



Panama City Action Plan



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



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Panama City Key Takeaways from TDD

1. Holistic approach (city vision, master vision, landscape act, national-local regulatory)

REGENERATION / PRESERVATION / CREATION OF CH AND URBAN PLANNING MODEL – ST - LOCAL DEVELOPMENT

2. Incremental approach (set of measures and prioritization / citizen engagement)

3. Living/Experience heritage - From D-Marketing-O to D-Management-O - ****Destination Experience!****

4. Innovative financing mechanisms for CHST implementation

4. Incentives vs. prescriptive

YOU CAN SHAPE THE TOURISM THAT AFFECTS YOU!!!



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Panama City Implications

- 1- MASTER CITY PLAN UNDER DEVELOPMENT – LACK OF ARTICULATION
- 2- WATERFRONT REDEVELOPMENT AND RESILIENCE PROJECT - OPPORTUNITY
- 3- RICH LIVING HERITAGE NOT CAPITALIZED FOR SUSTAINABLE TOURISM (*OPPORTUNITY TO STRENGTHEN THE IDIOSYNCRASY, IDENTITY AND SENSE OF BELONGING OF PANAMANIAN CITIZENS*)
- 4- TOURISM LAW – TO EMPOWER INCENTIVES FOR CULTURAL/NATURAL HERITAGE
- 5- YOUNG BUT GOOD GOVERNANCE BASIS / MAJOR'S LEADERSHIP



Panama City Actions to be Taken

- **Short-term:**

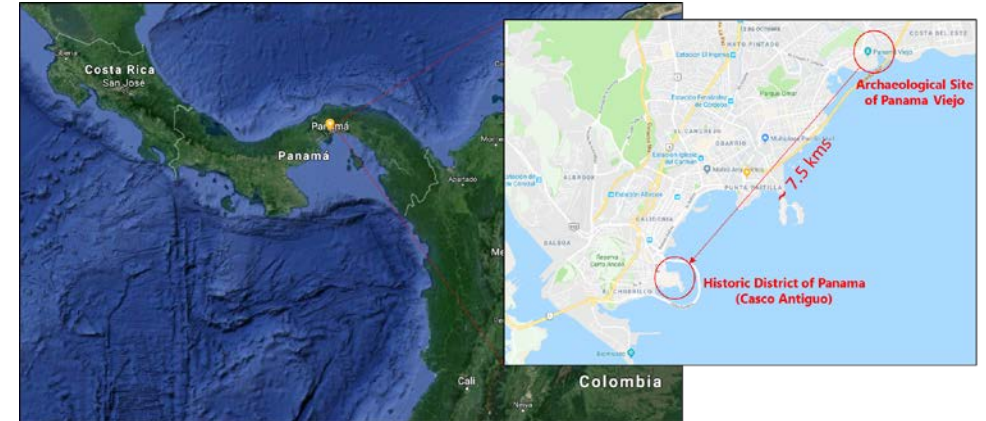
- Master Plan with a CHST focus, by Municipality – Planning Unit + Tourism Metropolitan Agency
- Waterfront Resilience Vision with CHST considerations, by Municipality and WB team

- **Medium-term:**

- City CHST Strategy , by Tourism Metropolitan Agency (focus on enhancing quality tourism)
- Implementation of the current normative framework to promote preservation and urban regeneration of cultural heritage, by Municipality, Tourism Authority and INAC.

- **Long-term:**

- Panama’s heritage Ordinance in place (incentives for urban regeneration) by Municipality
- Develop of new touristic products, like Panama’s Transisthmic routes and Former Panama Canal Zone, as part of our offer of CHST



Panama City Lending and TA Active or Needed

- **Technical Assistance Work Planned** (focused on Panama's Country partnership framework for the period FY15-FY21):
 - To guarantee that are contemplated CHST aspects into the currently Panama's Waterfront Redevelopment and Resilience Project (including the alignment with the Environmental and Social Framework (ESF) that will go live in October 2018)
 - Implementation of green infrastructures, public spaces and non-motorized mobility systems that will be articulated with the existing natural and cultural heritage.
- **Investment Work Planned:**
 - Loan to develop the waterfront maritime corridor
 - Capital optimization plan based on land value capture

Panama City Support Needed (1/2)

- World Bank / UNESCO

- (WB) Include CHTS expertise into the design of the coastal resilience vision (current joint project)
- (WB/UNESCO) Technical assistance for: (1) an institutional development plan and (2) an implementation action plan, **focused on CHST for Panama City**, through Tourism Metropolitan Agency (Municipality of Panama)
- (WB) Develop a program between Panamanian private sector (investors) and the International Finance Corporation (IFC), to regenerate and preserve identified CH in Panama City
- (UNESCO) Works with “UNESCO’s Promoting shared history and memory for reconciliation and dialogue Partnering”, to planning, develop and implement: (1) “The Slave Route” (Panama Trans-isthmian Routes of Camino de Cruces and Camino Real) and (2) a “Route of Dialogue” based on the former Panama Canal Zone and its histories of segregation, generational struggles and claims of sovereignty.

Panama City Support Needed (2/2)

- TDLC Program (Japan)
 - Support for the inclusion of CHST criteria in Panama City Master Plan under development (zoning, dispersion and buffer zones, etc.)
 - Panama's heritage Ordinance in place by Municipality (special support to make an **inventory and categorization of Cultural properties/heritage**; define economic incentives for urban regeneration, etc.)
 - Assistance to develop a policy of Cultural affairs, based in the Japanese experience.
 - Send an expert to Panama City, to socialize with key stakeholders the capturing lessons and experience of Kyoto about CHST and Urban Regeneration
- Knowledge Products (Case Studies, Policy Notes, etc.)
 - Economic and Sector Work (ESW) study about CHST situation in Panama City.
 - Policy note on CHTS to guide the formulation of Panama city's CHTS Strategy and products development;



WE ALSO HAVE A REGIONAL DREAM !!!

The Colonial Route



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LIFE



Thanks!



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

JANUARY 24, 1964 • 25¢

73-F The old Ise Shrine - En route April 1914

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