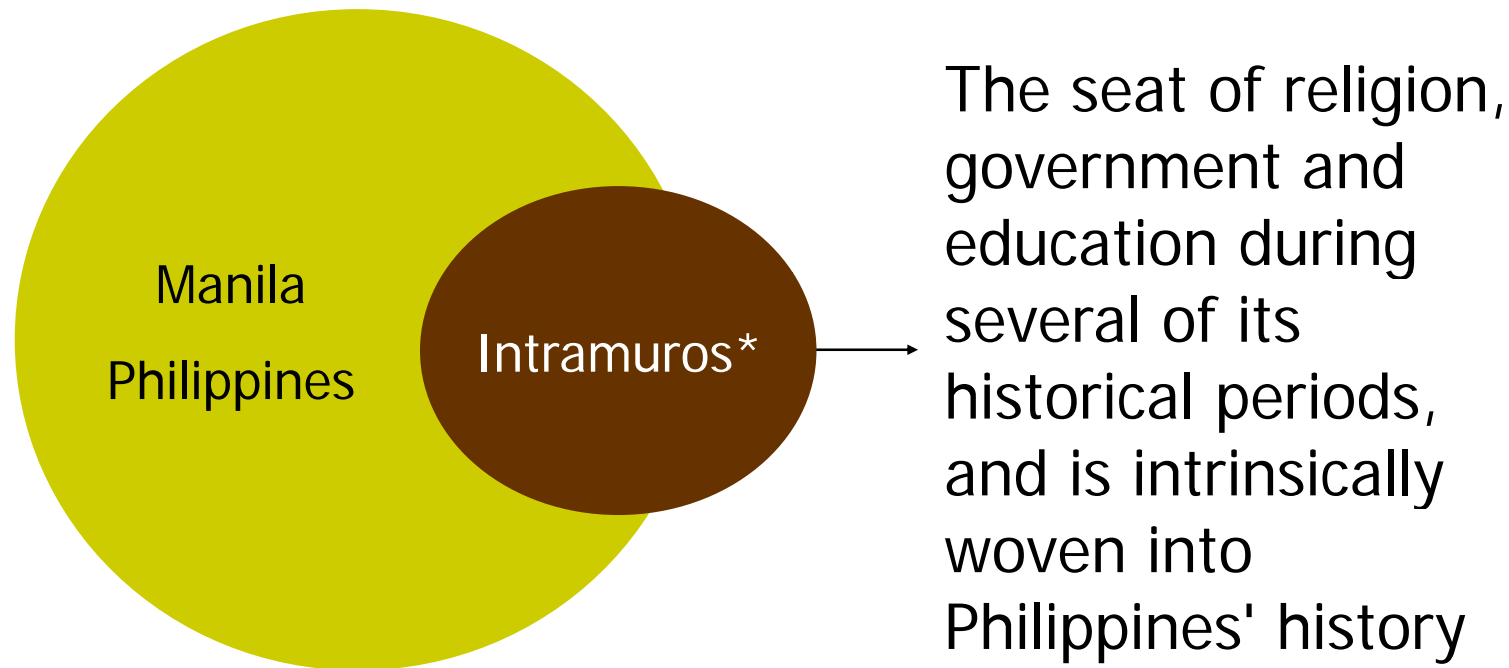


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** Intramuros means "within the walls"*



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Issue 1: Starting points for heritage conservation

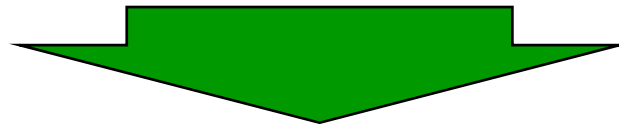
The local government,
Metro Manila,
realized the need for

reversing the trend of centuries of
misuse, war, lack of maintenance, and
pollution impacting Intramuros through
restoration and redevelopment.



Issue 2: Initial hurdles and first steps

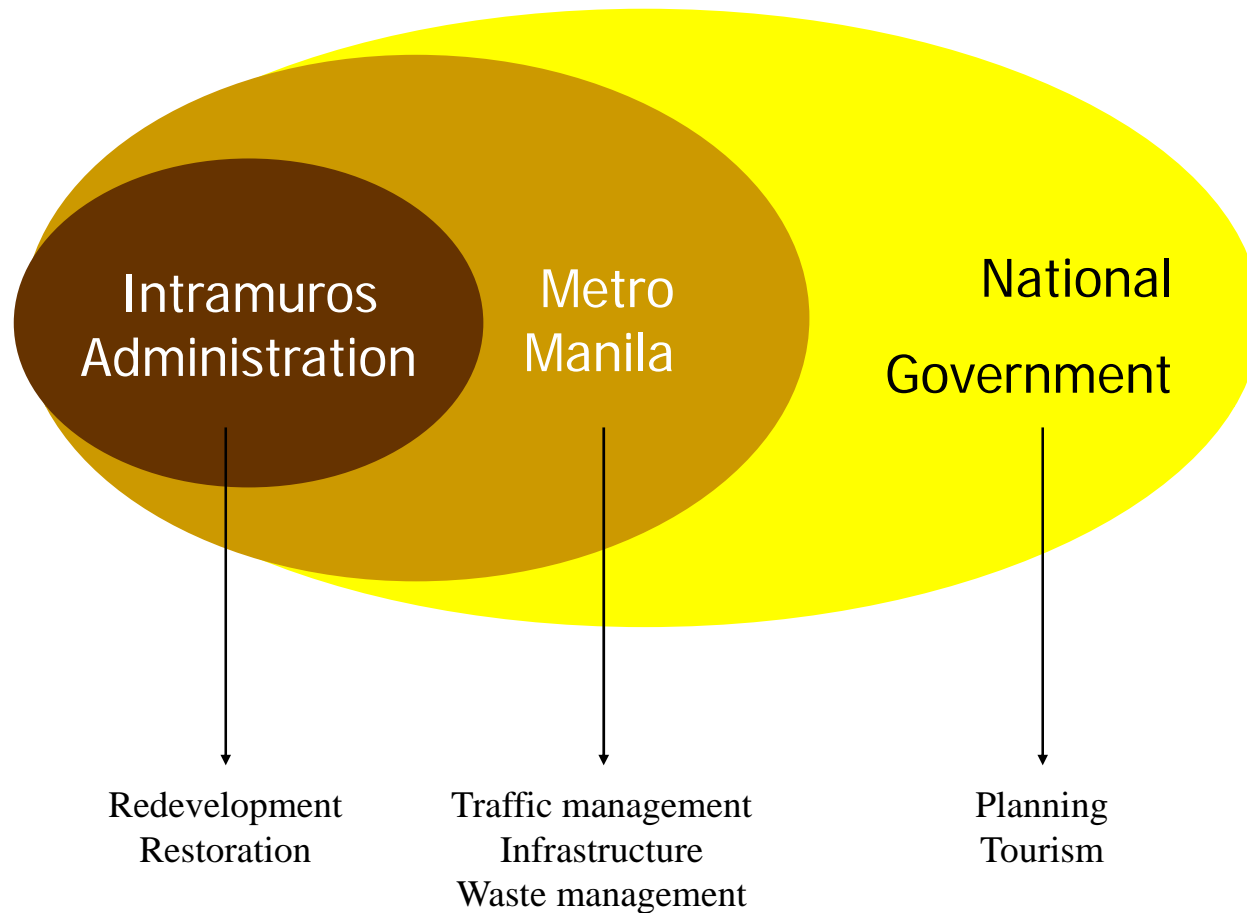
Lack of mainstreaming of Intramuros within Metro Manila's overall urban development was a challenge that required a unique solution



- Setting up of the Intramuros Administration
- Classifying Intramuros as a 'cultural zone'
- Integrated master plans
- Removal of inappropriate land uses
- Design guidelines and urban streetscape rules for new construction
- Restoration of historic buildings.



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Issue 3: Social Framework

- Use of clear planning guidelines to remove inappropriate land-uses, including squatters and slum dwellers through financial incentives, housing in other areas etc.
- Strong community consultation in developing of integrated master plans, including roles and responsibilities for the private sector
- Finding appropriate and new uses for restored buildings that match community needs/aspirations



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Issue 4: Experiences for a start

- **Heritage Conservation is critical to job creation and poverty alleviation:** A good heritage conservation strategy should be linked to the local economy, in order to create jobs and alleviate poverty - particularly in developing countries.
- **Heritage Conservation can be implemented through localization, contextualization, and customization:** A good heritage conservation strategy needs to be localized, contextualized and customized in order for it to succeed and deliver on its goals.

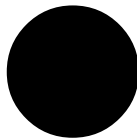


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5



Lessons learnt and implications

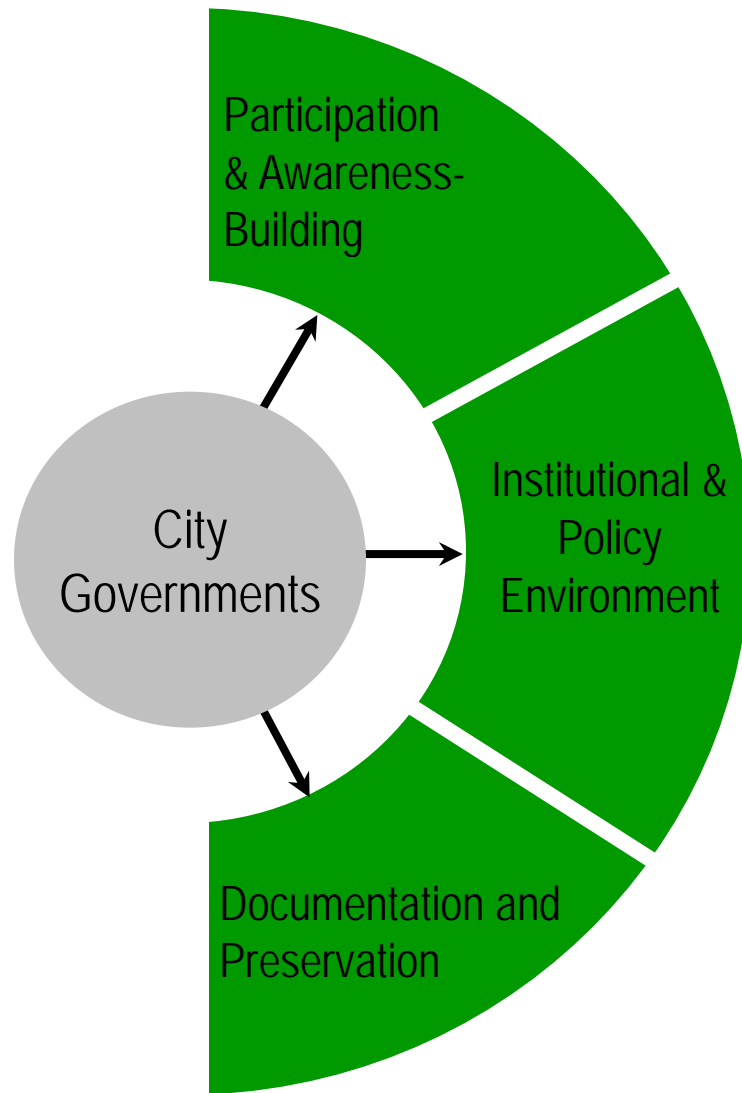


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- The need for deeper and broader participation and awareness building among the citizens and civil society at large, as illustrated by the case of Kathmandu.
- The need for proper documentation and preservation programmes to be put in place, as illustrated by the case of Georgetown, Penang.
- The need for a strong institutional and policy environment, as illustrated by the case of Manila's Intramuros.



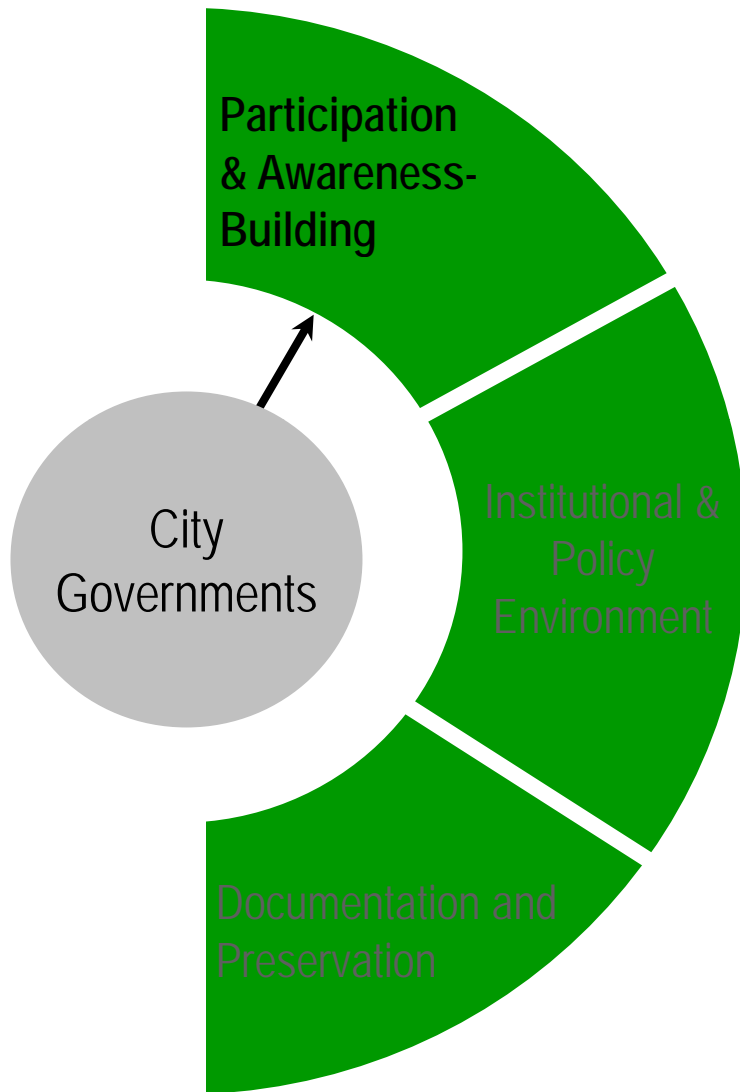
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The Three-pronged
Approach of City
Governments to
Heritage
Conservation



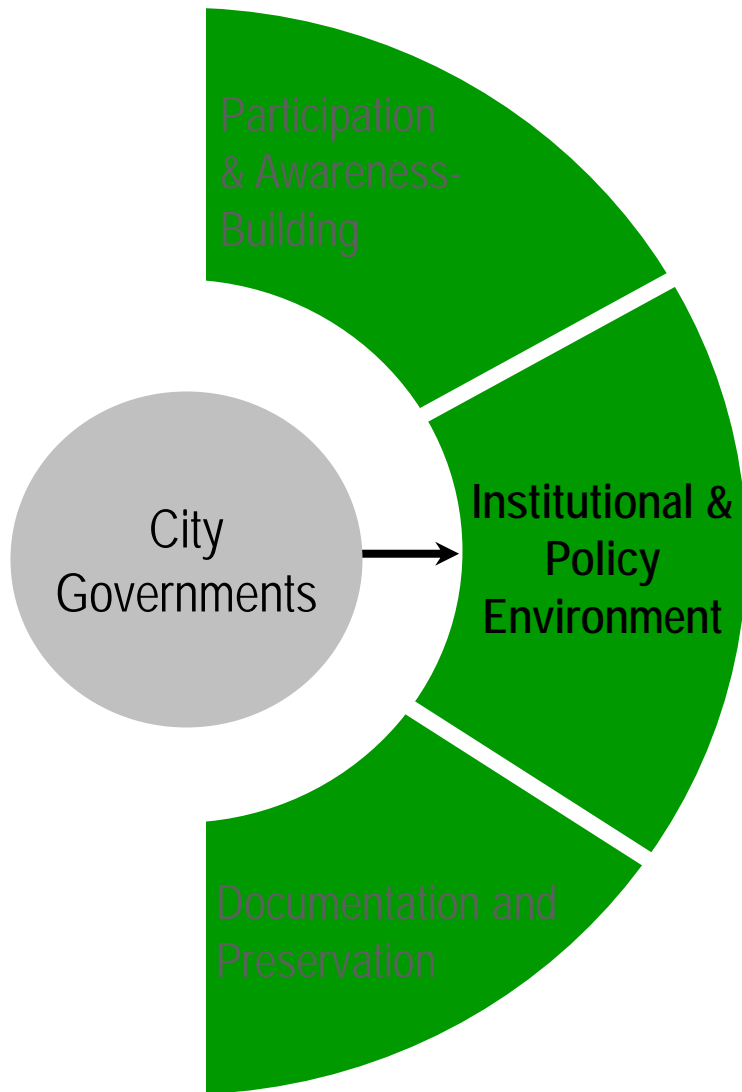
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Programmes and projects have to be set up by local governments that aim at redevelopment and regeneration of heritage areas, particularly old buildings and others of architectural value. This not only ensures that the buildings are economically viable, but also enhances the city's character. The role of NGOs and citizens groups is also critical - in preservation activities, in generating ideas, in fostering civic pride, and in financial investment. Participation and awareness-building is further enhanced by fairs, festivals and other events such as competitions etc.



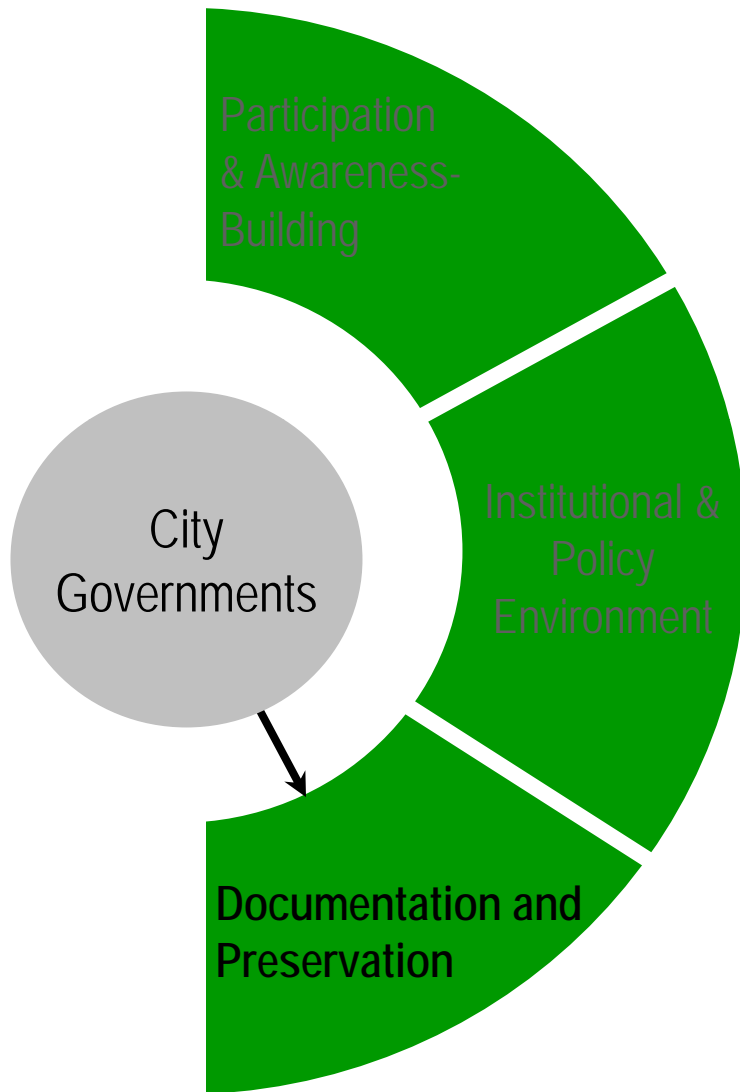
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Having an effective and enabling institutional and policy environment goes a long way in creating the necessary incentives needed to prioritize heritage conservation. Developing special conservation plans and zoning controls, and integration into the city's overall master plans is important, so is the need for laws, legislations, rules and building codes. This can be done using existing local organizational and governance structures, or special units, commissions or agencies can be set up to deal specifically with heritage conservation, with full legislative and administrative/financial backing of the local government.



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Critical to good documentation and preservation is its integration into programmes in heritage conservation. Publications in a variety of formats can target different users. Local governments should also support research and documentation efforts of universities and research institutions, trusts and other private commissions that are involved in heritage conservation. Support can also be provided for educational courses, training of personnel, and in research activities. Setting up of museums (long-term) and organizing exhibitions (periodic/short-term) is useful for documentation and preservation activities.



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The four common-denominators that are frequently mentioned in heritage conservation plans

Governance

Education

Technology

Finance



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The Heritage Action Matrix

	Local Government	NGOs and Civil Society	Universities and Research Institutions	Business and Trade entities
Governance				
Education				
Technology				
Finance				

Roles and responsibilities at different levels: households, communities, cities, regions, nations ...



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MATRIX 2: The Geographic Matrix

	Household level	Community Level	City Level	National Level
Governance				
Education				
Technology				
Finance				



Thank you very much!

More information on GDRC's
Urban Heritage Conservation and Management:

<http://www.gdrc.org/heritage/>

Email: hsrinivas@gdrc.org

