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)

Harsha Munasinghe
George Brown College
Toronto, Canada
hmunasinghe@georgebrown.ca
Heritage City
What can heritage offer?
Heritage as a process
Process to use
Intangible values
Positive identity
Marketable product

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

Heritage offering a better consumer product
Is it at the expense of local guardianship?
City and Tourism

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

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

- City to accommodate visitors
  - Specific image
  - Critical spatial restrictions
Lost Place Identity
Undermined Heritage Values
Tourists come and go
No benefits from tourism

(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**

(Source: Kandy Development Plan, Urban Development Authority)
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