



Nicaragua Action Plan

Cultural Heritage and Sustainable Tourism

Tokyo, Kyoto - Japan

June 11-15, 2018



JAPAN GOV
THE GOVERNMENT OF JAPAN



WORLD BANK GROUP
Social, Urban, Rural & Resilience

Nicaragua Key Takeaways from TDD



1. **Holistic and comprehensive planning approach** that integrates urban development, land use, Cultural heritage preservation, sustainable tourism, and disaster risk management
2. **Strong stakeholder engagement** in all steps of planning and implementation, including government entities, communities, religious organizations and private sector
3. **Regulations, laws and policies** that create the enabling environment for effective cultural heritage preservation, sustainable tourism and urban regeneration.
4. Shift from **quantity to quality of tourists** who spend more, thereby benefiting local economies
5. Importance of **civic pride** in cultural heritage

- 1. Planning:** Existing planning instruments **but lack of holistic approach and long-term vision** due to frequent political changes: (i) absence of Master Plan for the city of Granada, (ii) underutilization of public land with potential for urban development and tourism.
- 2. Disaster Risk Management: High exposure to natural hazards** and structural vulnerabilities, lack of specialize expertise for cultural preservation.
- 3. Implementation and financing:** Need to explore innovative implementation modalities such as **DMO, PPP**
- 4. Regulation and institutional framework:** Even though Nicaragua is the most decentralized country in CA, **local governments are still weak**. However, there is a **good institutional basis for the tourism sector** at the national level.
- 5. Pride in cultural heritage:** need for higher **population awareness** on the value of cultural heritage, lack of citizens responsibility of cultural assets protection and preservation.

Nicaragua Actions to be Taken

- Short-term: Focus on Granada

- Focus on Granada's comprehensive development. Granada is the most important touristic attraction in Nicaragua and could become an economic engine for poverty alleviation.
- **Designation of Granada as a World Heritage Site by UNESCO**, before the celebration of the city's 500 years anniversary
- Development of an **urban resilience strategy** focused on reducing the vulnerability of homes, businesses and cultural heritage assets of the city of Granada.
- **Implementation of urban regeneration projects** already identified, such as touristic complex area outside the city
- Development of a **visitors' management plan and conservation plan**
- Strengthening of **implementation capacity** of local government
- Strengthening of **stakeholders' engagement** and shared responsibilities for the management and preservation of the cultural heritage

[Responsibility of municipal and National Government]

- Medium-term: Expanding to Leon City

- Development of a **Master plan for Granada**, including investment plans and PPP modalities
- Implementation of **disaster Risk reduction investments** in cultural heritage properties
- **Scaling-up of Granada's approach to Leon City**
- **Better articulate the Colonial Cities' tourism route** that links Granada and Leon

[Responsibility of municipal governments, intermunicipal entities, and National Government]

- Long-term: Regional approach

- Development and **strengthening of regional tourism products linked to Cultural Heritage at the Central American level**, initially with Panama by
- Implementation **larger, more complex cultural heritage preservation investments**

[Responsibility of national and regional coordination entities]



Nicaragua Lending and TA Active or Needed

- Technical Assistance Work Planned:
 - TA to assess the needs for Granada to be nominate as a Cultural Heritage Site by UNESCO
 - TA to develop an **urban resilience strategy for Granada** focused on reducing the vulnerability of homes, businesses and cultural heritage assets of the city of Granada US\$750k (Proposal to be submitted to GFDRR next FY)
 - TA to develop an **Urban regeneration Plan** for the development of the touristic complex in Granada
- Investment Work Planned:
 - **Rehabilitation and Restoration of important cultural heritage properties** in Granada, US\$20 million depending on master plan priorities
 - **Implementation of urban regeneration investments** in the touristic complex in Granada, US\$5 millions



Nicaragua Support Needed

- World Bank:
 - Technical assistance (GFDRR Proposal)
 - Investment projects financing
- TDLC Program (Japan)
 - Deployment of Japanese expertise for urban regeneration and cultural heritage preservation.
 - Knowledge exchange event between Granada/Leon municipalities and Kyoto.



WE ALSO HAVE A REGIONAL DREAM !!!

The Colonial Route



LIFE



Gracias, Arigato!



PANAMA CITY:
AT CANAL ZONE BORDER
RIOTERS HOIST FLAG
ABOVE A FLAMING CAR

JANUARY 24, 1964 • 25¢

73-F The old Ise Shrine - Ennis - April 1914

Cultural Heritage & Sustainable Tourism TDD
Tokyo, Kyoto - Japan
June 11-15, 2018

