Culture, Heritage, and Sustainable Tourism
PUTTING CULTURE AND HERITAGE AT WORK TO CREATE JOBS
Disseminate knowledge and foster innovation
To identify transformational solutions for clients
With the objective of harnessing the potential of
Culture, Heritage, and Sustainable Tourism
To promote Communities’ Resilience and
Local Economic Development

- **Build** technical capacity
- **Produce** new knowledge
- **Deliver** real-time operational support
- **Strengthen** external partnerships
Globally, travel & tourism employs **50% women** and **50% youth**

Every $1 spent on tourism generates **$3.2 in GDP** across the economy.
We have an open door policy and we have followers from all GPs. Our Community of Practice relies on its virtual space for **knowledge exchange and discussion**, and also as a forum to share information and maintain contact between its followers.
We bring in fresh knowledge from outside.
We help high level corporate events take place

For the first time in 17 years, the WBG held a flagship event focused on the tourism sector in December 2015.

President Jim Kim welcomed 350 participants and high-level speakers who discussed the ways in which the WBG, global leaders and policy makers can work together to deliver integrated tourism solutions to destinations worldwide.

“Our tourism allows us to share humanity’s most valuable cultural and environmental treasures with the world. Tourism enables us to teach skills and provide jobs. And tourism is a force for social justice because it creates opportunities for young people who grow up in poverty to do so much more in life.”

Jim Kim, President of the World Bank Group
We produce research and new knowledge
We learn from past operations and inspire new ones

In *Cultural Heritage and Sustainable Tourism*, the trend is toward **stand alone SILs (100+ million)**. Examples in the next slides.

Successful operations have these 3 components:

1) **Infrastructure in sites:** Heritage conservation, visitor centers, public space upgrading;
2) **Community inclusion:** Service delivery, measures to reduce extreme poverty; and
3) **Job creation:** Growth initiatives, including support to SMEs (hospitality, creative industries, food, etc.) through skills development, business planning, and access to credit.

There is also a growing interest in PforRs and RAS.
Lebanon - Cultural Heritage and Urban Development

The Bank is supporting a large project aimed at regenerating the downtowns of secondary cities in Lebanon, including improved service delivery, upgrading of public areas to improve livability, and, with parallel financing from bilateral donors, carry out extensive cultural heritage conservation works to increase destination attractiveness.

Project activities

- Urban upgrading in downtowns;
- Infrastructure and service delivery;
- Cultural heritage conservation; and
- Project Management, Monitoring and Evaluation.

Total Project Cost:
US$ 125 M

Total Loan Amount:
US$ 58.5 M

Approved in 2003
Russia - Saint Petersburg Preservation and Promotion of Cultural Heritage Project

To spur economic and social development, the Russian Government is benefitting from Bank’s financial services to support historic city regeneration in four oblasts, which have witnessed seminal events for the creation of Russian national identity.

**Project activities**

- Integrated heritage site development: support, on a competitive basis, for sub-project proposals made by oblasts and cultural institutions;
- Enhancement of museum assets: including improvement of collection management and museum security practices; and
- Project Management, Monitoring and Evaluation.

**Total Project Cost:**
US$ 250 M

**Total Loan Amount:**
US$ 100 M

Approved in 2010
Georgia Regional Development Projects (3)

The Bank is helping develop the local economy in the Kakheti region (I), a key juncture on the Silk Road and the heart of country’s ancient culture, agriculture, and tourism; the Imereti region (II), home to several cultural heritage sites; and the Samtskhe-Javakheti and Mtskheta-Mtianeti regions (III), a UNESCO World Heritage Site and a major tourism destination with year round appeal for foreign and domestic visitors.

Projects activities

- Upgrading of urban infrastructure in cities and heritage villages;
- Restoration of buildings with historic architecture and promotion of their adaptive reuse for tourism activities;
- Conservation and development of cultural heritage sites;
- Provision of incentives to the private sector to invest in tourism in Kakheti; and
- Improved management of tourist destinations and the development of two leisure travel clusters.