



**IX WORLD CONGRESS OF THE ORGANIZATION OF WORLD HERITAGE CITIES  
KAZAN (TATARSTAN), RUSSIAN FEDERATION  
19-23 JUNE 2007**

**SCIENTIFIC PROGRAM**

**1. Pre-Congress Mayors' Workshop**

**Tuesday June 19, 10:30-17:00**

**Ratusha**

**Coordinators:**

**Jeff Cody, Getty Conservation Institute**

**Claudia Cancino, Getty Conservation Institute**

(conducted in English and Russian, with simultaneous translation in other Congress languages as needed)

This Mayors' Workshop is primarily designed for newly elected mayors, but it has relevance for all mayors of World Heritage cities who wish to share ideas about how to confront the complex challenges associated with protecting and managing historic resources in their cities. This workshop has three main objectives:

- to motivate stimulating discussions about common issues confronted by OWHC mayors;
- to focus on mayors' responsibilities towards the cultural heritage that s/he has been entrusted to conserve and manage; and
- to utilize a case study example from Kazan to complement the points raised, and the conclusions reached during presentations and discussions.

To meet these objectives, the Workshop will address questions such as:

- In trying to protect a city's cultural heritage, where can a mayor turn for help?
- Regarding the conservation of cultural heritage in an urban context, what works and what doesn't?
- How does the case study site in Kazan compare with other, more familiar places?

During the workshop, there will be an emphasis on active, focused discussion rather than formal presentations. Participation will be limited to one OWHC mayor, or to one representative of a city belonging to the OWHC. The number of participants will be limited to 40, and registrations are taken on a first-come first-serve basis.

10:30	Participants arrive at the Ratusha building by bus
10:40	White room: photographic exhibit on the city of Kazan History room: crafts exhibit and sale by the children of Kazan
11:20	Walk up to Collonnade Room
11:30	Jeff Cody introduces the Mayor of Kazan
11:35	Mayor Ishur Metshin presents the city of Kazan
11:45	Introduction to the workshop by Jeff Cody, Getty Conservation Institute In trying to protect a city's cultural heritage, where can a mayor turn for help? Regarding the conservation of cultural heritage in an urban context, what works and what doesn't?
12:00	Presentation of the urban plan and historic center of Kazan by Ernst Mavliutov, principal city architect, Kazan
12:15	Presentation of the case study site by Olga Aksientieva, city architect, Kazan
12:30	Lunch in the Cupola room
13:30	Discussion: How does the case study site in Kazan compare with more familiar places?



14:00	Departure from the Ratusha building by bus
14:05	Stop 1: Examples of slum clearance Nobility Assembly Hotel Rakhmatullina street – Chernyshevskogo street
14:30	Stop 2: Empty lots in historic downtown Alexandrovskii Passage M.Dzhalil street
15:05	Stop 3: Kazan Hotel Significant buildings in historic centers Investments – state, private sector
15:35	Stop 4: Abundance of terrace housing  Introduction of new construction Mikhaliyev-Dryablov Mansion St. Peter & Paul Cathedral Profsoyuznaya street
16:00	Return to Ratusha building
16:15	Discussion What needs to be considered while implementing an adaptive re-use plan for a building within a historic district?
16:45	Conclusions and evaluation session
17:00	Workshop end



## 2. Presentations on the theme “Heritage and Economics”

The theme of the 9<sup>th</sup> World Congress is ‘Heritage and Economics’, a timely and stimulating subject for mayors and conservation professionals to analyze together. The cultural heritage of historic cities is often perceived to be a major asset for economic development and an important source of income for the city and its inhabitants. Increasingly, tourism is exerting a major role in this regard. However, the protection and management of a city’s cultural heritage also embodies other values, cultural as well as monetary ones, which need to be understood and safeguarded. These include social values that impart a sense of identity, spiritual values that provide insight, and historical values that enhance a connection to the past. As mayors -- and others -- strive to find practical and sustainable solutions to problems within historic cities, they often confront the dynamic linkage between heritage and economics. The 9<sup>th</sup> World Congress will examine this linkage in greater depth and, in so doing, will explore the complex relationships between heritage and economics.

To articulate the theme of ‘Heritage and Economics’, the organizers of the 9<sup>th</sup> World Congress have devised a program that includes four keynote presentations, several small group discussions that center on questions raised by those presentations, a panel of mayors that focuses on the impacts and management of tourism in historic cities, a poster session that features case study analyses related to the Congress’ theme, and activities for a select group of university students in Kazan, who will contribute their ideas about heritage and economics in the context of the 9<sup>th</sup> Congress’ host city.

**Wednesday June 20, 9:15**  
**Korston, plenary session**

### **What is Heritage Economics?**

**By David Throsby, Macquarie University, Sydney**

(Presentation in English, with simultaneous translation in all Congress languages)

Heritage buildings, historic sites and cultural districts should be seen as assets in a city’s urban fabric – assets that have both economic and cultural value. They contribute economic value through their commercial potential for tourism and for adaptive re-use as housing or commercial space. They contribute cultural value through their role in creating livable urban environments, and providing cultural enrichment in the lives of locals and visitors alike. This presentation will show how economics can help in understanding, interpreting and measuring these contributions to urban development, leading to outcomes that are sustainable in both economic and cultural terms.

*David Throsby is Professor of Economics at Macquarie University in Sydney. He is internationally known for his work in the economics of the arts and culture. His recent research has focused on cultural policy, culture in economic development, and the economics of heritage conservation. His book Economics and Culture, published by Cambridge University Press in 2001, has now appeared also in Spanish, Italian, Chinese, Korean and Japanese translations.*

**Wednesday June 20, 9:45**  
**Korston, plenary session**

### **How do you promote economic development based on heritage preservation and share the benefits?**

**By Mona Seregaldin, Harvard University**

(Presentation in English, with simultaneous translation in all Congress languages)

Sustainable Development entails change but also embodies the sense of cultural continuity that is necessary to preserve a sense of identity. Development and identity are multidimensional concepts consisting of overlays of mutually reinforcing components. The value placed on these different dimensions as well as on the different components of the heritage varies widely among actors, stakeholders and custodians and these viewpoints evolve over time. In developed countries investment in heritage preservation has become a strategic objective of economic development. In the developing world, globalization and the rapid pace of technological innovation tend to impede such efforts except in the case of major tourism attractions.



The experience of cities that have used culture and heritage as a driver of economic development points to key ingredients of success: an entrepreneurial spirit, an understanding that preservation is the cornerstone of sustainable valorization, operational strategies linked to regional and urban growth dynamics, strategic use of public investment as a pump-priming mechanism, an inclusive outreach and participatory process, a sustained effort at maintaining social balance and an effective monitoring system.

Equitable sharing of the benefits of growth must be based on a realistic assessment of the economics of heritage preservation to foster private investment in valorization, reach local stakeholders, contribute to municipal finance and most importantly provide for the preservation of the heritage itself.

*Mona Serageldin is the Vice President of the Institute for International Urban Development. She is also an Adjunct Professor of Urban Planning at the Harvard University Graduate School of Design where she has been a member of the faculty since 1985. She has over 30 years of professional and academic experience in the United States and abroad, and has worked on projects sponsored by USAID, UNDP, UN-Habitat, the World Bank, the Inter American Development Bank and various foundations in Eastern Europe, the Middle East and North Africa, Sub-Saharan Africa, Central Asia, Latin America, and the Caribbean.*

*Dr. Serageldin specializes in local development, strategic planning, social inclusion, policy and program assessment and municipal finance of urban development. She has worked on: decentralization and municipal finance; participatory processes in urban planning and management; land regularization and infrastructure services; migration patterns and the impacts of remittances; microcredit in housing and infrastructure; community based development; and revitalization of the historic urban fabric.*

*Her approach to urban planning and management emphasizes participation, strategy performance and capacity building. She leads the Institute's involvement in specialized networks including UN-Habitat Best Practices and Local Leadership Program, UN Habitat Human Settlement research network (HS-Net), UN-ECOSOC, the Microcredit Summit, and the Cultural Heritage and Development Networks and its participation in the coalition for sustainable urbanization.*

## **Group discussions**

**Wednesday June 20, 10h45-12h30**

**Korston, small group sessions**

(conducted in one language per group, no simultaneous translation)

Immediately following the keynote presentations, participants will be divided into groups according to one of five languages: English, Spanish or French (the three official languages of the OWHC), and Russian and Tatar (the main languages associated with the host city).

Facilitators will lead the group discussions and promote the exchange of ideas and experiences among participants. Rapporteurs related to each of the 5 languages will collect the conclusions reached during those discussions and, at the Congress' summary session, General Rapporteurs will share those conclusions and their implications with the plenary audience.

### **English group:**

Moderator: Jeff Cody

Rapporteur: Dino Bumbaru

### **French group:**

Moderator: François Leblanc

Rapporteur: Christian Ost

### **Spanish group:**

Moderator: Claudia Cancino

Rapporteur: Alfredo Conti

### **Russian group:**

Moderator:

Rapporteur:



**Tatar group:**  
Moderator:  
Rapporteur:

**Thursday June 21, 9:15**  
**Korston, plenary session**

### **Managing Development Pressures in Urban Heritage Sites.**

**By Eduardo Rojas, Inter-American Development Bank**  
(Presentation in Spanish, with simultaneous translation in all Congress languages)

Significant costs are involved in the successful economic development of urban heritage sites. Expanding economic activities demand floor space and services in the site and pressure for its provision. Examples of negative impacts abound such as: public spaces lose their character when modern transportation modes are introduced; heritage buildings are torn down or grossly defaced to expand commercial, office or residential floor space; and new buildings in empty lots do not fit the character of the site in bulk, materials or design. Economic success often leads to gentrification that displaces the original residents and users of the heritage sites; in turn, this creates social tension and loss of political support for heritage preservation and development activities.

Managing the economic development of urban heritage sites requires thorough government intervention. Technical instruments abound, including economic and operational incentives and command and control tools that can help prevent the negative outcomes of unregulated development. Nonetheless, effective management of urban heritage sites is only possible when a broad consensus exists with regards to the values of the heritage site and the economic losses the community is prepared to take to preserve them. Extreme outcomes, such as the rampant destruction of heritage values observable in unmanaged sites or the development freeze that usually accompanies full and inflexible preservation efforts, must be avoided. A well-balanced set of preservation and development objectives approved by all stakeholders is the best foundation for the legal and institutional framework for the preservation and development plans and for the judicious application of the available management instruments. Such a consensus is usually the result of complex political negotiation that tests the leadership skills of majors, elected officials, and community leaders.

*Eduardo Rojas is a Principal Specialist in Urban Development with the Inter-American Development Bank. His current responsibilities comprise policy and strategy formulation and best practices research and dissemination in the urban sector. He also serves as Team Leader and Advisor of Project Teams in the assessment of innovative urban development, municipal finance, housing, and urban heritage preservation loans. Prior to joining the Bank, he worked with the Regional Development Department of the Organization of American States and as Assistant Professor of Urban Planning in the Masters Degree Program in Urban Studies at the Catholic University of Chile. He is the author of several books, a regular contributor to technical journals and guest lecturer at European and American universities. He holds a degree in Architecture from the Catholic University of Chile, an M.Phil. in Urban and Regional Planning from the University of Edinburgh, an M.B.A., with a concentration in Finance, from Johns Hopkins University, and a Diploma in Environmental Management from Centre d'Etudes Industrielles in Geneva, Switzerland.*

**Thursday June 21, 9:45**  
**Korston, plenary session**

### **What kinds of practical tools can be used to achieve the goals of enhancing both heritage and economics in historic cities?**

**By Jean-Louis Luxen, Culture, Heritage and Development International**  
(Presentation in French, with simultaneous translation in all Congress languages)

This presentation will address ways of mobilizing additional (public and private) funding for conservation; the kind of expenditures to be taken into account; the role of public authorities; the fiscal and administrative tools available; and the appropriateness of various measures according to the type of expenditures.

*Jean-Louis Luxen graduated with a PhD in Law at the University of Leuven and was a graduate fellow in Economics at Stanford University. He is currently President of Culture, Heritage and Development*



*International ASBL, based in Brussels. He previously was the general administrator of the Department of Education and Culture in the Communauté Française of Belgium. He is also a professor and board member of the University of Leuven. He has been working in the field of Heritage Preservation since 1973 leading the field at the National and European levels. He became General Secretary of ICOMOS in 1993 and has been on charge of the preparation of important reports for international organizations such as the Council of Europe. He was also the Liaison officer of ICOMOS for the implementation of the World Heritage Convention of UNESCO. He is currently working on the promotion of cultural and development projects at non-governmental organizations.*

## **Group discussions**

**Thursday June 21, 10h45-12h30**

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Rapporteur: Alfredo Conti

### **Russian group:**

Moderator:

Rapporteur:

### **Tatar group:**

Moderator:

Rapporteur:



### 3. Plenary Panel of Mayors Wednesday June 20, 16h30-18h30 Korston, plenary session

**Moderator:** Eugenio Yunis, Head, Sustainable Tourism section, World Tourism Organization  
**Rapporteur:** Patrice Beghain, Adjoint au Maire, City of Lyon

(conducted in English with simultaneous translation in all Congress languages)

To address the main issues faced by mayors of World Heritage Cities in managing tourism, a panel of mayors has been organized so that a select group of mayors can discuss – in front of the plenary audience -- how they address the challenges that tourism poses in their respective cities. The discussion will center on the question: **“Is tourism enough?”**

Participating panelists come from three main categories of cities:

- Tourism-intense cities, where tourism provides a major source of municipal revenue;
- Multi-functional cities, where other economic activities exist beside those related to tourism;
- Tourism-developing cities, where the role of tourism in economic activity is growing, but is not yet at an ‘intense’ level.

4:30 – 4:40	<b>Introduction and presentations of panel members</b>
4:40 – 4:45	<b>Public fund generated and devoted for Heritage conservation</b> <i>To what extent the arrival of increased numbers of tourists to your city has permitted to raise additional financial resources to protect, preserve and restore the built environment, and especially the buildings, edifices and monuments that are listed as World Heritage sites? What mechanisms have been used by your Municipality to collect these funds (e.g. direct tourism taxes, increased income tax earnings, financial contributions by tourists or tourism companies, other). What percentage do they represent of total public funds, municipal and national, devoted to conserve the heritage of your city?</i>
4:45 – 5:05	Panel member responses
5:05 – 5:10	<b>“Carrying capacity”</b> <i>The World Tourism Organization as well as tourism planners recommend the establishment of tourism limits, expressed in the concept of “carrying capacity”, i.e. the maximum number of tourists that a destination (city, beach or other) can accommodate at any one time without negatively impacting on its natural and built environment, and without affecting the social structures of the resident population. Has your city established such a limit and how was this done? Has this limit been respected by hotel developers, tour operators and other businesses? Has the municipality established the necessary regulations to have this limit respected by all stakeholders?</i>
5:10 – 5:30	Panel member responses
5:30 – 5:35	<b>Synthesis</b>
5:35 – 5:40	<b>Questions from the audience</b>
5:40 – 6:00	Panel member responses
6:00 – 6:05	<b>Questions from the audience</b>
6:05 – 6:25	Panel member responses
6:25 – 6:30	<b>Final remarks</b>

#### Participating Mayors:

Cuenca, Ecuador	Marcelo Cabrerias	Alcalde
Hué, Vietnam	representative to be designated	
Kazan, Russia	Marat Zagidullov	Executive Committee Chairman
Napoli, Italy	Rosa Iervolino Russo	Sindaco di Napoli
Rhodes, Greece	George Giannopoulos	City councilman, former Mayor of Rhodes
Sana'a, Yemen	Abdullah Zaid Ayssa	Director, General Organization for the Preservation of Historic Cities
Vilnius, Lithuania	Arturas Zuokas	Mayor



#### **4. Poster session**

**Wednesday June 20, 18h30-20h00**

**Korston, foyer**

Posters will remain displayed throughout the duration of the Congress. The Poster session will be officially opened by the **Mayor of Kazan** Ilshur Metshin on June 20 at 18h30.

The poster session provides an opportunity for Congress participants to present case studies that reflect how a city can manage the economic implications of its heritage regarding theory, practice or policy. OWHC members, professionals, and university students from Kazan will present about 74 posters reflecting a broad scope of research and approaches related to the Congress theme, including cases that examine the rationale of choices made for specific World Heritage Cities.

Posters are in all official languages of the Congress and Kazan translators will be available to facilitate communication between authors and the audience during the poster session.

16 posters	Russia
18 posters	Kazan students
14 posters	Europe
6 posters	Africa
14 posters	North and South America
4 posters	Asia
4 posters	Middle East





**5. Students' session**  
**Thursday June 21, 14h00-19h00**  
**Korston, parallel session**

**Moderator: Christian Ost**

(conducted in Russian and English only, with simultaneous translation between these two languages)

Through a competitive process that began in the Fall of 2006, Kazan students from various institutions developed projects on the theme of the Congress over a period of 6 months. A total of 17 projects from 7 institutions will be presented as posters and oral presentations. Students will discuss their work with other students as well as with Congress keynote speakers and City of Kazan representatives.

**Kazan State University**

**Group presenter and moderator: Svetlana Khusnutdinova**

14h	Group 5	Adel Grafskiy	Creating discursive conditions for sustainable economic development through culture. Analysis of the press.
14h10	Group 1	Ruslan Galiakhmetov	Students week and business tourism development
14h20	Group 2	Mikhail Vavilin	Conservation of 19 <sup>th</sup> century nobility buildings of Kazan region. Social and economic impacts.
14h30	Group 3	Dina Khusainova	Night illumination of Kazan and resulting economic development
14h40	Group 4	Elvira Nurgalieva	Heritage and the people: the case of children education
14h50	Comments	<i>Expert economists David Throsby and Jean Louis Luxen and a Kazan City representative (to be determined)</i>	
15h00	Discussion		

**KSU Economics & Finance, Culture and Arts, Tatarstan State University**

**Group presenter and moderator: Leyla Drovnikova**

15h15	Group 18	Anna Mustayeva	Financing of tourism development in Kazan
15h25	Group 17	Alina Lukmanova	The role of spiritual traditions in the development of professional culture of pedagogy graduates
15h35	Group 16	Rezeda Garifullina	Revival of centres of ancient national crafts in Tatarstan
15h45	Group 19	Rustem Gareev	Youth of world heritage cities as advocates of the world culture: Experience, problems and prospects.
15h55	Comments	<i>Expert economists David Throsby and Jean Louis Luxen and a Kazan City representative (to be determined)</i>	
16h05	Discussion		

**16h20-16h50 Break**

**TISBI Academy of Management**

**Group presenter and moderator: Leyla Drovnikova**

16h50	Group 10	Ilshat Sabirov	Articulated program for Kazan sustainable tourism development
17h00	Group 11	Polina Petrukhina	Business plan and legal reform for the island of Svaijsk
17h10	Group 13	Rustem Sharipov	National cuisine development: Business plan and economic impacts.
17h20	Comments	<i>Expert economists David Throsby and Jean Louis Luxen and a Kazan City representative (to be determined)</i>	
17h30	Discussion		



**Kazan State University for Architecture and Engineering**  
**Group presenter and moderator: Vera Kuznetsova**

17h45	Group 8	Gulnaz Saifullina	Reconstruction of the central Kazan market: integrated commercial and tourist development in Kazan
17h55	Group 12	Maria Markelova	Reconstruction of one Kazan historic center neighbourhood
18h05	Group 15	Yulia Frolova	Reconstruction of the historic bank area of the old Tatar settlement
18h10	Group 14	Olga Dadukova	Reconstruction of the industrial bank area of the old Tatar settlement
18h15	Group 7	Alyona Stepanchuk	The use of the cultural and landscape complex "The Sviyazhsk island" for multifunctional tourism development
18h25	Group 9	Guzel Mustafina Ivan Mityashin	Old Tatar settlement: Heritage belongs to youth
18h35	<i>Comments</i>	<i>Expert economists David Throsby and Jean Louis Luxen and a Kazan City representative (to be determined)</i>	
18h45	<i>Discussion</i>		



**6. Conclusions session**  
**Friday June 22, 9h00-10h45**  
**Korston, plenary session**

(conducted in all Congress languages, simultaneously translated)

9:00	Opening remarks Françoise Descamps
9:05	Report on the Mayors Pre-Congress Workshop Jeff Cody
9:20	Report on Session 1 Dinu Bumbaru What is Heritage Economics? How do you promote economic development based on heritage preservation and share the benefits?
9:35	Report on session 2 Alfredo Conti Managing Development Pressures in Urban Heritage Sites. What kinds of practical tools can be used to achieve the goals of enhancing both heritage and economics in historic cities?
9:50	Report on the Panel of Mayors Patrice Beghain
10:05	Report on the Students' Program tbd



## 7. Advisory Committee of the 9<sup>th</sup> OWHC World Congress

The Advisory Committee is composed of experts from the field, representatives of the OWHC, the City of Kazan and the GCI. It includes the following professionals:

- **Françoise Descamps**, Getty Conservation Institute, Senior Project Specialist and project manager for the GCI's involvement in the 9th World Congress
- **Bruno Delas**, Mission Culturelle, Municipality of Lyon, France
- **Christian Ost**, ICHEC Business School, Dean, Belgium
- **Eduardo Rojas**, Sustainable Development, Inter-American Development Bank, USA
- **David Throsby**, Division of Economics and Financial Studies, University of Macquarie, Sydney, Australia
- **Eugenio Yunis**, Sustainable Tourism, World Tourism Organization, Spain
- **Francesco Bandarin**, World Heritage Centre, UNESCO
- **Denis Ricard**, Organization of World Heritage Cities, Secretary General, Canada
- **Lee Minaidis**, Organization of World Heritage Cities, Rhodes, Greece
- **Rassikh Sagitov**, OWHC-Eurasia, Kazan, Russian Federation
- **Jeanne Marie Teutonico**, Getty Conservation Institute, Associate Director for Programs
- **François Leblanc**, Getty Conservation Institute, Head of Field Projects
- **Jeffrey Cody**, Getty Conservation Institute, Senior Project Specialist
- **Claudia Cancino**, Getty Conservation Institute, Associate Project Specialist