

*THE ROLE OF WORLD HERITAGE SITES IN URBAN REVITALIZATION by Julia Tetenyi*

*Cultural clusters seem to have a leading role in urban and cultural policy decisions. In recent years, more and more cultural clusters attract investments, in the hope that as an accentual part of the considered-to-be-booming cultural sector, these investments would be profitable on the long run. What is the impact of World Heritage sites in this development? The econometric research and the case studies suggest that World Heritage sites do play an important role as a lever for cultural re-vitalization of the area. The social and cultural reputation of the World Heritage sites motivates, moreover structures the strategy and processes of the establishment of cultural clusters.*