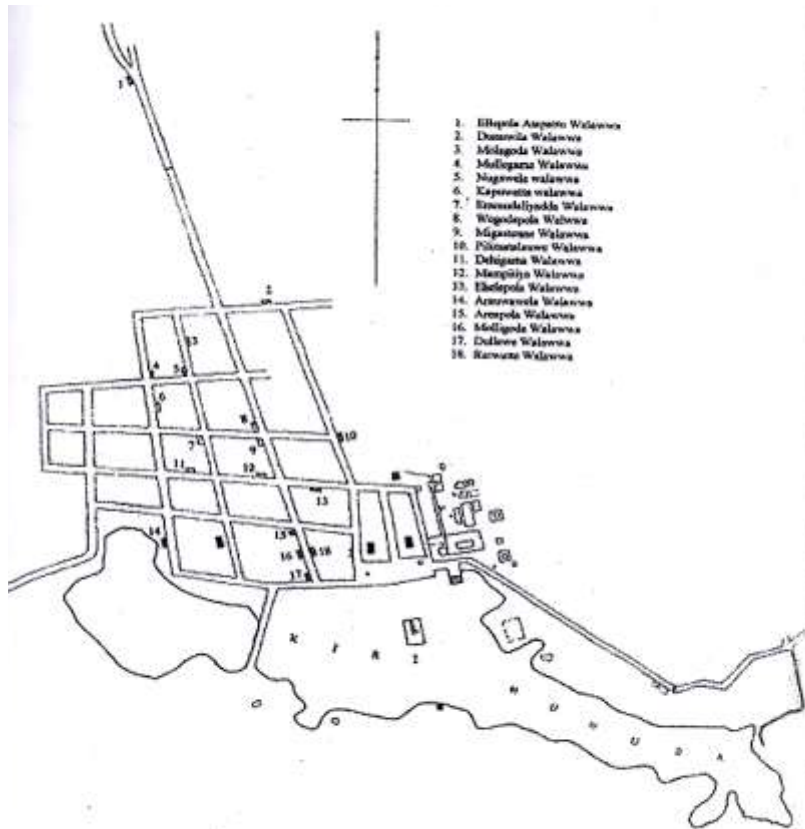


Heritage City, Place Identity and Urban Tourism

in the World Heritage City of Kandy, Sri Lanka

Heritage Canada Foundation Conference, Ottawa, Nov 02, 2013



World Heritage City of Kandy
(Central Cultural Fund, 1999)

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Heritage City

What can heritage offer?

Heritage as a process

Process to use

Intangible values

Positive identity

Marketable product

Heritage offering a better
consumer product

Is it at the expense of
local guardianship?

Urban Tourism

What do tourists expect?

Tourism as a justification

Tourists as consumers

Tourism Life Cycle!

Place Identity

Impact on Tourism

Impact of heritage and visitors



Kandy

City and Tourism

- City has been built for people: citizens and visitors
 - City image is diversified by visitors
- City receives a revenue from tourism



(en.wikipedia.org)

Kandy, seat of the last king and today, a religious center

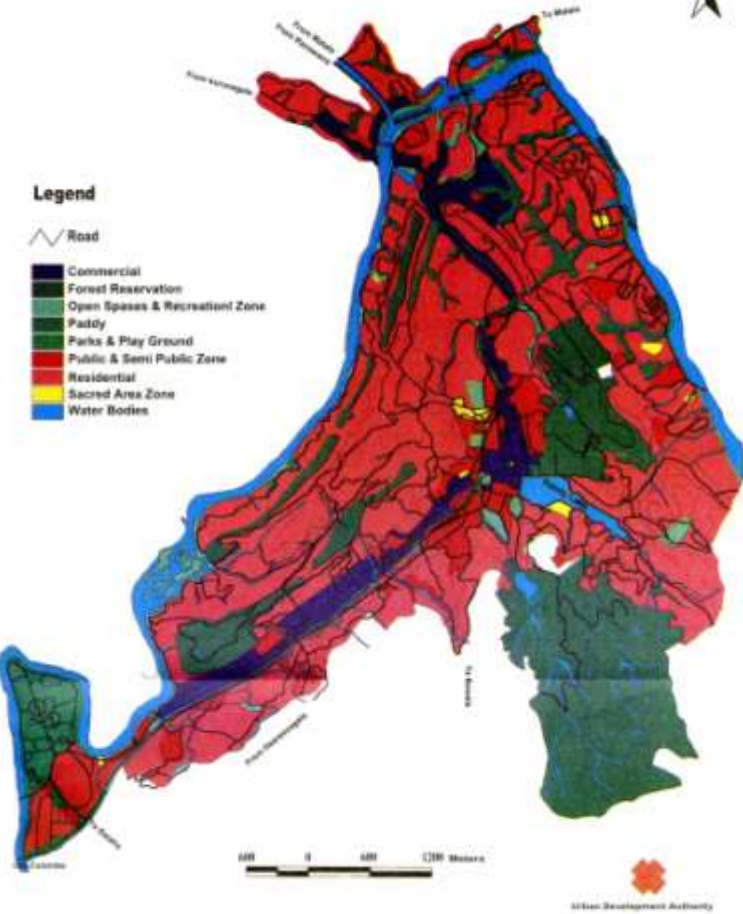
- City to accommodate visitors
 - Specific image
- Critical spatial restrictions

Land Use Map - December 2000 Kandy M. C. Area

Legend



- Commercial
- Forest Reservation
- Open Spaces & Recreational Zone
- Paddy
- Parks & Play Ground
- Public & Semi Public Zone
- Residential
- Sacred Area Zone
- Water Bodies

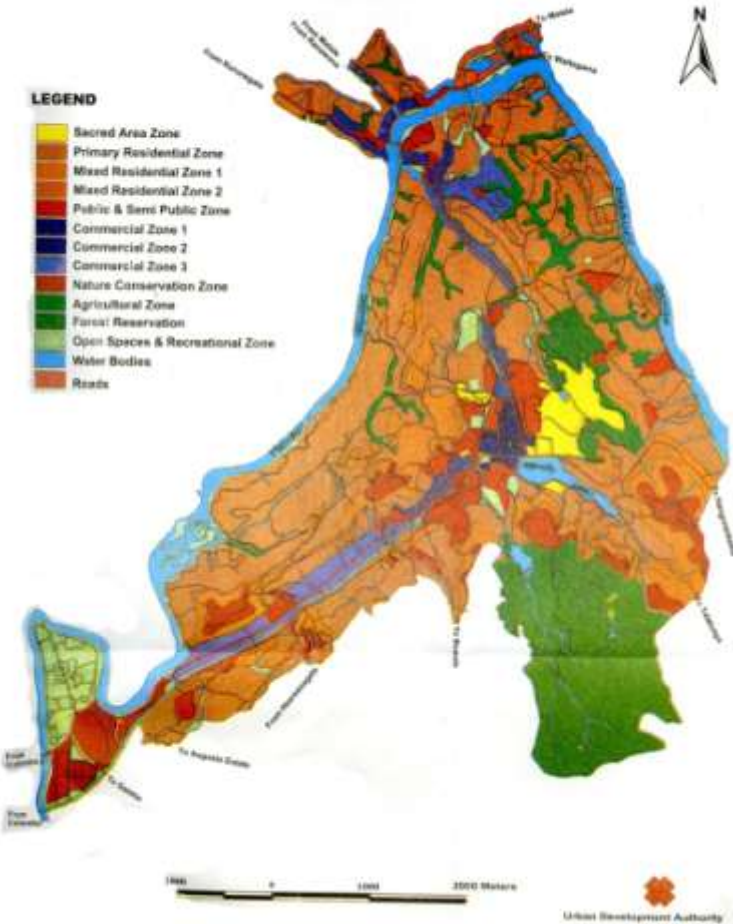


(Source: Kandy Development Plan, Urban Development Authority)



Lost Place Identity
Undermined Heritage Values
Tourists come and go
No benefits from tourism

Zoning Plan 2002 - 2016 Municipal Council Area - Kandy



(Source: Kandy Development Plan, Urban Development Authority)



Place management: simple and straightforward

- **Restore the pride of the place**
- Strengthen City-image friendly facilities and events to renovated historic mansions
- Evict unwanted functions
- Establish information center, guiding system, expand heritage zone

Conserved heritage
Restored place identity
Revamped accessibility
Managed resources
Decentralized revenue
Strengthened living/ working place

- A city that finds its place in the hearts of the locals
- Process to enable continuous evolution of urban living



Learning from People-minded machines
Thank You