



By Dr. Ester van Steekelenburg . Founder & Director .



# What is the economic, social and cultural impact of a 'UNESCO-world heritage listing'



# UNESCO listed Heritage Cities in Asia





## 6 UNESCO criteria apply to cities:

1. Masterpiece of human creative genius
2. Important interchange of human values
3. Exceptional testimony to a cultural tradition
4. Outstanding example of a type of building
5. Traditional human settlement
6. Events or living traditions

Places	Year	1	2	3	4	5	6
Kathmandu – Nepal	1979			x			x
City of Galle – Sri Lanka	1988				x		
Sacred city of Kandy – Sri Lanka	1988				x		x
Complex of Hue – Vietnam	1993				x		
Town of Luan Prabang – Laos	1995		x		x	x	
Gardens of Suzhou – China	1997	x	x	x	x	x	
Ancient city of Ping Yoa – China	1997		x	x	x		
Old Town of Lijiang - China	1997		x		x	x	
Historic town of Vigan – Philippines	1999		x		x		
Historic centre of Macao – Macao	2005		x	x	x		x
Malacca/Georgetown – Malaysia	2008		x	x	x		

2. to exhibit an important **interchange of human values**, over a span of time or within a **cultural area** of the world, on developments in **architecture** or **technology**, **monumental arts, town planning** or **landscape design**;

4. to be an outstanding example of a **type of building, architectural** or **technological ensemble** or **landscape** which illustrates (a) significant **stage(s) in human history**;



# 4 case studies

	Places	Year	1	2	3	4	5	6
	Kathmandu – Nepal	1979			x			x
★	City of Galle – Sri Lanka	1988				x		
	Sacred city of Kandy – Sri Lanka	1988				x		x
	Complex of Hue – Vietnam	1993				x		
	Town of Luan Prabang – Laos	1995		x		x	x	
	Gardens of Suzhou – China	1997	x	x	x	x	x	
	Ancient city of Ping Yoa – China	1997		x	x	x		
★	Old Town of Lijiang - China	1997		x		x	x	
	Historic town of Vigan – Philippines	1999		x		x		
★	Historic centre of Macao – Macao	2005		x	x	x		x
★	Malacca/Georgetown – Malaysia	2008		x	x	x		

# Galle, Sri Lanka



- 1980: National Heritage Site
- 1988: UNESCO listing
- 1990: Dutch and English building in ruins
- 2004: Tsunami
- 2007-2011: UNESCO Conservation Awards for renovation projects
- 2013: UNESCO issues warning because of illegal construction in the Fort



# Macao



Source: discoverhongkong

- 2001: Government initiated Heritage Promotional Campaigns
- 2002: UNESCO tentative list
- 2003: Established as Historic Monuments of Macao
- 2005: UNESCO listing



# Melaka - George Town Malaysia

Source: Unesco

- 1988: Declared Historic City
- 2000: Jonker Walk – Cultural Revitalisation Project
- 2005: UNESCO application submitted but deferred
- 2007: RM 30 million Federal Government Investment in renovation public buildings
- 2008: UNESCO listing



An aerial photograph of a dense traditional Chinese village, likely Lijiang, China. The image shows a vast expanse of grey, tiled roofs with varying orientations, creating a complex, textured pattern. The buildings are closely packed together, and the overall scene is dominated by the dark tones of the roofs. In the upper right corner, the text 'Lijiang, China' is overlaid in white. In the lower left, a semi-transparent dark box contains a list of historical events. In the lower right, the source 'Source: Absolutechinatours' is noted.

# Lijiang, China

- 1990's: Popular backpacker's destination
- 1996: Earthquake magnitude 7.0 on the richter scale
- 1997: UNESCO listing

Source: Absolutechinatours





1. Tourism



2. Job Creation



3. Retail



4. Property Prices



5. Social Impact



6. Cultural Impact



1

tourism





# HERITAGE TOURISM

**Cultural Tourism is one of the largest and fastest growing sectors in tourism industry, fuelled by baby boom generation**



Tourism sector	%
Cultural tourism	55.32
Active tourism	25.83
Nature tourism	8.18
Sun and sand tourism	6.50
Culinary tourism	2.31
Business tourism	0.93
Sports tourism	0.67
Health tourism	0.17
Golf tourism	0.10





## Cultural Tourists

- Stay Longer
  - Visit twice as many places
  - Spend 2½ times as much per trip
- compared to other visitor categories**

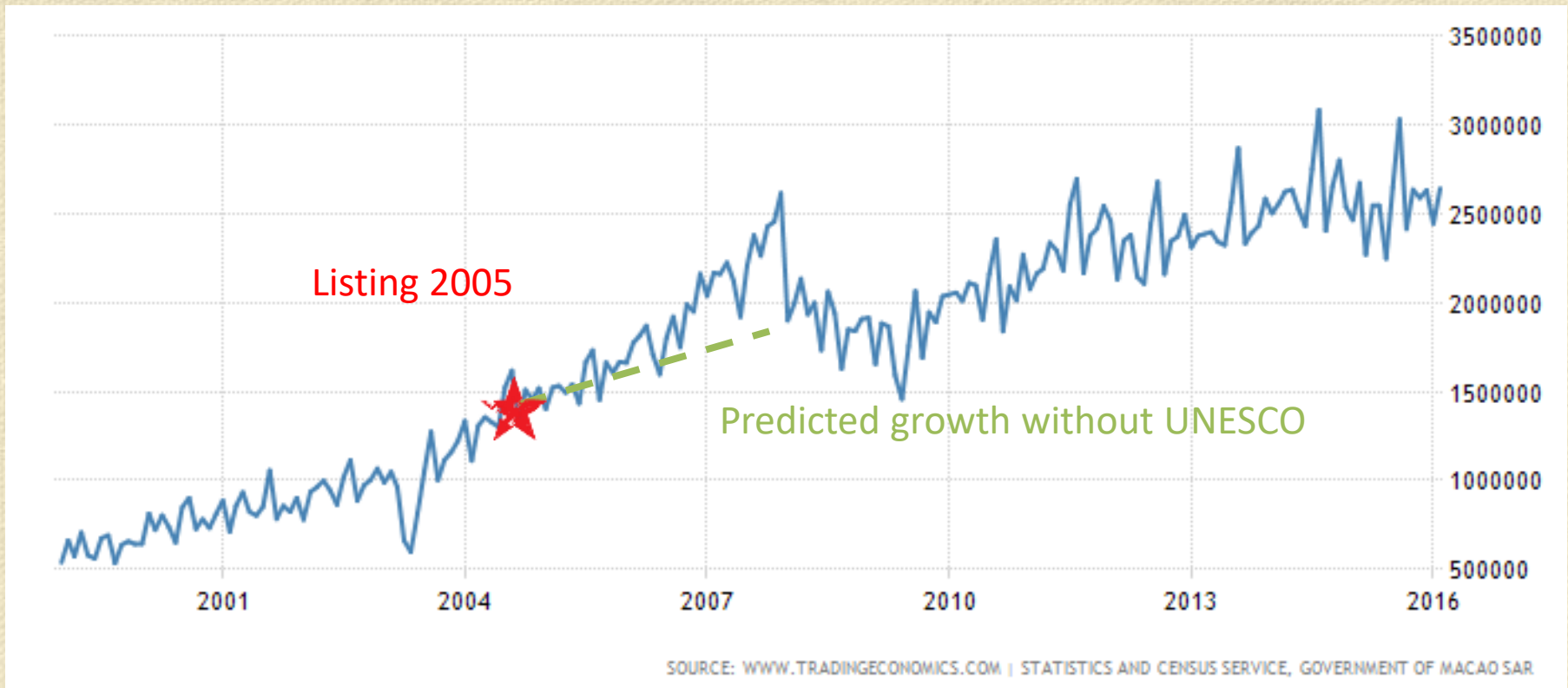






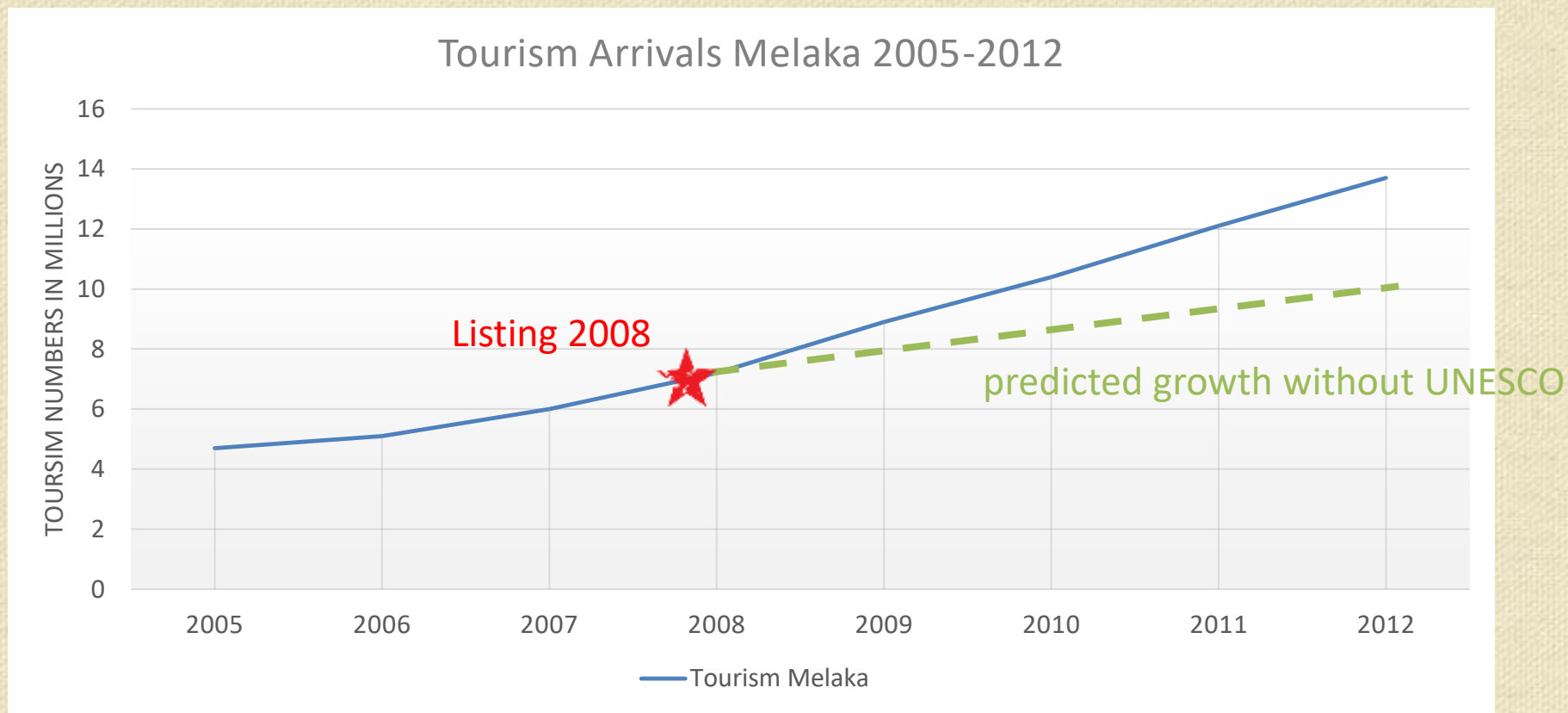
# In Macau tourism arrivals increased by 1 million in 3 years

Tourism Arrivals Macau 2000 - 2016





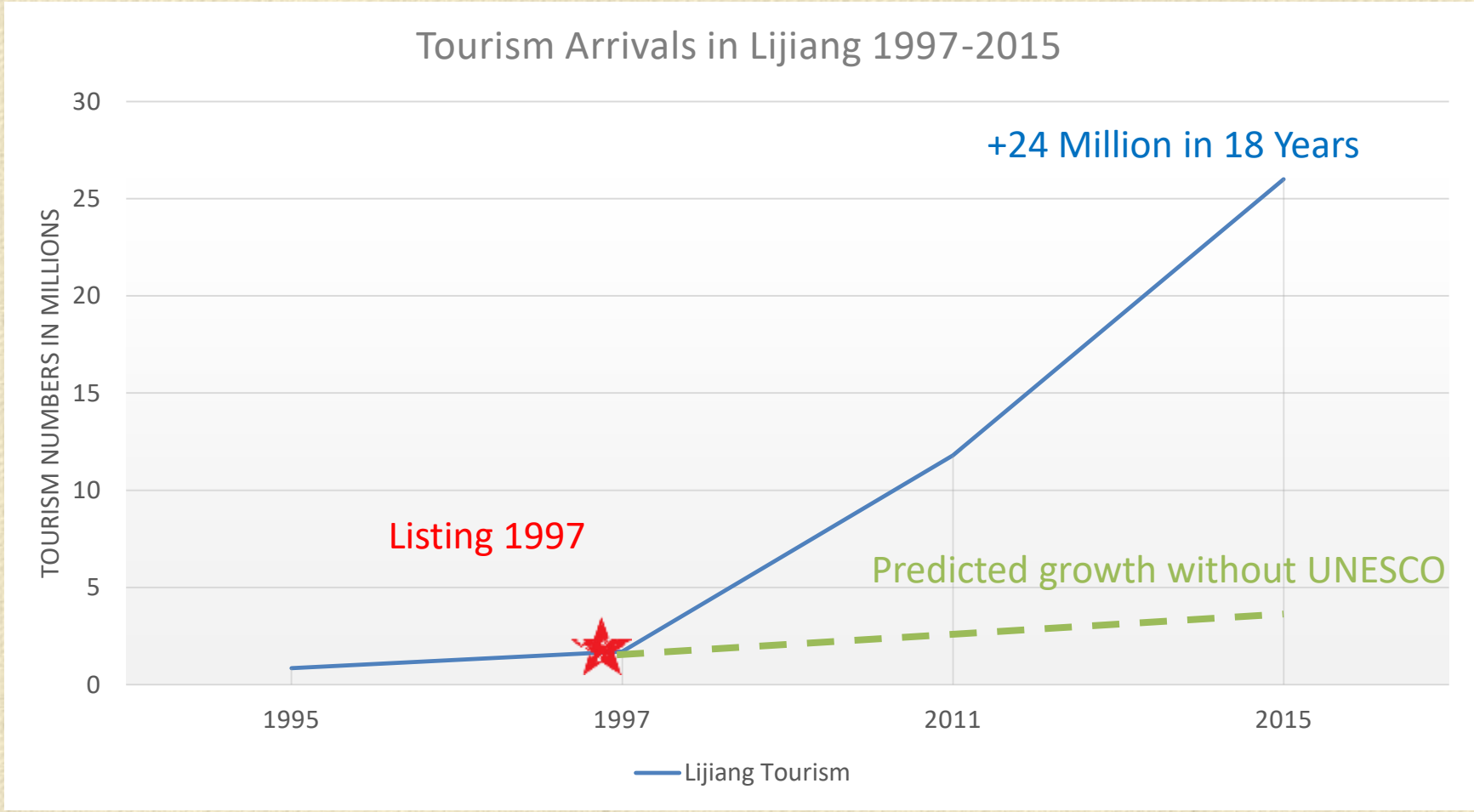
# In Melaka tourism numbers doubled in 4 years



Source: <http://www.slideshare.net/ipropertygurus/pavana-residence-melaka>



# Lijiang tourism arrivals increased from 1.5 million to over 25 million since listing



Source [http://www.chinadaily.com.cn/m/lijiang/2012-06/01/content\\_15451524.htm](http://www.chinadaily.com.cn/m/lijiang/2012-06/01/content_15451524.htm)





World Heritage Listing has an  
'accelerator effect on the flow of  
tourism over time.  
The Economic of Uniqueness, World Bank"

”







**2**

**job creation**

**DANGER  
DO NOT  
ENTER**



High labour  
Intensity  
compared to  
new construction

## New Construction



10-20% more  
jobs created !!

## Rehabilitation



Materials



Labour





**Re-creating demand  
for traditional  
architectural and  
artisans skills**





**Locally sourced building materials reduce need for more expensive imported materials + sustainable !**

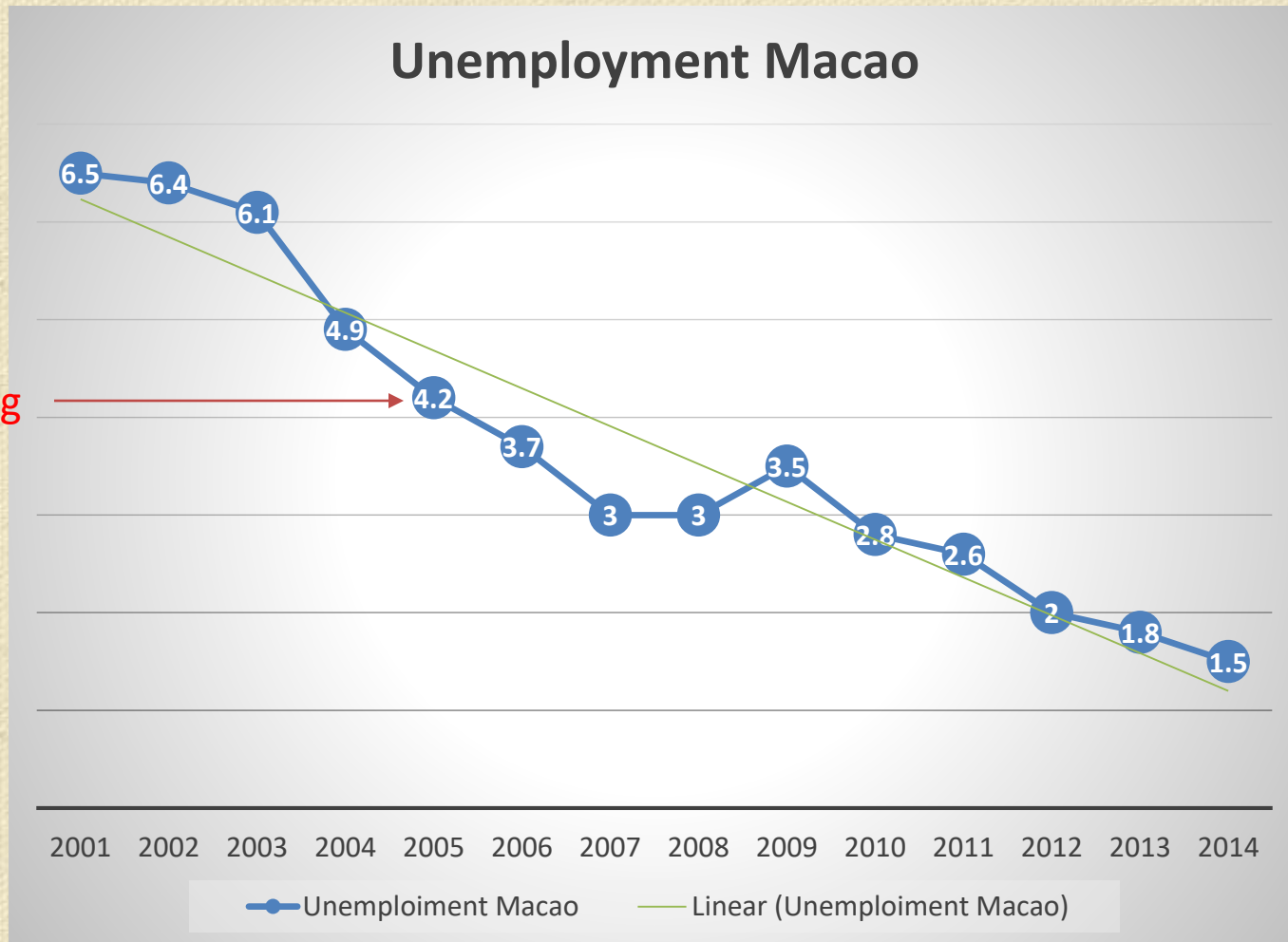


In Melaka, the listing has resulted in a more dynamic job market with opportunities created and benefits shared and empowering local communities.” Ministry of Tourism and Culture Malaysia





# Unemployment rates in Macau at a historic low, tourism and construction as an absorber of low skilled labour?





# 3 retail





in MACAU

60% of retail sales are made  
in the historic town !!!





# In Melaka pedestrian scheme 'Jonker Walk' has transformed the old town into no 1 shopping destination

Destinasian Travel Magazine, 2014





In Galle for every dollar of public money spent, private individuals and companies invested five.

Sri Lanka Tourism Board , 2014





# BRANDING VALUE



THE HERITAGE HOTEL  
MANILA

managed by  
MILLENNIUM HOTELS AND RESORTS  
*You are the Centre of Our World*



HERITAGE  
SELLS!!



Historic preservation can meet the test of both ‘quality’ and “authenticity” that will be critical element in economic development in the next century.

Donovan D Rypkema, Globalization, Heritage building, and the 21st century economic



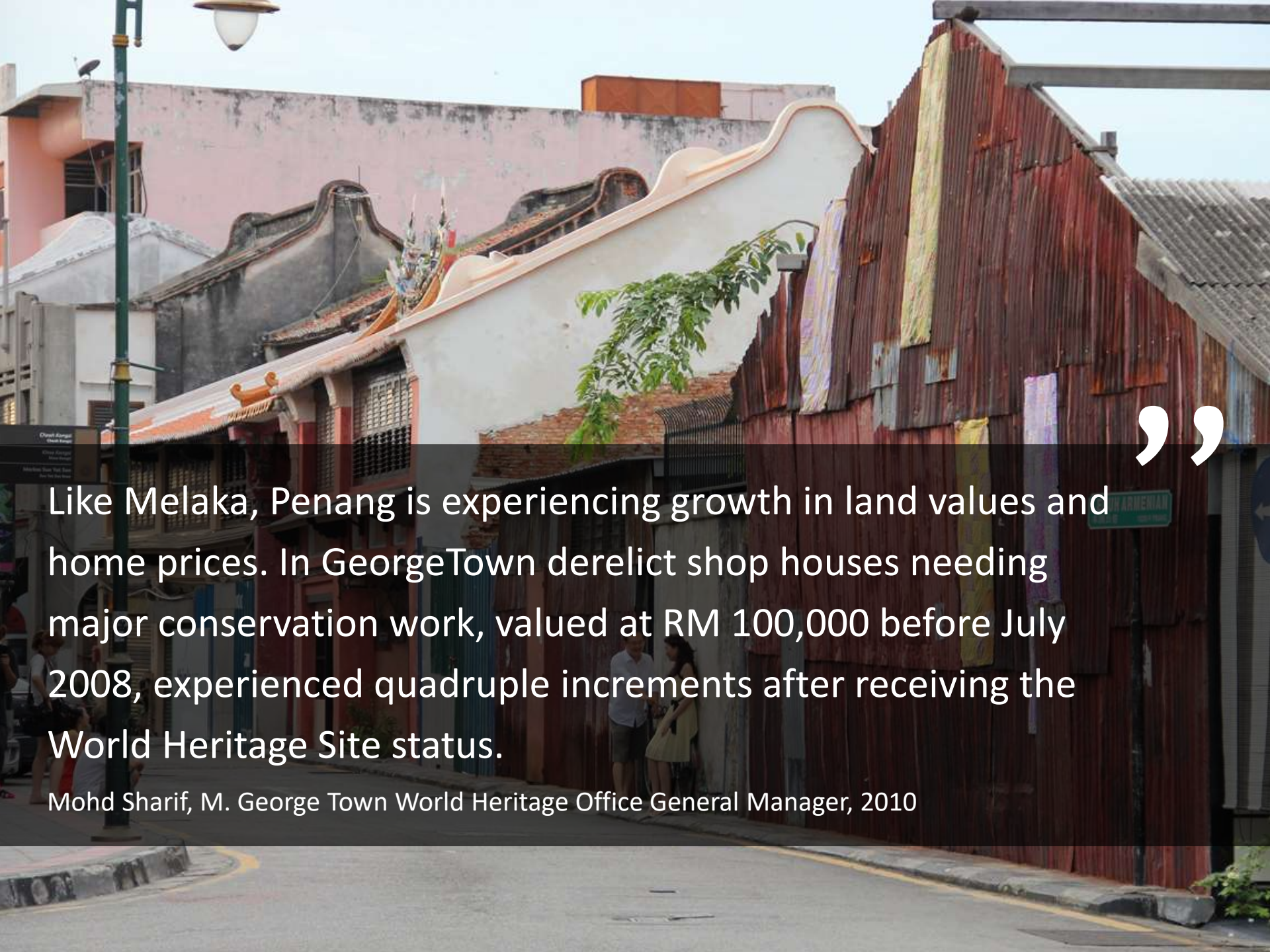




FUTURE  
RESTAURANTS/  
SHOPS  
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CALL ACT at:  
6220-0393  
SUSAN HENNINGSON

# 4 property values





”

Like Melaka, Penang is experiencing growth in land values and home prices. In GeorgeTown derelict shop houses needing major conservation work, valued at RM 100,000 before July 2008, experienced quadruple increments after receiving the World Heritage Site status.

Mohd Sharif, M. George Town World Heritage Office General Manager, 2010



”  
As demand for property in Galle has inflated, so have prices, and those who took a risk and bought during the war have seen the largest gains.



The value of a vacant plot in the fort has rocketed from \$700 for 25 sq metres - known locally as a “perch” - in 2003 to \$15,000 today,

Rekha Pamani-Gulati Lanka Properties





In Macau commercial properties close to the historic city centre rent for a 20-25% premium.





# Heritage Living

History at your

For those who are inspired by history and think up a trendy pad in the confines of a well-restored is cool, heritage homes will be your idea of a per

Buildings with historical and architectural value are given conservation status in Singapore. They include residential, commercial and civic buildings.




*In Singapore*  
**Residential properties in historic neighbourhood have increased in value average 200% in 10 years compared to 150% for condominiums**

**UNIQUE &  
SCARCE!!**







Having world heritage status definitely **changes your property values**, your investment opportunities and it's a really big life-saver for a lot of these places

Han Li, Global Heritage Fund in China





D LAN UN  
家中心

Lai Hei

REFRESCOS SORVETE E DOSES

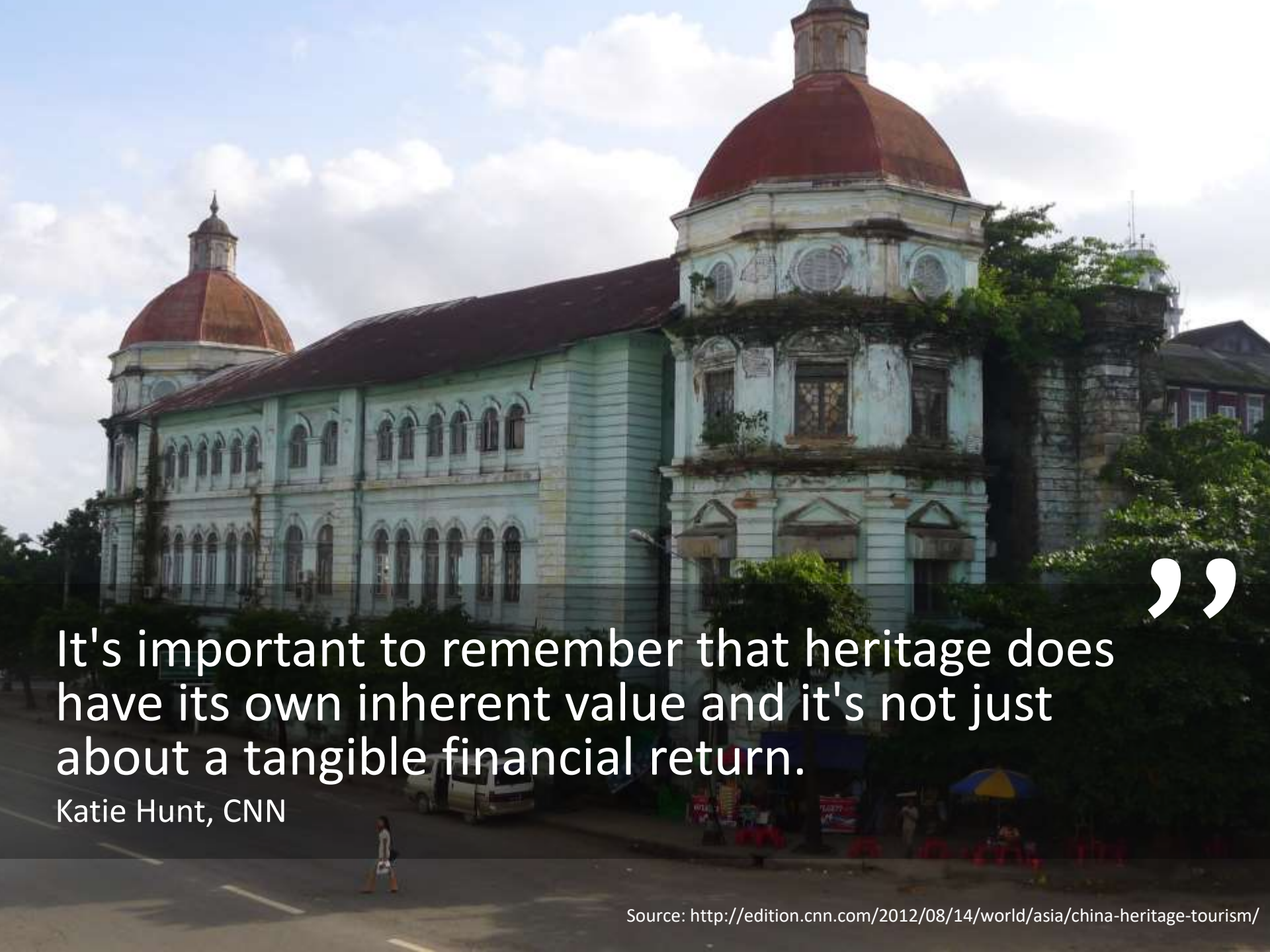
家喜冰飲雜貨



5

social  
impact





”  
It's important to remember that heritage does have its own inherent value and it's not just about a tangible financial return.

Katie Hunt, CNN





”  
Heritage conservation reinforces the five senses of quality communities: place, identity, evolution, ownership and community.

Donovan D Rypkema, Globalization, Heritage building, and the 21st century economic



*The Macau identity has become stronger.  
I am proud to be Macanese.*

Norris Au, Urban Planning Institute Macau







“  
A world heritage site award from UNESCO is a boom for tourism but there can be unforeseen consequences when it comes to development.

Simon Thurley, Financial Times 2012







People are getting richer and they have  
the right to appreciate heritage sites but  
**we need a balance.**

Jing Feng, chief of UNESCO's Asia

”





MAMEE

Historic Melaka City Tours

MAMEE

Tahrir  
Melaka sebagai  
Warisan Dunia UNESCO

LOCAL FARES AVAILABLE

MBM 1957

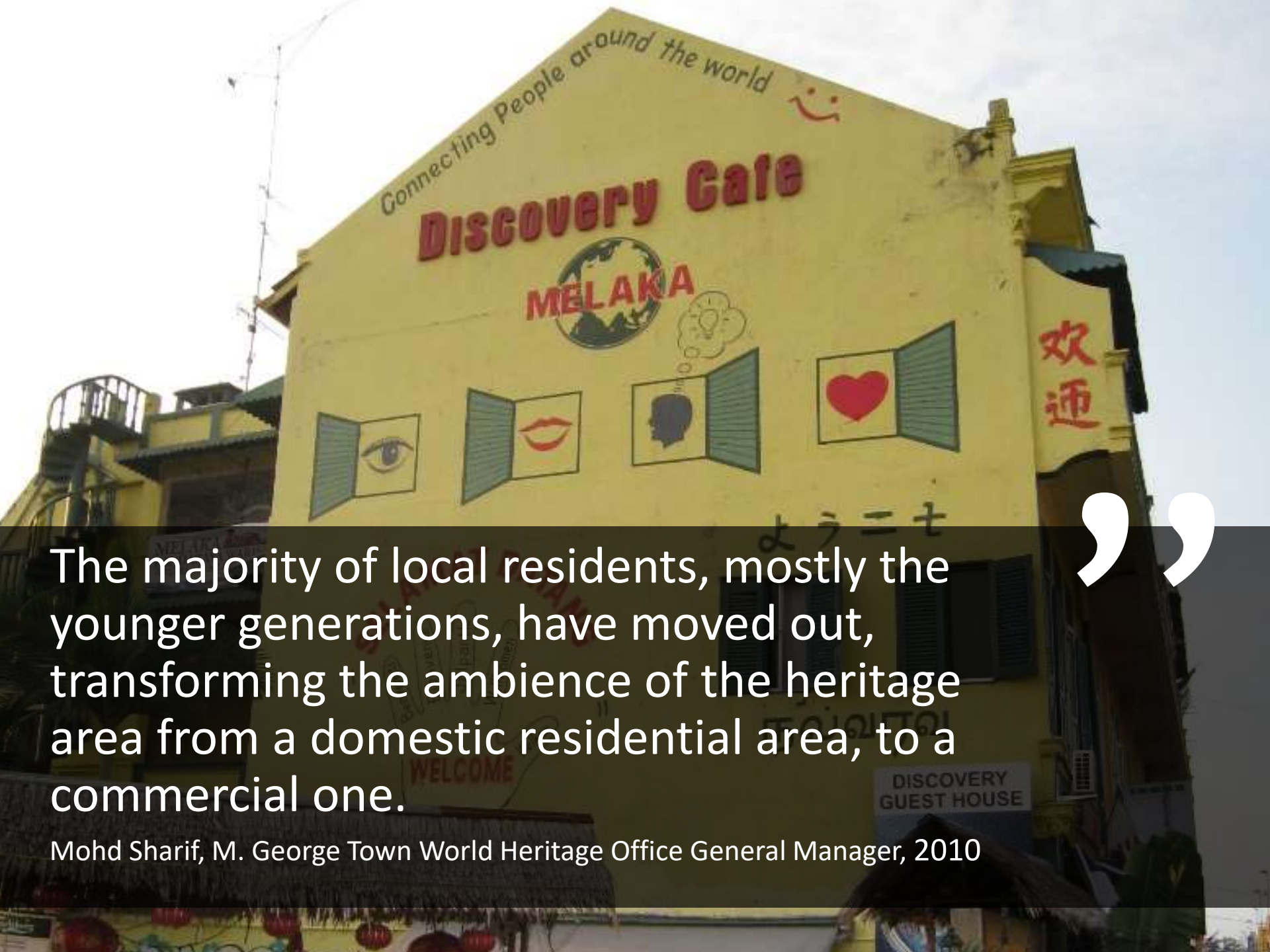
LAT 505V

Sometimes it's like living in a zoo, people come to watch the monkeys  
Melaka Old Town resident

”

興茶室





The majority of local residents, mostly the younger generations, have moved out, transforming the ambience of the heritage area from a domestic residential area, to a commercial one.

Mohd Sharif, M. George Town World Heritage Office General Manager, 2010



””  
In Lijiang locals have moved out of the city's ancient core, renting their homes out to businesses. We estimate only about 20% of original residents left.

Neville Agnew, group director of the Getty Conservation Institute,





乡村振兴温暖 政府补贴13% 落实

玉龙县农村药品 两网 建设  
丽江医药有限公司配送

王老吉  
沙综合服务社

沙综合服务社

王老吉





6

# cultural impact





THAT IS AN INSULT  
TO OUR WATERFRONT  
HERITAGE!








In Melaka, many new shops and café's  
have opened, but all the traditional  
metal work shops have gone.

Debby, Melaka Heritage Trust (2010)

”





In Melaka inauthentic restorations have damaged historic buildings and an influx of bird breeders endangers many structures of architectural significance.

Janet Pillai, Cultural Heritage Alliance in Wall Street Journal





Is Melaka turning into a Disney theme park? ”

Economist Intelligence Unit, 2012





In Macau threats posed by tall buildings on the world heritage sites rose from 3.2 per cent in 2005 to 7.2 per cent in 2009.

Simon Thurley, Financial Times 2012

”





The narrow streets are dead, the skyline a mess of soulless silhouettes. Macau must win the accolade of a city whose charm evaporated overnight. ”

Sir David Tang, Financial Times (2012)





“

The peninsula containing Istanbul is at risk of being eliminated from the UNESCO World Heritage List unless Turkey leaps into action to preserve the silhouette of the historic city.

Aysin Sec, from the CTBUH Journal



# What is the route for future development?





+

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# UNESCO listing; a balancing act



Market value increases

Tourism numbers increase

Employment Generator

Property cost go up

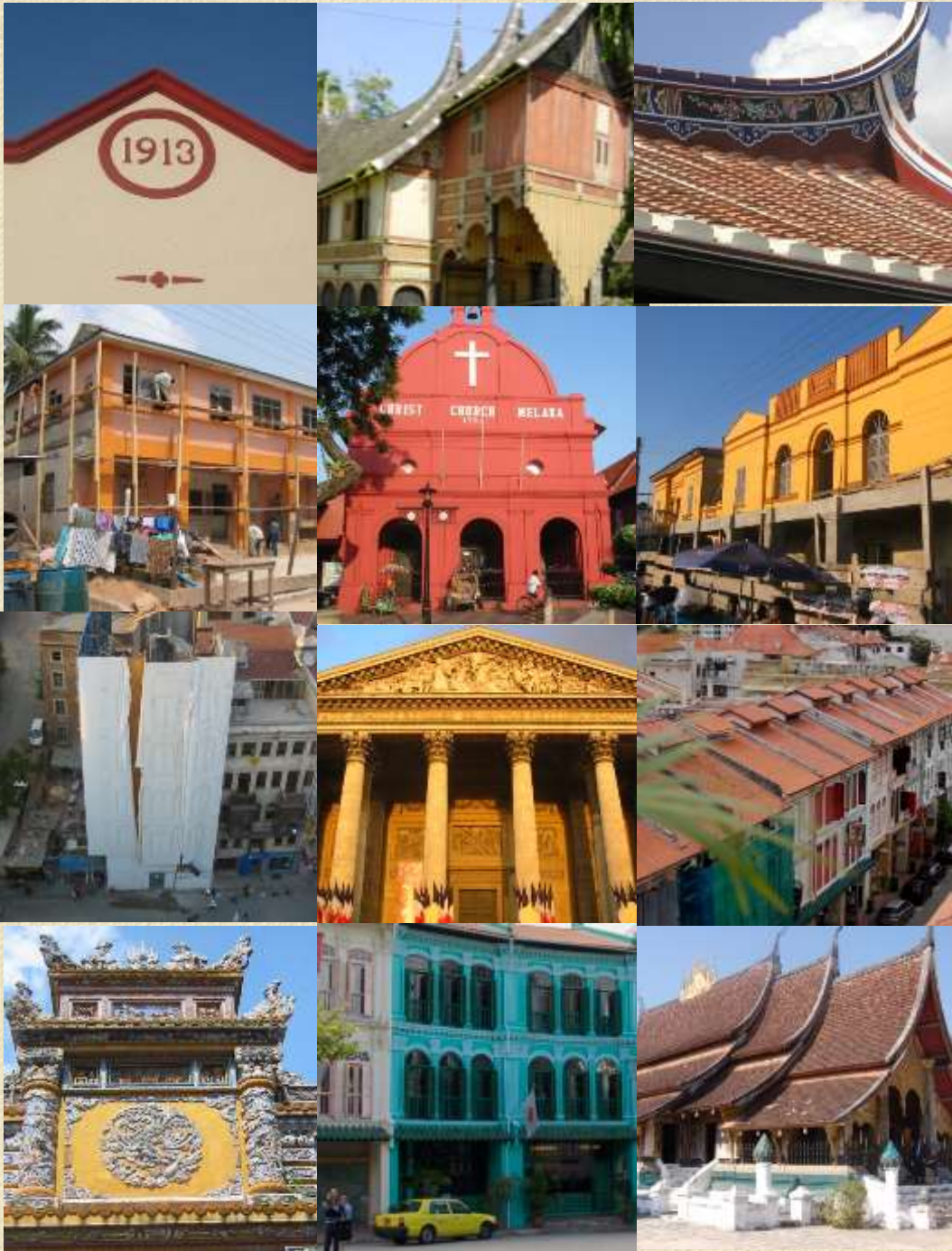
Loss of historical authenticity

Loss of cultural significance

Deterioration of architectural coherence







**EXPLORE**



**LEARN**



**CELEBRATE**

