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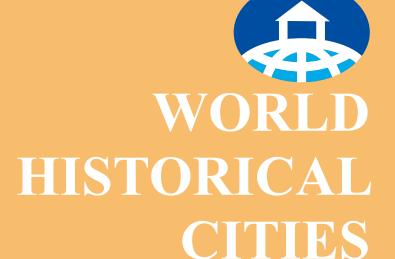
Venice Vienna Yangon Yangzhou Yogyakarta Zagreb

Zhengzhou 102 cities from 61 countries and regions (As of 24th March, 2014) by the City of Naha

Cover Photo: a bride and a groom in the traditional costume with the background of Shikina-En which was the largest villa of the royal family of Ryukyu Kingdom

> Invitation to the 14th World Conference of Historical Cities

> > 2-4 Sept., 2014, Yangzhou, China



No.66: March 2014

Conservation and Utilization (World Heritage Sites

Conservation and utilization of World Heritage sites

The City of Naha inherited the rich culture of *Ryukyu* Kingdom (15th to 19th Century) as well as its customs and ways of living. Toward the end of World War II, many tangible and intangible cultural properties in Naha were destroyed in the battle of Okinawa. However, due to tireless efforts of the citizens, these cultural properties have been gradually recovered. As a result, "Shikina-En", "Tamaudon", "Sonohyanutaki-ishimon" and "Shurijo-ato" are registered as the UNESCO World Heritage site under the name "Gusuku Sites and Related Properties of the Kingdom of Ryukyu". There are 172 other designated cultural properties in the city.

Let us introduce our efforts for the conservation and utilization of "Shikina-En".

(1) Profile of Shikina-En

Shikina-En used to be the largest villa of the royal family of Ryukyu Kingdom. This villa was used as a resort house for the royal family and also as a place to entertain the guests from overseas. This villa was completed in 1799. The villa has a beautiful circuit style garden with a fabulous pond. This garden is influenced by the early modern period Japanese style garden which has a touch of Chinese and local Ryukyu styles. The villa was designated as the Scenic Beauty by the national government in January 30, 1976 and as the Special Scenic Beauty in March 30, 2000. This was the first time that a cultural property from Okinawa was designated as the Special Scenic Beauty.

(2) Renovation

This villa was seriously damaged by the battle of Okinawa and was in a devastating state for 30 years after the end of April 1945. In 1975, the restoration project was launched and it took about 20 years to finish it. The pond was renovated between 1976 and 1982. *Rokkaku-Do* and *UDUN* were renovated between 1983 and 1992, and *Kagoya*, passageways and stone walls between 1993 and 1995. Also, drainage system along the passageways was constructed between 2003 and 2010 by the subsidies of Okinawa



Rokkaku-Do, Hexagonal Building

prefecture and Japanese government.

(3) Management and utilization

City of Naha purchased *Shikina-En* from the former owner in 1992. Since then, the city is responsible for the renovation and management of the villa.

Today, 10 years after the designation of World Heritage site, social environment and situation of this facility has changed. Therefore in order to cope with these changes and maintain the value of this property, proper measures for conserving and managing it must be taken.



Stone pavement after construction the drainage system

Today the villa as a tourist destination attracts 80,000 visitors annually. In order to promote its usage, one of its building, *Shikina-UDUN* is used for Ryukyu style wedding ceremony and betrothal gift giving ceremony.

Also it is often used as the venue of community events. Periodically the staff of cultural property section of Naha city conducts lecture on *Shikina-En* as the World Heritage site, and serves as a guide for the visitors. No entrance fee is necessary. A lecture on "*Tamaudon*" another cultural property of the World Heritage site of Ryukyu is also conducted on the same day of the lecture on *Shikina-En*, so that people can understand the whole picture of the World Heritage site of Ryukyu. The city has also asked for the collaboration of schools for better use of these sites.

Cultural properties were created and developed during the course of long history and are inherited to the present. They are indispensable for understanding our history, tradition, culture and nature. At the same time we must conserve them so that we can pass them down to the next generation.

For further information

Cultural Assets Division, Department of Citizens & Culture

City of Naha

1-1-1 Izumizaki, Naha City, Okinawa 900-8585 Tel:+81 (0)98 917 3501

E-mail: 31089naom@city.naha.lg.jp Web: http://www.city.naha.okinawa.jp/cms/ kakuka/kyouikubunkazai/sikileafenglish.pdf



UDUN, Palace of the Royal Family of the Ryukyu islands

The 14th World Conference of Historical Cities will be held in the City of Yangzhou, China in this September. Please visit the conference website http://14lhc.yangzhou.gov.cn, which will be completed in this April, for further details and registration.

Period: September 2 to 4, 2014

Theme: "Historical Cities: Ancient Culture Integrated into Modern Civilization" Conference Venue& Accommodation in Yangzhou:

Shangri-La Hotel, Yangzhou, China

(472 West Wenchang Rd., Yangzhou, Jiangsu Province, China)

URL: http://www.shangri-la.com/yangzhou/shangrila

NOTICE: PLEASE DO NOT MAKE A RESERVATION TO THE HOTEL DIRECTLY. The reservation will be completed to submit the registration form to the City of Yangzhou.

Time Table for the Conference:

Sept.2nd (Tuesday) Day 1

Time	Event
Morning	Registration
13:30 - 13:45	Opening Ceremony
13:45 - 14:45	Keynote Speech
14:45 - 15:00	Break
15:00 - 17:00	Session 1 - Mayors' Round-table Conference, themed: "Green Growth of Historical Cities"
18:30	Welcome Dinner

Sept.3rd (Wednesday) Day 2

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Time	Event		
9:00 - 10:30	Session 2 (cont.) – Youth Forum, themed: "Revitalization of Historical Districts" (3-4 presentations, Representatives of Mayor's Round-table sitting in)		
10:30 - 10:45	Break		
10:45 - 12:00	Session 3 – Roundtable for Mayors or Representatives, themed: "Green Growth of Historical Cities" (3-4 presentations)	Youth Exchange Activities (Visiting Yangzhou Historical Districts and Local Cultural center)	
12:00 - 14:00	Lunch		
14:00 - 16:00	Session 3 (cont.) – Roundtable for Mayors or Representatives, themed: "Green Growth of Historical Cities" (3-4 presentations)	Youth Forum (Discussion and Making Youth Declaration)	
18:30	Buffet Dinner		

Sept.4th (Thursday) Day 3

Sept.4 (Thursday) Day 3			
Time	Event		
9:00 - 12:00	Board of Directors' Meeting of the League of Historical Cities 2014 (Board members)	Official City Tour (Other Participants)	
12:00 - 14:00	Lunch		
14:00 - 15:30	General Overview for the Sessions		
15:30 - 15:45	Break		
15:45 - 17:00	General Assembly of the League of Historical Cities 2014 (Chaired by Chairperson of the League) - Report of the Board Meeting of Directors 2014 - Signing Yangzhou Declaration.		
17:00 - 17:30	Closing Ceremony - Speech by Representative of Yangzhou city - Speech by Chairperson of LHC - Photo session		
19:00	Buffet		

Invitation to the 14th World Conference of Historical Cities Held in Yangzhou, China on 2-4 September, 2014



Shangri-La Hotel, Yangzhou, China

Registration Fees

Accommodation included	Per person
□ Early bird registration (by the end of May 2014)	500 USD
□ Regular registration (on and after 1st June 2014)	800 USD

* The registration fee covers the following expenses:

- 1. Participation fee
- Accommodation fee
 (Room charges for three nights (2nd to 4th September 2014)in the ShangriLa Hotel Yangzhou City, including breakfast)
- 3. Meals and coffee breaks for 3 days (<u>between 2nd and 4th September 2014</u>)
- 4. Official City Tour on the morning 4th September 2014
- 5.Transportation from Nanjing International Airport, Yangzhou-Taizhou Airport and Zhenjiang railway station to hotel and vice versa and intra-city transportation during the conference.

Mailing Address and Contact Information:

Please complete the registration form and return it by post, fax or e-mail to the city as follows:

Foreign Affairs Office, Yangzhou Municipal People's Government

Address: 8 West Wenchang Road, Yangzhou, China Tel: +86-514-87782312 +86-514-87782730

Fax: +86-514-87782309

Email: gmdyz777@hotmail.com, gsl_wb@yangzhou.gov.cn

Website: http://14lhc.yangzhou.gov.cn

If you have any questions or request, please feel free to contact to Yangzhou city or Secretariat of the League of Historical Cities.

<PRESENTERS WANTED!>

The City of Yangzhou invites persons who are interested in making presentation based on the following themes in Roundtable as well as in the Youth Forum.

- Inviting presenters for Roundtable
- *Sub Theme for Round Table: Green Growth of Historical Cities
- To apply for a presentation, please submit the abstract of the presentation (in English, under 1000 words) by 16 May, 2014 Each presentation should be no longer than 15 minutes.
- Please note that Roundtable is for the City representatives.
- Inviting participants to attend the Youth Forum
- 'Sub Theme for Youth Forum: Revitalization of Historical Districts
- We appreciate your support in reaching out to your universities, as well as in collecting students' applications and sending them to us collectively.
- Presenters are requested to submit an outline of the speech (in English, under 1000 words) by 31 May 2014. Each presentation should be within 10 minutes.
- Members of the League of Historical Cities are required to submit a recommendation letter for the applicant.



Slender West Lake

The Theme of the 14th World Conference of Historical Cities

The following summary of the main theme and the sub themes for the 14th World Conference of Historical Cities is based on the presentation made by Mr. Kong Lingjun, Vice Mayor of the City of Yangzhou and the discussion at the Board of Directors' Meeting held in Yangzhou last September in 2013.

Main Theme:

HISTORICAL CITIES: ANCIENT CULTURE INTEGRATED INTO MODERN CIVILIZATION

The first reason for suggesting the title 'Historical cities: ancient culture integrated into modern civilization' as the main theme for the 14th World Conference of Historical Cities in 2014, is that it is in accord with the aim of the League. Another important point is that the motive of Yangzhou for joining the League is to protect its historical and cultural heritages in a better way. All member cities of the League are historical cities that have profound history, and possess specific skills and experiences in preserving and developing their ancient cities.

Yangzhou is one of the typical historically renowned cities of China which is well known for its pursuit of modernization while maintaining its historical and cultural features for decades in the process of reform and opening up. Many tangible and intangible cultural heritages like the relics of ancient Yangzhou city from Tang dynasty to Qing dynasty, as well as the Grand Canal of China have been well preserved.

As mentioned before the main objective of Yangzhou to join the League of Historical Cities is to preserve its historical and cultural heritages more effectively. The year 2015 is the 2500's anniversary of Yangzhou's founding as a city. Thus it is more meaningful and influential for Yangzhou to hold the 14th World Conference of Historical Cities in 2014, with a clearer manifestation of the League's aim, that is, the preservation of historical cities. We hope to share our achievements in preserving historical cities where ancient culture and modern civilization enhance each other's beauty.

<u>Sub Theme for Round Table:</u> <u>Green Growth of Historical Cities</u>

What is Green Growth?

Green growth is a kind of modern industrial growth system which adapts sustainable development and circular economy. It encourages all enterprises to develop low-carbon economy and green economy by applying certain policies and measures like international specialization, imposing taxes and other measures; and avoid high energy consumption, high material consumption, and high pollution.

Objective of Green Growth

Besides easing the pressure inserted by the shortage of energy and resources and improving the supply structure; green growth can also create new market demand and foster the development of new growth points to form new economic support.

Green growth is becoming the strategic choice of all countries to counter crisis and realize sustainable development.

At present, in order to get rid of the global economic crisis, developed countries are planning to adjust their economic structure to accelerate the development of new energy and green-low carbon technology. Developing countries are also increasing investment in science and technology to encourage green industry with relative advantages, aiming at leapfrog development. We can say that green growth is an important direction for future economic growth, whether in developed countries, emerging markets or developing countries.

The 14th World Conference of Historical Cities calls on all member cities to fully realize the prospective value of green growth, to take pragmatic measures in fostering green technology's R & D and innovation, establishing and improving systems and mechanisms conducive to green growth, developing circular economy, to make the concept of green growth deeply rooted among the people.

Sub Theme for Youth Forum: Revitalization of Historical Districts

The reason why we suggest "revitalization of historical districts" as sub theme for youth forum lies in the fact that historical districts are the reservoir of the past memories of a city. A historically and culturally renowned city means not only long history and cultural relics, but also its historical feature in the current city layout, and certain districts that can represent its traditional feature. Generally speaking, historical districts always go through maturity to decline in the times of development and reform. At this critical turning point, we should make urgent amendment to preserve some fragments of the city in old times, maintaining the special evidences of historical stories and events, which will greatly upgrade the future of the city.

Youths account for 45% of the world population; they should take into consideration the current situation and many issues of mankind in the future. All major problems' settlement needs the participation of the youth. Thus the task of revitalizing historical districts is sure to rest on the youth.



Gaomin Temple on the Grand Canal.



Yangzhou-Taizhou Airport.



Runyang Yangtze River Bridge



Wenchang Pavilion, Center of Yangzhou

Greetings from the Mayor New Member Cities

The Secretariat is pleased to announce that the city of Suwon, Korea has joined the League of Historical Cities (LHC). The Secretariat asked the Board members of LHC to evaluate the application of the city for becoming member via the Internet. After evaluation, the Board approved their membership in last February. Thus, the number of members of the League reached 102 cities from 61 countries and regions.

The greeting messages of the Mayors of two cities, namely Venice (Italy) and Luxor (Egypt), which were approved in 2013 are bellow.

City of Venice (Italia)

Giorgio Orsoni

Venice is and has always been a world stage: a small city of almost one hundred thousand inhabitants and an international appeal equal to no other. Its name evokes romantic seduction: it is both a living and vital city, with real inhabitants as well as real problems

For most of the world, the mental picture of Venice is incomplete as the territory of the city includes not only the Lagoon but the areas around it—the "gronda" or the Lagoon's eaves and the urban centers on the nearby mainland. Venice's future is not insular: it is meant to be an archipelago, a diffused metropolis, a regional capital.

Today, Venice is the capital of one of the most dynamic regions in Italy, at the center of a macro-area that makes up its historical sphere of influence.

Venice has always lived on tourism, but not on tourism alone. Its productive sector has been strong from its inception, halfway through the 20th Century and his weakening has led to the exodus of the local population, and helped tourism assert its dominance over other industries.

Venice, in the collective imagination, is a place that reconciles the classic with the beautiful. Its artistic treasures are inserted in a context that truly represents a compendium of European art history. But Venice is also—and has always been—a place of innovation, if only to guarantee its own survival. People often forget that the lagoon itself is largely artificial: if certain interventions, such as the deviation of river beds, had not taken place, the lagoon would likely not exist today and Venice would be in the middle of a swamp.

In Venice, there is great technological knowledge and skill, right alongside its better-known artistic prowess. The city's fragility determined the strength with which technologically adequate solutions were sought: maintenance of canals, without which the city would grind to a halt and the mobile defense system to safeguard against exceptionally high tides.

In conclusion, Venice must revert to being a fully inhabited city, at the center of a vital region and with strong international dimension and basically must be a place in which a historical tradition civilization, democratic conscience, and tolerance accompany the ability to answer the challenges posed by modernity with confidence.



S. Mark (Venice)



Rialto Bridge (Venice)

City of Luxor (Egypt)

Tarek Saad Eldin Luxor Governor

I would like to avail myself of this opportunity to convey best greetings of peace and goodwill from Luxor Governorate

and to express pleasure for the membership of Luxor Governorate in the League of Historical Cities, the thing which I hope to be the spark and start point of mutual cooperation to achieve the ultimate goals of the League and will avail an opportunity for the cities which enjoy the possession of historical heritage to communicate and exchange ideas and experiences of preserving this heritage and promote tourists from all over the world to visit these



Gondola (Venice)



The Avenue of the Sphinxes (Luxor)

wonderful places.

"On the East Bank, beneath the modern city of Luxor, lie the remains of an ancient town that from about 1500 to 1000 B.C. was one of the most spectacular in Egypt, as a matter of fact "LUXOR CITY" has long been Egypt's prize possession. It was here that the ancient Egyptians at one time built their capital of Thebes; where Pharaohs dedicated massive temples to their gods; and where Howard Carter unearthed the world-famous boy King, Tutankhamen, in his tomb full of riches in 1922. "It has been one of the biggest and most famous tourist attractions for at least 200 years." says Francesco Bandarin, the head of the World Heritage Center at UNESCO."

Luxor has often been called the world's greatest open air museum, as indeed it is and much more. The number and preservation of the monuments in the Luxor area are unparalleled anywhere else in the world.

To say that Luxor area is a major attraction for tourists in Egypt would be an understatement. It has been a tourist destination since the beginning of tourism. Even in ancient times, during the late Dynasties of the Greek and Roman periods, the area drew tourists, and has been doing so ever since. Today, Luxor is well equipped to accommodate tourists with many hotels and, in general, a tourist industry ready and willing to serve the people from across the globe that descend on this area of the Nile Valley every year.

It has been estimated that Luxor contains about a third of the most valuable monuments and antiquities in the whole world, which makes it one of this planet's most important tourism sites. Monuments such as The Luxor Temple, Karnak Temple, the Valley of the Kings, the Valley of the Queens, Deir El-Bahri (the Mortuary Temple of Hatshepsut), the workers village at Deir El-Medina, the list goes on and on and on. Though most visitors will stay for just a few days, it would take a substantial amount of time to visit everything in this amazing town.

Once known as Thebes, Luxor's importance in ancient Egyptian history cannot be denied. It was the religious capital for almost all of the Pharaonic period which is why the town is dominated by the two temples; The Temple of Luxor; the Avenue of Sphinxes (that connects Luxor and Karnak temples is one of the most important archaeological and religious paths in Luxor, as it was the location of important religious ceremonies in ancient times, most notably the Beautiful Feast of Opet) and the immense Temple of Karnak; the world's largest temple complex. Most of the kings who reigned during this time chose to be buried in the nearby Valley of the Kings and a number of queens, princesses and princes were buried in the nearby Valley of the Queens.

In an effort to preserve the riches — and beef up the number of tourists they attract — local authorities have been pressing an ambitious project to reinvent, revive Luxor, and expanding the city's tourist infrastructure. The Comprehensive Development Plan incorporates some elements designed to achieve these objectives:

- The creation of an open museum in Luxor, in large part linked to the excavation and restoration of the Avenue of the Sphinxes linking the major temples of Karnak and Luxor: a 2.7 kilometer pathway once lined with the human-headed lion statues from the pharaonic past.

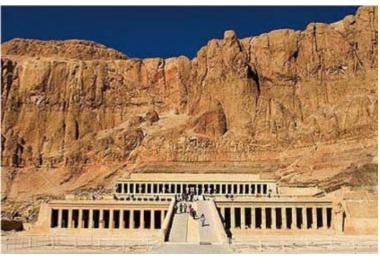
-the restoration & renovation of the temple of Khnum at Esna.

- The development of a tourism zone south of the City of Luxor in the El Toad plateau area, comprising hotels as well as a golf course and facilities for other tourist activities;

- the development of the area of Corniche mainland eastern city of Luxor in the region adjacent to the temples of Luxor and Karnak on the Nile Corniche, so that it commensurates with the possibilities of the ancient city.



Luxor Temple



The Mortuary Temple of Hatshepsut (Luxor)

The League of Historical Cities Secretarial

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Taleb Rifai
Secretary-General, Word
Tourism Organization
(UNWTO)

Tourism has become a global phenomenon. In 2012 alone, over one billion travelers crossed international borders up from a mere 25 million in 1950. Around five to six billion more travelled domestically within their own countries.

This phenomenon is even more marked in Asia and the Pacific; one of the motors of international tourism growth in recent decades. In 2012, Asia, the second most visited region in the world, welcomed 234 million tourists, more than double the 112 million that visited Asia only a decade ago. The expansion of international tourism in Asia is set to continue at a strong pace. According to the UNWTO long term forecast Tourism Towards 2030, Asia will remain one of the fastest growing tourism regions with forecasts indicating that from now to 2030, Asia will receive an average of almost 17 million new tourists every year.

Never before have so many people travelled to so many places and have been exposed to such a variety of different cultures, religions and lifestyles as they are today. Beyond these impressive figures lays an immense opportunity for growth and development in all nations. Tourism means jobs, business opportunities for small and medium enterprises, peace and understanding and, if properly managed, the preservation and promotion of our natural and cultural heritage.

Yet, to realize this immense potential, it is necessary to sustainably and responsibly approach the use of cultural and natural heritage for tourism purposes, fostering effective partnerships between stakeholders, involving host communities, and striving to safeguard all forms of heritage – natural and cultural, tangible and intangible.

People have visited sites of cultural and natural heritage since the dawn of man. These sites represent the stories and people of the place; they are a window into their souls, helping visitors and communities alike to understand who they are. They are also increasingly an essential tourism resource and often the "pull" factor in the tourism development of a whole region or country.

Alongside the obvious benefits of tourism, the rapid growth in both international and domestic tourism to cultural and natural sites, namely those designated as World Heritage Sites, generates important

challenges, the question being how to respond to the demand for access while protecting the outstanding universal values for which they were inscribed on the World Heritage List. The answer lays in careful planning and decision making, combined with close coordination and cooperation between conservation and tourism managers.

In light of the need to approach tourism at World Heritage Sites in such a comprehensive and integrated manner, UNWTO is proud to be involved, as a member of the Steering Committee, in the UNESCO World Heritage and Sustainable Tourism Programme, formally adopted by the World Heritage Committee last year in St. Petersburg. The World Heritage Tourism Programme aims at facilitating the management and development of sustainable tourism at World Heritage properties through increased awareness, capacity building and balanced participation of all stakeholders. Its ultimate goal is to protect the properties and their Outstanding Universal Value whilst ensuring that tourism delivers benefits for conservation of the sites, sustainable development for local communities as well as a quality experience for visitors.

Cultural and natural heritage sites have an immeasurable inherent value. They play an important role in public education and, when managed properly, they help to protect natural and cultural treasures and improve the quality of life for residents and visitors alike. As such, their integrity and authenticity must be conserved, so that the values they represent are available to current and future generations. In this context, tourism can, and does, play a significant role in this process in three main ways: first, the appreciation of heritage sites helps positively reaffirm the identity of local populations as they take pride in themselves, their values and their homes; second, tourism enriches the image of the country in the international scene and creates an immense value added to a tourism destination; and finally, tourism often provides the vital financial resources which allow these sites to be managed, conserved and promoted for future generations.

The above are key priorities in UNWTO's mandate and action to promote sustainable tourism development. In these efforts, we are extremely pleased to be joined by the League of Historical Cities, led by Kyoto since 1987, and embracing the 102 member cities from 61 countries and regions. As former UN Secretary-General Kofi-Anan once said "Cities are models of democracy, diversity and multicultural living". I believe historical cities can be models of respect and examples of how tradition and innovation can build new experiences for citizens and travelers alike while preserving the legacy for future generations. Ensuring this is the case in all historical cities is our common objective. Together, we will surely progress in our endeavor.