URBAN DESIGN IN CITIES ATTRACTING

MULTICULTURAL TRAVELLERS

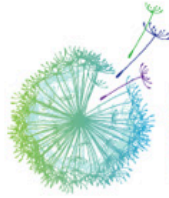# URBAN DESIGN IN CITIES ATTRACTING MULTICULTURAL TRAVELLERS

W3

The urban multiculturalism deriving from tourism, the risks and opportunities related to this economy.

Selection of case studies approaching the topic of architectural and urban design for tourism as an opportunity of cultural encounters.

URBAN DESIGN IN CITIES ATTRACTING MULTICULTURAL TRAVELLERS

W3.1

Tourism: risk and resource

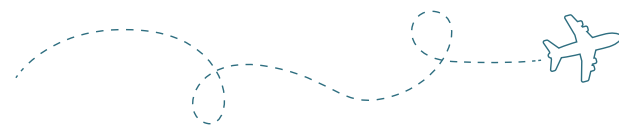**2017 INTERNATIONAL YEAR OF SUSTAINABLE TOURISM FOR DEVELOPMENT**

UNWTO

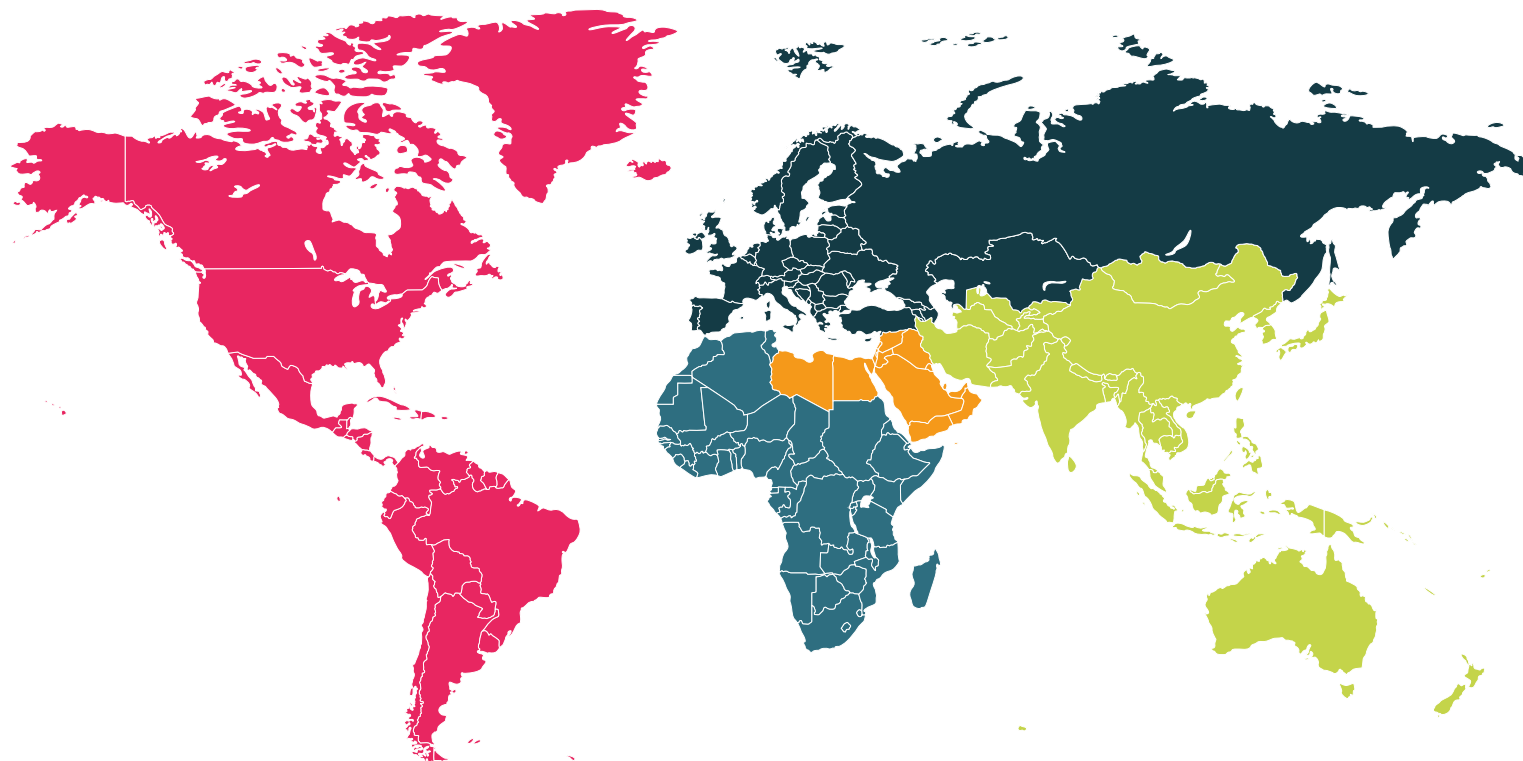## WHY TOURISM MATTERS

10% OF WORLD'S GDP
(Direct, indirect and induced)

1/10 JOBS

US$ 1.4 TRILLION IN EXPORTS

7% OF WORLD'S EXPORTS

30% OF SERVICES EXPORTS

DEVELOPMENT

ECONOMIC GROWTH

CREATING JOBS

ENVIRONMENT PROTECTION

CULTURAL PRESERVATION

PEACE & SECURITY

TOURISM IS MUCH MORE THAN YOU IMAGINE

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INTERNATIONAL TOURISM 2017

international tourist arrivals in the world 1,322 million

Americas
ITA I 207 milion 16%
ITR I 313 US$ bn 26%

Africa
ITA I 62 milion 6%
ITR I 35 US$ bn 3%

Middle East
ITA I 58 milion 4%
ITR I 58 US$ bn 5%
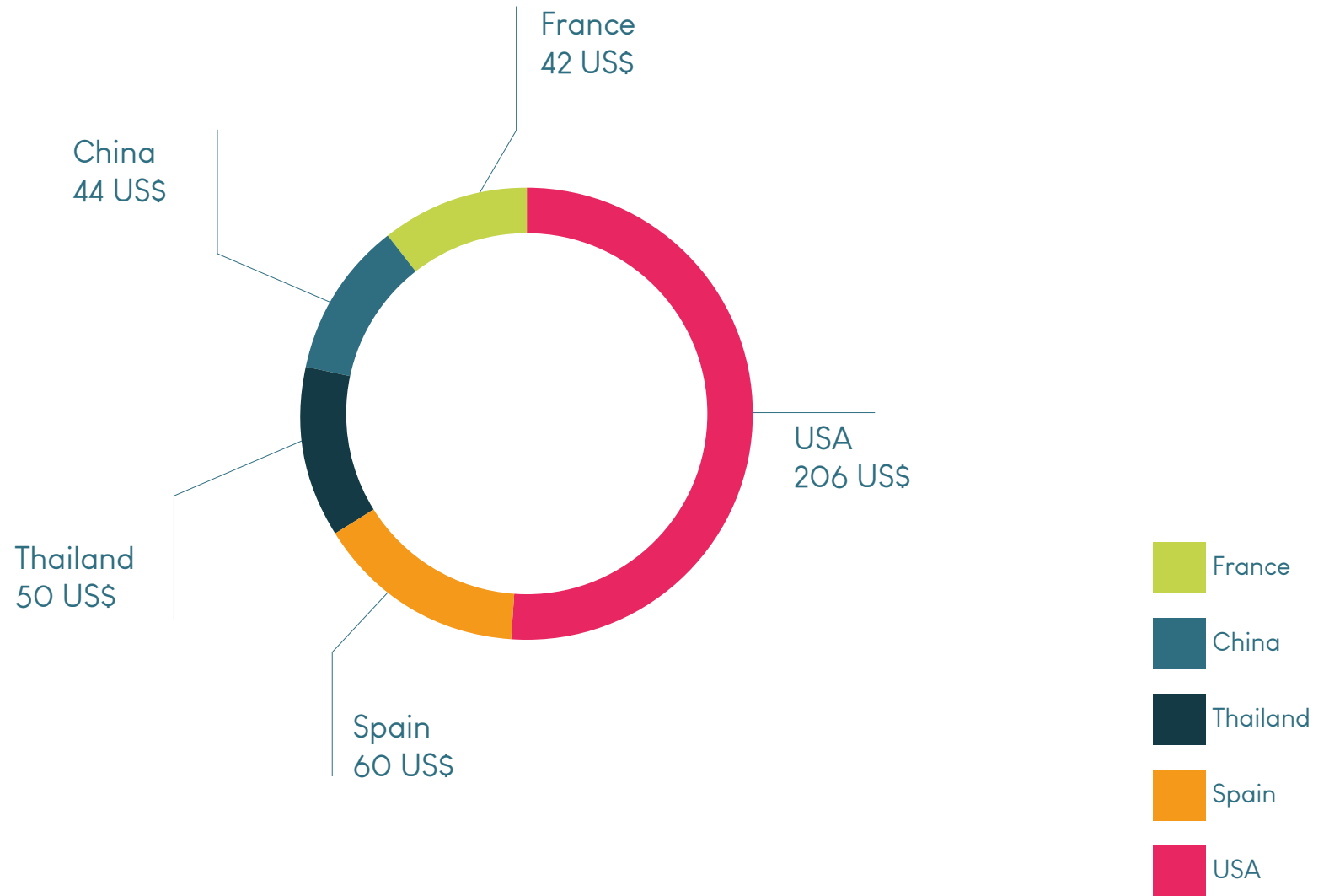
Asia Pacific
ITA I 324 milion 24%
ITR I 367 US$ bn 30%

Europe
ITA I 671 milion 51%
ITR I 447 US$ bn 37%

data UNWTO 2017
ITA international tourist arrivals
ITR international tourist receipts

S.U.R.E. Sustainable Urban Rehabilitation in Europe
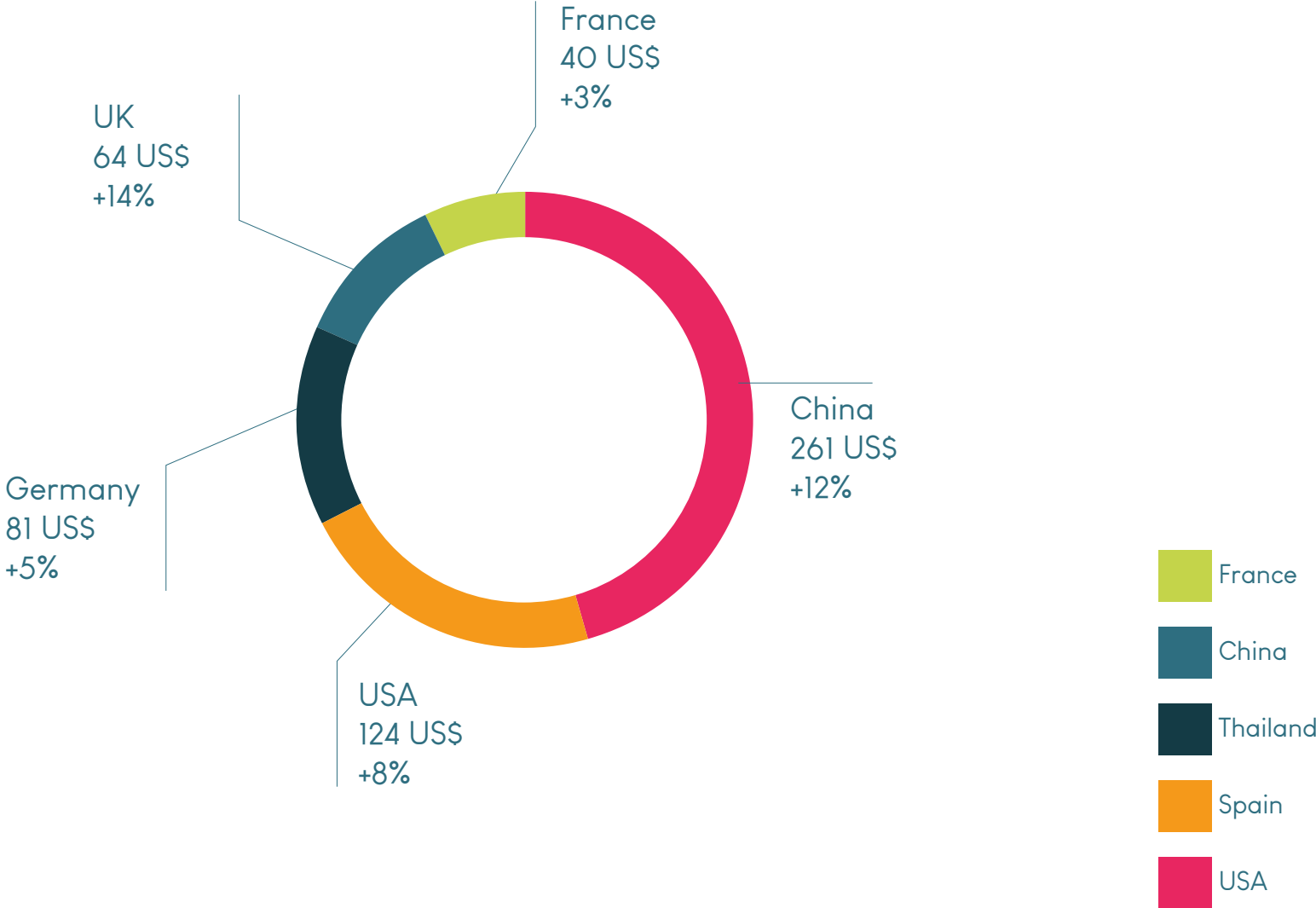
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World Top Tourism Earners
International Tourism Receipts 2016

France
42 US$

China
44 US$

USA
206 US$

Thailand
50 US$

Spain
60 US$

France

China

Thailand

Spain

USA

*in bilions

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World Top Tourism Spenders
International Tourism Expenditure 2016

France
40 US$
+3%

UK
64 US$
+14%

China
261 US$
+12%

Germany
81 US$
+5%

USA
124 US$
+8%

Legend:
- France
- China
- Thailand
- Spain
- USA

*in bilions

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CROWDED OUT: THE STORY OF OVERTOURISM
HTTPS://WWW.YOUTUBE.COM/WATCH?V=U-52L7HYQIE

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Tourism affects and changes the shape of a Site

Points of view
- Economic
- Social
- Urban

**Tourism represents a great improvement
in the quality of everybody's life and it is due to:**

- Greater accessibility to transportation

- Diversification of the offer of services (including low cost)

- Growing social and political value given to travelling

- Emerging economies

- Improved communication and information

- Digital technologies improvement

BUT WHAT ARE THE RISKS OF BEING A WORLD HERITAGE SITE?

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If the Site is not equipped with an adequate, updated tourism management plan the UNESCO recognition can get the site to suffer from the tourism resource.

MAIN CAUSES OF SUFFERING ARE RELATED TO THE TENSION GENERATED FROM:

- Abuse of spaces
- Commodification
- Increase of waste
- Resources exploitation

Tourism and travel can represent an important cultural opportunity, both for the learning extra-ordinary experience, and for the enjoyment and fruition of the heritage, but also from knowing and getting in touch with different cultures that are meeting on the World Heritage Sites (Life Beyond Tourism, World Heritage Sites for Dialogue, 2016).

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The risks of tourism on a site

1. Reduction of the dwellings for residents and increase of the costs of living

2. Transformation of commercial activities into mainly oriented towards the touristical offer

3. Difficult fruition of streets and squares

4. Saturation of public transportation

5. Increase of precarious work

6. Monoculture of local economy

7. Increase in the level of pollution and massive use of the natural resources

8. Increase of the infrastructures (streets, ports, airports …)

9. Transformation of the urban and natural environment into a thematic park

Design to give appropriate answers to the ever growing tourism impact on World Heritage Sites

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The challenges urban designers should take into account

1. Reduction of the **dwellings** **f**or residents and increase of the costs of living

2. Transformation of commercial activities into mainly oriented towards the touristical offer

3. Difficult **fruition of streets and squares**

4. Saturation of **public transportation**

5. Increase of precarious work

6. Monoculture of local economy

7. Increase in the level of **pollution** and massive use of the natural resources

8. Increase of the **infrastructures** (streets, ports, airports ...)

9. Transformation of the **urban and natural environment into a thematic park**

Design to give appropriate answers to the ever growing tourism impact on World Heritage Sites

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VENICE

source Google Earth

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Photo by Daniel Lienert on Unsplash

Angkor Wat *then*
Before and after World Heritage Sites

In the mid 1920's Angkor Wat was an important center for tourism and restoration development. In 1925 it was declared "Archelogical Park ok Angkor Wat".

Visits to the park were extremely limited, the park's visitor book registered only 832 visits and most of them where elite foreigners (information given by the Grand Hotel of Angkor Wat ans Siem Reap).

With the arrival of the 1st Word War, the 2nd World War and the Japanese Occupation of Cambodia in 1941, restoration works and tourism frozed up in Angkor Wat.

This situation continued until after the 1970's, since the Archeological Site was completely mined by a radical political group and the uncertain political situation didn't make the Site an attraction for tourists around the world.

It wasn't since 1989, when the Vietnamese troops withdrew, that studies and restoration works began again in the Site.

Between 1991 and 1992 UNESCO visited the Site and Angkor Wat was nominated World Heritage Site.

Source
1 "Espressions of Cambodia: The Politics of Traditions, Identity and Change" - Routledge, 2006, p.28

Photo by Milada Vigerova on Unsplash

Angkor Wat *now*
Before and after World Heritage Sites

The end of political instability, the nomination of World Heritage Site by UNESCO and the increasing amount of possibilities to travel to Cambodia, gave birth to MASS TOURISM in Angkor Wat.

in 2007 the site had exceeded 2 million annual presences

DANGERS:
Increasing pressure is being put on the water resource, thousands of illegal private pumps have been placed across the city pulling millionsof litres or water from the ground each day:

- If there is and overuse of water, this can have a direct effect on the temples, because the temples where built on a mixture of sand and water, which keeps them stable.

Source
"A Heritage Site in Peril: Angokor Wat is falling down" - The Independent, 14/03/2018

Venice and its Lagoon
UNESCO World Heritage

UNESCO
Organizzazione delle
Nazioni Unite per l'Educazione
la Scienza e la Cultura

Venezia e la sua Laguna
iscritto nella Lista del patrimonio
mondiale nel 1987

Venice and its Lagoon / Management Plan 2012-2018 / Macro Emergencies

| Methodology |
| **Macro Emergencies** |
| Strategic Objectives |
| Action Plans |
| Projects |
| Monitoring |
| Documents |

Macro Emergencies

The main emergencies that afflict the lagoon and its historical settlements, at this stage of completion of the high tide defense system, is the **wave motion** caused by wind and water traffic, the destruction of the seabeds by **illegal fishing**, **pollution** and the **loss of residing population** which increases the need to preserve the area's historical buildings from ruin and abandonment, as people gradually move away from the historic town centers and the islands of the lagoon. Buildings and historic centers are also subject to the pressure of the **touristic load** which risks becoming unsustainable. A set of common guidelines have been established for each macro emergency, which the subjects responsible for the Site will have to respect when planning their territory and implementing the operations for its transformation.

- Hydraulic risk / acqua alta
- Wave motion
- Pollution
- Depopulation
- Pressure of tourism
- Major works
- Illegal fishing
- Building and urban decay

Source www.veniceandlagoon.net

Photo by Damiano Baschiera on Unsplash

Venice *then*

Venice is a particular city, it has 118 islands separated by canals and connected by over 400 bridges.

Before mass tourism took over Venice, tourists came to study, visit museums and to truly discover the history of the city and its craftsmen. Today, people have the necessity to say that they "visited Venice", without caring much about its culture or history.

Venice *now*

23-25 million visitors per year

Venice has an average loss of 2.52 inhabitants per day

- Lack of shops for everyday life - The city is turning into a "Disneyland" tourist park

- Unsustainable rent prices (more often leaving place to Airbnb)

- Cruises: enter the lagoon and produce displacement of huge quantities of water and heavy sediments, which produce pollution of harmful emissions of fuels.

Source
CISET: Centro Internazionale degli Studi sull'Economia Turistica, VeneziaToday

FLORENCE
Piazza San Giovanni

Photo by Corinna Del Bianco

OVERTOURISM

the concept was first used in 2006
In 2018 is wide spread
Sustainability, carrying capacity etc

"Definition of over tourism: the phenomenon of a po-
pular destination or sight (site?) becoming overrun with
tourists. Where residents suffer and tourism changed
their lifestyles."

It is made of many factors like unappropriate behavior,
number of people, unwanted changes in physical and
social environment etc..

source: Richard Butler 2018

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The answers to the risk of tourism

The network SET, established in May 2018 in Barcelona, gathered the experience of Venice, Valencia, Seville, Palma, Pamplona, Lisbon, Malta, Malaga, Madrid, Girona, Donostia/San Sebastian, Canarie, Camp de Terragona, Barcellona, cities that, at different levels, are affected by the consequences of a bad management of the tourism resource.

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TOURISM

The project presented by the local authorities of Gembloux (Belgium) follows this sustainable approach to tourism. The component of the project dedicated to tourism includes the development of an interpretation centre in the belfry, inscribed on the World Heritage List, and the creation of a tourist-oriented signage system in the historic centre as well as the organization of cultural events on intangible heritage. The goal of this project is to enrich the quality of tourism in the city, and in doing so to turn it into a vector for sustainable development based on promoting the area's material and immaterial cultural values, with positive returns for the city's residents and users.

Source: UNESCO, 2014 Developing Historic Cities

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TOURISM

Some case studies also indicate the importance of implicating local populations in tourist management. In Saint-Louis (Senegal), for example, crafts made in workshops attended by young people from the island have been supplied to Saint Louis' tourist market, which had lacked quality local products. By raising awareness among residents of historic cities and by training them for jobs related to tourism, it becomes possible to more easily reconcile the different populations who share (or compete for) the use of urban heritage and so to diffuse the most common usage conflicts.

Source: UNESCO, 2014 Developing Historic Cities
Image Google Earth

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INTERNATIONAL COMPETITION ON CULTURAL LANDSCAPE IN BHUTAN 2014
–its interpretation and ways to enhance the safeguarding of cultural landscape

Bhutan as a whole reflects a unique cultural landscape bearing witness to a distinctive history, culture, wisdom and custom of the people of Bhutan. Sustaining this cultural landscape would strengthen national cohesion, identity and unity of the people of Bhutan benefitting both the present and future generations. Therefore, it is the responsibility of every citizen of Bhutan to safeguard individual heritage sites and the cultural landscape in general.

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