



Investing in historic city cores and cultural heritage assets for sustainable development

lundi 3 juin 2019

The economics of uniqueness

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ISBN (paper) : 978-0-8213-9650-6

ISBN (electronic) : 978-0-8213-9706-0

DOI : 10.1596/978-0-8213-9650-6

Can investment in historic city cores and cultural heritage help reduce poverty and promote economic growth ? The Economics of Uniqueness tries to answer this question. In a world where more than half of the population now lives in cities and more than 90 percent of urban growth occurs in the developing world, cities try hard to modernize without losing their unique character, embodied in their historic cores and heritage assets. As cities expand rapidly, conservation and continued use of heritage can provide crucially needed continuity and stability. In other words, the past can become a foundation for the future.