ASSESSING IMPACTS:
A CONSTRUCTIVE RELATIONSHIP BETWEEN
HERITAGE CONSERVATION AND
DEVELOPMENT

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Heritage Conservation and Development – Partners or Rivals?
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SYNERGISTIC RELATIONSHIPS:

CULTURAL HERITAGE

ENVIRONMENT

SOCIAL AND ECONOMIC DEVELOPMENT
A single building restored for adaptive re-use

Old Custom House in Porto, Portugal
A historic neighborhood

Lima, Peru
A public space

Jemaa el fna, Marrakech, Morocco
Rural migration – Urban slums
IMPACT ASSESSMENT

EXAMINES *RELATIONSHIPS* BETWEEN:

CULTURAL HERITAGE

ENVIRONMENT

SOCIAL AND ECONOMIC DEVELOPMENT
Environmental Impact Assessment (EIA)

- Origin in U.S. – 1969
- Purpose
- Project – oriented
- Biophysical – social – cultural heritage
- Multidisciplinary
- Consultative
- International and national: policies
EIA
Cultural heritage component

• Needs strengthening
  – Why?
  – How?
    Advocacy
    Participation
    Capacity building
    Training
EIA and cultural heritage

Concept diffused throughout world
   UNESCO *Recommendation on the Historic Urban Landscape* (2011)

Methods adapted for specialized studies

Heritage Impact Assessments – gains and losses
Environmental Impact Assessment (EIA)
development projects
biophysical – social – cultural heritage

Specialized impact assessments
health – gender – cultural heritage

Strategic Environmental Assessment (SEA)
development plans – policies - programs
Strategic Environmental Assessment (SEA)

• Outgrowth of EIA – Why?

• ‘Upstream’ policies - planning – programs

• Various applications – purposes – methods

• Diffusion and use worldwide
SEA in Asia

• World Bank review – recommendations (2009)
  – Integrate into planning and decision-making
  – Address environmental – social – economic concerns
  – Allow for data gaps
  – Consider institutional capacities
  – Strengthen collaboration between stakeholders
  – Build capacity
  – Encourage public participation
  – Regional cooperation
SEA
Tourism Development in Guizhou, China (2007)

One of few including cultural heritage

Related to
Urban issues
World Bank loan project

Method
Followed China’s EIA regulations
Examined objectives of provincial policies and plans
Examined alternatives – 4 Scenarios
Included consultation
Guizhou Province
Guizhou Tourism Development Project

- Countryside tourism boom
- Reduce rural poverty
- Stem migration – rural to urban
- Cultural and natural resources as economic assets
- Conservation and management of resources
Tourism development cluster map
Population distribution
Cultural and natural resources

History and geography
Ethnic groups

Culture tourism:
Village stays – performances – handicrafts – site visits

Nature tourism:
Sightseeing – hiking – camping – climbing - aquatic
Guizhou Cultural Heritage
Guizhou Cultural Heritage
Guizhou Cultural Heritage
Guizhou Cultural Heritage
Guizhou Natural Heritage
Guizhou Natural Heritage
Guizhou Natural Heritage
Guizhou Natural Heritage

National Forest Park Distribution Map
Guizhou Natural Heritage
SEA – Multi-sectoral project

• Collaboration required

• Sectors involved

• Issues

• Challenges
SEA – Multi-sectoral project
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SEA – Multi-sectoral project
Guizhou tourism projections – four scenarios
SEA – Scenario 1
Tourism Development Master Plan

• Best approach
• Balanced conservation and rural development
• Sustainable tourism strategy
• Reduced rural-urban migration
• Mitigation of negative impacts
SEA – Scenario 2
Business as usual

- No Master Plan
- Minimal tourism planning
- Industrial development strategy
- No benefits to rural economy
- Continuing rural-urban migration
- Little protection for cultural or natural resources
- Least favorable scenario
SEA – Scenario 3
High tourism growth

• Tourism projections realized by 2006
• Economic benefits mainly to investors
• Minimal rural poverty reduction
• Master Plan not implemented
• Cultural and natural resources strained
• Not sustainable
SEA – Scenario 4
Controlled / Low growth

- Restricted tourism to cultural and natural sites
- Minimal rural poverty reduction
- Continuing rural-urban migration
SEA
Conclusions and Recommendations

• Enact Master Plan and related plans – policies – programs
• Avoid surface and groundwater pollution
• Control solid waste disposal
• Monitor tourism at heritage sites
• Ensure equitable financial gain
Conclusions and Recommendations

- Train rural residents for tourism
- Encourage small enterprises
- Establish a Cultural Heritage Management Observatory
- Require EIA for all construction projects
SEA
Benefits for cultural heritage

• Include cultural heritage in strategic planning

• Relationship to larger context:
  – Environment
  – Economic development
  – Infrastructure sectors
  – Population distribution
  – Social stability
  – Quality of life
  – Local, national and international values protected
SEA and EIA
Opportunity for cultural heritage

• Understand the processes
• Know national laws and regulations
• Know international requirements and guidelines
• Follow development proposals and plans
• Advocate for coverage of cultural heritage
• Build capacity for participation
SEA and EIA

An invitation to cultural heritage proponents
Awaiting acceptance