

PICTURE PARTNERS

→ **Université de Liège**

LEMA, Center for Architectural and Urban Design Studies
1, Chemin des Chevreuils, B52/3
4000 Liège → Belgium
Albert Dupagne & Jacques Teller
picture@lema.ulg.ac.be
<http://www.pictureproject.net/>

→ **ITAS- Karlsruhe Research Center (Forschungszentrum Karlsruhe)**

P.O.B.3640
76021 Karlsruhe → Germany
Krassimira Paskaleva-Shapira

→ **ITAM-ARCCHIP**

Prosecká 76
190 00 Praha 9 → Czech Republic
Miloš Drdáký

→ **Queen's University of Belfast, School of Architecture**

2 Lennoxvale
Belfast BT9 5BY → Northern Ireland
Christopher Tweed, Margaret Sutherland

→ **Universidad Autonoma de Madrid**

Cantoblanco
28049 Madrid → Spain
Mikel Asencio

→ **FEEM - Fondazione Eni Enrico Mattei**

Corso Magenta 63,
20123 Milano → Italy
Dino Pinelli

→ **EICR - European Institute of Cultural Routes**

Tour Jacob, Plateau du Rham
2427 Luxembourg → Luxembourg
Sorina Capp

→ **The Regional Secretariat of the OWHC-North West European Region**

c/o Byantikvaren,
Byrådsavdeling Byutvikling
P Boks 7700
5020 Bergen → Norway
Siri Elvestad

→ **City of Syracuse**

Piazza Duomo 4
96 100 Syracuse → Italy
Sergio Campanella

→ **Conseil d'Architecture, d'Urbanisme et de l'Environnement de l'Oise**

Parc du Château, La Cabotière
BP439
60 635 Chantilly → France
Carole Dauphin

→ **English Heritage**

23 Savile Row
W1S 2ET London → United Kingdom
David Miles

→ **COC Conseil**

9 Avenue Ducis
F92500 Rueil-Malmaison → France
Claude Origet du Cluzeau

PICTURE



Pro-active management of the Impact of Cultural Tourism upon Urban Resources and Economies



Contract n° SSP1-CT-2003-502491 → The PICTURE project is financed by the European Commission, Sixth Framework Programme of Research Specific Programme: Integrating and strengthening the European Research Area → Activity: Specific activity covering policy-orientated research under "Policy support and anticipating scientific and technological needs" → Priority 3. Underpinning the economic potential and cohesion of a larger and more integrated European Union → Topic 3.6. The protection of cultural heritage and associated conservation strategies → Task 5: Cultural heritage and tourism

CULTURAL TOURISM AS A TOOL TO SUPPORT URBAN REGENERATION

Even though urban tourism is one of the earliest forms of tourism in Europe, many urban communities did not regard it as a major source of income, until the early 1990's. Since then, however, there has been a considerable shift in trends and many small and medium-sized European cities and towns have developed a strong interest in the sector due to its potential to revive local urban communities and economies.



The Guggenheim museum, the recent tourist attraction of Bilbao.

THE NEED FOR CO-ORDINATED ACTION

Decentralisation offers greater opportunities for local governments across Europe to promote their own development plans and long-term tourism strategies. However, delivering pursued objectives requires effective integration of decision making and partnership building at local, national and international levels. This will involve both the public and private sectors, responsible for transport, visitor accommodation, cultural services and urban planning.



The conservation of the heritage and townscape of Telč required strong and co-ordinated regulation.

THE NEED FOR SENSITIVITY TO LOCAL CONTEXT

The past years have witnessed some negative impacts of urban tourism, illustrated by the physical deterioration of monuments and the standardization of local environments. Fortunately, these impacts have rarely diverted the flow of visitors, even in small towns where such impacts are more discernible. Cultural tourism should not harm the heritage that motivates it, but it should recognise and promote its value.



The Victorian elegance of the Crown Liquor Saloon, Belfast.

TOWARDS A SUSTAINABLE MANAGEMENT OF CULTURAL TOURISM

Local communities can employ different strategies to control negative impacts. One possibility is to limit visitor access to a particular site through a strict control of parameters such as supply of visitor accommodation facilities, vehicular access, or parking controls. Another option is diversification of the tourism assets to avoid over-use thus diverting the public from the most visited sites. In practical terms this means recognising and promoting new cultural attractions in cities, allowing more effective exploitation of European heritage and a more balanced distribution of income from urban cultural tourism.



Crowded terraces in the center of Prague.

PICTURE aims to develop a strategic urban governance framework for the sustainable management of cultural tourism within small and medium-sized European cities. This framework will help to establish, evaluate and benchmark integrated tourism policies at the local level with a view to maximising the benefits of tourism upon the conservation and enhancement of built heritage diversity and urban quality of life.

To accomplish this goal, the following research objectives will be pursued:

- 1 → Evaluate the **dynamics of the effects of tourism**, at large, upon the social, environmental and economic wealth of European small and medium-sized cities, considering the *built heritage diversity* and *urban quality of life* characterising such environments;
- 2 → **Identify and benchmark innovative urban governance strategies** for sustainable development of *cultural tourism* within small and medium-sized cities;
- 3 → Provide local governments and decision makers with tools to facilitate the **assessment of the impact of tourism** in a locality, with particular regard to built heritage issues and relevant quality of life parameters, in order to improve their strategies, plans, and policies;
- 4 → **Capitalise and disseminate existing knowledge and good practices** of sustainable cultural tourism in Europe, focussing upon the effects of the sector upon the conservation and enhancement of the built heritage diversity and urban quality of life.

The project is coordinated by the LEMA-Université de Liège. More information about PICTURE and its accomplishments are available at this web site: <http://www.pictureproject.net/>
The work is due for completion by February 2007.

