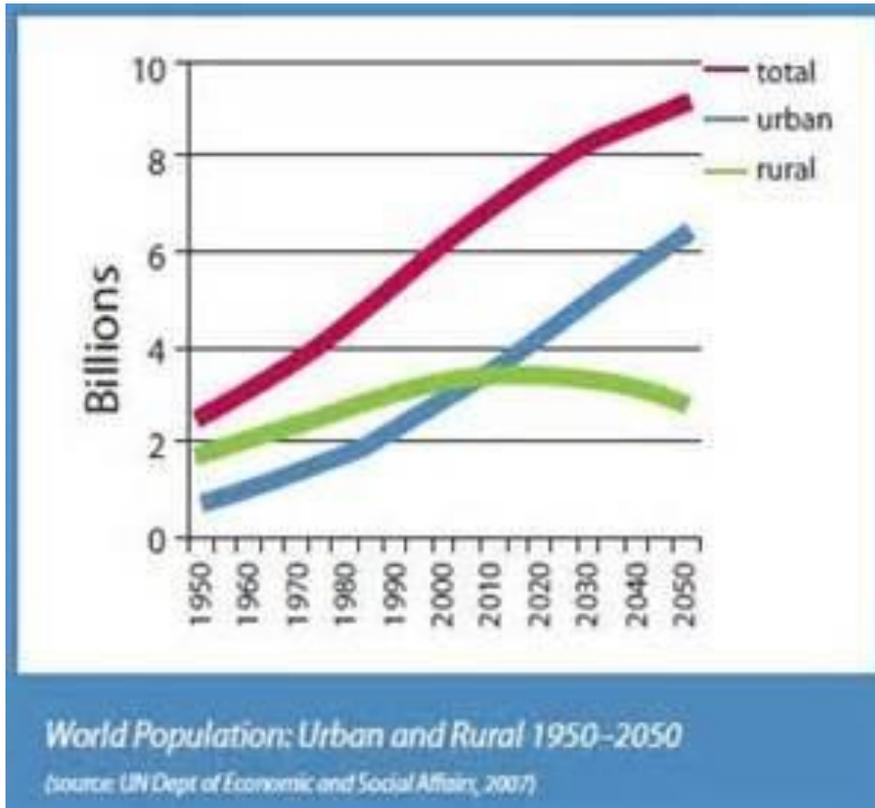


# WELCOME TO THE FUTURE.

Urban Regeneration  
& Cultural Tourism



# Or Urban Future



- Half of humanity – 3.5 billion people – live in cities today
- By 2030, almost 60 per cent of the world's population will live in urban areas
- 95 per cent of urban expansion in the next decades will take place in developing world
- By 2030, the world is projected to have 41 mega-cities with more than 10 million inhabitants. Source: United Nations

**An estimated 60-70 % of all leisure and business tourism will directly impact cities**

# Rapid urbanization is a challenge to tourism and culture

## Threats

- The world's cities occupy just 3 per cent of the Earth's land, but account for 60-80 per cent of energy consumption and 75 per cent of carbon emissions
- Rapid urbanization is exerting pressure on fresh water supplies, sewage/solid waste disposal, the living environment, public health and destruction of our heritage
- Congestion, crowding and environmental degradation are lowering the quality of life for local people and negatively impacting on the visitor experience (e.g. Barcelona)

## Opportunities

- The high density of cities can bring mass transportation, public access to the Internet, and transformative/disruptive technological innovation.
- Economic rejuvenation can be catalyzed by sustainably developing a city's tangible and intangible heritage through **walkable urban places** by enhancing the quality of life for residents and improving the visitor experience.

# 2012 Now Being Updated 2016



## DC: The WalkUP *Wake-Up Call*

The Nation's Capital As a  
National Model for Walkable Urban Places



By Christopher B. Leinberger  
The George Washington University  
School of Business

# Walkable Urban Places (WalkUPs)

- Research shows that higher density walkable urban development results in substantially **less energy consumption** per capita hence reducing greenhouse gas emissions, **reduced reliance on private cars**, **increased visitor flows**, **healthy lifestyles** , **catalyst for business location/relocation**, **increased real estate values/RO and restoration/reuse of heritage assets**
- For example, our GW study in 2012 identified 43 Walk Ups in Washington metro area represent the 0.91-1% of metro DC real estate and close to 60% of economic impact; also 44% of metro knowledge jobs are located in these walkups. **Achilles Heel!** A growing share of African American residents (55%) say that gentrification and redevelopment has been bad for people like them.

# Concluding Points

- Develop walkable urban places as a “city’s front porch” where visitors, and resident have opportunities to positively interact and share truly *authentic cultural* experiences.
- Create network linkages & capacity building for place management, real estate investment and PPPs at the local neighborhood level, e.g., Business Improvement Districts (BID’s), Main Street, Creative Districts, Shopping Streets & Centers, Neighborhood Associations, Historic Districts ,among others
- Recognize the need to expand beyond destination promotion into a broader place management approach to synergize a positive tourism & culture relationship

