

The background of the slide is a photograph of a city skyline at sunset. The sky is a gradient of orange and red, with the sun visible as a bright orange semi-circle on the horizon. On the right side, a tall, dark silhouette of a mosque minaret with a crescent moon on top is prominent. On the left, there are silhouettes of modern buildings.

Perspectives for development of sustainable tourism

Mediterranean Engineering Group

Cairo, 3 October, 2009

Raffaele Gorjux, OICE (Italy)

Objectives for the presentation

Raffaele Gorjux

Architect and planner, vice-president of OICE (Italy),
member of the board of Directors of EFCA,
director of a consulting firm.

Summary of the presentation:

- What is sustainable tourism?
- Overview of some project examples
- Discussion



What is sustainable tourism?

Tourism

- ✓ An important engine for growth by generating foreign earnings, creating employment opportunities and generating significant value added.
- ✓ Engineers and architects involved in:
 - access infrastructure;
 - transport infrastructure;
 - water and energy;
 - superstructure (such as hotels, resorts, attractions, etc.);
 - conservation of cultural heritage and of the environment;
 - environmental engineering;
 - ...etcetera...

What is sustainable tourism?

Society

**Environment and
cultural heritage**

Sustainable tourism is that which "...meets the needs of present tourists and host regions while protecting and enhancing opportunity for the future..."
(Council of Europe)

**Customer
satisfaction**

Economy

The bottom line

Environmental sustainability

Environment and cultural heritage must not be damaged irretrievably and continue being an integral part of the tourism product.

Social sustainability

Tourism must not change the society nor create hostility but must bring measurable benefits to the community.

Economic sustainability

Private investments must earn an adequate financial return while public investments must earn an adequate economic return.

Customer satisfaction

Tourists must experience increased satisfaction.
Without customer satisfaction the industry will not prosper.



Morocco

Heritage trails in the Medina of Fez

Heritage trails in the Medina of Fez, Morocco

Client

Government of Morocco (ADER-FES),
funded by the World Bank

Consortium

Cotecno (Italy),
mga architettura & ingegneria (Italy),
Bureau AKB (Morocco)

Location

Fez, Morocco

Period

2002-2003: design
2003-2005: works

Scope of services

Preliminary, scheme and detail design.
Cost - benefit analysis.
Works supervision.
Guidebook and of the Medina map.

Current status

The project has been successfully
implemented

The Medina of Fez project



Urban environment

Urban restoration of selected urban spaces.

Services

Creation of tourist facilities by adaptive re-use of existing traditional buildings.

Gardens

Restoration of some of the most important Andalusian gardens.

Signalization

Creation of a complete system of tourist signalization strictly coordinated with the guidebook.

The six heritage trails of Fez



Walls and fortifications



Fès Jdid



The andalusian neighborhood



Andalusian palaces and gardens



Monuments and bazaars



Handicrafts



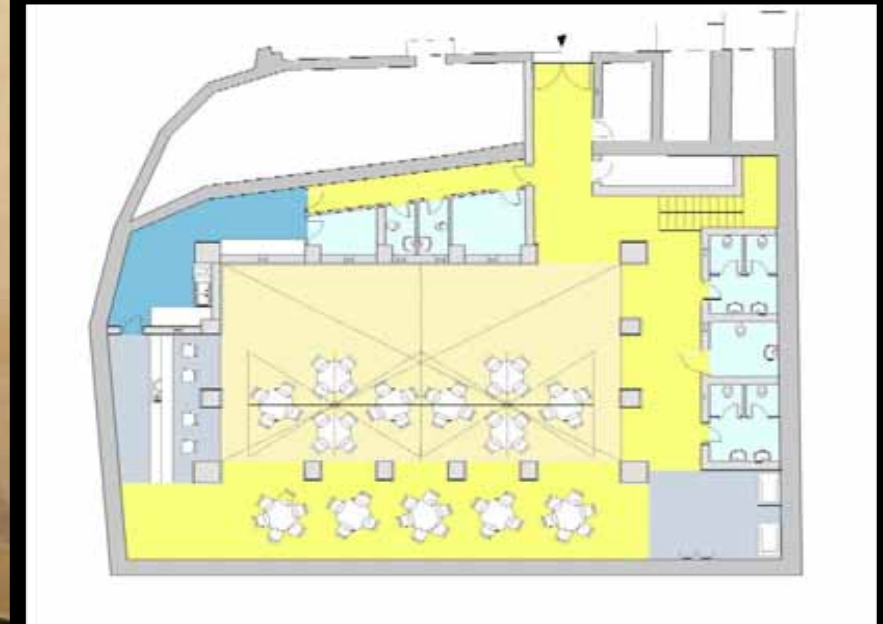
The urban restoration



The outcome of this action has been the improvement of the urban environment, for the benefit of both residents and visitors.



The services



This action has implemented the realization of visitors' facilities through restoration and adaptive re-use of traditional buildings.

The andalusian gardens



Restoration of some of the most important Andalusian gardens.

The signalization

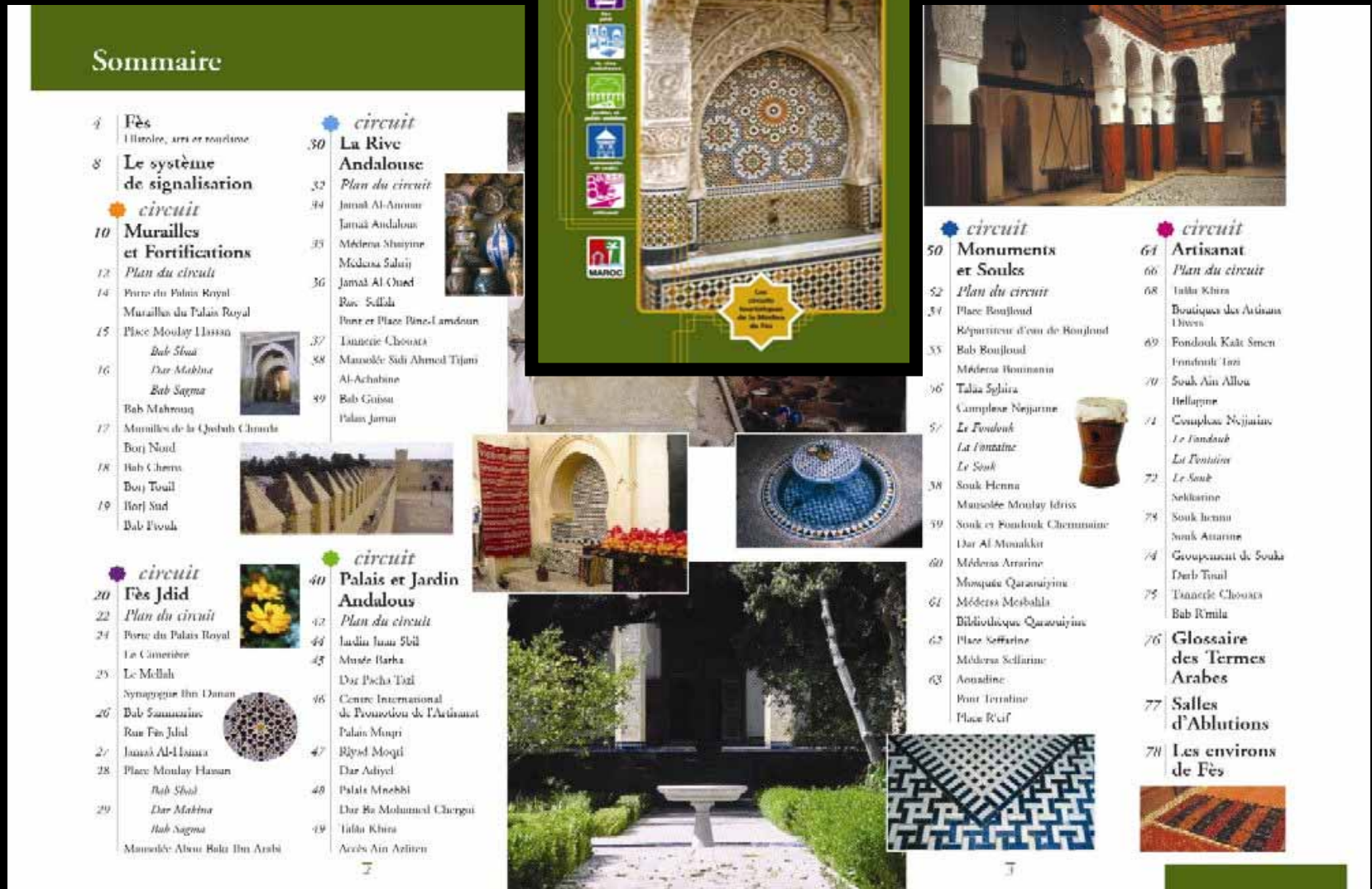


The signalization system provides guidance for the heritage trails.

The system is well integrated in the peculiar environment of the Medina, and is coordinated with the guidebook.

The guidebook

Le guide à la
visite de la
Médina de Fès
a été réalisée
en
coordination
avec le projet
et la
signalisation





Pakistan Sustainable development of the Walled City of Lahore

Sustainable development of the Walled City of Lahore

Client

The World Bank

Consortium

Cotecno (Italy)

mga architettura & ingegneria (Italy)

Location

Lahore (Pakistan)

Period

2005

Scope of services

Identification study of the overall project

Feasibility study of the pilot project

Current status

Project under implementation

Target area



The **target area** of the project is the Walled City of Lahore, including the Circular Road.

The area delimited has an extension of approximately 250 hectares.

Project strategy



- ✓ Pilot project
- ✓ Institutional/legal framework
- ✓ Improvement of the urban environment
- ✓ Preservation of cultural heritage
- ✓ Development of tourism-related economic activities
- ✓ Awareness and participation raising

The pilot project



The structure of the pilot project is inspired by the **Shahi Guzargah**, the path that the Moghul Emperors followed through the Walled City to reach the Shahi Qila.

Action areas



Actions of the pilot project



Specific actions

- ✓ Traffic and parking management
- ✓ Improvements of the public space
- ✓ Removal/legalization of the encroachments
- ✓ Landscaping
- ✓ Public lighting
- ✓ Restoration of selected monuments
- ✓ Visitors' facilities
- ✓ Signage
- ✓ Adaptive re-use of heritage buildings



Jordan

Cultural heritage and tourism development

Cultural heritage and tourism development

Client

The World Bank

Scope of services

Feasibility study

Consortium

Cotecno (Italy), mga architettura & ingegneria (Italy), ABT (Italy), Alchemia (Italy), CDG (Jordan)

Current status

Project financed by the World Bank currently under implementation

Location

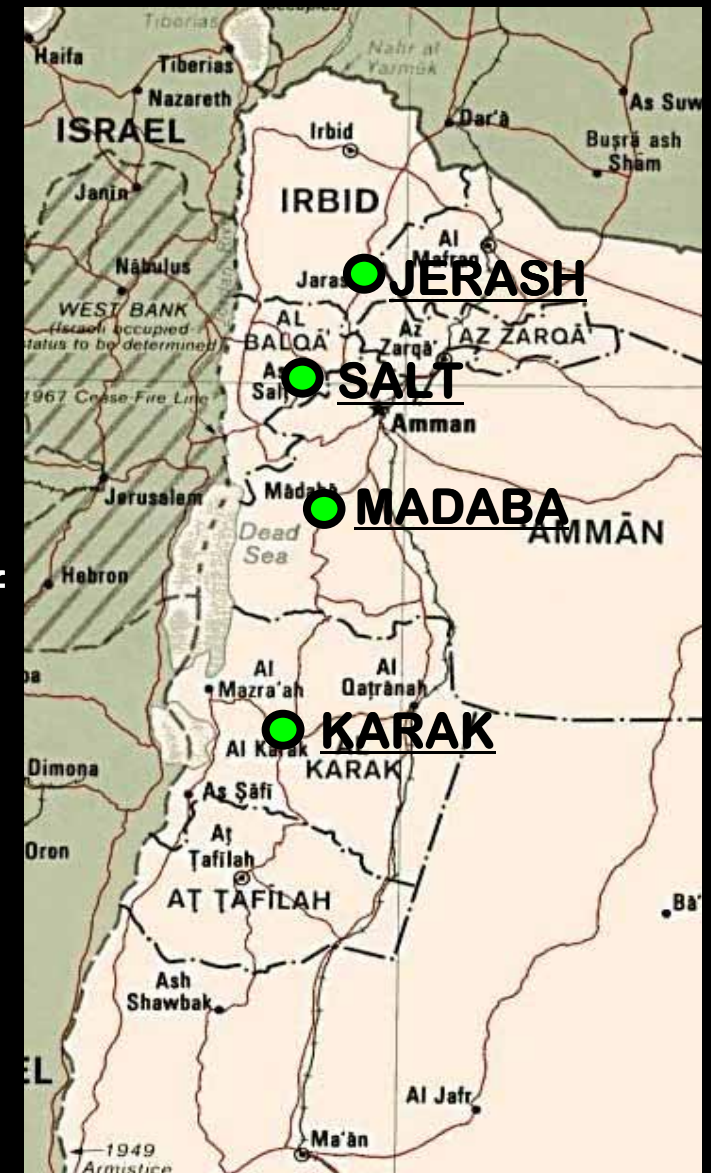
Jerash, Karak, Madaba, Salt (Jordan)

Period

2004-2005

The four historic cities

- **Jerash** is a city with Greek, Roman and Circassian heritage.
- **Karak** has a major castle from the time of the crusaders.
- **Madaba** is a world famous Byzantine site.
- **Salt** was a major Ottoman commercial city that at the time of the creation of the state of Jordan nearly became its capital.
- Potentially, they are key areas for developing tourism products targeting local, regional, and international tourists.
- The value of the historic cores is threatened by a number of issues that lead to the decay of the socio-urban fabric.

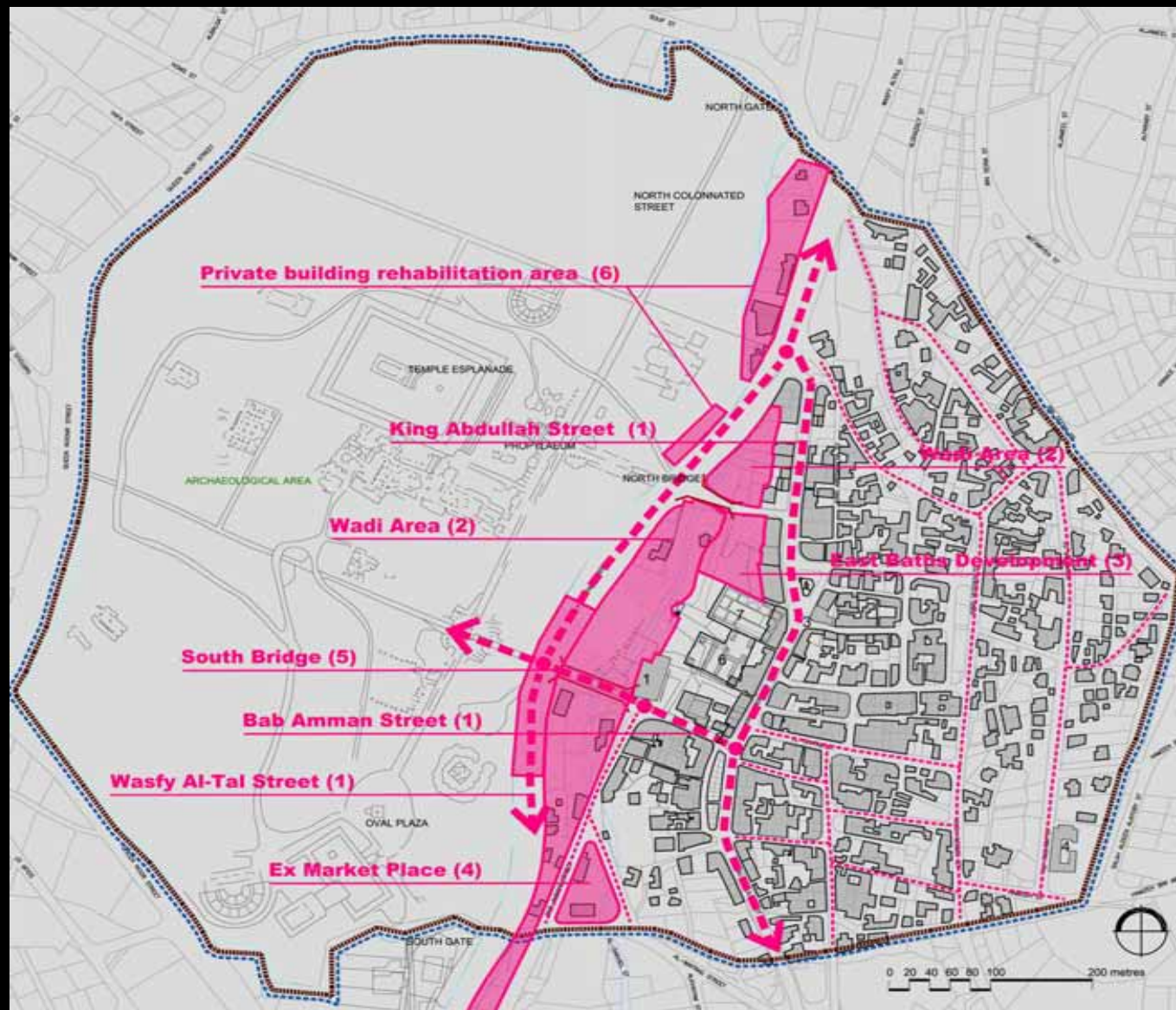


Project development objective



To improve local economies and social cohesion of the historic cities of Jerash, Karak, Madaba, and Salt by creating conditions for a process of sustainable revitalization of their historic cores and tourism development.

The Jerash City Revitalization Program



- The **key issue** in Jerash is the break between the archaeological site and the city.

The Jerash Wadi urban park



- Restoring the healthiness and environmental integrity of the wadi.
- Transforming the wadi area into an accessible urban park.
- Providing a general urban landscape solution for the core.

Egypt
National Sustainable Tourism
Strategic Plan

Egypt National Sustainable Tourism Strategic Plan

Client

Egyptian Government (Tourism Development Authority)

Scope of services

Strategic planning

Consortium

Cotecno (Italy), ECG (Egypt), Makary Consultants (Egypt)

Current status

Approved

Location

Egypt

Period

2007-2009

Keys for a successful tourism industry

1. An appropriate institutional framework;
2. safety, security and easy access ensured;
3. a product base expanded and diversified;
4. necessary infrastructure and superstructure provided;
5. appropriate quality of service;
6. product adequately promoted to the market.

Physical development strategy



- Acknowledging the key elements of the **physical structure** of the Country
- Every region must play a **specific role** in terms of tourism supply
- The **corridor** concept will facilitate the development of coordinated transport.
- Six **regions**:
 - Super Delta
 - South Sinai
 - Nile Valley Corridor
 - Red Sea Corridor
 - Mediterranean Corridor
 - Oases Corridor.

Sustainability in...



- **Environmental impact of tourism**
Serious efforts to ensure that tourism development on the required scale is sustainable – especially development of further diving.
- **Conservation**
Strict recommendations given for appropriate safeguards to be adopted. Reefs to the south require a management plan to avoid the problems experienced elsewhere.
- **Cultural heritage**
Recommendations made for mitigating and avoiding damage. Special mini-strategy for the oases.
- **Use of revenues for conservation**
Revenues generated by environmental or cultural resources earmarked for the conservation and effective management of the resource itself.

Sustainability in...



- **Renewal of the existing built stock.** Improve the existing built stock of 200,000 rooms, upgrade the standards and reduce the environmental footprint of buildings.
- **Green buildings.** Wherever possible make use of green building concepts.
- **Water.** Increase the utilization rate of deep groundwater, collect rainfall and floods, minimize water waste, increase the number of wastewater projects in tourist corridors and improve the water performance of resorts.
- **Use of renewable energy.** Increase the diversification of sources, maximize the use of hydropower, use best practice renewable generation technologies in conjunction with energy efficiency measures.
- **Services and infrastructure.** Improvement in the quality of services and of built environment will benefit also local communities.

Sustainability in...



- **Product development.** Distributing tourism flows and reduce concentrations. Introducing new products reducing pressure on the key assets. Niche products to attract the most environmentally aware clientele.
- **Transport infrastructure.** Relying mostly on existing infrastructure.
- **Development models.** Avoidance of ribbon development in favour of clusters (urban-shaped, mix of activities, broader distribution of benefits).
- **Strategy for the urban centres.** Start a process of urban renewal of the cores of cities according to the strategy.
- **New communities.** Tourism concentrated in areas that lack local communities. Establishing local communities in Red Sea region will relieve demographic pressures and encourage smaller independent businesses.

Tourism Vision



“ A mature, sustainable and responsible tourism industry contributing significantly to the sustainable economic development of Egypt and the quality of life of her people – primarily through job creation and economic growth.”



Thank you!

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