



URBAN RENEWAL – SUSTAINABLE ARCHITECTURE AND URBAN PLANNING STUDY TOUR AND DESIGN STUDIO



Erasmus+

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ARCHITECTURE AND URBAN
PLANNING STUDY TOUR AND
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**THE URBAN AREAS IN THE PROCESS OF
DEVELOPMENT OF TOURISM**

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**Why is the protection and
maintenance of historical
towns so difficult?**

The historical area of which modernisation process is limited due to protection needs is imperfect from the contemporary point of view.

The (imperfect) historical area could exist – being the living area, only within close connection with other areas (a town, a region)

**The historical area is
dependent on other areas.**

**/form of support could be
tourism/**

First form:

**the historical area covers the
whole town or its greater
part.**

Second form:

**the historical area (district) is
one among a several.**

Third form:

the historical area (district) is a small part of a big city.

Who is a tourist?

The external tourist – coming from longer distance; he needs a night's lodging close to the destination of his journey.

The internal tourist – coming from a neighbourhood; he does not need a night's lodging.

Only some historical towns – having especially valuable heritage, could develop the external tourism.

Each historical town could develop internal tourism.

The variety of the tourists means, that their financial and temporal possibilities are different, that their needs and expectations are different.

There is not a one, common touristic offer.

Only for some target groups the historical values of the old town are the basic component of the touristic offer.

Overvaluation of the historical attractiveness of the particular historical town.

Overvaluation of the number of tourists interested in heritage of the particular historical town.

**The historical town could
be called**

“touristic space”

**The historical town is a
very good scenography
for many tourist offers.**

- The protected historical area is imperfect and could exist only in close connection with other areas (a town, a region)**
- Tourism could be the main factor supporting existence of historical area (imperfect)**

- In the towns where the historical values are regional, the external tourism could not be the main function (the external tourism could be only the supporting factor)**
- In the towns where the historical values are regional, the internal tourism should be developed (as a main supporting factor)**

- Only for some target groups the historical values of the old towns are the basic component of the touristic offer.**
- The historical towns are a good scenography for many touristic activities (offers).**



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