Heritage Management through Historic Urban Landscape (Hul) Approach

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ABSTRACT:Currently, more than 50% of the world's population resides in cities or other metropolitan areas. Cities play a significant part in the larger international development framework in today's globalizing and urbanizing globe since so many metropolises and intermediate cities are growing at a never-before-seen rate. By 2050, 70% of the world's population is expected to reside in cities due to exponential population increase and urbanization. (UN, 2015)Since 2011, the HUL strategy has been effectively implemented in several cities all over the world and has been incorporated into fresh, worldwide strategies for sustainable cities.

This study aims tohighlight the importance of HUL approach in the current urban scenario so that heritage conservation could be integrated as a part of overall development of the region.HUL approach is a comprehensive framework designed to manage and safeguard the cultural heritage of historic cities and urban areas. It recognizes that urban heritage is not limited to individual buildings or sites but encompasses the entire urban fabric, including its physical, social, economic, and cultural dimensions. The HUL approach aims to promote a holistic understanding of urban heritage, encouraging integrated and sustainable urban development. It was developed in response to the challenges faced by historic cities in the face of rapid urbanization, globalization, and modernization. These pressures often lead to the destruction or neglect of historic urban areas, resulting in the loss of their unique character, identity, and sense of place. The HUL approach seeks to address these challenges by shifting the focus from a purely preservation-based approach to a more inclusive and participatory one that considers the dynamic nature of urban areas.

KEYWORDS: Historic Urban Landscape (HUL), Heritage conservation, Heritage management, HUL toolkit, Community participation, Vulnerability assessment

I.   INTRODUCTION

HUL approach came into action on 2011 through UNESCO recommendation on Historic Urban Landscape.The Historic Urban Landscape (HUL) Approach integrates various fields of study. In order to influence change in historic cities, it tackles the inclusive management of legacy resources in dynamic and continually changing surroundings. It is based on the awareness and identification of a layering and interconnectedness of natural and cultural elements that are present in every city, as well as tangible and intangible, global and local values. The HUL approach states that in order to manage and develop thecity as a whole, these values should be used as a starting point.[1]The Heritage management of today's legacy is substantially wider, which has increased the number of players or stakeholders involved in its management. When a heritage site's boundaries included primarily open-to-the-public structures or monuments, the property manager might have a good amount of latitude. This is not the case right now. Even if the heritage site is publicly owned and administered, the site management will still need to work with the pertinent parties andauthorities.[2]The fact that it supports the tourism sector makes this obvious. A place gains a sense of identity that is extremely beneficial to the industry when it is named a global historic site. When we consider the number of global historic sites that UNESCO adds each year, we can understand how crucial branding is for a location and how every nation, including India, is racing to add ever-more cultural monuments to this list. At the 44th session of the World Heritage Committee in 2021, India added two more heritage sites to the list, increasing the total to 40.[2]Making a city appear creative requires public policies that support

the creation of habitats for the creative class and the display of creative representations of the city. This method reflects the so-called entrepreneurial turn in local policy and entails the establishment of elitist policies that support gentrification (Peck, 2005). (Harvey, 1989a).

II.   NEED FORHUL APPROACH
The Historic Urban Landscape (HUL) concept integrates tradition and modernization, the past and present, and the present and future from a systemic/circular and synergistic perspective, bringing heritage conservation to a new visioning.

The HUL approach stresses the attention to interdependences and linkages between the various components and the whole. It first presents a way of thinking about urban initiatives in a multidimensional context. It exhibits a unified cultural viewpoint founded on the relational idea. The ability to explore and comprehend complex systems while recognizing interdependences, links, and connectionseven when they are implicitand assuming a multidimensional point of view is a reflection of the relational principle. It is a method ofunderstanding reality from a comprehensive/holistic perspective that does not exclude but instead integrates economic, aesthetic/visual, fairness aspects and values, etc.[3]

The need for the UNESCO Historic Urban Landscape (HUL) approach arises from the challenges faced by historic cities and urban areas in the modern world. These challenges include rapid urbanization, globalization, population growth, and the pressures of development, which often threaten the preservation and sustainability of urban heritage. The HUL approach addresses these needs by providing a comprehensive framework that recognizes the complexity and dynamic nature of urban heritage.

Overall, the UNESCO Historic Urban Landscape approach is driven by the need to ensure the sustainable preservation, management, and revitalization of historic cities and urban areas. By addressing the multidimensional aspects of urban heritage, promoting community participation, and advocating for sustainable development, the HUL approach helps safeguard the cultural legacy of historic urban areas for present and future generations.

III.   UNDERSTANDING HUL FRAMEWORK
DEVELOPMENT OF THE HUL CONCEPT
The development of this framework can be traced through the following timeline:

1993: The World Heritage Committee, a part of UNESCO, establishes the Global Strategy for a balanced, representative, and credible world heritage list. This strategy emphasizes the need to consider the cultural and social significance of urban areas, paving the way for the HUL approach.

2005: The UNESCO World Heritage Committee adopts the Vienna Memorandum on World Heritage and Contemporary Architecture - Managing the Historic Urban Landscape. This document highlights the challenges faced by historic urban areas in the modern world and stresses the importance of managing their cultural heritage within the context of contemporary development.

2007: The UNESCO World Heritage Committee holds a thematic debate on the "Historic Urban Landscape: a tool for sustainable development." The debate marks an important step in recognizing the need for a comprehensive approach to urban heritage management that considers the urban fabric as a whole.

2008: The HUL concept is further developed at the UNESCO Expert Meeting on the Historic Urban Landscape, held in Macao, China. The meeting brings together experts and practitioners from various disciplines to discuss the challenges and opportunities of managing historic urban areas.

2011: The UNESCO Recommendation on the Historic Urban Landscape is adopted by the General Conference of UNESCO. This recommendation provides guidelines for the integrated management and conservation of historic urban areas, emphasizing the importance of a people-centred and participatory approach.

Figure 1 Timeline showing the development of HUL concept

Around the world, national and localgovernments, as well as United Nationsagencies, the World Bank and regionaldevelopment banks, are searching for a moresustainable process of urban development that integrates environmental, social andcultural concerns into the planning, designand implementation of urban managementprograms.

This is where the HUL Approachand the 2011 Recommendation on the HistoricUrban Landscape come into action.

The recommendation is a 'soft-law' to beimplemented by UNESCO's individualember States on a voluntary basis. TheRecommendation does not replace existingdoctrines or conservation approaches; rather,it is an additional tool providing us with a roadmap to integrate policies and practices ofconservation of the built environment into thewider international goals of urban development,whilst respecting the values of different culturalcontexts (UNESCO, 2011).

IMPLEMENTING HUL APPROACH

The local context of each historic city must be taken into consideration while using the HUL technique. While this would lead to different management strategies for various cities, at the very least, six crucial actions were suggested to help the HUL method be implemented.

1.To undertake comprehensive surveys and mapping of the city's natural, cultural and human resources.

2.To reach consensus using participatory planning and stakeholder consultations on what values toprotect for transmission to future generations and to determine the attributes that carry these values.

3.To assess vulnerability of these attributes to socio-economic stresses and impacts of climate change.

4.To integrate urban heritage values and their vulnerability status into a wider framework of citydevelopment, which shall provide indications of areas of heritage sensitivity that require carefulattention to planning, design and implementation of development projects.

5.To prioritize actions for conservation and development.

6.To establish the appropriate partnerships and local management frameworks for each of theidentified projects for conservation and development, as well as to develop mechanisms for thecoordination of the various activities between different actors, both public and private.(UNESCO, 2011)

HUL TOOLKIT

The UNESCO Historic Urban Landscape (HUL) approach provides a set of toolkits and resources to support the implementation of the approach and the management of historic urban areas. These toolkits cover a range of topics and provide practical guidance and methodologies for urban heritage management.

HUL Guidebook: The HUL Guidebook serves as a comprehensive resource that offers step-by-step guidance on implementing the HUL approach. It covers key concepts, principles, and methodologies for managing historic urban landscapes, including participatory planning, integrated management, and sustainable development.

HUL Policy Compendium: The HUL Policy Compendium presents a collection of policies, strategies, and guidelines from different countries and regions that have embraced the HUL approach. It provides insights into various approaches to urban heritage management and offers examples of best practices and lessons learned.

HULCapacity-Building Toolkit: This toolkit focuses on capacity-building initiatives to strengthen the knowledge and skills of professionals, practitioners, and decision-makers involved in urban heritage management. It includes training materials, case studies, and resources for organizing workshops and training programs.

HUL Monitoring and Evaluation Toolkit: The monitoring and evaluation toolkit provides guidance on assessing the effectiveness and impact of HUL implementation. It offers methodologies, indicators, and tools to monitor the conservation, management, and sustainable development outcomes of historic urban areas.

HUL Community Engagement Toolkit: This toolkit emphasizes the importance of community engagement and participation in urban heritage management. It provides methodologies and approaches for involving local communities, stakeholders, and civil society organizations in decision-making processes, fostering a sense of ownership and empowering local actors.

HUL Sustainable Tourism Toolkit: This toolkit focuses on the role of sustainable tourism in the management of historic urban areas. It offers strategies, guidelines, and case studies on how to develop tourism activities that contribute to the conservation and sustainable development of urban heritage.

HUL Risk Management Toolkit: The risk management toolkit provides methodologies and tools for assessing and managing risks to historic urban areas, including natural disasters, climate change impacts, urban development pressures, and social conflicts. It emphasizes the importance of integrating risk management into urban planning and decision-making processes.

HUL Heritage Impact Assessment Toolkit: This toolkit focuses on the assessment of the impact of development projects on urban

heritage. It offers guidelines, methodologies, and case studies for conducting heritage impact assessments, ensuring that development activities are compatible with the conservation and values of historic urban areas.

HUL Data Management Toolkit: The data management toolkit provides guidance on collecting, organizing, and analysing data related to historic urban areas. It offers methodologies for data mapping, digital documentation, and information management to support evidence-based decision-making and monitoring processes.

These toolkits, collectively, provide a comprehensive set of resources for implementing the HUL approach and managing historic urban areas. They offer practical guidance, methodologies, and examples to support professionals, practitioners, and decision-makers in their efforts to safeguard, sustainably develop, and revitalize urban heritage.

Figure 2 HUL toolkit for a city

IV.   BENEFITS FROM HUL APPROACH

Greater profits are produced by urban heritage sites than by places devoid of any cultural or historical relevance. High-end service-sector businesses and people, who are ready to pay more for places with distinction and status, are typically attracted by proximity to world-class landmarks and sites. Property and land values reflect this.

The more than 250 historic cities that are part of the World Heritage List provide very important socio-economic advantages at the local and national levels, including through tourism and associated goods and services, as well as through other activities. For instance, Salzburg (Austria), which accounts for only 6% of the nation's population, generates 25% of its net economic product.

Urban heritage sites frequently require improved management due to additional and/or tougher regulations managing and monitoring the built environment, which, if effectively implemented, enhances planning and design. In turn, this gives investors more assurance regarding the long-term safety of their investments.

The HUL approach recognizes and celebrates the cultural diversity within historic cities, ensuring the preservation of diverse traditions, identities, and heritage values. It also highlights the potential of sustainable tourism to support the conservation and development of historic urban areas. Finally, the HUL approach encourages adaptive strategies that allow for the dynamic evolution of urban heritage, ensuring its relevance and vitality for present and future generations.[3]

V.   BEST PRACTISE FROM HUL APPROACH
CUENCA, ECUADOR

Cuenca's tangible assets are the outcome of a confluence of historical, natural, and social events. Cuenca's valley location, hilly surroundings, and four rivers that traverse it have all shaped the city as well as its plains and hills. Some of these hills were used by the area's prehistoric residents as views and sacred sites. River banks have been transformed into lush linear parks. Understanding the archaeological, geomorphological, and environmental layers is made possible by this information.

Figure 3 Location of Cuenca in world map

The designation as a World Cultural Heritage Site emphasises the connection between

Cuenca's historic centre and its social and intangible elements. The layout and townscape of Cuenca serve as a powerful emblem of Latin America's successful blending of various societies and cultures. This equilibrium, however, has been shifting over the past ten years as a result of the influence of the economic activity that tourism is producing. The Municipal Markets in Cuenca's historic district are a blatant example of how vital trade has historically been to the city. Along with Municipal Markets, a significant informal food, art, craft, and clothing market has grown on the streets. The principal participants in these festivities are indigenous people dressed in their traditional attire.

Figure 4 Description of the HUL project in Cuenca

HUL APPROACH

It has been deemed necessary to create an interdisciplinary study team with experts in the environment, economy, anthropology, archaeology, geology, architecture, and sociology due to the complexity of heritage knowledge in the urban region. The phases consist of:

a) Phase 1: Studiesare focused on knowing very specific aspects of the city of Cuenca andits context. In this phase sixteen citizen workshops were very important toidentify less obvious heritage values for researchers. Also, at a VisionaryConference event developed in May 2015, was an exchange about HULexperiences between the cities of Edinburgh, Zanzíbar, Ballarat and Cuenca.[5]

At this event, cities were able to identify the landscape quality objectives of Cuenca from the view of citizens, University of Cuenca researchers and technicians from the Municipality.

b) Phase2: Identification of Landscape Units based on the information learnt by cultural mapping. The objective was to study the characteristics that define each subzone and it allowed the researchteam to establish degrees of protection and to manage activities and uses.[5]

c) Phase 3: Elaborationof a landscape unit fact sheet and assessment. In this phase, all the information gathered is put ina model sheet where cultural values, heritage resources, recommendations and necessities of eachlandscape unit is identified. This information enabled the research team to define the interventioncriteria and the landscape quality objectives which shape the Action Proposal of a VisionaryStrategic Plan. This plan is used to manage the evolution of Cuenca, not only for the city centre,but also for the rest of the city.[5]

VI. RESULTS

The agreement that the municipality of Cuenca, the university, and WHITRAP inked in 2015 is among the most significant outcomes of the research project. This agreement's primary goal is to conduct joint research on the HUL technique in Cuenca. This arrangement made it feasible to organize the visionary conference event, whose goal was to increase public knowledge of Cuenca's rich and varied cultural legacy. The protection plan of Cuenca's historic center is being protected due to the research team's management of an addition to the agreement that incorporates collaboration and data from the project.
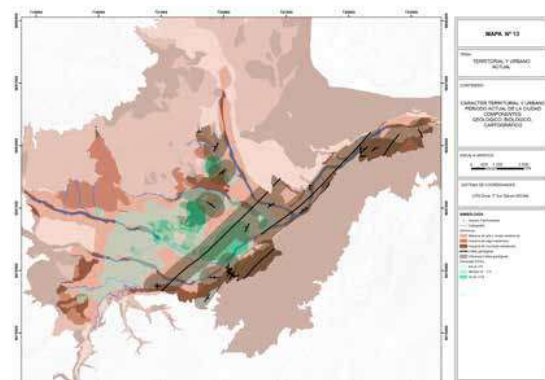

Figure 5 Overlapping layers of information about Cuenca from HUL approach

The perspective created by the project when implementingthe Recommendation on HUL in Cuenca revealsnot only the interest of those who made the project possibleat local and international level, but also contributes witha methodology and analysis tools available to be validatedin different contexts to create a platform for good Practicesaround the world (Rey, 2014, 2016).

The approach itself constitutes a good practice manual on how to implement the HULapproach, as it shows the process onhow to carry out the 6 steps suggested byUNESCO itself.The intention is that this document can serve as a guide toany institution or organism that wants

to implement theRecommendation in its city, neighbourhood or area.[6]

Figure 6 Heritage spaces recognised by citizens as part of mapping under community involvement program of HUL

VII.   CONCLUSION

This study has been conducted as an approach to establish the importance of Historic Urban Landscape (HUL) approach in heritage management. The analysis of the fundamental and recent literature on the theoretical grounding and the applications of HUL had revealed numerous benefits of this concept including the integration potential, acknowledgement of intangible dimensions of heritage and the values of contemporary architecture; however, several challenges and conflicts were identified as well: the challenge of the search of valuable historical patterns, the questions of what extent of change of historic environment is acceptable, and the underlying tension between the call to conserve the existing valuable historical fabric and the urge to employ heritage as the driver for high quality future development.[7]

The enlargement of the approach to HUL should be considered other aspects connected to the managerial, economic and sociological scope of the subject, in particular those linked to the need to consider the approach to Historic Urban Landscape in an extremely vast viewpoint, where HUL is not seen as a new town plan, but rather as a general management tool, which should integrate with the other planning, management and control tools already existing and which requires the involvement of the entities in charge of managing the territory, of the public and private stakeholders, of the public administrations and, above all, of the population, which must be informed, educated and involved. [8]

In conclusion, the Historic Urban Landscape (HUL) approach holds immense importance for the management and preservation of historic urban areas. By adopting a holistic perspective that considers the physical, social, economic, and cultural dimensions of urban heritage, the HUL approach ensures the safeguarding of the unique character and identity of historic cities. Moreover, its emphasis on community involvement fosters a sense of ownership and empowers local stakeholders, promoting social cohesion and inclusive urban environments.

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