Community Participation:
A Heritage Conservation Practice for Sustainable Urban Revitalization

Heritage Conservation Program: A Tool for Development

Heritage City of Vigan
Before 1995, Vigan was a diminishing community adversely affected by historical misfortunes beyond her control.

- Low level of heritage and cultural knowledge and appreciation of the community
- Inadequate community participatory and empowerment programs
- Low annual revenue
Policies and Legal Regulations

Formulation of the vision and action plan using Heritage Conservation as the major tool for development

Organization and empowerment of the local community
- Vigan Conservation Council
- Vigan Tourism Council
- Save Vigan Ancestral Homes Association, Inc.
- Various NGO’s, private sectors, barangays, schools and locals

Establishment of the **Vigan Conservation Program**

Creation of the **Vigan Conservation Code**

The City’s inscription in the UNESCO World Heritage List of Sites and Monuments on December 4, 1999.
Concrete roads are being built. Buildings are sprouting. New investments are pouring in. Vigan City definitely not giving up on its monikers as the trading and educational center of the north. A tag the city earned after years of hard, painstaking work by its people.
Addressing the Challenge

PARTICIPATIVE GOVERNANCE

LOCAL GOVERNMENT UNIT OF VIGAN

PRIMARY STAKEHOLDERS

Heritage Conservation-Based Policies

Community Empowerment

Commitment on Heritage Conservation

SUSTAINABLE FINANCE

2017 Development Funds: P 148,102,993.05
CULTURAL AWARENESS AND EDUCATION PROGRAMS

Leadership and Heritage Conservation Awareness

Vigan Festivals

Traditional Skills

Buridek Museum
Impacts of the Interventions and Sustainable Development

Outcomes
Improved local economy and enhancement of city’s heritage conservation program

Annual Revenue

<table>
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<tr>
<th>Year</th>
<th>Revenue</th>
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<tr>
<td>1995</td>
<td>Php 27,000,000</td>
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<td>2017</td>
<td>Php 127,350,758.40</td>
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INFLUX OF TOURISTS

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<th>Year</th>
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<tr>
<td>1995</td>
<td>18,505</td>
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<td>2016</td>
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Awards and Recognitions

- Award from UNESCO World Heritage Convention
- Recognition from New 7 Wonders Cities
- Award from Leaning Pook Foundation
- Award from City of Vigan
- Award from Philippines
- Award from Local Government of Vigan
Sustainable Development

Conversion of the two-stroke cycle engine of the local tricycle

River Rehabilitation Program

Solid Waste Management Program

Adaptive re-use of historic buildings
Lessons Learned

Local communities play an increasingly important role in economic development and heritage conservation.

Heritage conservation can be socially sustainable if the local community can involve in the conservation and revitalization work.

Community involvement gives more diverse policies, open and transparent procedures and strong sense of belonging and ownership to their social, cultural and historical values.
Replicability of Vigan’s Heritage Management Practices

AWARENESS AND ACCEPTANCE

ENGAGING ALL STAKEHOLDERS THROUGH HERITAGE CONSERVATION-BASED POLICIES

Craftsmanship  
Cultural Activity Books for Bigueño Children  
World Heritage Cities Solidarity & Cultural Festival

Public Hearings  
Training and Development  
City Strategic Planning
HERITAGE CITY OF VIGAN