

Rebuild from Within

Cultural-Based Recovery &
Community-Based Tourism



4th the Ville

grassroots initiative by dedicated multi-generational Ville residents and volunteers to use interactive storytelling methods to share the history of The Ville, and inspire new and invigorated ownership of the community.

To overcome slums, we must regard slum dwellers as people capable of understanding and acting upon their own self-interests... This is far from trying to patronize people into a better life
- Jane Jacobs, *The Death and Life of Great American Cities*, 1961, p271)

Culture At The Center

UNESCO & World Bank CURE Framework



- Culture is a major source of resilience and dignity
- Rebuild identity and pride in communities
- Supports a reconciliation
- **CURE** Guiding Principles (7 total)
 - Principle 2. Starting the reconciliation process with the (re)construction of cultural landmarks and places of significance to local communities.
 - Principle 3. Fostering cultural expressions to offer appropriate ways to deal with post-crisis trauma and reconcile affected communities.
- Leverage economy of culture through community-based & sustainable tourism

Placing culture at the heart of urban reconstruction and recovery strategies and processes is critical to effectively restoring the physical and social fabrics of cities.

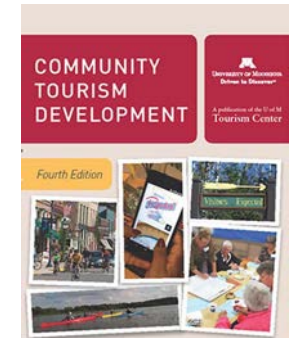
- Ernesto Ottone R. & Ede Ijjasz-Vasquez, CURE, 2018, p3)

Community-Based & Sustainable Tourism

Reclamation for commerce & community development

- supports wide range of employment and entrepreneurship opportunities
- economic development engine (multiplier effect)
- growth in business comes with residual social benefits for community members
- increases civic/community pride and engagement
- inherently organic since it leverages existing cultural assets
- offers potential to restore, preserve, protect and maintain landmarks and heritage
- Contributes to local sustainable development and community initiatives
- Resources

- *Community Tourism Development Manual*, University of Minnesota Tourism Center, Messer, Cynthia C.
- *Transforming Communities Through Tourism: A Handbook for Community Tourism*, Link British-Columbia
- University of Missouri Extension



Sustainable tourism actively fosters appreciation and stewardship of the natural, cultural and historic resources and special places by local residents, the tourism industry, governments and visitors. It is tourism which is viable over the long term because it results in a net benefit for the social-cultural, economic, and natural environments of the area in which it takes place.

- Tourism Industry Association of Canada and Parks Canada



Palenque, Cartagena, Colombia



La Victoria Coffee Farm, Minka, Colombia



Azizi Life, Rural Artisans, Rwanda



Comuna 13, San Javier, Medellín, Colombia

An Example of Culture-Centered, Community-Based Recovery & Tourism

- 13 neighborhoods; low socio-economic status; western hills of Medellín
- Large immigration wave on illegal settlements in the 70s; poor gov't support
- Once the Most Dangerous/Violent City in the World
 - San Juan Highway and Pablo Escobar
 - Operation Mariscal and Operation Orion
 - La Escombera and local gang activity
- Community transformation & cultural pride through the 4 elements of hip hop
- Casa Kolacho and community-based tourism
- Local government people-centered support
 - Metro cable-car system
 - Outdoor escalators
 - Parque Biblioteca & Cada Vida
 - Museo Casa de la Memoria

The city built public libraries, parks, and schools in poor hillside neighborhoods and constructed a series of transportation links from there to its commercial and industrial centers. The links include a metro cable car system and escalators up steep hills, reducing commutation times, spurring private investment, and promoting social equity as well as environmental sustainability.

- Urban Land Institute, 2012 City of the Year Award



Matonge, Ixelles, Brussels, Belgium

A Less Successful Example of Cultural Tourism

- Formed in 50's by Maison Africaine and settlement of Congolese university students
- Large immigration wave in 60's after Congolese independence
 - Followed by settlements of other Sub-Saharan African immigrants
- Named after bustling marketplace in Kinshasa, DRC
- Cultural melting pot from mixture of African communities
 - Later Latin American, Pakistani and Indian
- Gang issues and 2001 race riots
- Matonge en Couleurs
- From friends & family tourism to local government exploitation
- Gentrification threats



Positioning 4theVille As The Catalyst



- Empowering community members to be tour guides and storytellers
- Leveraging community assets to enhance the tourism experience
 - Including community partners in tours
 - Promote preservation
- Sara-Lou Café and the North Sarah Corridor
 - Build tourism infrastructure
- Consolidation of Ville Collaborative & 4theVille
 - Social enterprise
 - Use financial and social capital for community power building
- Establish partnerships beyond the community
- Community-based tourism plan (community engagement)
- Local government support