



URBAN DESIGN IN CITIES ATTRACTING MULTICULTURAL TRAVELLERS



Erasmus+

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W1.2

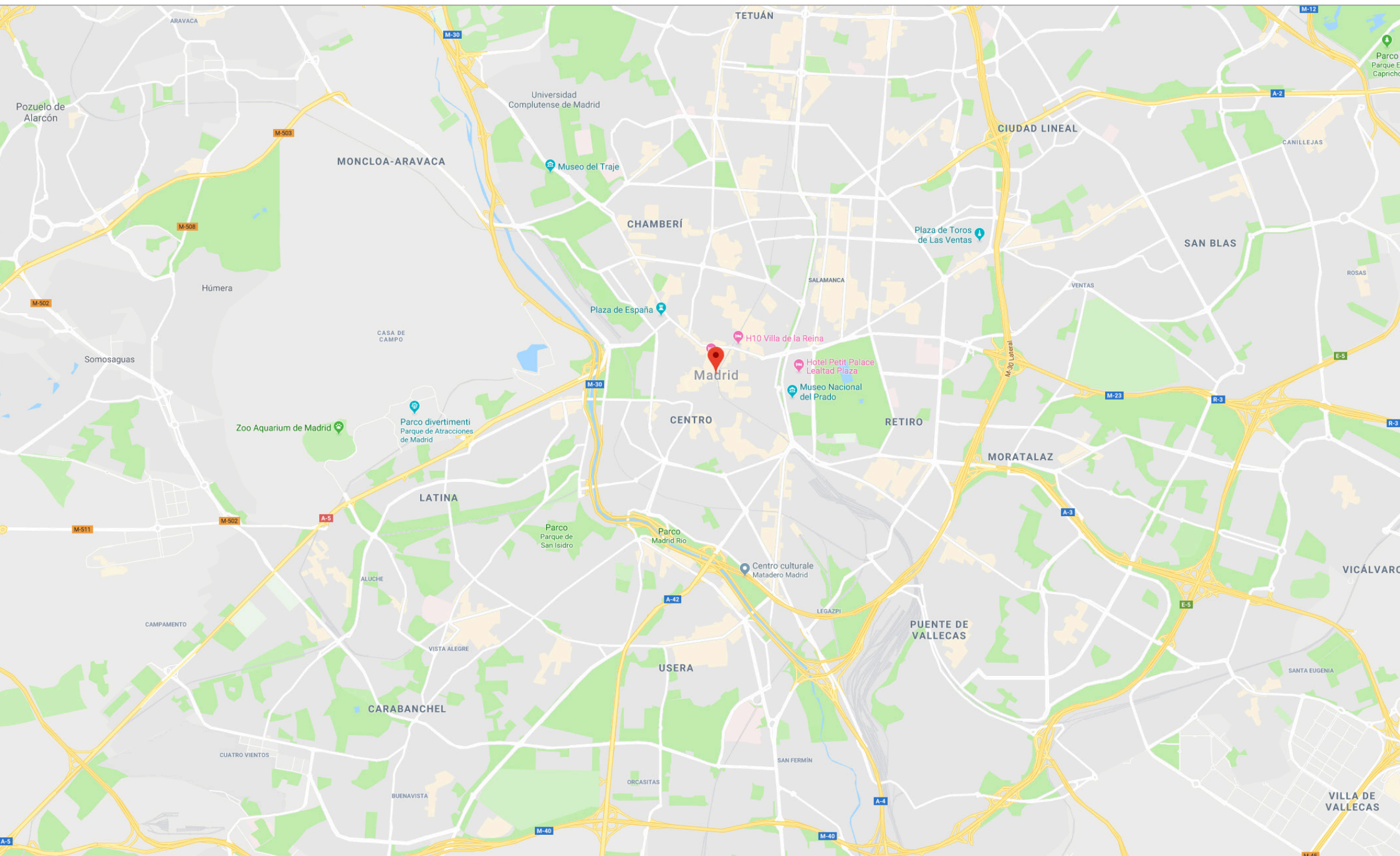
Project case study



Madrid

Google

source Google Earth



source Google Earth

PROJECT CASE STUDY

ANALYSIS (FIRST SUBMISSION)

DATA ON TOURISM:

FLUXES

MOBILITY

ATTRACTIONS

INFRASTRUCTURES

PUBLIC SPACES

HOSPITALITY SECTOR

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ANALYSIS (FIRST SUBMISSION)

DATA ON TOURISM:

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HOSPITALITY SECTOR

SWOT ANALYSIS

STRENGTH

WEAKNESSES

OPPORTUNITIES

THREATS

PROJECT CASE STUDY
CONCEPT AND PROJECT (SECOND SUBMISSION)

FIND THE PROJECT FOCUS
ARCHITECTURAL SCALE
URBAN SCALE

PROJECT CASE STUDY
CONCEPT AND PROJECT (SECOND SUBMISSION)

FIND THE PROJECT FOCUS
ARCHITECTURAL SCALE
URBAN SCALE

DEVELOPMENT OF THE PROJECT
AT THE APPROPRIATE SCALE FOR THE INTERVENTION
PANELS, PPT, VIDEOS...

URBAN DESIGN DEFINITION

Urban design is about **making connections between people and places, movement and urban form, nature and the built fabric.**

Urban design draws together the many strands of place-making, environmental stewardship, social equity and economic viability into the creation of places with distinct beauty and identity.

Urban design draws these and other strands together **creating a vision for an area and then deploying the resources and skills needed to bring the vision to life.**

MULTICULTURALITY

DEFINITION

“The term multicultural describes the culturally diverse nature of human society. It not only refers to elements of ethnic or national culture, but also includes linguistic, religious and socio-economic diversity.”

UNESCO Definition

2003 CONVENTION FOR THE SAFEGUARDING OF THE INTANGIBLE CULTURAL HERITAGE:

Designed to

1. safeguard the intangible cultural heritage;

The screenshot shows the UNESCO website interface. At the top, there are logos for UNESCO and Intangible Cultural Heritage, along with language options (EN, FR, ES, العربية) and a search bar. The main navigation bar includes links for NEWS, EVENTS, CONVENTION, LISTS, SAFEGUARDING, ACTORS, and BY COUNTRY. The breadcrumb trail reads: UNESCO » Culture » Intangible Heritage » Lists » Flatbread making and sharing culture: Lavash, Katyrma, Jupka, Yufka.

Nomination file No. 01181

- Nomination form: [English](#) | [French](#)
- Consent of communities - Azerbaijan: [Azerbaijani/English](#)
- Consent of communities - Kyrgyzstan: [Kyrgyz/English](#)
- Consent of communities - Iran: [Persian/English](#)

Decision

Inscription: [11.COM 10.b.2](#)

Periodic reporting

The report on the implementation of the Convention, due by States Parties every 6 years, includes a section on the elements inscribed on the Representative List.
[Read more on periodic reports.](#)

Azerbaijan

- A report will be due by 15/12/2019

Concepts

Primary

- [Cereals \(16\)](#)
- [Food preparation \(45\)](#)

Secondary

- [Apprenticeship \(82\)](#)
- [Birth \(11\)](#)
- [Bread \(6\)](#)
- [Caucasian cuisine \(3\)](#)
- [Caucasus cultures \(19\)](#)

Flatbread making and sharing culture: Lavash, Katyrma, Jupka, Yufka

Azerbaijan, Iran (Islamic Republic of), Kazakhstan, Kyrgyzstan and Turkey

Inscribed in 2016 ([11.COM](#)) on the Representative List of the Intangible Cultural Heritage of Humanity

The culture of making and sharing flatbread in communities of Azerbaijan, Iran, Kazakhstan, Kyrgyzstan and Turkey carries social functions that have enabled it to continue as a widely-practised tradition. Making the bread (lavash, katyrma, jupka or yufka) involves at least three people, often family members, with each having a role in its preparation and baking. In rural areas, neighbours participate in the process together. Traditional bakeries also make the bread. It is baked using a tandyr/tanür (an earth or stone oven in the ground), sağ (a metal plate) or kazan (a cauldron). Besides regular meals, flatbread is shared at weddings, births, funerals, various holidays and during prayers. In Azerbaijan and Iran, it is put on the bride's shoulders or crumbled over her head to wish the couple prosperity while in Turkey it is given to the couple's neighbours. At funerals in Kazakhstan it is believed the bread should be prepared to protect the deceased while a decision is made from God and in Kyrgyzstan sharing the bread provides a better afterlife for the deceased. The practice, transmitted by participation within families and from master to apprentice, expresses hospitality, solidarity and certain beliefs that symbolize common cultural roots reinforcing community belonging.



© Ministry of Culture and Tourism of Azerbaijan/ICHHTO/Ministry of Culture and Tourism of Turkey, 2015



Social gathering while preparing traditional flatbread lavash (Azerbaijan)

source unesco.org

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2. ensure respect for the intangible cultural heritage of the communities, groups and individuals concerned;

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The main content area features a title: **Flatbread making and sharing culture: Lavash, Katyrma, Jupka, Yufka**, followed by the inscription details: **Azerbaijan, Iran (Islamic Republic of), Kazakhstan, Kyrgyzstan and Turkey**. It states the element was inscribed in 2016 (11.COM) on the Representative List of the Intangible Cultural Heritage of Humanity.

A video player shows a man in traditional attire with the caption: 'The thinner it is, the better to save him from the scorching heat of the sun's rays.' Below the video is the credit: '© Ministry of Culture and Tourism of Azerbaijan/ICHHTO/Ministry of Culture and Tourism of Turkey, 2015'.

A larger image at the bottom shows women preparing flatbread outdoors, with the caption: 'Social gathering while preparing traditional flatbread lavash (Azerbaijan)'.

On the left side of the page, there is a sidebar with the following sections:

- Nomination file No. 01181**
 - Nomination form: [English](#) | [French](#)
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 - Consent of communities - Kyrgyzstan: [Kyrgyz/English](#)
 - Consent of communities - Iran: [Persian/English](#)
- Decision**
 - Inscription: [11.COM 10.b.2](#)
- Periodic reporting**
 - The report on the implementation of the Convention, due by States Parties every 6 years, includes a section on the elements inscribed on the Representative List. [Read more on periodic reports.](#)
 - Azerbaijan**
 - A report will be due by 15/12/2019
- Concepts**
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2003 CONVENTION FOR THE SAFEGUARDING OF THE INTANGIBLE CULTURAL HERITAGE:

Designed to

1. safeguard the intangible cultural heritage;
2. ensure respect for the intangible cultural heritage of the communities, groups and individuals concerned;
3. raise awareness at the local, national and international levels of the importance of the intangible cultural heritage, and of ensuring mutual appreciation thereof;

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The main content area features a large heading: **Flatbread making and sharing culture: Lavash, Katyrma, Jupka, Yufka**, followed by the subtitle: **Azerbaijan, Iran (Islamic Republic of), Kazakhstan, Kyrgyzstan and Turkey**. Below this, it states: **Inscribed in 2016 (11.COM)** on the Representative List of the Intangible Cultural Heritage of Humanity.

The text describes the cultural significance of flatbread making and sharing in these regions, highlighting its social functions and traditional practices. A video player is embedded, showing a man in traditional attire with a caption: "The thinner it is, the better to save him from the scorching heat of the sun's rays." Below the video is the credit: "© Ministry of Culture and Tourism of Azerbaijan/ICHHTO/Ministry of Culture and Tourism of Turkey, 2015".

At the bottom of the page, there is a photograph of women preparing flatbread outdoors, with a caption: "Social gathering while preparing traditional flatbread lavash (Azerbaijan)".

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1. safeguard the intangible cultural heritage;
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3. raise awareness at the local, national and international levels of the importance of the intangible cultural heritage, and of ensuring mutual appreciation thereof;
4. provide for international cooperation and assistance.

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The text describes the cultural significance of flatbread making and sharing in these regions, mentioning social functions, traditional bakeries, and the use of tandyr/tanür, saj, or kuzan. It notes that the practice is shared at various occasions and is believed to provide a better afterlife for the deceased.

On the left side, there is a sidebar with several sections:

- Nomination file No. 01181**: Includes nomination form (English/French), consent of communities (Azerbaijani/English, Kyrgyz/English, Persian/English).
- Decision**: Inscription: 11.COM 10.b.2
- Periodic reporting**: The report on the implementation of the Convention, due by States Parties every 6 years, includes a section on the elements inscribed on the Representative List. Read more on periodic reports. Azerbaijan: A report will be due by 15/12/2019.
- Concepts**:
 - Primary**: Cereals (16), Food preparation (45)
 - Secondary**: Apprenticeship (82), Birth (11), Bread (6), Caucasian cuisine (3), Caucasus cultures (19)

Below the main text, there is a video player showing a man in traditional attire, with a caption: "The thinner it is, the better to save him from the scorching heat of the sun's rays." Below the video is the credit: "© Ministry of Culture and Tourism of Azerbaijan/ICHHTO/Ministry of Culture and Tourism of Turkey, 2015".

At the bottom, there is another image showing women preparing flatbread outdoors, with a caption: "Social gathering while preparing traditional flatbread lavash (Azerbaijan)".

2003 CONVENTION FOR THE SAFEGUARDING OF THE INTANGIBLE CULTURAL HERITAGE:

In Article 1 of the 2003 Convention, intangible heritage is defined as:

“practices, representations, expressions, knowledge, skills – as well as the instruments, objects, artefacts and cultural spaces associated therewith – that communities, groups and, in some cases, individuals recognize as part of their cultural heritage. (...)”.

- communities recognition and identification
- transmitted from generation to generation
- elements constantly recreated by communities

THESE ARE ALSO ELEMENTS TO BE TAKEN INTO ACCOUNT WHEN DESIGNING.

Cultural Expressions

Those expressions that result from the creativity of individuals, groups and societies, and that have cultural content.

Cultural activities, goods and services: Refers to those activities, goods and services, which at the time they are considered as a specific attribute, use or purpose, embody or convey cultural expressions, irrespective of the commercial value they may have. Cultural activities may be an end in themselves, or they may contribute to the production of cultural goods and services.

Source: Article 4.4 of the Convention on the Protection and Promotion of the Diversity of Cultural Expressions.

TOURISM DEFINITION

CATEGORIES OF NON-RESIDENT TRAVELLERS THAT ARE ESPECIALLY RELEVANT FOR ANALYSIS:

- Nationals residing abroad;
- Transit passengers;
- Crews;
- Cruise ship passengers and yachters;
- Frequent border crossers;
- Students;
- Patients;
- Business and professionals visitors.

“2.4. Travel refers to the activity of travellers. A traveller is someone who moves between different geographic locations for any purpose and any duration.

2.5. Travel within a country by residents is called domestic travel. Travel to a country by non-residents is called inbound travel, whereas travel outside a country by residents is called outbound travel.

2.6. Those who undertake travel, be it domestic, inbound or outbound, will be called domestic, inbound or outbound travellers, respectively.

2.7. A trip refers to the travel by a person from the time of departure from his usual residence until he/she returns: it thus refers to a round trip. A trip is made up of visits to different places (see para. 2.33).

2.8. An inbound trip will correspond to the travel between arriving in a country and leaving, whereas a domestic trip or an outbound trip will correspond to the travel between leaving the place of residence and returning. A domestic trip has a main destination in the country of residence of the traveller, while an outbound trip has a main destination (see para. 2.31) outside this country.”

UN, International Recommendations for Tourism Statistics 2008, p. 9

“2.12. Tourism is therefore a subset of travel and visitors are a subset of travellers. These distinctions are crucial for the compilation of data on flows of travellers and visitors and for the credibility of tourism statistics.”

UN, International Recommendations for Tourism Statistics 2008, p. 10



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