

Green Infrastructure, Tourism and Urban Value Creation

How cities can convert green infrastructure
into sustainable tourism value

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Urban Nature Tourism Is Growing



GROWING DEMAND
FOR NATURE-BASED
EXPERIENCES



AUTHENTICITY AND
PLACE-BASED
TOURISM



RECREATION, CULTURE
AND WELLNESS SHAPE
TRAVEL CHOICES



QUALITY DRIVES
COMPETITIVENESS

Green Infrastructure Creates Opportunity

- Improves access and connectivity
- Enhances public spaces
- Supports recreation and public life
- Connects cultural and natural assets
- Strengthens destination appeal

Tourism value depends on the long-term stewardship of the natural and cultural assets that attract visitors



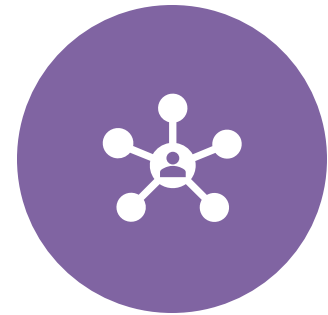
Tourism Does Not Happen Automatically



INFRASTRUCTURE: PARKS,
GREENWAYS, WATERFRONTS



EXPERIENCE: INTERPRETATION,
STORYTELLING,
PROGRAMMING

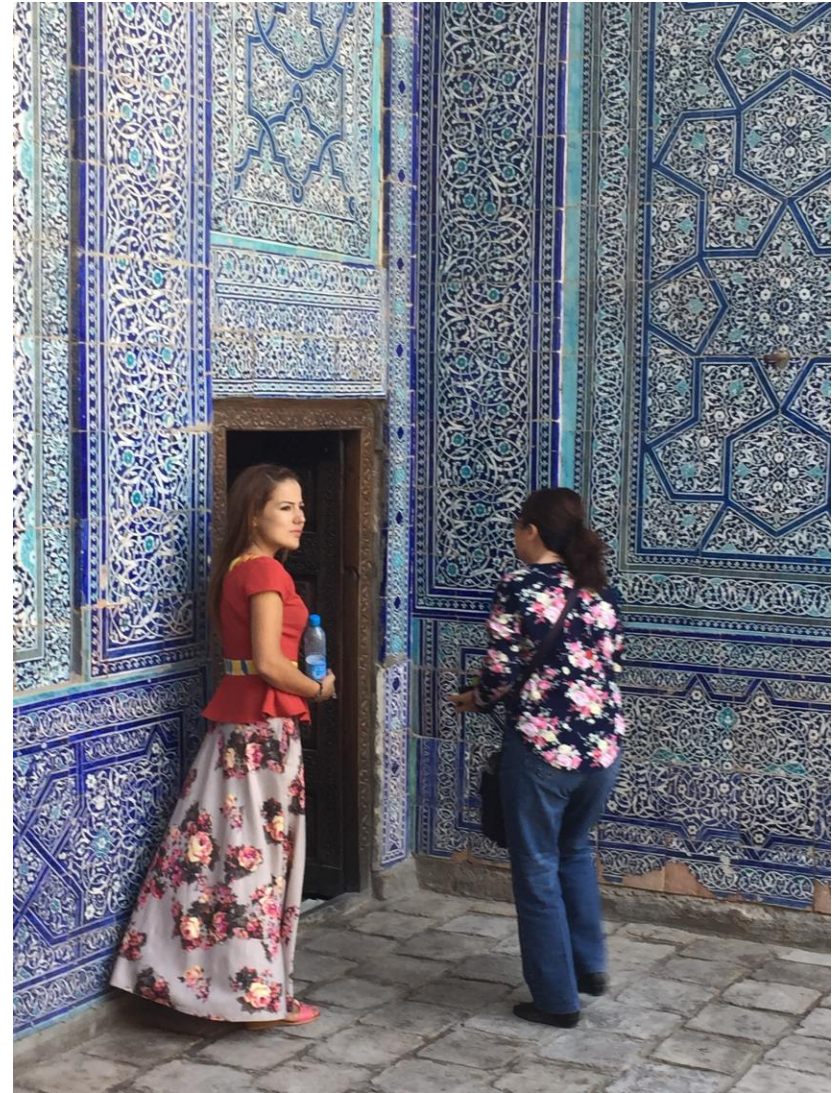


MANAGEMENT: GOVERNANCE,
PARTNERSHIPS, VISITOR
MANAGEMENT

Interpretation Transforms Assets into Experiences

Assets → Meaning → Experience →
Value

- Storytelling
- Local guides
- Cultural routes
- Digital interpretation





AlUla: Restoring a Cultural Landscape

Nature

- Oasis restoration
- Sustainable water management
- Biodiversity conservation

Culture

- Hegra and archaeological heritage
- Traditional oasis settlements
- Living cultural heritage

Landscape

- Integrated cultural landscape management
- Conservation of nature and heritage
- Community stewardship



AlUla: From Assets to Experiences

Interpretation

- Storytelling and local narratives
- Cultural itineraries

Visitor Management

- Visitor flows, zoning and capacity management
- Experience design

Local Economies

- Local guides (Rawis from local community)
- Hospitality businesses and Cultural and creative industry enterprises
- Creative industries

Governance

- Destination planning
- Community engagement
- Long-term stewardship

Visitor Management Protects Value

- Visitor flow management
- Carrying capacity approaches
- Visitor dispersal
- Geospatial tools
- Role of interpretation (visitor centres etc)



Connecting Visitors to Local Economies

- Gastronomy
- Creative industries
- Artisans
- Markets
- Cultural events
- SMEs



Governance Ensures Sustainability



Five Enabling Conditions for Creating Tourism Value



INTEGRATED
PLANNING



GREEN
INFRASTRUCTURE
AND PUBLIC SPACES



INTERPRETATION
AND STORYTELLING



VISITOR
MANAGEMENT



STRONG
GOVERNANCE AND
PARTNERSHIPS

Protecting
the Goose
That Lays
the Golden
Egg



From Assets to Value

- Stewardship protects assets.
- Green infrastructure creates opportunity.
- Interpretation creates meaning.
- Visitor management protects quality.
- Governance sustains value.

