

THE BOOK OF HERITAGE VS TOURISM

AN INTERNATIONAL POINT OF VIEW, VOLUME 2



LUÍS PINTO

**THE BOOK OF HERITAGE
VS
TOURISM**

The Book of Heritage Vs Tourism
An international Point of View, Volume 2
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excessive resource consumption and large waste production representing an enormous effect on the environment.

Models of existing cities are outdated and it is urgently necessary to find other sustainable models, with solutions for solving energy problems and mobility, pollution, waste management and environmental sustainability.

The city must diversify their possibilities to increase the quality of life, well-being, so they can offer better opportunities in obtaining housing, jobs, goods and services, culture and entertainment, mobilities (with incentives for electric mobility) and reducing pollution.

In the dynamics of the city, better management of land and the maintenance and rehabilitation of the built environment are crucial to attract investment in general and particularly investment in tourism and the interests of people.

Professor Cathedratric, Alberto cruz Reaes Pinto

Nota de Editor:

Este livro é dedicado a todos os que se preocupam com a cultura individual de uma região e de um povo.

Ao longo do livro, organizado em capítulos, com temas de vários autores, podemos encontrar espelhadas, várias preocupações, resultados e propostas, no campo da cultura, da arquitetura e da arte. A memória do local e a preservação de um passado cultural e histórico, ficaram espelhadas ao longo dos vários textos.

Os artigos foram apresentados na International Conference of Heritage Vs Tourism, realizada durante o mês de maio de 2016, na Universidade Lusíada de Lisboa.

Os textos, que se seguem, são de autores diversos, onde se podem reconhecer preocupações e ou soluções, para esta problemática.

Editor's Note:

This book is dedicated to all who care about the individual culture of a region and a people. Throughout the book, organized into chapters, with themes from various authors, we can find several concerns, results and proposals, in the field of culture, architecture and art.

The texts below are of various authors where they can recognize concerns and or solutions about this problem.

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3. *Chapter: MEMORY OF SPACE AND PLACE TOURISM AS FACTOR OF LIFE OR DEATH OF CITIES*

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Abstract:

The memory of space and place are reflected in our experience. Tourism is currently an uncontrollable mobility factor - whether human, identities, cultures, meanings, information, finance and objects - that cause changes and changes in space and place.

Gaston Bachelard (1964), Edward Casey (2000) as philosophers and phenomenologist have also traced this powerful connection between memory and place. The work of Jane Jacobs (2001) is essential in this reading. Yi-Fu Tuan (2001) had a different approach and suggests that memorable architecture should strengthen our memories, enhance the self, and provide layers of meaning to a space.

The purpose of this article is to understanding the spatial relationships and tensions between them, and how tourism can be a factor of life or death in the cities. How dynamics allows us to gain important insights into the processes that shape the spaces and

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16. Chapter: TOURISM AND HERITAGE: INTEGRATED MODELS OF SURVEYS FOR THE MULTI-SCALE KNOWLEDGE AND DISSEMINATION OF THE HISTORICAL TOWNS, THE ARCHITECTURE, THE ARCHAEOLOGY

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Abstract:

Which is our concept of cultural tourism at the time of globalization, when the knowledge of strangers countries and cultures can take advantage from the fastest communication and travel systems?

The relationship between heritage's places and tourism is more and more problematic and should be managed in a sustainable way: to avoid conflict between values, we needs to

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interpretate it in more challenging and dynamic way by increasing the enjoiment of the visitor experience through the clever heritage's valorization.

Which are the scientific strategies and professional instruments for the heritage's valorization?

These topics are closely related to the emergence of new information models for knowledge and dissemination of cultural heritage that fit in challenging between heritage, g/local theme (mass tourism) and ICT development.

Recently, the ICT has made it faster and syncretic the process of built heritage's documentation and simplified acquisition and post-processing data procedure (surveying→collecting→ communicating data about urban contexts and architecture).

It means that the production of documentation and communication platforms is quickly "democratizing" by facilitating the merger between creator and consumer of content.

The paper will focus on case studies showing the research about the use of technology trying to pursue the path of total knowledge of the place, not limiting to the easy charm of the image but trying to involve the visitor in all dimensions of the CH which, by the physical impact with the place, transforms the tourist into an host.

Key Words: Florence's city walls, architecture's survey, dissemination of cultural heritage

Introduction:

Which is our concept of cultural tourism at the time of globalization, When knowledge of Strangers countries and cultures can take advantage from the fastest communication and travel systems⁴⁴?

The fast increase in tourist movements over the last ten to twenty years has certainly meant the opening of huge commercial markets for the most typical attractive countries for tourism but also, with a continuous (and unstoppable) expansion, the emerging of a real question about the sustainability of mass tourism and has now occurred the fact even a few years ago (Icomos, Valletta 2011) was a fear and a prediction: "Historic towns and urban areas run the risk of becoming a consumer product for mass tourism, which may result in the loss of their authenticity and heritage value."⁴⁵

44 International tourist arrivals grew by 4.4% in 2015 to reach a total of 1,184 million in 2015, according to the latest UNWTO World Tourism Barometer. Some 50 million more tourists (overnight visitors) travelled to international destinations around the world last year as compared to 2014... International tourist arrivals up 4% reach a record 1.2 billion in 2015 (UNWTO, Periodic Report 2014, PR 16008, 18 Jan 16).

45 The Valletta Principles for the safeguarding and Management of Historic Cities, Towns and Urban Areas, 17th ICOMOS General Assembly, 2011.

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1) International tourist arrivals were 25 million in 1950. In 2012 this number was one billion and is expected to reach 1.8 billion by 2030 (www.unwto.org)

We'll confine detailed analysis of this issue to the city of Florence⁴⁶-the whose historic center is since 1982 a site in the UNESCO World Heritage List- and where the mass tourism is a phenomenon constantly monitoring through studies, research and plans intervention.

The 2015 annual report of the UNESCO Office of the City of Florence signals the mass tourism as one of the major risks identified as a cause of vulnerability of the historical Florentine center.

The causes of vulnerability of the Florentine historical center are, in our opinion, largest and date back to earlier times to the attack of the mass tourism, but we need to operate avoiding the tourism can play only at risk role in the historic center's life but can add its positive factor to the general asset.

This can be achieved only through a very balanced and sustainable exploitation of CH that the city of Florence symbolizes around the world by putting in attentive balance social all the needs: cultural, environmental protection and heritage conservation needs with economic needs⁴⁷.

⁴⁶ The other risks described in the Periodic Report - Section II-Historic Centre of Florence World Heritage Centre, 2014, are traffic, environmental and climate risk and the problem of vandalism to the heritage.

⁴⁷ "This requires actions that allow the urban structure to retain the original residents and to welcome new arrivals (either as residents or as users of the historic town), as well as to aid development, without causing congestion"; see 3- Intervention Criteria/e- Balance and compatibility,

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New knowledge's models for knowledge and dissemination of cultural heritage:

Which are the scientific strategies and professional instruments for the heritage's valorization?

The most proven and diffused strategies of the tourist economy have been so far focused only on commercial and marketing use of ICT for tourism, and much less on the aspect to implement a more mature enjoyment of the cultural experience by the visitor rather than the development of urban "impact mitigation".

Here we'll leave the discussion of all that range of actions that governments could choose for a more harmonious and safe tourist use for high risk sites from mass tourism (just think of the enormous possibilities of "urban management" offered by open data); here we'll focus on the ability to make a contribution of proposal on the gap that exists today between the risk of trivializing the places and their fast consumption and the development of a personal and profound knowledge acquisition.

In our opinion, we must act on this gap to achieve the best heritage's valorization, understood as the promotion of knowledge of the deeper meaning of the values of the city and of the CH to be visited.

These topics are closely related to the emergence of new information models for knowledge and dissemination of cultural heritage that fit in challenging but problematic relationship between heritage, g/local theme (mass tourism) and ICT development.

Which is the role that the discipline of Survey and representation of the Architecture can play in this field? "Proper planning requires accurate up-to-date documentation and recording (context analysis, study at different scales, inventory of component parts and of impact, history of the town and its phases of evolution, etc.)"⁴⁸ and "Planning for the conservation of historic towns and urban areas Should be preceded by multidisciplinary studies."⁴⁹ clearly show how to interpretate this role.

Recently, the ICT has made it faster and syncretic the process of built heritage's documentation and has simplified data acquisition and post-processing procedures (surveying → → communicating collecting data about urban contexts and architecture). That it means the production of documentation and communication platforms is quickly to "democratize" by facilitating the merger between creator and consumer of contents. In this framework we can look at the use of technology as a "facilitator" in the creation of tailored contents, which can be configured in real time by each visitor using a substantial

in The Valletta Principles for the safeguarding and Management of Historic Cities, Towns and Urban Areas, 17th ICOMOS General Assembly, 2011.

48 see 3 - Intervention Criteria/g - Method and scientific discipline, in The Valletta Principles for the safeguarding and Management of Historic Cities, Towns and Urban Areas, ICOMOS General Assembly 2011.

49 See The Washington Charter, http://www.icomos.org/charters/towns_e.pdf

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wealth of metadata scientifically well-founded ("Communicate the meaning of cultural heritage sites to a range of audiences through careful, documented recognition of significance, through accepted scientific and scholarly methods as well as from living cultural traditions"⁵⁰).

Since 2010 our research group has operated by setting a series of research and training activities, which followed the guidelines provided by the 7 principles established by The ICOMOS Charter for the interpretation and presentation of cultural heritage sites⁵¹.

The research activity was developed aiming to two main goals:

1) to experiment many scales (from the urban contexts to architecture to areas and archaeological finds); 2) to work following hard scientific standards in measurements, surveys and documentation for visual reconstructions and contents based upon detailed and systematic analysis of environmental, archaeological, architectural, and historical data.

The study cases:

Based on these considerations the research group led by the author began to experiment with models of aggregation of data from research about the cultural heritage that could converge in the platforms open and designed to non-traditional mode of use.

The three study cases that are discussed in following chapters are related to different themes of application of the working methods described above and embrace different scales and dimensional quality, just with the intention of highlighting the cross-disciplinary approach. In each of the three cases -focusing on the valorization of the city (with the presentation of the Project Tbilisi), of the architecture (with the presentation of the the Firenze Mura Urbiche- FiMU Project), and archaeological finds (with the presentation of A museum in five senses Project)- has been applied the same logic of documentation's strategy of the samples and of communication's synthesis of the results.

Information platforms for knowledge of historical cities: the Tbilisi Project

Tbilisi has been for centuries an important crossroads between East and West (hyas passed from here the Silk Road, but here are focused also the interests of crucial junction between the north-south and east-west of the Eurasian area), where the plot of the story settled an important cultural heritage, which today runs the risk of a too rapid urban modernization and lack of appreciation of the valuable remains of a past so important. Finally, the Russian deorbit involved the unfinished geopolitics "relocation" that does not

50 See Principle 2: Information Sources, in The Charter for the interpretation and presentation of cultural heritage sites, ICOMOS 16th General Assembly 2008.

51 Principle 1: Access and Understanding; Principle 2: Information Sources; Principle 3: Attention to Setting and Context; Principle 4: Preservation of Authenticity; Principle 5: Planning for Sustainability; Principle 6: Concern for Inclusiveness; Principle 7: Importance of Research, Training, and Evaluation. See The Charter for the interpretation and presentation of cultural heritage sites, ICOMOS 16th General Assembly 2008.

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yet allow the country to overcome the isolation following the war waged by Russia in 2008. The capital of Georgia today presents a valuable architectural heritage (which we can still visit in the old part of Tbilisi) and an important archaeological heritage housed in the National Archaeological Museum; however, the current situation of the availability of information by tourists is very low, so much so that is not possible to support well-prepared a tourist visit: city maps or printed guides there are not in fact available.

The Tbilisi Project, held in cooperation with many Georgian institutions, has used methodologies of architecture's survey and representation aimed to two main goals:

- to facilitate an easier tourist visit of the important Georgian cultural heritage and capital by drawing up the app Augmented Reality Tbilisi-ARTbilisi⁵²; ARTbilisi has two itineraries: the first one in Old Tbilisi (planned in six focus points of the urban environment located between the River Mtkvari and the Narikala Fortress), and the second one in the National Archaeological Museum, organized into six focus on the main finds of the museum.

- to build a sort of genetic code database of the place to be preserved before his irretrievable loss, goal realized by preparing the Atlas of Old Tbilisi; the rapid transformation of the image of the city has been the motive of the second line of action of the Project Tbilisi, which has built the codification by architecture's surveys and representation of the constitutive character of the place and the urban image of the city for the collection into a multidimensional repository, aimed at the architectural atlas of the city. The program of documentation, surveys and advanced representations has been made between 2013 and 2015 and has been set both in terms of research (Augmented Reality Tbilisi-ARTbilisi) and as a teaching activity (The Old Tbilisi's Atlas).

⁵² See ARTbilisi: <http://artbilisi.wix.com/artbilisi>.

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Information platforms for knowledge of architecture: the Firenze Mura Urbiche- FiMU Project

The historic center of Florence is still partially surrounded by the ancient city walls , which constitutes an important architectural heritage not adequately known and valued, even with respect to tourist flows that daily reach the city.

Between 1865 and 1871 Florence became provisional capital of the Kingdom of Italy and the new functions entailed profound transformations of the urban structure at that time: the most important and visible was of course the abatement of city walls -built initially to protect the Roman castrum, then rebuilt several times in successive in centuries- that were replaced by the wide circle of avenues designed similarly to the Parisian boulevards that Haussmann spread throughout Europe.

The walled city was so open to the twentieth-century expansion and the birth of modern Florence but simultaneously lost its established image and the urban form based on the

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opposition intra-moenia/extra moenia; to signal the memory of the city walls, and in line with the monumental approach of that urban culture and of the period, in the main squares of the avenues in the portion of the city north of the river (called "di quà d'Arno") the urban ports were spared and transformed into focus of squares: Torre della Zecca in Piazza Piave, Porta alla Croce in Piazza Beccaria, Porta S. Gallo in Piazza della Libertà, Porta a Prato in Piazzale della Porta a Prato.

Remains nowadays intact, however, the south portion of the wall of the river (called Oltrarno), characterized dall'assetto hired between 1529 and 1552 (when, under the direction of Michelangelo, the whole hill of San Miniato was fortified) and by the presence of doors: Porta S. Niccolo, Porta S. Miniato, Porta S. Giorgio, Porta Romana, Porta S. Frediano.

Rounding out the defensive structure of the city, the two forts guarding them of attacks from the north - the Fortress of St. John (called Fortezza da Basso), built in the first half of the sixteenth century - and from the south - the Forte Belvedere, completed between 1590 and 1600 by Buontalenti to fortify the building.

To this extraordinary monumental heritage in urban scale is dedicated the project presented here, created to promote knowledge and spreading in terms of documentation and visual media designed for better tourism valorization.

The enormous number of theoretical studies by historians and archaeologists for decades held on the theme of the Florentine city walls is not, in fact, supported by an appropriate graphic documentation; aimed to this goal, in 2014, we started the Firenze Mura Urbiche-FiMU Project⁵³, which has already carried out the first phase of architectural LS surveys⁵⁴.

⁵³ The project has been funded by University of Florence in two programs:

- Progetti strategici di Ateneo 2015, *Le mura urbane e il sistema difensivo di Firenze: rappresentazione e comunicazione del paesaggio urbano tra tradizione e innovazione*, coordinator Roberto Sabelli;

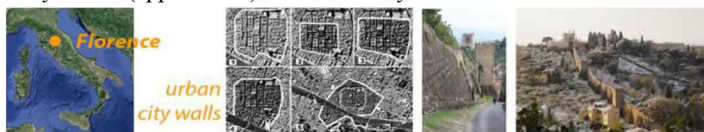
- Fondi di ricerca di Ateneo 2014, *Antiche mura urbane di Firenze: nuovi rilievi e rappresentazione avanzata per la valorizzazione del complesso urbano*, coordinator Paola Puma.

⁵⁴ The capital of 3D coordinates associated with qualitative data may be subject to multiple levels of interpretation that should not be exhausted in a close temporal relationship, but updated and developed in time, can be used for monitoring materials (for updating the framework documentary aimed at restoration as well as for the realization of popular products such as automatic production of scale models, multimedia, etc.).

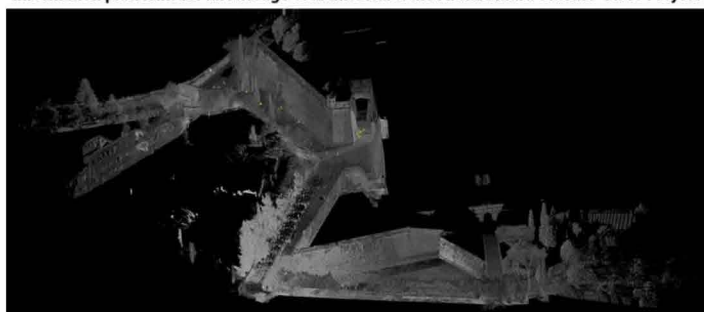
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The workflow foresees in the later steps the production of drawings and models in 2D-3D for the use by device (app and VR) to visit the city walls.



Information platforms for knowledge of architecture: the Firenze Mura Urbiche- FIMU Project



Information platforms for knowledge of the archaeological heritage: the A museum in five senses Project

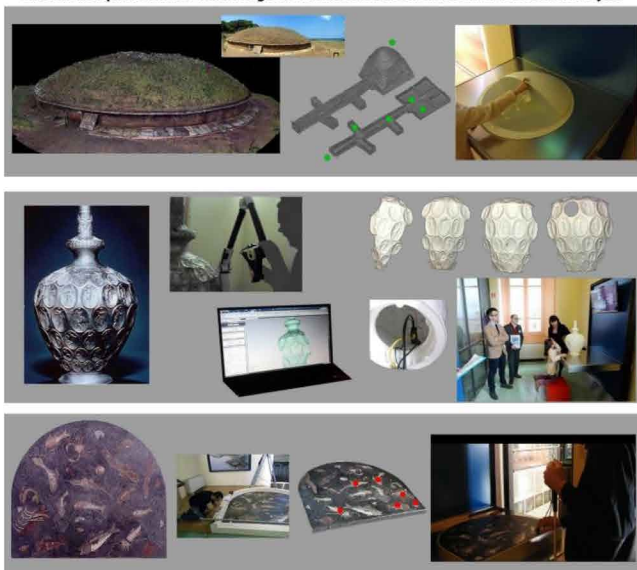
The research project A museum in the five senses was born with the aim to test an innovative technologically advanced way of fruition of archaeological finds letting the objects "to talk" to the visitor in the museum.

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Information platforms for knowledge of architecture: the A museum in five senses Project



As part of the enhancement of a museum heritage, in fact, we often see a lack of communication of the wealth of informations that characterizes the visible objects in the glass showcases, or visiting an archaeological site: the information on the discovery of the excavation, those descriptive of the object itself (material, measures, production method), the possible reconstruction of the original site.

The project focused on three well known artifacts belonging to the Archaeological Museum of Populonia in Piombino (Tuscany, Italy); two of them are archaeological artifacts located in the Necropolis of San Cerbone in the Archaeological Park of Populonia and Baratti (the Tomb of the Chariots and the mosaic in marine scene) and the third is the most important find of the museum: the Amphora of Baratti. Our research team carried out the project in 24 months (June 2014-April 2016) in two different roles: as leader of a number of groups with specialized skills, and as an autonomous group.

In this second role, the group contributed to the project with activities, even experimental, related to the entire chain of relevant documentation and advanced representation data.

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The three archaeological artifacts have been measured (even with technical and specialist equipment) to be played back in 3D prototypes; the final step of preparation was finally represented by the sensing of the prototypes which are thus "talking": through the engineering of models is realized, in fact, an interactive museum's context, where the visitor interrogates the object that explains itself in visual and sounding way.

Conclusion:

The paper has been focused on three case studies showing the research about the use of ICT trying to pursue the path of interpretive knowledge of the place, not limiting to the easy charm of the image but trying to involve the visitor in all dimensions of the CH which transforms, by the physical impact with the place, the tourist into an host.

If we return to the definition from the Quebec Declaration, 2008: "Spirit of place is defined as the tangible and intangible, the physical and the spiritual elements that give the area its specific identity, meaning, emotion and mystery. The spirit creates the space and at the same time the space constructs and structures this spirit ", we understand the need to focus our efforts to use scientific scientific approach tools and emphasize humanistic use of ICT as for CH tourists as for the quality of life of inhabitants.

There is, maybe, the possibility that globalization may indeed become a cultural phenomenon that goes deeper than just the increasing expansion of tourist markets to realize the linking and integrating conservation and preservation of cultural heritage whit its development; but we need to change strategy moving from the quantitative parameter of measuring tourist flows to the qualitative rating, by putting authenticity and the growth of interpretation and communication strategies into the core of the development of cultural tourism.

Credits

ARTbilisi, funded by University of Florence and Tbilisi State Academy of Arts

Project coordinators: Paola Puma- University of Florence, Nana Iashvili, Tbilisi State Academy of Arts

Surveys and representations coordinator: Paola Puma

Communication coordinator: Nana Iashvili

Institutions involved: Ministry of Culture and Monuments Protection, National Agency for CH preservation of Georgia, Georgian National Museum, Italian Embassy in Georgia, Georgian Embassy in Italy, Tbilisi Hamkary, Architectural League of Tbilisi

Staff from University of Florence: Marte5, Lorenzo Cantini, Jenny La Greca, Matteo Fiorucci, Pietro Massai

Firenze Mura Urbiche- FiMU Project, funded by University of Florence

Project coordinators: Paola Puma , Roberto Sabelli- University of Florence

Surveys and representations coordinator: Paola Puma

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Institutions involved: Municipality of Florence

Staff from University of Florence - Rilievi e restituzioni: Andrea Arrighetti, Giuseppe Nicastro, Giovanni Pancani, Francesco Tioli

A museum in five senses, funded by Region of Tuscany

Project coordinators: Paola Puma-University of Florence, Silvia Guideri- Museo Archeologico del territorio di Populonia a Piombino

Surveys and representations coordinator: Paola Puma

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