

Preserving places. Managing mass tourism, urban conservation and quality of life in historic centres

(Period of activity: 1/10/2008 - 31/03/2010)



Activities proposed:

- ✓ The project's kick off workshop was held in Ankara (TK) - METU–Middle East Technical University, Department of Architecture, on 5-6 December, 2008.
- ✓ International Conference “L'identità dei luoghi fra turismo e conservazione. Per una valorizzazione sostenibile dei centri storici”, CNR-P.le A. Moro e Tempio di Adriano - sede della “Camera di Commercio” di Roma, Rome (IT), on 13-14 November 2009.
- ✓ Publication of the most important contributions of the Rome International Conference in the online journal *Rivista di Scienze del Turismo* n.2 (2010)
<http://www.ledonline.it/rivista-scienze-turismo/>



Pantheon



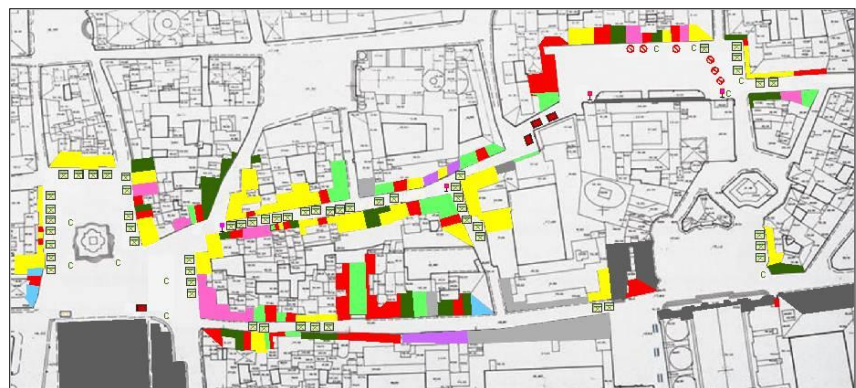
Pantheon – Trevi Itinerary



Trevi fountain

Tourism in historic cities, following the trend of tourist industry, is in continuous increase and specially favoured by a particularly innovative European cultural sector. The negative impact of mass tourism on the conservation of cultural heritage and the impoverishment of central places from their traditional civic values is apparently evident and had already been noticed by European Commission's Reports. However planning and conservation policies in many historic cities continue to be fragmented and short sighted as they result mainly interested to the short term economic advantages of tourism.

SCHEDA p.p. n° 1	ENTE SCHEDATORE: CNR - SCNIC di Roma	DATA: 03/07/2009
LOCALIZZAZIONE EDIFICIO: Lancia, Roma, Viale Colonna, via del Pantheon		
LOCALIZZAZIONE CATASTALE: part. 020 - sub. 10 - fasc. 23/20 - part. 2/a - 02/001/1999		
STABILIMENTO/INTERESSI:		
VICOLI DI ALTRE AMMINISTRAZIONI:		
IN CENSO: 020-020 FRAGOLE: Dispositivo di tutela, base in pietra e altopiano in cemento Commissione deposito di fiamme edificio patrimonio culturale delle aperture edificio edificio storico 2° parte edificio monumentale monumentale, centro storico di 020 Monumento, luogo riconosciuto F. 020 Monumento edificio edificio edificio di base luogo di interesse storico		
FAVORABILITÀ: Dispositivo di tutela e protezione speciale non veduti monumento monumento monumentale monumentale Commissione deposito, deposito edificio patrimonio monumento		
FOTO: 		

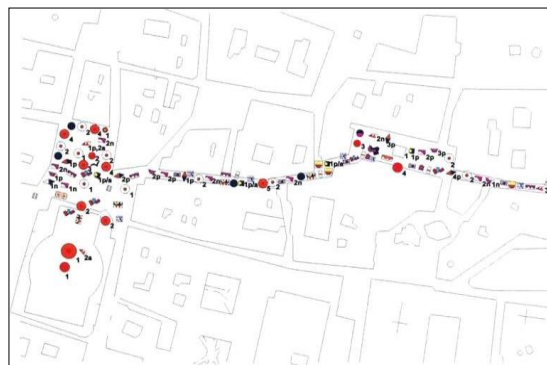


Monitoring method of tourist impact in historic centres: data collection form of and synoptic map

The aim of this project is twofold. First to investigate on the risks historic cores are subjected to and to analyse, on a comparative and interdisciplinary basis, urban, conservation and tourist policies in order to propose best practices and guidelines for their sustainable enhancement. Specific case studies were identified, appropriately chosen by the eight project partners.

PHASE	OBJECTIVES	ACTIONS	PRODUCTS	
ANALYSIS	0	Construction of the analysis grid	Choice of categories Choice of parameters Choice of significant days Choice of time slices	Database grid
	1	Anticipatory analysis	Preliminary observations made prior to the first inspection of the place	Map of the preliminary ideas of the place
	2	Perceptive and denominative description of the elements	Denominative survey Perceptive survey Graphical survey Photographic survey Video survey	Map visualizing the results obtained from the survey
	3	Identification with traditional cartography of the elements required for area description	Analysis of traditional planimetry at urban scale Analysis of traditional planimetry at territorial scale	Map with the components of the site deduced from analysis of traditional maps
	4	Identification of place elements perceived by users of places	Questionnaire for visitors to the place	Map visualizing the results of the questionnaire
DESIGN	5	Processing the collected information	Overlay of the maps with the different elements observed from the anticipatory and effective analysis Check of the different elements observed from different analysis tools	Graphic system construction Complex map of analysis
	6	Identification of identity resources	Identification of the identity potential Identification of identity problems Identification of identity statistics	Map of identity resources
	7	Identification of identity resources by users of places	Questionnaire for visitors to the place	Map visualizing the results of the questionnaire
	8	Identification of the project proposal	Overlay and elaboration of data collected Definition and localization of design intervention	Graphic system construction Complex map of identity project intervention

PlaceMaker: a methodology of urban analysis and project



Complex map

Second to arise awareness among principal players (such as local authorities, tour operators and citizens) on the risks both tangible and intangible cultural heritage is undergoing, thus identifying strategies that are both economically viable and culturally sustainable and promoting participation for positive action.

Thanks to the interdisciplinary composition of the partnership (bringing together experts in conservation, urban conservation and town planning with experts on cultural tourism and human mobility) this project combines both scientific and civil objectives, stimulating research and social participation.

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Universidad Autonoma de Madrid, UAM (ES)

Etudes Supérieures d'Hôtellerie et de Tourisme de l'Université d'Angers, ESTHUA (FR)

Aristotle University of Thessaloniki, School of Architecture, AUTH (GR)

Università di Roma "La Sapienza" (IT)

Middle East Technical University, Department of Architecture, METU (TR)

London Metropolitan University (GB)

Project web site: www.preservingplaces.co.uk/